



## HOW DO I CONNECT WITH THE CENTRE?

**Step 1. Visit** [www.canadabeef.ca](http://www.canadabeef.ca)

There you will find;

- Further background and stories about clients who have connected with the Centre
- An online availability Calendar and booking inquiry link
- Rate and Services overview for private bookings
- Links to technical information for the meat professional

**You can also find out more by calling directly**  
403 275 5890 ext.225

**“ The Canadian Beef Center of Excellence promises to bring a level of sophistication in training, education and connectivity with clients and markets unlike anything else in the industry. Consider it your unique place of creativity and connectivity working to drive meaningful results. ”**

*ROB MEIJER – PRESIDENT & VP MARKETING AND BUSINESS DEVELOPMENT, CANADA BEEF*

## HOW CAN THE CANADIAN BEEF CENTRE OF EXCELLENCE HELP YOU SUCCEED?

The CBCE was created to not only be the face to the Canadian Beef story itself, but a place to share knowledge and new ways of thinking about Canadian beef. The CBCE works with everyone from world-wide consumers to those in the beef trade such as retailers, foodservice restaurants, further processors, international importers, packers and others in the beef value chain to achieve these goals.

**The CBCE is a place for a team to meet, learn, and celebrate with a world-class culinary experience. As a visitor to the CBCE, you will find valuable services and programs available that can be customized to your creative or educational needs that include:**

- Education and development of sales teams
- A great hosting site for broadcasts
- Consumer culinary applications and menu development for foodservice restaurant
- Retail and meat case merchandising training
- Global beef market news and information
- Controlled beef aging, product quality and specifications testing
- Bench testing for beef processing and fabrication
- Ideal location for food photography and videography
- Export market, beef value chain and trade mission education facilitation
- A great finishing point to a successful Canadian Beef Experience

## YOUR CENTRE OF EXCELLENCE TEAM

**Centre Director | Marty Carpenter CCC** – A culinary professional Marty is a Certified Chef de Cuisine with over 18 years of experience marketing Canadian beef in Canada's key markets. Marty brings a customer centric focus to help collaborate with Canadian beef customers for success.

**Centre Technical Manager | Abe van Melle BEd** – With over 27 years of experience heading the Southern Alberta Institute of Technology meat cutting program, Abe brings a wealth of knowledge and expertise and creativity in communicating quality and consistency.

**Centre Coordinator | Queenie Wei** – Queenie will be pleased to guide your bookings, review programing and logistic aspects around the Canadian Beef Centre of Excellence.



*MARTY CARPENTER (LEFT)  
AND ABE VAN MELLE.*

# THE CANADIAN BEEF CENTRE OF EXCELLENCE

The CBCE isn't just a place, it's a way for those at Canada Beef, and those that spend time with us, to Connect, Innovate and Inspire. Whether you choose to spend time with us on-line, on our extensive web resources or if you have an opportunity to visit the CBCE in person, the hope is that you leave with a passion for Canadian beef, creative ideas to move forward with and an experience to share with others.

The ideals of Connect, Innovate and Inspire are evident throughout the CBCE, through our physical facilities and capabilities to the important resources and online communities we are always building.

## CONNECTIONS ARE VALUABLE.

We are always looking for new ways to connect with others and tap into the power of a global community. Connecting allows the CBCE to join forces with others – we are stronger together through collaboration while sharing resources, insights and stories.

## INSPIRATION IS IGNITION.

With the freedom to create and share, the CBCE is where we seek to connect with hearts and minds, drive passion for food and help each other bring new ideas to life.

## INNOVATION IS GROWTH, PROBLEM SOLVING, CREATIVITY AND OPPORTUNITY.

At the CBCE, we strive for something new and fresh. We believe that when we collaborate and openly share our ideas, this fuels the fire of creativity.



## VISION

A world class facility recognized for showcasing the Canadian beef advantage enabling our global clients to maximize the value and opportunity inherent to Canadian beef.

## MISSION

This world class facility brings Canadian beef advantage and the Canadian beef brand to life enhancing the global understanding through education and collaborative client outreach.



