



## FOR IMMEDIATE RELEASE

### Canada Beef encourages Canadians to show some pride on Canada's Agriculture Day

February 11, 2025

*Calgary, AB* – Canada Beef encourages consumers to add an extra helping of national pride to their Canada Agriculture Day celebrations today. Be it making a recipe with local ingredients or using all Canadian grown food in a special meal, choosing to buy local helps support Canadian farmers, agriculture, and businesses.

Canada's Ag Day celebrates the nation's hardworking agricultural producers who grow and raise the nutritious high-quality foods that help families thrive and the essential contributions of agriculture to Canada's economic prosperity. In celebration of food producers – both the farm gate and culinary kind - Canada Beef is pleased to serve up the award-winning short documentary film, [A Nation's Table](#), which showcases the contribution and legacy of the late Anita Stewart.

In 2003, when Canada's beef industry was hardest hit by Bovine Spongiform Encephalopathy (BSE), the renowned cookbook author and foodie known as the patron saint of Canadian cuisine stepped forward and created the world's longest barbecue event to support beef farmers and ranchers. Stewart encouraged her network of culinary, foodie and home chefs to barbecue beef in their backyards on the August long weekend and then share their experiences with her. This grassroots event later evolved into Food Day Canada, an official day held each August to recognize, celebrate and show gratitude for Canadian foods and culinary traditions.

In celebration of Canada's Ag Day, Canada Beef invites Canadians to watch the documentary and get stoked about Canadian cuisine, then continue the conversation about Canadian food and agriculture online. Use the event hashtag #CdnAgDay and show support for Canadian beef with #lovecdnbeef and #beefbelongs on Canada Beef's Instagram (@lovecdnbeef) and Facebook (LoveCDNBeef) channels.

When food shopping, check for labels that indicate Canadian origin. Canada Beef's Pick the Beef with the Leaf campaign helps consumers identify [Canadian](#) beef on the label to ensure they are buying local.

*A Nation's Table* was produced by Ward1 Studio in association with Canada Beef, the Arrell Food Institute at the University of Guelph and Food Day Canada.

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