

MEDIA KIT





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CANADIAN BEEF, ROOTED IN THE CANADIAN IDENTITY

Canadian Beef is not simply a premium food. On the global stage, it turns out it is also an embodiment of what it is to be Canadian, rooted in the Canadian identity itself.

Canadian Beef represents a commitment to excellence without compromise. Our global research tells us that consumers worldwide see it as a product of craftsmanship, not unlike a fine wine or cheese, brought to tables by honest and caring family-run farms and ranches. Canadian beef is shaped by our unique landscape and environment. Canada has always taken a leadership role in raising cattle sustainability and Canadian beef is a symbol of those 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.

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 showcase what makes being Canadian so special to the world, a message that our research has told us is meaningful across the globe.

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KNOW YOUR BEEF

CANADA BEEF LEADS BRAND WITH BEING CANADIAN

Canada Beef's belief that Canada is "The World's Perfect Place for Raising Beef" is supported by all that makes Canada unique: in the land, hardworking people, good ethics and governance and sustainable practices.

Canada itself is the reason Canadian beef is a world-class product and there is a long list of reasons why this is true:

- Wide open spaces for cattle to graze: an environment that's been conducive to grazing herds since time began
- An abundance of fresh air, clean water, and fertile soil
- High-latitude summers with long days of sunlight and just the right amount of precipitation for growing nutritious grass and grains
- Cooler climates that are like a natural meat locker: much less stressful on cows than any hot-weather ranchland
- Cold winters that are ideal for the very best genetics for breeding beef cattle
- A heritage of hardworking ranching and farming families that are part of the nation's culture
- A society with a deep appreciation for agriculture, animals, nature and the environment
- A caring and effective government capable of ensuring the highest standards of quality and safety, and with sophisticated and enlightened trade policies
- People who are caring, ethical, and always open to innovation
- A country that doesn't settle for the bare minimum in terms of regulations, and does what's right
- A globally savvy, multicultural people who understand the different roles and meaning of beef in different cultures and nationalities

Visit for more information: www.canadabeef.ca

Canada is
the 8th largest
exporter of beef
in the world.



35%
of Canada's beef
is exported.



KNOW YOUR BEEF

Feeding high energy grains lowers the environmental footprint of finishing cattle.

– beefadvocacy.ca



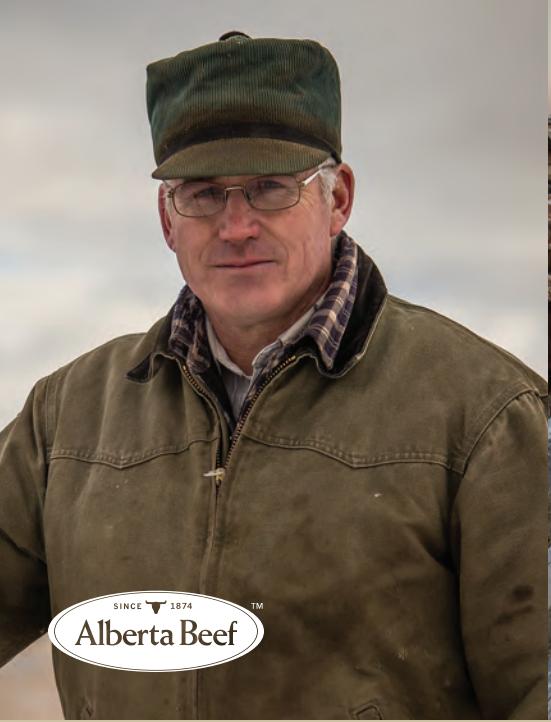
CANADA BEEF TAKES A LEAGUE & TEAM APPROACH

The success and meaning of the Canadian Beef Brand is a team effort that results in high-quality beef for discerning palates around the world.

Canada Beef, the organization, works in tandem with a national league of provincial beef cattle farmers and rancher-based organizations. Additionally, there are many organizations related to raising cattle and ranching we work with to help tell the Canadian beef story. There are also several government agencies that play key roles in setting standards that ensure Canadian beef is of only the highest quality.