# CANADIAN BEEF CENTRE OF EXCELLENCE OVERVIEW

## THE CANADIAN BEEF EXPERIENCE

Invited guests can have a full interactive experience from the farm gate, to the kitchen, and onto the plate. An experience like this is designed as a way to better appreciate and understand the values and attributes of Canadian beef. Our guests can feel what it is like to live in the boots of a Canadian beef farmer or rancher, and the pride that goes into every aspect of making Canadian beef so very special. This is a one of a kind experience that builds confidence and knowledge of the Canadian beef industry inspiring action and creativity.

## EDUCATION AND TRAINING

The CBCE really shines when it comes to learning, training and education. The professional staff at the CBCE are well trained educators that love to share their knowledge and passion for Canadian beef and the culinary world. Through on-site training on almost any aspect of beef, from sharpening your butcher skills to stretching your culinary skills, the CBCE is the place to be for growing your team, getting out of your comfort zone and exploring Canadian beef.

The CBCE has also created places within our own digital world to share and educate, like our digital home at canadabeef.ca, the popular mobile Roundup App, and the always fresh LoveCDNbeef YouTube. The CBCE also leads the way in on-line training programs that take you through every step of why Canada is the perfect place for raising beef, along with videos of beef cutting techniques, cooking tips and an extensive recipe collection and other materials designed to elevate your comfort and knowledge of everything beef.

**“ We are excited about the creation of the Canadian Beef Centre of Excellence and we intend to fully support Canada Beef in this very important initiative! We know this can only make our beef industry stronger! ”**

*CAM HILLIS – BUSINESS DEVELOPMENT MANAGER, CENTENNIAL FOODSERVICE*



**“ I have had the pleasure to work with Abe and Marty on several occasions. I was impressed with how easily they can relate to, and share their expert knowledge on beef cuts and marketing with beef producers, chefs as well as butchers. ”**

*MELISA ZAPISOCKY – LIVESTOCK MANAGER, ORGANIC ALBERTA*

## JOIN US AT OUR TABLE

The CBCE boasts a multi-media enabled 25 seat meeting room designed for global outreach, meeting broadcasts, speeches and formal boardroom style presentations. This facility can also be transformed into an elegant dining room with all the capabilities of a fine dining experience, complete with a refreshment bar. The CBCE also reaches past its own walls to interact through our digital properties. All beef cutting, demonstration, educational and meeting areas are all well equipped with cameras, microphones and screens for the best on and off-site global broadcasting capabilities.

## COMMERCIAL AND HOME-STYLE KITCHENS

Helping today's global consumer become more comfortable and successful with cooking Canadian beef is an important cornerstone for Canada Beef. Providing strong cooking foundations, coming up with new recipe concepts and communicating tips and tricks keeps consumers feeling confident in choosing Canadian beef. The CBCE is equipped with a full consumer kitchen area designed for developing consumer recipes, producing cooking videos and food photography as well as live cooking demonstrations for broadcast and web applications. It even has its own BBQ (indoors) for grilling just like at home.

Fueled by innovation and inspiration, the Commercial Kitchen is a state-of-the-art professional kitchen with everything a chef would want including combi ovens, induction cooking, sous-vide equipment and of course plenty of space for a team to create. This part of the facility has been busy hosting celebrity chef dinners, black-box competitions, food service menu development, staff training and even retail home meal replacement and merchandising techniques.

## TESTING, RESEARCH AND CUTTING TECHNIQUES

This facility has been designed with a fully functional Hazard Analysis and Critical Control Point (HACCP) plan, clearly demonstrating Canada's commitment to world-class food safety standards. The beef fabrication room is a butchery focused spot for product cutting and specification standard testing. It has the capability to do controlled aging tests, product quality assessments, yield testing and specific muscle identification and product development projects. It is also equipped with vacuum packaging and blast freezing for international shipping.

## WE'D LOVE TO CONNECT

-  @CanadianBeef @LoveCDNbeef
-  ILoveCanadianBeef
-  LoveCDNbeef
-  lovecdnbeef
-  canadianbeef

Suite 146, 6715 – 8th Street NE,  
Calgary, AB, Canada T2E 7H7  
Tel: (403) 275-5890  
info@canadabeef.ca

**CANADABEEF.CA**