



What does Regenerative Beef Production Mean to You?

The Canadian Beef Advisors have undertaken an initiative to align messaging around regenerative beef production and are encouraging industry stakeholders to get involved in the conversation and provide their feedback. We're looking to hear from Canadian beef industry stakeholders who: own or manage beef cattle, work for an organization that actively supports the beef industry, or have a valuable role that supports and relies on Canadian beef production.

To provide your feedback, please complete our **10-15-minute survey** by **January 8, 2020** at <https://www.surveymonkey.com/r/6WPNMDJ>

About the Canadian Beef Advisors

The Canadian Beef Advisors consist of elected leaders and staff representation of the seven national beef organizations responsible for policy, marketing, research and sustainability (*including the Beef Cattle Research Council, Canadian Beef Breeds Council, Canada Beef, Canadian Cattlemen's Association (and its provincial member associations), Canadian Meat Council, Canadian Roundtable for Sustainable Beef, and the National Cattle Feeders' Association*). They are a diverse group of experienced industry representatives, who are responsible for advancing the strategy with the industry stakeholders, providing recommendations on future direction and reporting results against strategy goals and objectives. For more information, go to: www.beefstrategy.com