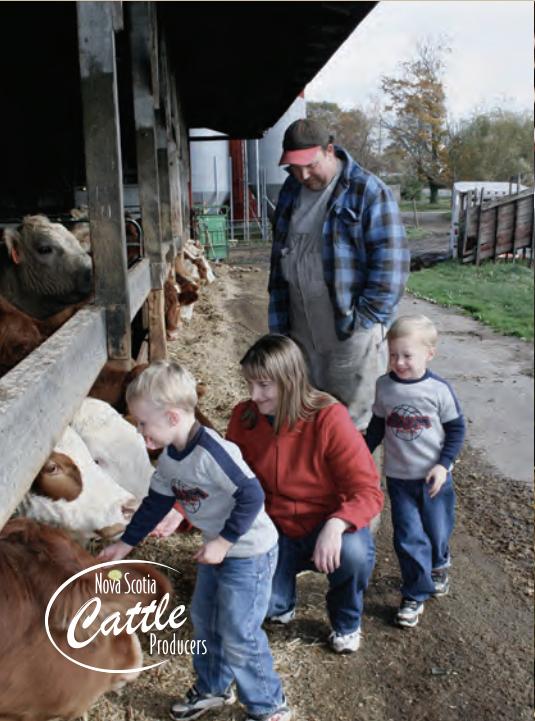
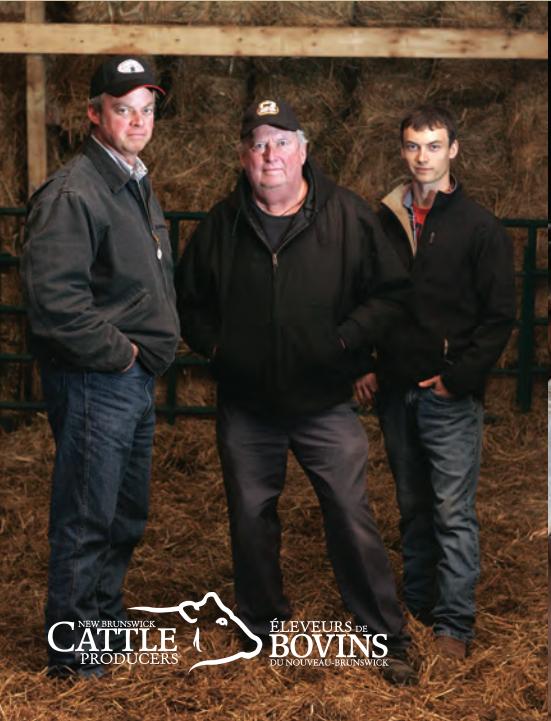
The Canadian Beef Centre of Excellence (CBCE) is our clubhouse. The Centre is a showcase and focal point for Canadian beef and veal providing education, leadership, training and product innovation. It is an interactive demonstration of Canada's commitment to world-class standards of quality and safety.





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Canada Beef heads up a league of farmers and ranchers from each and every province that work together to share our pride and our story. We are greater than the sum of our parts as we continue to work towards our common goal.



