

THE LEAGUE OF BEEF PRODUCERS

Together we are Canada Beef. Your league. Over 68,000 producers united with one voice, one story, one brand.

The 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.*

THE CANADIAN BEEF BRAND IS BUILT ON FOUR POWERFUL PILLARS:



- You and your good sense and values.
- Quality beef that nourishes body and soul.
- World-class standards in quality and safety.
- Sustainability and stewardship.



YOUR CANADIAN BEEF CENTRE OF EXCELLENCE

Helping to bring the brand to life, leveraging about **\$145,000,000** in business during year one. Producer \$s invested into



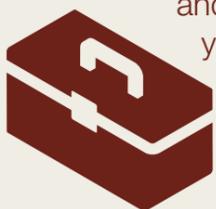
The Centre the first three years cost about the same as a cup of coffee per producer/year.

SERIOUS BEEF KNOW-HOW

We're staffed with **experts** like chefs, butchers, trade specialists and food scientists. Our studies, trials and research ensure people get the best when they buy Canadian beef.

A BIG TOOLBOX

We've got all the tools to help build **consumer loyalty** for your Canadian Beef: a resource-filled website, the Roundup app, YouTube videos, the Make it Beef Club, Twitter, Facebook and even a Marketing Library with artwork and images to help you create your own Canadian beef marketing materials.



A GLOBAL MARKET REACH

We proudly share the Canadian Beef story with the world, from North America, Mexico, to Asia and beyond. Global **consumers buy brands they trust, and are more likely to purchase, pay more for, and feel good about** the Canadian Beef brand. The power of loyalty.



POWERFUL PARTNERS

We work with over **100** partners world-wide to build relationships and business connections, to capture commercial opportunities for Canadian beef at **a fraction of the cost**. You'll see the brand on menus, billboards, video



screens, TV, grocery store flyers, Twitter, Facebook and more.

A SOCIAL PLATFORM YOU CAN USE

Connect with powerful communities via Canada Beef: Thousands of consumers, influencers, dietitians, food writers, bloggers, chefs, health professionals and your peers. Relationships and communities matter!



STAYING ON THE TABLE

Consumer needs, wants and concerns **change all the time**. We strive to keep Canadian beef on the plates of families around the world, through interaction with consumers and research.

A MEANINGFUL INVESTMENT

In the past 5 years, we've undertaken **180** Market Development Programs across 12 countries.

Our goal: that **we meet or exceed an investment of 6:1** (partner to producer \$).



CONSUMER INTEL



86% of Dads want a steak instead of a tie for Father's Day! **We knew that**. We crunch numbers, watch trends and look for opportunities for Canadian beef.

TAKE '1 SMALL STEP'

Download The Roundup app on your smart phone. Show it to a shopper buying beef.



Learn more about your National Beef Check-off \$ at work and your Canada Beef. Join us at canadabeef.ca/TheLeague

CANADA BEEF