



FOR IMMEDIATE RELEASE

2016/17 Business plan keeps focus on brand loyalty

April 1, 2016 – Canada Beef, the organization responsible for marketing and promotion for the Canadian beef and veal industry, is proud to release their business plan for the upcoming 2016/17 fiscal year.

Canada Beef has been focusing on creating brand loyalty in priority markets here at home in North America, and in export markets around the world. Through strategic brand partnerships and focused initiatives, Canada Beef continues to stimulate and sustain consumer demand pull driven by two strategic priorities: brand and reputation, and go to market initiatives.

Since the beginning of Canada Beef's latest three year strategy, the organization's approach has adopted a league and team approach, driving demand for Canadian beef overall.

"At Canada Beef we strive for alignment with national and international brands and companies who share our commitment to the growth and profitability of our industry," said Rob Meijer, President, Canada Beef. "As a national league working to stimulate and sustain consumer demand pull, the provinces, or teams in the league, become greater than the sum of the parts."

The Planning and Priorities Committee is responsible for the strategic planning and execution of the business plan of Canada Beef. Mike Kennedy, Committee Chair, says both domestic and international markets will be a priority for Canada Beef.

"The domestic market remains our cornerstone, where demand for Canadian beef within Canada continues to grow," said Kennedy. He also indicated that Canada Beef will continue to grow domestic demand through brand alignment with consumer lifestyles, which creates an associated emotional connection.

"On the international side, we will continue to ensure funds are appropriately allocated to targeted markets," Kennedy added. "Canadian beef can play a niche role with international consumers, and product sold to these markets will enhance returns and drive value to the overall Canadian beef industry."

One of Canada Beef's most impactful means to achieve brand loyalty is through co-branding with market leaders in select priority regions called market hubs, including the Canadian Beef Centre of Excellence (CBCE), North America, Hispanic, Asia and potential emerging markets.

The CBCE provides Canada Beef with a home base to effectively communicate with audiences at home and internationally, allowing the organization to create both a technical and emotional connection to Canadian beef. Last year, the CBCE hosted over 900 trade and industry guests from 19 countries, and looks to increase engagement both domestically and internationally in the coming year.

North America is the largest and most important market for Canadian beef. Canada Beef will continue to invest domestically to ensure Canadian beef remains a staple in Canadian diets, and the organization remains flexible to the evolving markets in the United States.

Market growth in the Hispanic markets in the United States, Mexico and South America continues to trend upwards. Consumer recognition and business growth for Canadian beef in these markets are driven by focusing on the Canadian beef brand pillars and utilizing the CBCE to deliver innovation and information on Canadian beef products.

Canada Beef will continue to build on the momentum earned in Asia in previous years. Consumer marketing efforts will be expanded, and while our focus has been on major markets of Japan, China and Taiwan, Canada Beef will expand efforts to capture consumer attention in the emerging markets of Southeast Asia.

Through the CBCE, Canada Beef will continue to align with industry packers and trade partners to identify priority emerging markets, which offer opportunity for added incremental carcass value.

“We will continue to assess the opportunity to collaborate with packers and exporters in emerging markets to strategically position Canadian beef in the right market and market segment at the right time, with the best returns for producers in mind,” said Meijer.

Canada Beef will continue to carefully select valuable business and brand partnerships, and share resources to obtain mutual and measurable goals by aligning marketing activities and focusing on telling the Canadian beef brand story.

Canada Beef is the cattle producer-funded and run organization responsible for domestic and international beef and veal market development. It has offices in Canada, Mexico, Japan, China and Taiwan. Canada Beef works to foster loyalty to the Canadian beef brand and build strong relationships with trade customers and partners. These efforts increase demand for Canadian beef and the value producers receive for their cattle.

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