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Sustainable Canadian Agricultural Partnership program funding to support global marketing and promotion of Canadian beef and veal

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Calgary, AB – Canada Beef will have access to eligible funds of up to more than \$5.86 million over three years (2023-2026) from Agriculture and Agri-Food Canada's AgriMarketing Program under the Sustainable Canadian Agricultural Partnership (Sustainable CAP), to promote Canadian beef and veal exports globally through initiatives that will increase awareness of the value proposition created by Canada's farmers and other participants within the beef and cattle supply chain.

The Sustainable CAP contribution will fund the development and deployment of global resources and activities to support market development programs for Canadian beef in international markets. The initiatives will enhance awareness of the Canadian Beef Advantage among international customers and encourage and promote loyalty to high-quality Canadian beef, said Canada Beef President Eric Bienvenue.

"Canadian beef is a world-class product, and this funding will support initiatives that increase awareness of the value proposition of Canadian beef and veal exports to customers worldwide," Bienvenue said. "The ability to partner with the Government of Canada to deliver demand-building programs internationally is crucial to the competitiveness of Canada's beef industry, as economic conditions, global events, and tightening beef supplies challenge market fundamentals."

The Sustainable CAP agreement includes initiatives in the Indo-Pacific region, a key market for Canada Beef and home to four of Canada's top six beef markets: Japan (#2), South Korea (#4), Vietnam (#5) and Hong Kong (#6).

"Canadian beef has earned a top spot on the world stage because of the commitment to quality and sustainability that our producers hold themselves to," said the Honourable Lawrence MacAulay, Minister of Agriculture and Agri-Food. "By continuing to promote Canadian beef in key foreign markets, we can make the sector more competitive, put more money in the pockets of producers, and drive demand for our world-class Canadian beef."

Canadian beef export value hit a record \$5.02 billion in 2023. Canada Beef is proud to work with industry partners who have achieved this record-breaking result and looks forward to creating value in markets that benefit producers and consumers, Bienvenue said.

Canada is a dominant supplier of beef domestically and exports over 45% of Canadian beef and cattle production to international markets each year. Canfax estimates that beef exports provide an additional \$1,295 per head/carcass value (5-year 2019-2023 average) to the packer that determines value throughout the supply chain.

The financial support provided by the Sustainable CAP will support globally focused initiatives such as advertising and promotional campaigns, incoming and outgoing missions, virtual engagement, educational seminars, technical training and website/social media engagement dedicated to marketing and merchandising of Canadian beef.

Successful market development programs and services in the export marketplace will affirm Canada's position as a global leader in the sustainable production of safe, high quality Canadian beef.

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