CANADIAN BEEF BRAND STORY





WELCOME TO THE CANADIAN BEEF BRAND STORY.

Branding: the term comes from ranching, when cattle were branded to show ownership and distinguish one rancher's herd (his product) from another. It was a bit like signing your name. It represented you and your family. People knew where you came from and what you stood for.

The Canadian beef brand story is more than just a mark on a product. It's a way of being. A way of thinking and feeling; of connecting and collaborating; of telling the truth about why we exist, what makes us remarkable and how we go about doing what we do. It stands for what we believe in and what we value.

When something goes as deep into our lives and into our way of living as Canadian beef, you understand there's much more to our brand than our logo or a tagline. It has meaning and it matters. It's our promise, our pride, our history and vision. And there is a story we tell ourselves and inspire others to tell about us; a story that lifts a product from a commodity to an experience and, in doing so, connects one person to another in a way that means something to both.

This is our story, the Canadian beef brand story, and we are pleased and proud to share it with you.

WHAT'S SO GREAT ABOUT CANADIAN BEEF?



It is wonderful to feel the grandness of Canada in the raw, not because she is Canada but because she's something sublime that you were born into, some great rugged power that you are a part of.

EMILY CARR

IT IS CANADA.

It is a land that stretches across seven and a half time zones, touches three seas and embraces 2.5 million lakes and rivers. It is a place as lofty as the Rocky Mountains, as vast and fertile as the Prairies and as ancient and enduring as the Canadian Shield. And it is a climate and an environment filled with fresh air and clean water, perfectly suited for grazing cattle.

It is also a country of people who celebrate their interdependence with the land and the animals they raise. It is a society of hard-working, creative individuals who have developed innovations and expertise over great distance. And it is a nation that has become an example to the world for understanding the role of humans and animals in nature, and working at home and abroad for peace, order, and doing what's right.

For all of us who work with Canadian beef, Canada itself is what shapes our values and inspires our work. And Canada is what makes Canadian beef the remarkable brand and product that it is.

Canada + Beef = The Canadian Beef Story



Think about it. If you were to seek out the world's perfect place for raising beef, what would you look for?

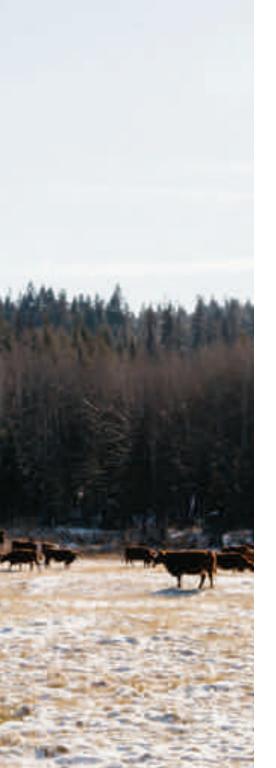
CRITERIA FOR THE PERFECT PLACE FOR RAISING BEEF:

- Wide open spaces for cattle to graze: an environment that's been conducive to grazing herds since time began
- ✓ An abundance of fresh air, clean water, and fertile soil
- High-latitude summers with long days of sunlight and just the right amount of precipitation for growing nutritious grass and grains
- Cooler climates that are like a natural meat locker: much less stressful on cows than any hot-weather ranchland
- Cold winters that are ideal for the very best genetics for breeding beef cattle
- A heritage of hardworking ranching and farming families that are part of the nation's culture
- A society with a deep appreciation for agriculture, animals, nature and the environment
- A caring and effective government capable of ensuring the highest standards of quality and safety, and with sophisticated and enlightened trade policies
- People who are caring, ethical, and always open to innovation
- A country that doesn't settle for the bare minimum in terms of regulations, and always does what's right
- A globally savvy, multicultural people who understand the different roles and meaning of beef in different cultures and nationalities

Now consider these criteria against the landscape, people and culture of Canada and you will understand why we believe Canada is truly the world's perfect place for raising beef.







UNDERSTANDING THE STORY.

To further understand the Canadian Beef Story, you must look more closely to see how it is realized, day-to-day, in the beef itself, in the people who produce it, in the rigour and expertise involved and in the care and attention given to the environment. These are the four Brand Pillars of Canadian beef.

