

INVESTOR KIT





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THE CANADA BEEF PROMISE

Each and every day, Canadian beef is produced and delivered with pride and tradition. As exceptional as the land on which it is raised, Canadian beef is excellence without compromise. We will do what is right.

KNOW YOUR BEEF

Meat processing
is Canada's
third largest
manufacturing
industry, ranking
behind the
motor vehicle
and petroleum
product industries.

– Agriculture More Than Ever



OUR HERITAGE, OUR FUTURE

If you are in the beef industry or help to support it, you are an investor. You need to know what your money is supporting and the investments that are being made to provide the best return on your investment. At Canada Beef, we must maximize our funding to provide the greatest return on investment and to ensure that every dollar makes a difference.

We serve to tell the story of not only Canadian beef, but also that of the dedicated producers immersed in traditional Canadian values, who handcraft Canadian beef. The Canadian Beef Story is one that has been under the radar for many people at home and abroad, with the previous focus strictly on the product. The future of the Canadian Beef Story seeks to deepen the bonds by which the product is engrained with Canada, its culture, people and values.

As Canada Beef matures as an organization, our focus has shifted. We are evolving from simply building upon the scientific reasons why Canada is considered a leader in beef production. We understand that consumers are looking to make more conscientious decisions about the food they are eating. They want to purchase products that they believe in and can be loyal to and it is our role to ensure they connect with Canadian Beef on an emotional level so they can be proud to serve it to their families.

As consumers have evolved, so must our aptly named Canadian Beef Advantage. We must continue to reach out and educate with our science-backed proof points, but to reach a global consumer, we must lead with a very focused and defined emotionally-charged message. There are always going to be aspects of our beef production that can be, or are being replicated by other beef producing countries around the world. The one defining characteristic that cannot be replicated in any way, is Canada and what makes it **the world's perfect place for raising beef.**



Ours is the privilege of connecting,
innovating and inspiring others to
appreciate a world-class product,
handmade honestly and sustainably
by dedicated people who care.





KNOW YOUR BEEF

The Canadian Beef
Story is yours –
you're the best
person to tell it.



OUR BRAND STORY

What is so great about Canadian beef? It's Canada.

It is a land that stretches across seven and a half time zones, three seas and 2.5 million lakes and rivers. It is a place as lofty as the Rocky Mountains, as vast and fertile as the Prairies and as ancient and enduring as the Canadian Shield. It is an environment perfectly suited for grazing cattle.

It is a country of individuals who celebrate their interdependence with the land and the animals they raise. It is a nation that understands the role of humans and animals in nature, and works at home and abroad for peace, order, and steadfast government.

It's a story that in many ways already resonates within our global retail and restaurant partners and the consumers they serve. Our research has proven that our global public already understands and can articulate what it is to be Canadian and they believe that Canadian beef is a true reflection of that. It is our collective role to ignite that connection by reaffirming that it is Canada that makes Canadian beef so great and that Canada is **the world's perfect place for raising beef**.

The world is ready for us to make a stronger connection between our country, our people and the beef we produce.

When each Canadian beef stakeholder accurately and passionately evangelises the product, the brand and the story of Canadian Beef, the entire industry thrives.

We put the best of Canada into our beef.



SPREAD THE WORD

From producers to partner organizations, government officials to the team at Canada Beef – we all have a responsibility to advocate on behalf of Canadian beef. There is plenty of room for all to contribute and communicate our great story. A stronger voice will lead to a more successful industry for everyone involved.

KNOW OUR BRAND

Canada itself is the best part of Canadian beef and our brand story outlines the story of how and why Canadian beef is considered world class. Familiarize yourself with the brand story to ensure a consistent message is being communicated across Canada and around the world.