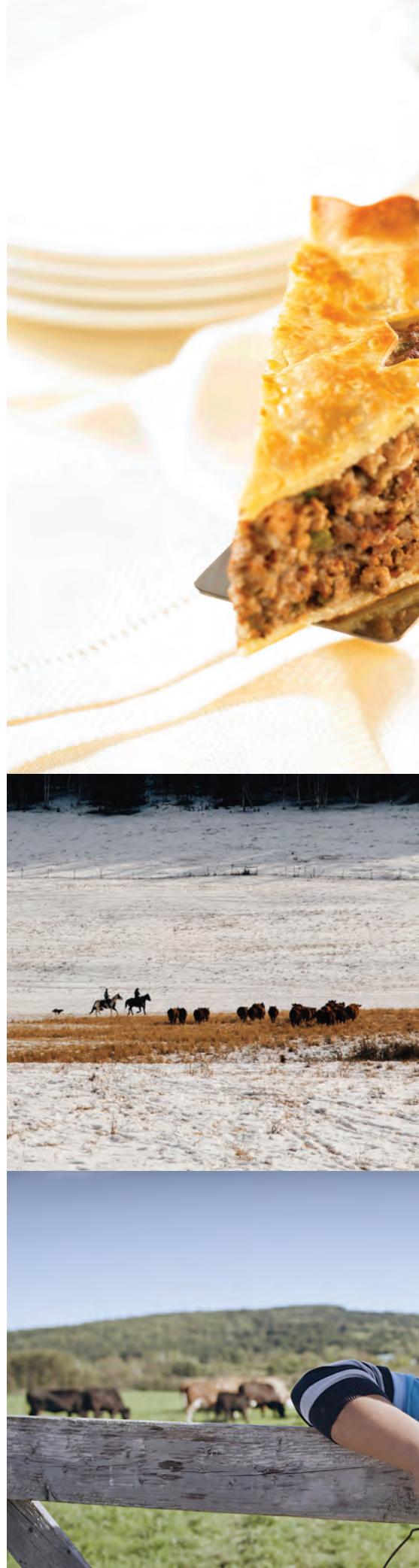
KNOW YOUR BEEF

The average beef cow herd size in Canada is 63.



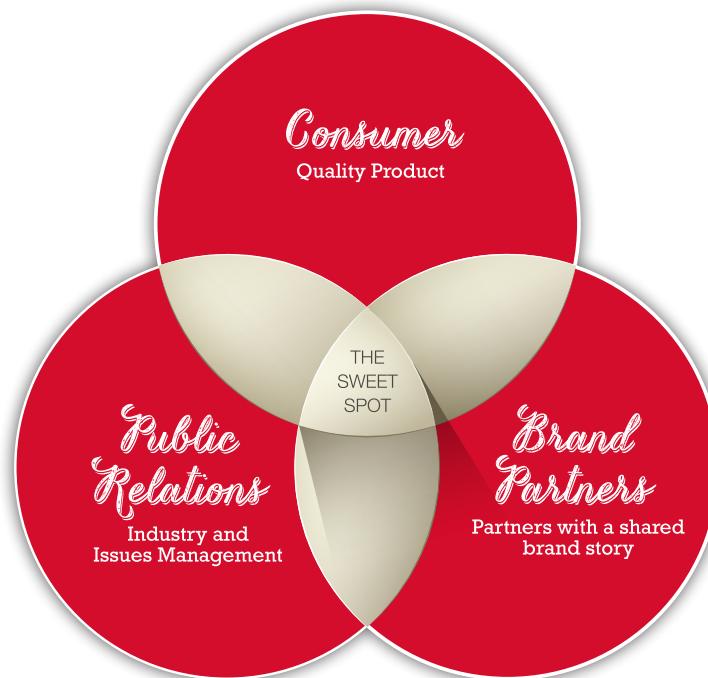
CONSUMER DEMAND TARGETED BY NEW CANADIAN BEEF BRAND

Consumers are demanding to know more about the food they feed their families. More than ever it is their personal values that are reflected in the brands they purchase and eventually drive where they spend their hard-earned dollars. With the price of Canadian beef on the rise, it is up to our industry to lead the position of our product and consumer mindshare. The Canadian Beef Brand adds tangible value to Canadian beef, it tells the story of the effort that went into raising quality beef and the premium food for our tables world wide.





Through branding and marketing to a global audience, we are 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 aggressive 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.



As Canada Beef matures as an organization, its focus has shifted from simply building the scientific and technical 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 products they are eating. They want to purchase products that they believe in and can be loyal to.

“Quality begins at the grass roots. We raise our animals in a low stress environment. We make sure that they have adequate feed, shelter and adequate veterinary care. We are passionate about what we do and we think we do a really good job of looking after our animals.” DONNA JACKSON, INGLIS, MB



KNOW YOUR BEEF

The beef industry contributes almost

\$25
billion

to the Canadian economy annually.



COME SAY HELLO

Canada Beef's headquarters are located in Calgary, AB. Our headquarters feature the state-of-the-art Canada Beef Centre of Excellence (CBCE). Canada Beef also has offices in Mississauga, ON, as well as globally in China, Japan, Mexico and Taiwan.

CANADA BEEF AIMS TO SPEAK TO CONSUMERS DIRECTLY

Canadian Beef is a consumer-facing brand that exists under Canada Beef. The two brands are operated by the same group of passionate individuals, but while Canada Beef is responsible for communicating with producers, trade and media, Canadian beef is the brand that connects consumers with our country's world class beef and veal products.

