CANADIAN
BEEF GOALS 2030

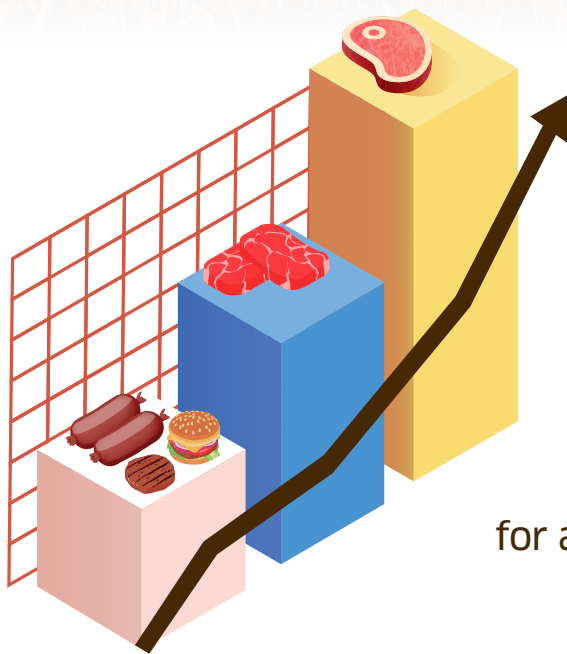## BEEF QUALITY

INCREASE THE
VALUE
OF AAA AND
PRIME CARCASSES
by building demand
for all cuts on the carcass