



LEVERAGING AN INCREASE OF THE CANADIAN BEEF CATTLE CHECK-OFF FOR MAXIMUM MARKETING RETURN

The National Beef Strategy is about positioning the Canadian beef industry for greater profitability, growth and continued production of a high-quality beef product of choice in the world. It is under the Demand Pillar of the National Beef strategy where Canada Beef operates, and brings value to producers.

The Canadian Beef Cattle Check-Off is scheduled to increase to \$2.50/head in most provinces in the spring of 2018, and Canada Beef wanted to highlight how the recommended allocation to Canada Beef will be put to use strengthening existing programs and building strong demand into the future.

Capture High Growth Market Segments

Canada Beef will be able to move the Canadian Beef brand to the next level.

Using market segmentation tools, we will identify high growth, high value consumer groupings by demographics, behavior, ethnicity, geography.

By understanding consumer segments' needs and wants, we will develop marketing and promotional campaigns relevant to each segment resulting in increased awareness, improved perception, heightened desire and ultimately increased purchase.

Expand programs with Retail and Foodservice partners with Regional and National reach

Canada Beef will be able to intensify and increase consumer-directed programs through partnerships with both retail and food service chains.

This allows for brand exposure with both regional and national reach. Moreover, these programs build loyalty and commitment to Canadian beef among trade partners and consumers thus generating sustained demand and increased value for producers.

Protect and Grow Canadian Beef in Export Markets

With heightened competition from other beef exporters, there is a need to intensify our brand and business development programs in export markets where we are currently present. These include Mexico, Japan, China, SE Asia, Korea, Taiwan, EU and MENA. Likewise, growth opportunities can be addressed within these markets in both the retail and foodservice sectors. Emerging markets will also be identified and explored with the goal of being first to market.

Double the business generated by the Canadian Beef Centre of Excellence

With the increased check-off investment, we envision the Centre of Excellence will double the business generated for Canadian partners over the next five years. To date, the Centre has hosted missions representing over 460 companies globally, helping generate an estimated \$380 Million in new Canadian Beef business.

There will be heightened focus on innovation and closer tie-in with packers, retail, and foodservice partners.

For more information about Canada Beef visit <https://canadabeef.ca/> and sign up for The League Newsletter which is designed to keep producers informed about current initiatives.