CANADIAN BEEF: NEW BRAND, DIFFERENT LOGO

The Canadian Beef Brand Mark, the iconic maple leaf, is often found on packaging and signifies an unparalleled dedication to sustainability, nutrition, quality, and food safety. Canadian Beef focuses on making sure consumers understand the value of Canadian beef and veal products and feel comfortable choosing those products for themselves and for their families. There are numerous reasons to choose Canadian beef, including nutrition, versatility, support for Canadian farmers and ranchers, and the flavour and satisfaction of eating beef.

The new Canadian Beef Brand Mark will marry the iconic maple leaf and swoosh wave image that has been the consumer logo for years with that of the symbol of cattle. Our research shows that the black outline of a cow helps the global consumer establish what our product is right away.







KNOW YOUR BEEF

In Canada,
1 in 3
acres
of agricultural
land is not
suitable for
growing crops but
is suitable for
grazing cattle.

– beefadvocacy.ca



Almost
25,000
Canadian farmers
and ranchers
are under
the age of 35.

CANADA BEEF MAKES ADJUSTMENTS FOR GLOBAL REACH

The Canadian Beef Brand has created and maintains a number of platforms geared toward making our story and resources more accessible to consumers, including the launch of a new website, www.canadabeef.ca, the Roundup App which is interactive for smartphones and tablets, the LoveCDNbeef YouTube channel, a strong social presence on Twitter and Facebook, a monthly e-newsletter with recipes, active blog posts and an ever expanding Make it Beef Club. Through these platforms, we offer opportunities for discussions, information exchange, online culinary video tutorials and magazines, a library of recipes and other interactive ways to help “connect, innovate and inspire” the beef lovers and all those food-centric communities on a global scale.

Much like the Canada Beef organization, Canadian Beef has also been growing its international presence and reaching out to its various marketing hubs through initiatives like the creation of mascots Rocky and Maple in Asia and a partnership between Air Canada and a five-star resort company, Karisma, in Mexico. We strive to translate our communication efforts into the different languages spoken in Canada Beef’s marketing hubs to ensure that Canadian beef is welcomed into restaurants and homes around the world.

Here at home, we are particularly proud of our alignment of with another uniquely Canadian institution, the Canadian Football League (CFL). Harnessing the CFL’s reach across Canada, Canadian beef is spotlighted as the optimum source of protein for both professional athletes and athletic Canadians.

FREQUENTLY ASKED QUESTIONS

1. 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 products that our industry produces. Our organization’s purpose is simply to increase the demand that the global consumer has in 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.

2. WHEN WAS CANADA BEEF FOUNDED?

Canada Beef was founded in 2011 when the Beef Information Centre, Canada Beef Export Federation and the Canadian Beef Cattle Research, Market Development, and Promotion Agency merged as one. The merger was recommended by the Canada Beef Working Group, which was created in 2010 to investigate a new organizational structure that would streamline the beef marketing, research, and promotion activities being carried out separately by the three entities.

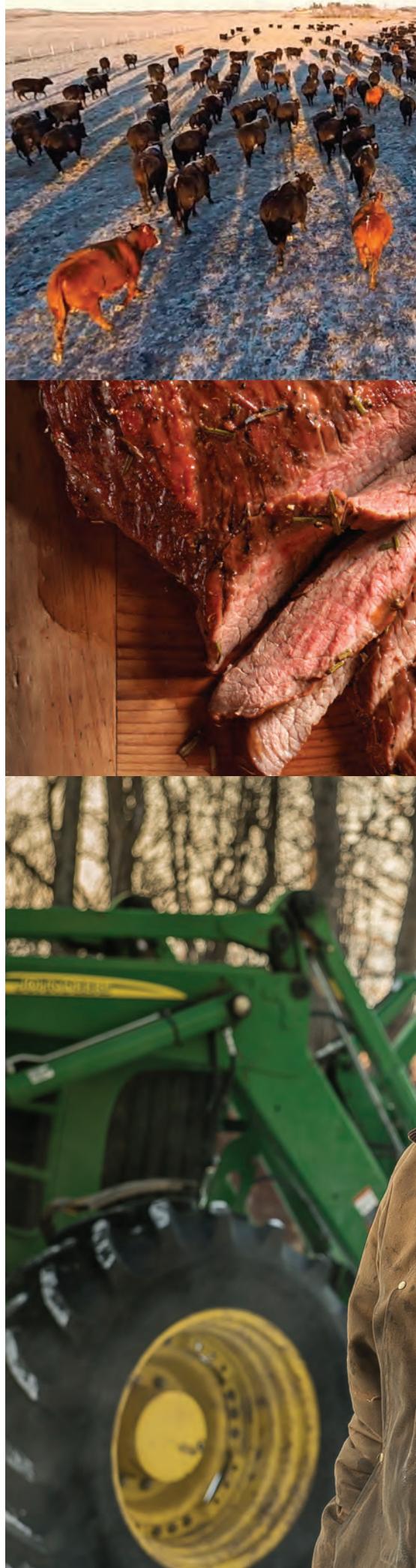
3. HOW IS CANADA BEEF GOVERNED?

