

About the Canada Beef Channel Marketing Team

Who Canada Beef Is

A not-for-profit organization representing the 60,000 beef farming and ranching families across Canada. We are responsible for the promotion of Canadian beef in domestic and international markets.

What Canada Beef Does

- Help stakeholders from multiple sectors (e.g., production, packing, retail, foodservice, etc.), make the most of their Canadian beef efforts through multiple touchpoints.
- Assist our business partners in the areas of strategic marketing, creative design, communications, branding, project implementation, management, training and education.
- Domestically, Canada Beef has in-house expertise in actioning:
 - Consumer Marketing
 - Digital Marketing
 - Channel Marketing
 - Health and Nutrition (Registered Dietitian on staff)
 - Culinary Innovation ▶



(by way of the Canadian Beef Centre of Excellence [CBCE])

Who Canada Beef Serves

Canada Beef works to promote Canadian beef to consumers in the domestic marketplace, which includes:

- **Over 30** national and regional retail banners.
- **An estimated 6,900** independent grocery stores across Canada.
- **Over 64,000** restaurants across Canada, and multiple foodservice distributors.

How the Channel Marketing Team Can Help

We can help inform your organization about the advantages of Canadian beef and innovative ways to merchandise it in the interest of driving sales and helping your customers have a great Canadian beef experience.

Services offered by the Channel Marketing team include:

- **Brand License Agreements** – leverage the Canadian Beef logo on your products.
- **Partner Program** – potential to cost-share on branded and unbranded promotional initiatives.
- **Branding** – discuss methodologies on how to best position your Canadian beef brand in the domestic marketplace.
- **Canadian Beef Advantage (CBA)** – access a seminar and resources to inform your staff about the CBA.
- **Merchandising materials** – posters, videos, brochures, etc.
- **POS materials** – grading labels, cooking instruction labels, etc.
- **Industry insights** – regularly published Retail and Foodservice Market Intelligence Reports.

The Channel Marketing team also serves as the conduit between our channel partners and other Canada Beef resources:

- **Training and educational resources** for stakeholders and consumers alike, supported by the CBCE.
- **Canadian Beef Information Gateway**, a multi-edition QR code-based resource to educate targeted users about Canadian beef and its attributes.
- **Nutritional information** about why beef is an integral part of Canadians' diets.
- **Canada Beef Marketing Library**, a database of digital resources (e.g., photos of cuts, recipes, etc.)

Contact and work with us to make your Canadian beef business even better!



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