SHARE OUR STORY

Share our story, your story, and what makes Canadian beef so special. The stronger our relationships are, the stronger our message will resonate. There are a number of ways to start a conversation and advocate for Canadian beef. Here are a few examples:

- Regularly visit www.canadabeef.ca for news and new initiatives.
- Subscribe to our weekly Branding Iron that provides easy and quick reading on what we are doing around the world and will allow you to follow along with Canadian beef progress.
www.canadabeef.ca/the-branding-iron-archives
- Reach out – tell us what you need to help you advocate the brand, just drop a line to info@canadabeef.ca
- Download and use the **RoundUp app**, available on the App Store or Play Store.
- Producers – connect with your provincial associations. The stronger each provincial organization is, the stronger the Canadian beef story resonates.
- Get in touch with us! If you are proud of what you do and how you do it, we would love to tell your story. Canada Beef and its partners are some of the largest and most influential brands in retail and foodservice restaurants in the world, your story serves as proof that Canadian beef has the best of Canada in it.
- Become a Canadian Beef Advocate – www.beefadvocacy.ca

KNOW YOUR BEEF

Connect with us on
social media:



@CanadianBeef
@LoveCDNbeef



ILoveCanadianBeef



CanadaBeef



lovecdnbeef



canadianbeef



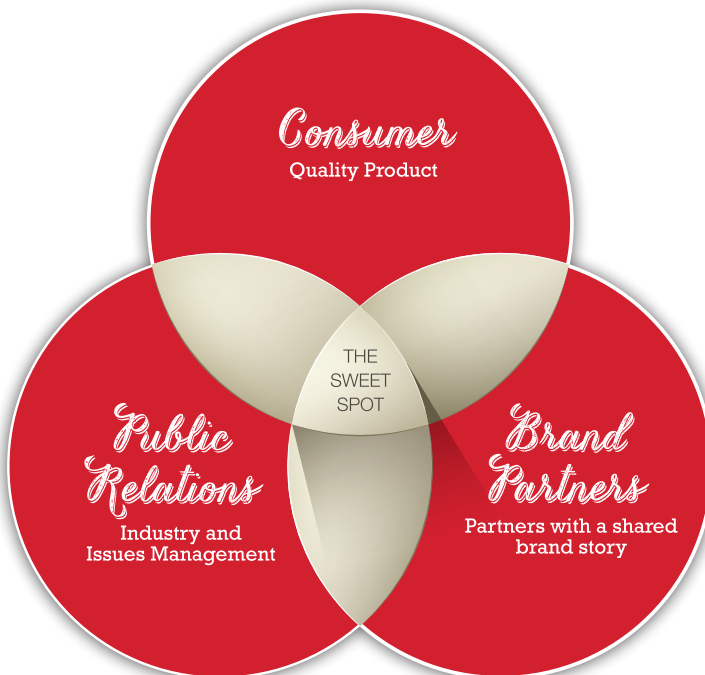
THE BASICS

WHO IS CANADA BEEF?

We are a small group of passionate people that want to “connect, innovate and inspire”. We think Canada’s beef industry has an amazing story to tell the world about our world-class standards, our leadership in sustainability, our hard working and dedicated beef producers and, of course, the great quality foods that our industry produces. Our organization’s purpose is simply to increase the demand that the global consumer has for our beef by making sure they know what we stand for and what our values are. We mean to improve “mind-share” – how much they think about Canadian beef when they are hungry for beef.

WHAT DOES CANADA BEEF DO?

By branding and marketing our world-class product to a global audience, Canada Beef is responsible for increasing demand for Canadian beef. We seek out branding partners that align with our values and want to tell consumers our mutual stories. We do this through a proven business development process that significantly improves our marketing penetration while providing measurable returns on our investments. Together with our brand partners, we build our mutual brand and drive measurable success by finding the sweet spot. The sweet spot is the shared brand values of our brand partners, our public, the media and ultimately the consumer that help to focus our brand pillar stories toward a common goal.





WHO FUNDS CANADA BEEF?

Canada Beef receives a large percentage of its funding through the National Check-off – a mandatory annual levy per head of cattle paid to Canada Beef by all cattle producers in Canada. The levy helps support consumer research and marketing efforts on behalf of Canada Beef. Canada Beef also currently charges an import levy for \$1 per cattle (or equivalent in both beef product and Canadian currency) imported into Canada from other countries. The remainder of Canada Beef's funding is received through grants from government development funds.

WHY THE SHIFT IN BRAND FOCUS?