Canada Beef is governed by the Canadian Beef Cattle Research, Market Development and Promotion Agency Board of Directors, consisting of 16 men and women from across Canada. As beef producers and industry and trade professionals, the board leads Canada’s beef research and marketing priorities with a wealth of well-rounded experience and a true understanding of the opportunities and challenges that currently face the beef industry. The current board Chair is Jack Hextall, Saskatchewan; its Vice Chair is Linda Allison, British Columbia; and its current President is Rob Meijer.

4. HOW IS CANADA BEEF FUNDED?

Canada Beef receives a large percentage of its funding through the National Check-Off – currently a mandatory annual levy of \$1 per head of cattle by cattle producers in Canada. The levy helps support research and marketing efforts on behalf of Canada Beef and generates roughly \$8 million in revenue annually. The National Check-Off Agency also currently charges an import levy for \$1 per head of 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.





5. WHAT IS CANADIAN BEEF?

Canadian beef is a premium food, raised by dedicated Canadian farmers with a commitment to excellence without compromise. It is a sought-after source of quality protein that consumers in Canada and around the world can confidently enjoy at their tables. Canadian beef is a crafted food product that is shaped by the land on which cattle are raised and by the combined, distinctive Canadian values of sustainability, world class standards, honest and ethical behaviour and a desire to create the best. As always, safety, innovation, and superior quality are front of mind for all those involved to bring Canadian beef to market.

6. DOES CANADA BEEF RAISE OR SELL BEEF?

No, Canada Beef does not raise cattle or sell beef. Canada Beef is responsible for establishing a brand that represents beef and veal raised in Canada. As well, Canada Beef seeks to develop business opportunities and execute marketing efforts on behalf of Canadian cattle ranchers and farmers. Canada Beef works to drive brand loyalty and demand for Canadian beef around the world.

7. IS CANADA BEEF RESPONSIBLE FOR BEEF PRODUCT SAFETY?

No, Canada Beef is not responsible for controlling the safety or quality of beef products. The Canadian Food Inspection Agency imposes strict health standards for beef and the Canadian Beef Grading Agency is responsible for grading beef products. Canada Beef does consult and collaborate with these agencies to aid their efforts the best we can.

8. WHAT SETS CANADA BEEF APART FROM PROVINCIAL ORGANIZATIONS?

Canada Beef and Canada's nine different provincial producer organizations share a common goal – the advancement and promotion of Canadian beef products, both domestically and internationally. The main difference between the organizations lies in scope. Provincial organizations have a natural focus on promoting the products raised within their borders, whereas Canada Beef works to promote all Canadian beef products collectively on a global scale. Canada Beef also helps all provincial organizations work in tandem by providing consultation, communication efforts and platforms for collaboration.

9. WHAT ARE THE DIFFERENT GRADES OF CANADIAN BEEF?

There are 13 grades in the Canadian beef grading system. The highest possible grade is Canada Prime, followed by Canada AAA, Canada AA, and Canada A. These grades represent the majority of Canadian beef sold and consumed and represent a designation of quality not safety. All beef produced in Canada must meet the food safety standards established by Health Canada. The additional, lower grades of beef are Canada B1, Canada B2, Canada B3, Canada D1, Canada D2, Canada D3, Canada D4, and Canada E. Beef grading in Canada is carried out by the Canadian Beef Grading Agency. It is a voluntary process that cattle farmers and ranchers may choose to submit to.

