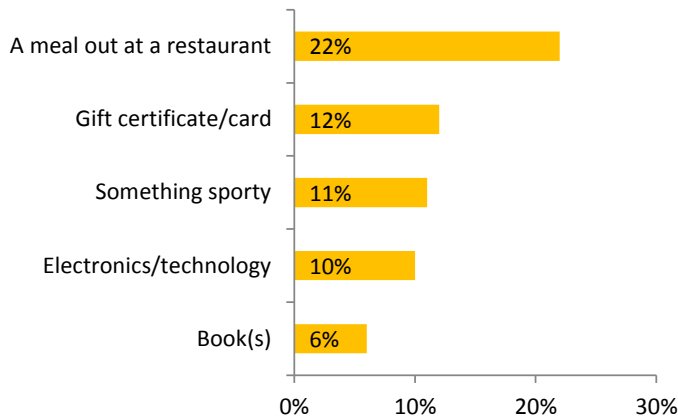




A Father's Day Treat for Dad

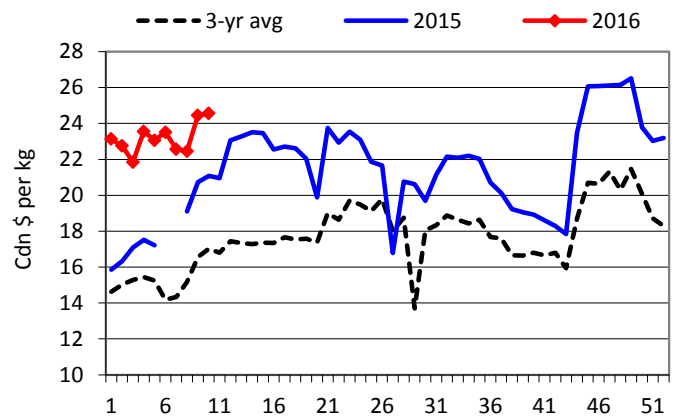
Bridging the information gap between consumers, retailers and producers

What dad wants for Father's Day



Source: IPG Mediabrands

AAA Boneless Lipon Ribeye 14up



Source: AAFC, Canfax

Information for the meat counter team to assist consumers with purchasing decisions

What Dad wants for Father's Day?

According to a survey conducted by the Consolidated Credit Counseling Services of Canada in 2015, spending time with the family and a meal at the restaurant are the top items on dad's wish list for Father's Day. This makes Father's Day a good opportunity for the beef sector, because for either cooking at home or dining out, a good steak is always on the menu. A survey conducted in the US in 2014 asked dads whether they'd prefer to receive a T-bone steak or a tie, and 86% of respondents opted for red meat.

Classic Cuts

As Father's Day coincides with the grilling season, tender beef cuts such as T-Bone, Top Loin and Tenderloin which offer succulent and tasty eating experience are the classic items for the occasion. In 2016, Canadian consumers may continue to see high prices for these cuts on Father's Day as wholesale prices remained strong. In the first three months, wholesale AAA boneless lipon ribeye is up 28% from 2015, averaging \$23/kg; AAA tenderloin is up 9%, averaging \$30/kg. Despite strong prices, consumers tend to be generous on the Father's Day meal.

New Ideas

For consumers who are looking for new ideas, Father's Day could also be an opportunity to try some non-traditional beef cuts such as flat Iron, short ribs and flank steaks. These cuts usually need more preparation time on tenderizing and marinating, but on the other hand allow more creativity in terms of flavors and cooking methods, making it a special dish for the special day.

In addition, prices of many non-traditional cuts have drifted below year-ago levels in 2016, making it a budget friendly option compared to classic steak cuts. For example, wholesale price of short ribs has dropped 16% from 2015, averaging \$11/kg in the first three months.

❖ Beef opportunity

If consumers are stumped on what to get Dad for Father's Day, the best gift might be a nice meal with the family. Classic steak cuts are traditionally popular items at the Father's Day meal. Non-traditional cuts which allow more creativity could attract consumers who are looking for new ideas for a special Father's Day dish.

References: [IPG Mediabrands Survey](#); [Beef Steak Recipes](#)

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