As Canada Beef matures as an organization, our focus has shifted from simply establishing and building upon the scientific reasons why Canadian beef is considered a world leader in beef production to understanding that consumers are looking to make a more conscientious decision about the foods they are eating. They want to purchase products that they believe in and can be loyal to and it is our role to ensure they connect with Canadian beef on an emotional level so they can be proud to serve it to their families. The Canadian Beef Advantage must evolve and reposition itself to ensure that consumers understand the advantages on their own level.

WHY IS THIS HAPPENING NOW?

Consumers are demanding to know more about the products they purchase and the food they feed to their families. More than ever, it is their personal values that are reflected in the brands that most resonate with them and eventually drive where they spend their hard-earned money. As a premium product, it is up to our industry to lead the positioning of Canadian beef and the share of the consumer mind. Canadian beef is an investment by a consumer and like any investor, they need to feel they are making the right decisions that align with what they believe is important.

WHY SHOULD I GET INVOLVED?

As an investor, you will want to know what is happening in the Canadian beef industry to ensure that consumers around the world value and demand the Canadian beef that you help create. The monetary investments come back to you in the form of greater consumer demand along with the increase in value in what they think Canadian beef is worth to them and what they are willing to pay for it.

HOW DOES CANADA BEEF “CONNECT, INNOVATE AND INSPIRE”?

At Canada Beef we strive to create leading-edge, innovative marketing concepts that are unique to their individual markets. We also strive to show you where things are about to go so that you can cheer on our industry as it inspires even further innovation to improve consumer mind-share. We believe this is really fun. We are passionate about what we do and we think you will be too.

WHAT DOES “CONNECT, INNOVATE AND INSPIRE” MEAN?

This means different things to different people, but at Canada Beef we work towards connecting people. We provide places for them to meet and converse, both physically and online. We use the web and our own Canadian Beef Centre of Excellence to provide high-level education, product innovation, creative thought and leading-edge business development. We mean to inspire a more creative way of communicating, more exciting ways of thinking of Canadian beef and even fostering a passion for food directly to a global consumer. We invite you to find your own meaning and take up the cause.

WHEN DO WE GET STARTED?

As they say, there's no time like the present. As of early 2016, the tools are in place, our focused messaging at the ready and our passionate Canada Beef team purpose built to help you join in on the fun. The months following will see an uptick in awareness where you will hear more about how we plan to get our brand story out there and how we eventually will bring this message to the consumer. Keep connected with this progress and you will know when and where you can join in.

ARE YOU ASKING ME TO DO SOMETHING?

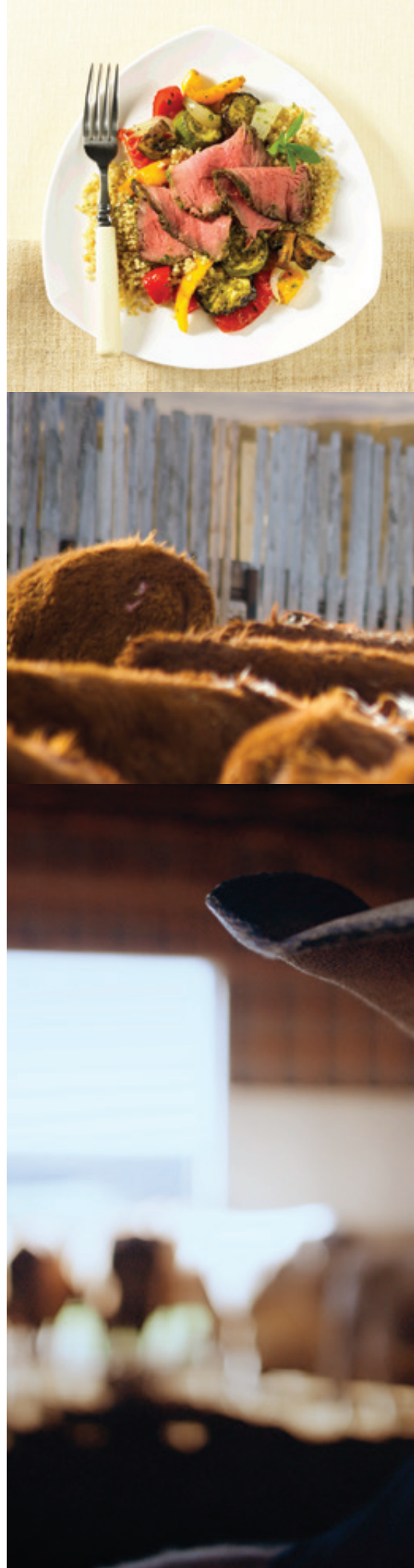
That depends on you! Branding and marketing can be really fun, but it can take a lot of time. As an investor in the beef industry, you already have your part to play and you are doing a great job! We encourage you to read the Branding Iron or join in on the conversations online, but there are also roles you can play on a local level or even as a brand ambassador with one of our great brand partners. We would love to hear from you. We want to tell YOUR story too.