KNOW YOUR BEEF

Grazing animals
have always
been a natural
component
of grasslands.

– beefadvocacy.ca



10. IS CANADIAN BEEF A HEALTHY MEAL CHOICE?

Yes, Canadian beef is an important part of a healthy balanced diet. Lean beef is one of the best sources of high quality protein, which is vital for physical health and development at every age and life stage. The protein found in lean beef is satisfying, helping you feel full longer. Canada's Food Guide recommends that healthy adults eat two to three servings from the Meat & Alternatives food group a day, which includes Canadian beef and veal products. Beef is also one of the best available sources of iron. The benefits of beef have been recognized as key to infant cognitive development – one of the first solid foods that should be introduced to infants. For more information on the nutritional contribution of beef, please see the Beef: Health & Wellness fact sheet found on www.canadabeef.ca.

11. 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 on-line. We use the canadabeef.ca 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.





BIOGRAPHY: ROB MEIJER, PRESIDENT, CANADA BEEF

Rob Meijer has been Canada Beef's President since joining the organization in July, 2011. Rob is an expert in the agri-food industry and brings over 18 years of experience in business and strategy development, issues management, government relations, and communications to his role with Canada Beef.

In his position as President, Rob is responsible for overseeing Canada Beef's marketing and branding groups. He mentors the team, and their efforts in marketing and branding, to work collaboratively to develop a cohesive brand story for Canada Beef and effectively communicate that story to all of the organization's stakeholders. He is also responsible for liaising with the Board of Directors, ensuring consistency for Canada Beef's strategic direction.

Before joining Canada Beef, Rob spent eight years working with Cargill Limited in Winnipeg as the Director of Corporate Affairs where he managed government, regulatory and issues management. Rob also enabled business development and the overall Canadian corporate strategy, supporting all 15 of Cargill's agri-business units. Rob's tenure with Cargill gave him experience in supply and demand dynamics for agriculture products both domestically and globally that has helped shape his global vision for Canada Beef's future.

Rob is actively involved in supporting the beef industry in Canada and has served on the boards of several key agriculture organizations. Since joining the agriculture industry, Rob has served on the Federal Roundtables (Beef and Grains), Flax Council of Canada, Malt Industry Association of Canada, Canadian Poultry Processors Association, Animal Nutrition Association of Canada, Western Grain Elevator Association, Canada Grains Council, and the Canadian Meat Council.

Rob is originally from Carman, Manitoba and holds two honours degrees from the province's two major universities. He holds a Bachelor of Arts, majoring in economics, from the University of Winnipeg and a Bachelor of Science, majoring in agri-business management from the University of Manitoba.





BIOGRAPHY: JACK HEXTALL, BOARD CHAIR, CANADA BEEF

Jack Hextall is a lifelong rancher entering his second year as the Chair of Canada Beef's Board of Directors, and fourth year as a board member. As Chair, Jack is responsible for leading a group of 16 members representing all provinces, as well as a mix of industry and ranching experience, as they provide governance and leadership for Canada Beef.

Jack is the public face of the Canada Beef board, responsible for acting as board spokesman, attending important committee events and liaising with producer groups across the country. Jack also works directly with Canada Beef President Rob Meijer, ensuring consistency and cohesion between the board and the leadership of the organization.

Prior to joining Canada Beef, Jack served on the board of the Saskatchewan Cattlemen's Association and was acting as chair when Canada Beef was created in 2011. During his time with the Cattlemen's Association, Jack was heavily invested in beef production research and was part of a team that created a Centre of Excellence at the University of Saskatchewan that acts as a research hub for agriculture and livestock. He has also served on the boards of Saskatchewan Verified Beef Production, the Saskatchewan Stock Growers Association, and the Agriculture Research Development Fund.

Jack is a natural fit for the Canada Beef board, having lived and worked closely with his wife Kim on the same ranch in Grenfell, Saskatchewan for his whole life. Agriculture is also very important to the Hextall family; Jack's adult children work alongside him on the family's farm, and his wife Kim currently serves as a director of the Canadian Western Agribition, the largest livestock show in Canada.

