



# About the Canadian Beef Centre of Excellence

## 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 Canadian Beef Centre of Excellence Can Help

We can help train your teams and valued customers about the advantages of Canadian Beef by creating engaging, educational tools and marketing resources that meet your organization's needs.

### Services offered by the Canadian Beef Centre of Excellence include:

- Canadian Beef Advantage communication tools for value creation and market development
- Video education and training for retail and foodservice operations
- Canadian beef product knowledge and merchandising tools
- Consumer culinary recipe videos and online instructional content
- Quality assurance and food safety resources
- Utilization and innovation workshops and webinars for trade

### The CBCE also engages industry young leaders, professional trade associations and producer groups through:

- Vocational training outreach to communicate the Canadian Beef Advantage
- Professional and student competitions to recognize and encourage excellence in butchery trade and culinary arts
- Partner-initiated collaborations for branded marketing resource development

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



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