

**KNOW
YOUR
BEEF**



RETAIL RESOURCES

All independent, franchisee and multi-unit retailers can access select resources from Canada Beef that will help optimize assortment and enhance consumer confidence as it relates to buying, cooking and the safe preparation of Canadian beef and veal product.

Industry COVID-19 Response Measures

In a collaborative effort to safeguard the meat supply, the Canadian meat industry continues to take preventative measures to protect against COVID-19 including; symptom and temperature monitoring, controlling entry and access to processing facilities, as well as enhanced sanitation and personal distancing measures.

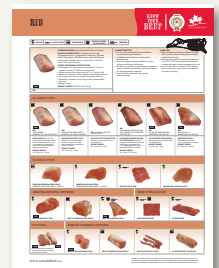
- ➡ • [Safeguarding the Canadian Meat Supply](#)
- ➡ • [Food Safety and COVID-19](#)



Optimizing the Beef and Veal Category Assortment

There has been a dramatic increase in demand for beef and veal product with consumers looking to prepare for uncertain times while stretching their food dollar. The following resources have been selected to help balance the beef and veal product mix while maximizing profitability and overall consumer value.

- ➡ • [Beef and Veal Folded Merchandising Chart](#)
- ➡ • [Technical Cutting Sheets](#)
- ➡ • [Cutting Videos](#)
- ➡ • [Interactive Carcass](#)



Simplifying the Beef and Veal Buying Decision

There has been a tremendous increase in meal preparation at home in that many people are forced back to the basics of cooking. The following resources have been selected to help raise the consumer's comfort level with purchasing and preparing beef and veal. Resources can be leveraged either at store or in print and digital media.

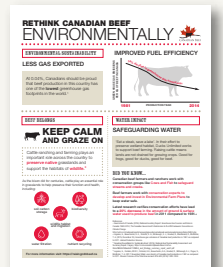
- ➡ • [Roundup App](#)
- ➡ • [The Handbook](#)
- ➡ • [Cooking Know-how](#)
- ➡ • [- Canadian Beef Recipes](#)
- ➡ • [- Canadian Veal Recipes](#)
- ➡ • [Scale Label Optimization](#)
- ➡ • [Roasting Brochure](#)
- ➡ • [Carving Brochure](#)
- ➡ • [Grilling Brochure](#)
- ➡ • [\(IROP\) Independent Retail Operators Program](#)



Fact Based Information to Leverage in Digital and Print

Today's consumer is looking for additional reassurance that the food they purchase is safe, and good for them and their family. The following resources have been selected to provide all retailers with some of those key call outs to help support their consumer communication efforts.

- ➡ • [Canada Beef Marketing Library](#)
- ➡ • [Rethink Canadian Beef \(Environmentally & Nutritionally\)](#)
- ➡ • [Canadian Beef Benefits](#)
- ➡ • [Canadian Beef Fact Sheets](#)
- ➡ • [Canadian Beef Advantage Brochure](#)



Contact Canada Beef at info@canadabeef.ca

- ➡ <https://canadabeef.ca>
- ➡ www.ontariovealappeal.ca
- ➡ <http://veaudegrain.com> or <https://veaudelait.com>