BIOGRAPHY: LINDA ALLISON, VICE CHAIR, CANADA BEEF

Linda Allison is the Vice Chair of Canada Beef's Board of Directors and a life-long cattle farmer. She grew up on her family's ranch in Princeton, BC, and became the fourth generation in her family to own the farm after purchasing it from her family's estate in the mid-1990s.

In her role as Vice Chair, Linda is responsible for supporting the work and commitments of Chair Jack Hextall, as well as advocating on behalf of Canadian cattle producers. She believes in making herself available to producer groups to share Canada Beef information, as well as ensure that the National Check-Off is beneficial for producers and industry groups (for more information on the National Check-Off, please refer to the FAQ).

Linda is passionate about the National Check-Off and originally joined Canada Beef's board as the National Check-Off Committee's Chair, before taking over the role of Vice Chair in September 2015. She is also currently chair of the BC Cattle Industry Development Council, the agency responsible for collecting Check-Off dollars in British Columbia, has been a director for the BC Cattleman's Association for over 10 years, and is actively involved in her regional cattleman's association, the Southern Interior Stockman's.

Raised with the belief that you should give back to your community in any way possible, the limited spare time Linda has from her job as a rancher is mostly dedicated to volunteering on boards and committees that advance development of the cattle industry in Canada. She is also very passionate about horseback riding, and whether it's ranging her cattle herd or taking a pack trip, always makes time to ride her horses.



CANADA BEEF HISTORY

Canada has a long history of creating world-class beef and veal, but it hasn't always had a unified brand marketing those products. Founded in 2011, Canada Beef is a relatively young organization, with roots that stretch back into the early 1970s.

The Beef Information Centre (BIC) was established in 1973 and run by the Canadian Cattlemen's Association. The BIC was started as a domestic consumer information and education organization, responsible for advertising on behalf of Canadian beef products and managing messaging around consumer-facing issues, such as beef pricing, beef nutrition, and product safety.

Founded in 1989, the Canada Beef Export Federation (CBEF) had a more global focus. It was given the mandate to promote and facilitate expansion of Canadian beef products to global export markets. The CBEF was responsible for identifying key export markets and then developing relationships in those markets to facilitate distribution of Canadian beef products outside of Canada and the United States.

In 2002, the Canadian Beef Cattle Research, Market Development, and Promotion Agency (also known as the National Check-off Agency or NCOA), was created under the Farm Products Agencies Act Part III. The agency was created with the directive to promote the marketing and production of Canadian cattle and beef products, both domestically and abroad. The agency was also tasked with collecting a current annual levy of \$1 per head of cattle sold, now called the National Check-off.

After noticing that the marketing organizations were operating with similar mandates in relative isolation, the Canada Beef Working Group was formed to investigate ways to streamline marketing activities for Canadian beef products. The Working Group recommended that the BIC, CBEF, and NCOA merge into a single organization mainly to consolidate the marketing effort and administration of the Check-off. The original NCOA had no marketing role. The Working Group released its final report in January 2011 and on July 1, 2011, Canada Beef was born.

Since its inception, Canada Beef has carried out the work of its three predecessors by streamlining messaging to and on behalf of the Canadian beef industry. In 2012, Canada Beef launched its first three-year strategic plan to give the newly formed organization its initial direction. In 2015, Canada Beef launched a new three-year strategic plan to build on the organization's role as a global advocate for Canadian beef and continue capturing consumer mind share.

On March 4, 2015, Canada Beef took another step forward when the Canadian Beef Centre of Excellence (CBCE) opened officially to the public. The CBCE serves within the corporate headquarters for Canada Beef and is the embodiment of the Canadian Beef brand. It features a broadcast equipped meeting room, a consumer test kitchen, a commercial kitchen and training theatre, and beef fabrication room. The CBCE also houses a digital information library. For more information about the CBCE, visit www.canadabeef.ca or view the Canadian Beef Centre of Excellence page of the media kit.

KNOW YOUR BEEF

Canadians enjoy around

930K tonnes
of beef a year.





CANADIAN BEEF CENTRE OF EXCELLENCE

Connect, Innovate and Inspire.

Connections are valuable. Connecting to a global network of opportunities allows us to join forces and become stronger together, collaborate and share our stories.