WHY SHOULD YOU TELL THE STORY?

The Canadian Beef Story is one that has been under the radar for many people at home and abroad, with the previous focus strictly on the product. Telling the story of Canadian beef through the lens that Canada itself is the reason for its quality helps to deepen the bonds by which Canadian beef is engrained with Canada, its culture, people and values.

HOW DOES MY PROVINCIAL ASSOCIATION FIT INTO ALL OF THIS?

Every region in Canada has its own climates, landscapes, people and stories to tell. It is this variety that makes Canada, and being Canadian, so great. In celebrating these differences wrapped in a proud Canadian flag, we can show off our local stories while supporting what makes being Canadian so great. By combining our forces in a national effort, we can get a Canadian message out to the world, one that our research has told us already precedes us while ensuring that local messages help us to define how diverse our industry is and how expansive our Canadian landscape is.





KNOW YOUR BEEF

98%

of Canadian farms
are family-owned
and operated.
Agriculture is not
just a business,
but a way of life
for many
Canadian families.

– Agriculture More Than Ever



WHAT IS THIS LEAGUE AND TEAM CONCEPT I AM HEARING ABOUT?

At Canada Beef we believe in “Our League. Our Team”. We believe that by uniting under a single brand, we are greater than the sum of our parts. Canadian Beef is the national and global brand of excellence. The approach has been well characterized by international sporting organizations, such as the Canadian Football League. It helps our audiences to hear a unified voice, perspective and look. While each team and player works hard to define their own character within the league, the consuming public think of Canadian beef in more holistic terms. We drive the demand for Canadian beef overall, without focusing on individual corporate objectives.

HOW SHOULD CANADIAN BEEF BE DESCRIBED?

Canadian beef is not simply a premium food, it is an embodiment of what it is to be Canadian. Canadian beef represents a commitment to excellence without compromise. It is a world-class food that is hand crafted by families who are honest and caring beef producers. Canadian beef is shaped by our unique landscape and environment. Canada has always taken a leadership role in beef production sustainability and Canadian beef is a symbol of these efforts. Canada itself represents safety and good governance and it is Canadian beef that is most emblematic of this. Canadian beef represents all that it is to be Canadian, and that is something that the world needs to hear about.

KNOW YOUR BEEF

Visit us online:
canadabeef.ca



RESOURCES

Canadian Cattlemen's
Association: www.cattle.ca

Canadian Meat Council:
www.cmc-cvc.com

Canadian Roundtable for Sustainable
Beef: www.crsb.ca

Cattlemen's Young Leaders:
www.cattlemensyoungleaders.com

Beef Advocacy Canada:
www.beefadvocacy.ca

Beef Cattle Research Council:
www.beefresearch.ca

British Columbia Cattlemen's
Association:
www.cattlemen.bc.ca

Alberta Beef Producers:
www.albertabeef.org

Saskatchewan Cattlemen's
Association: www.saskbeef.com

Manitoba Beef Producers:
www.mbbeef.ca

Beef Farmers of Ontario:
www.ontariobeef.com

Fédération des producteurs de bovins
du Québec: www.bovin.qc.ca

Nova Scotia Cattle Producers:
www.nscattle.ca

New Brunswick Cattle Producers:
www.bovinsnbcattle.ca

Prince Edward Island Cattlemen's
Association:
www.peicattleproducers.com





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