Canadian beef is well marbled, flavourful and tender. Packed with essential nutrients, Canadian beef is a powerful protein and anchor to healthy eating with a taste that people crave.

JOYCE PARSLOW, DIRECTOR, CONSUMER RELATIONS, CANADA BEEF

PILLAR ONE: PRODUCT

Canadian beef is raised under ideal conditions for high quality and graded with standards that go well beyond the norm. Canada's northern climate with long summer days and crisp cold winters enables Canadians to breed and raise cattle with the very best genetics for beef production. The country is rich in both grass for grazing and grain crops for feed, with clean air and water, and lots of space to roam. Canadian beef is recognized worldwide as a premium food and some of the best beef in the world.









Canadian beef has a strong foundation that is built around the producer, reflecting a legacy with a rich and proud heritage. Canadian farmers and ranchers produce Canadian beef with integrity, and personify the brand.

JAMES BRADBURY, BRAND OFFICER, CANADA BEEF

PILLAR TWO: PRODUCER

Canadian beef is handcrafted from start to finish. Canadian beef producers are active, hardworking, dedicated, honest, careful, kind, friendly and diligent. There are beef farmers and ranchers in every province in Canada, striving to bring good food to your table and working to be good stewards of the land and animals in their care. Together they make up some 68,000 ranchers across the country. Individually they are families, large and small, for whom cattle ranching and farming is not just a business; it's a way of life.

Canadian beef is produced according to world-class standards for quality and safety. The Canadian beef grading system and our interlocking controls for animal health and food safety are key contributors to an exceptional eating experience.

ROBERT SERAPIGLIA, DIRECTOR, BUSINESS INNOVATIONS, CANADA BEEF

PILLAR THREE: WORLD-CLASS STANDARDS

People worldwide recognize Canada for its high level of scientific and technological sophistication as well as its deep commitment to honesty, ethics, and a deep respect for rules and regulations. In Canada, we do what's right with care and precision. Canada's reputation for high standards and technological expertise is unsurpassed in the global beef industry.









Canadian beef is produced through the efficient use of pasture land, water management and environmental conservation practices. Canadian farmers and ranchers work towards economic viability, a sound environment and social responsibility.

RON GLASER, VICE PRESIDENT, CORPORATE AFFAIRS
AND OPERATIONS, CANADA BEEF

PILLAR FOUR: SUSTAINABILITY

Canada is blessed with a pristine, clean environment, rich in natural resources. Because our natural bounty is so precious and so important, it is understandable that Canadians work hard to preserve it. Canada is known for being both clean and having honest people. Canadians are financially and socially responsible, committed to protecting and preserving economic, environmental and social sustainability. We look out for each other and the land that we're on, and our cattle ranchers are certainly part of this story.









Cour farming and ranching families are the cornerstone of our industry. They are the artisans that hand craft one of the greatest foods our country produces. As Canadians, we must show our pride in our country and how Canadian beef is part of the fabric that makes up being Canadian.

ROB MEIJER, PRESIDENT, CANADA BEEF

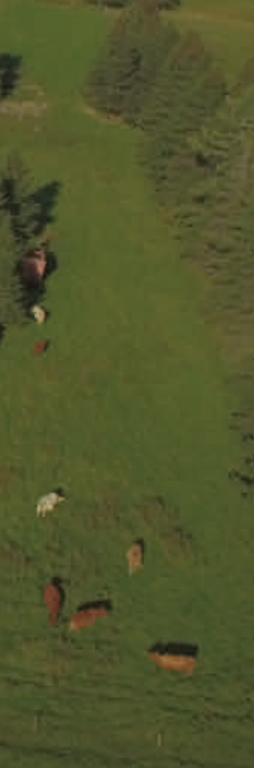
A PREMIUM PRODUCT WITH A WORLDWIDE REPUTATION.

We at Canada Beef are the team of people tasked with maintaining and growing that reputation of Canadian Beef. As the organization responsible for marketing Canadian Beef, we are devoted to increasing the global public's demand for Canadian beef, and elevating it in the minds of the consumers.