Innovation is growth, problem solving, creativity and opportunity seeking. Innovative ideas fuel the fire, and can lead and change the conversation about Canadian beef around the world, leading to sustained value.

Inspiration is ignition. With the freedom to create and lead, we can connect with the hearts and minds of those who will tell and hear our story, driving the passion within our industry and for our product.

These three principles are the foundation of Canada Beef and everything that surrounds it. These words help focus our efforts at Canada Beef, drive our internal culture and help us expand on how we market and build on our business development with our chosen brand partners.





The Canadian Beef Centre of Excellence (the CBCE), within Canada Beef headquarters, strives to be a global leader in beef communication, culinary training and education around Canada's beef industry. As the organization began to grow and expand, the need for a central hub from which to base operations became increasingly apparent. Being able to host delegates from other countries, give cooking demonstrations, and showcase Canada's world-class beef products under one roof is of critical importance to Canada Beef. The CBCE is the ideal place to connect customers to the Canadian beef brand – they can now go from selecting a cut, cooking the meat, and tasting the finished product without ever having to leave the building.

The "Connect, Innovate and Inspire," ideals are evident throughout the CBCE, through the different facilities and capabilities contained in the building. The CBCE boasts a multi-media enabled 24-seat meeting room that can be transformed into an elegant dining room or used to facilitate a video conference, bringing together attendees from around the world.

The CBCE also contains a consumer demonstration and test kitchen with similar video and broadcast abilities; it is wired with cameras that have the ability to tape demonstrations for future viewing or to broadcast them to audiences watching remotely. This area is also designed and staffed for bench-top testing of home-kitchen culinary recommendations, consumer interaction and is frequently used as a classroom setting for recipe development, food photography, or to host guests for a casual, friendly meal.

Adjacent to the consumer test kitchen is world-class commercial kitchen. Filled with top-of-the-line beef manufacturing and packing equipment, the commercial kitchen is the ideal setting to host foodservice customers from around the world. Here, chefs have the ability to experiment and test innovative new menu options before bringing them to market.

The beef fabrication room in the CBCE allows clients to assess the quality of beef products, develop production standards, practice muscle identification, and develop new cuts and products. The room was designed to match Hazard Analysis and Critical Control Point (HACCP) protocols, which are the industry standard for beef production facilities. Adherence to HACCP protocols allows Canada Beef to show foreign visitors a sample of what food safety systems and processes look like in Canada.

The CBCE's final component is digital. It can act as a market intelligence and education hub for Canada Beef, currently offering an e-learning program for industry partners who want to increase their knowledge of advancements in beef production, but are unable to physically visit the building. In the future, the CBCE will also host an online video learning library and global industry market intelligence database that will help our partners and consumers alike understand the complex industry of beef or help them innovate in the kitchen.

The Canadian Beef Centre of Excellence officially opened on March 4, 2015. It is located at Suite 146, 6715 – 8th Street NE in Calgary, Alberta, Canada. Visit www.canadabeef.ca for more information.



KNOW YOUR BEEF

Cattle are herd animals and find comfort with each other.



NATIONAL CHECK-OFF

It's currently a \$1 that adds up to much more. Participation in the National Check-off allows Canada Beef to continue our work on behalf of the brand.

The National Check-off continues to bring in much needed funding for the research and marketing activities of Canada Beef. Roughly \$7.7 million was raised by the Check-off in 2014/15, \$5.5 million of which was used to support the promotion of Canada Beef at home and abroad. Levies collected in the upcoming fiscal year will be applied to Canada Beef's new three year strategic plan, which kicked off April 1, 2015.

The National Beef Strategy partners, consisting of the Beef Cattle Research Council, Canadian Cattlemen's Association, Canadian Beef Breeds Council, National Cattle Feeder's Association and Canada Beef, are in ongoing discussions about the Check-off and Import Levy. Canada Beef and our strategy partners will continue engaging with provincial producers about future levy rates to ensure the National Check-off and Import Levy remain beneficial for all involved.

Since the Import Levy was introduced in 2013, it has raised \$1.1 million with \$900,000 received during the 2014/15 fiscal year. Although these funds cannot be used for the promotion of branded Canadian Beef, they are directed to researching and marketing the nutritional aspects of beef, which are beneficial for all producers.



WE'D LOVE TO CONNECT:

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