

FOR IMMEDIATE RELEASE

Canada Beef launches Beef Up Your Skills initiative for Canadian consumers

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Calgary, AB – Canada's beef industry is dedicated to delivering an outstanding eating experience each time a consumer prepares our products. While the effort starts on the farm with Canada's 60,000 beef producers, and continues throughout the supply chain, the finishing touches will always be achieved in the kitchen. With this in mind, Canada Beef is pleased to announce new online tools to make a great home chef even better.

The Beef Up Your Skills initiative provides consumers with helpful advice and meaningful support to address common questions and issues related to cooking beef. Canada Beef President Michael Young said the intent is to take a multi-faceted approach that takes its cue from consumer feedback and applies expert guidance and research to develop enhanced recommendations.

"Canada Beef has surveyed thousands of Canadians across the country to learn more about how consumers currently prepare our products. We are taking a fresh look at our existing recommendations to see if we can make them better and are also developing tips for newer types of cooking appliances," he said.

The knowledge component is supported by an expert advisory group of scientists from Agriculture and Agri-Food Canada. Where information gaps exist, the experts are performing research that includes an examination of how the flavour, juiciness and tenderness of beef products is impacted by different preparation processes and methods of determining doneness. A study is also being conducted around how much fat is removed during cooking using various appliances increasingly found in Canadian kitchens such as air fryers.

To get this new information to the people who can use it Canada Beef has launched a new online video series called CDN Beef TV. The first episode targets the [prevention of steak curling on the grill](#) and features Dr. Nuria Prieto and the chefs from the Canadian Beef Centre of Excellence (CBCE). The production is the first to originate from the newly created consumer culinary studio at the CBCE.

Also under development are new online training courses for consumers on aspects such as beef roasting. Chef Mathieu Paré, Executive Director of the CBCE, said the courses are based on what consumers are interested in knowing.

"Among the most popular content on our Canadabeef.ca website is information on how to prepare a roast. Often this dish is shared with family and friends and everyone wants to serve a great meal," Paré said. Access the new online course on beef roasting [here](#).

The Beef Up Your Skills initiative is part of a larger Canada Beef strategy to enhance beef quality. This includes the previously announced Canadian Beef Information Gateway program as well as a new tagline to accompany the Canadian Beef logo in domestic and international markets.

The Premium Quality Grain-Fed Canadian Beef tagline was created to directly communicate the focus on quality by the Canadian beef industry, Young said.

"When it comes to achieving consumer satisfaction and loyalty to Canadian beef products there is nothing that matters more than delivering on the plate," he said

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