Canada Beef is responsible for developing business, marketing, and branding the entire beef and veal industry in Canada. We work to create desire for Canadian beef as a sought-after, safe, nutritious, delicious premium food. Having done that, we work to build and maintain loyalty to the brand.

Canadian Beef is the brand; it has a Brand Story. The keepers and promoters of that story are the men and women of Canada Beef. But we don't just tell our story: we live it, doing so through the continual implementation of three cultural initiatives: Connect, Innovate, and Inspire.





Connections are valuable. Connecting to a global network of opportunities allows us to join forces and become stronger together, collaborate, and share our stories.

DUANE ELLARD, DIRECTOR, MARKETING, CANADA BEEF

CREATING CONNECTIONS IS WHAT WE DO BEST.

At Canada Beef, we reach out, communicate, share and collaborate openly. On a common ideological ground, we can work together to share Canadian Beef stories with consumers and different stakeholders, and invite others to do the same.





Innovation is growth, problem solving, creativity and opportunity seeking. Innovative ideas fuel the fire, and can lead and change the conversation about Canadian beef around the world, leading to sustained value.

MARTY CARPENTER, DIRECTOR, CANADIAN BEEF CENTRE OF EXCELLENCE

WE DRAW UPON THE DEEP EXPERIENCE AND BOLD CREATIVITY OF OUR TEAM.

We leverage the resources, channels and programs of our partners and raise Canadian Beef brand awareness and desire in the marketplace. Our strategy is not simply to convince our partners to promote our brand by any means; it is to show them how consumers' appreciation of our brand and desire for our product helps them achieve their own goals and strengthen their own brand story in the process.





Gwith the freedom to create and lead, we can connect with the hearts and minds of those who will tell and hear our story, driving the passion within our industry and for our product.

MICHAEL SHITTU, VICE PRESIDENT, FINANCE, CANADA BEEF

INSPIRATION IS IGNITION.

Inspiration triggers the emotional elements of our brand and the feelings people have about our beef. We never forget the technical details of what makes our product premium, but we always remember to elevate the conversations with imagery, symbolism and emotional connections to the reasons why our beef is so great. When we inspire people, we give them an opportunity to act: to taste, to sign up, to talk to others, to share, and to explore further, etc. This is how we turn consumers into fans and fans into a community of loyal advocates.

THE CANADIAN BEFF ADVANTAGE 24



OUR STORY HAS MANY LAYERS.

When we tell our story we can draw together many threads: the technical qualities of our beef, the natural qualities of the environment, the heartfelt qualities of our ranchers, and the strategic directives of our branding and marketing teams.

When we pull these threads together, we weave together a story that is greater than the sum of its parts, and the essence of this story is what we call the **Canadian Beef Advantage.**



OUR BEEF IS GREAT BECAUSE OF CANADA.

We draw upon hundreds of years of human history, millions of years of Mother Nature, an enduring relationship between ourselves as humans and the animals we look after and the beef we eat. In this pact we represent something vital to our very existence. Canadian beef is not only a product; it is at the heart of the Canadian way of life and a way of living.

It is our good fortune to represent Canadian beef.









It's fun to get together and have something good to eat at least once a day. That's what human life is all about – enjoying things.

JULIA CHILD

IMAGINE YOURSELF AT A SUMPTUOUS TABLE.

Gathering for a family meal is an occasion both common and precious, an opportunity for sharing and every-day celebration. At the centre of the table, in the centre of the plate, is the focus of our attention. It's the reason why we're here. It's the reason why we have invited you to our table, our valued guests. We are here to share a simple pleasure in good health and great food. And in sharing this meal we strengthen the bonds between us and begin to make real connections.

Ours is the privilege of connecting, innovating and inspiring others to appreciate a world-class product, handmade honestly and sustainably by dedicated people who care.

TAYLA FRASER, MANAGER, CORPORATE AFFAIRS, CANADA BEEF

CONNECTION IS KEY.

Through the deeply satisfying experience of Canadian beef, tens of thousands of farmers and ranchers and millions of consumers connect with one another and with the spirit of our country, our nation and our people.









