



Annual Report 2024-2025

BRIDGING to new opportunities

Continued strong demand amid
record prices and economic uncertainty.



Per Capita Beef
Consumption

15.97 kg
↓ [-1.7%]



Domestic Beef
Availability
per person

22.77 kg/person



Retail Beef
Demand Index

124 (2000=100)
↑ [+1.8%]



Beef Export
Volume

494,694 tonnes
↓ [-0.9%]



Beef Export
Value

\$4.9 billion
second-highest
value on record



Canada Beef provides market development and promotion services to the Canadian beef and veal industry.

A division of the Canadian Beef Cattle Research, Market Development and Promotion Agency, Canada Beef is funded by cattle producer check-off, import levy and federal and provincial government industry development funds.

Canada Beef is responsible for the delivery of domestic and international market development and promotion programs through offices in Canada, Mexico, Japan and Taiwan, and representation in Vietnam and South Korea.

Mission

To create value for producers and the entire beef value chain through impactful and innovative marketing solutions to enhance demand, experience, and awareness.

Vision

Position Canadian beef as the protein of choice, appreciated worldwide, to maximize the return on investment for producers, partners, and customers.

Values

Accountable, Authentic, Collaborative, Knowledgeable, Respectful.

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Market Development and Promotion Committee 2024-2025

The Marketing Committee is responsible for the operational oversight of Canada Beef.

The Canadian Beef Check-Off Agency is governed by a board of 16 Agency Members. The board is composed of 10 primary cattle producers nominated by the provincial cattle associations, four members named by the Canadian Meat Council, one representative of importers nominated by I.E. Canada, and another member from the retail and foodservice sector nominated by the delegates at the annual general meeting.

The board works both as a whole and through focused advisory and operational committees to achieve their mandate.

The Governance Committee and Finance Committee are advisory committees and are made up of Agency Members only.

The one operational committee, the Market Development and Promotion Committee (Marketing Committee), is made up through an appointment of Agency Members, and an election of producers and members at large.

The Marketing Committee is responsible for the oversight of Canada Beef, the organization tasked with investing check-off dollars into market development and promotion.

The members of this committee are appointed and elected from the best of the best in beef and marketing, ensuring that the Canadian beef industry receives strong value from their marketing investment through check-off.



Michelle Ball
Alberta Beef Producers



Denis Burelle
Retail and Foodservice,
Buckhead Meat Canada



Jim Clark
Member at Large,
Ontario Cattle
Feeders' Association



Jeff Cline
Marketing Committee
Chair,
Canadian Meat Council



Cam Daniels
Member at Large,
Harmony Beef



Andre Forget
Canadian Meat Council



Leslie Gold
Canadian Meat Council



Mike Guest
Member at Large,
Western Prime Meat
Processors



Jennifer Haley
Veal Farmers of Ontario



Clay Holmes
Member at Large,
Intercity Packers



Russ Mallard
Marketing Committee
Finance Chair,
Canadian Meat Council



Coral Manastersky
I.E. Canada



Chad Ross
Marketing Committee
Vice-Chair,
Saskatchewan Cattle
Association

For more information about Canada Beef programs and services:

E: info@canadabeef.ca | canadabeef.ca / cdnbeefperforms.ca



Message from the Chair

Managing beef's changing customer base was a priority for the Market Development and Promotion Committee this fiscal year.



Jeff Cline
Chair, Market Development
and Promotion Committee

As chair of the Market Development and Promotion Committee (Marketing Committee), I would like to acknowledge the bench strength of committee members and the value of their collective expertise to the operational oversight of Canada Beef under the Canadian Beef Cattle Research, Market Development and Promotion Agency.



The ability to lean into this expertise was invaluable as we oversaw the strategy to maintain and grow beef's customer base at home and internationally against a backdrop of cattle cycle dynamics - namely tight cattle supplies and high beef prices as we work through the bottom of the cycle - as well as currency fluctuations, economic and geopolitical uncertainties and later, a threat of tariffs from the U.S. administration.

The Marketing Committee's core responsibilities include planning and establishing Canada Beef's strategic, business, and operational goals and objectives, and the overall management and operation of the business and affairs. Additionally, the Marketing Committee collaborates with Canada Beef's President to ensure the business strategy is correct, oversees its implementation, and evaluates its results.

I assumed the role of Marketing Committee Chair from Russ Mallard following the Agency's Annual General Meeting (AGM) in August, where the committee elected their executive committee for 2024-2025. Mallard's term as chair encompassed the prior two fiscal years during which he also spearheaded a leadership recruitment and succession strategy for Canada Beef in advance of the planned retirement of its former president - a process that resulted in the installment of Eric Bienvenue as Canada Beef President in April 2024.

Mallard's considerable experience and valued perspective remains available to the committee in his current capacity of Finance Chair.

Chad Ross was elected as Vice-Chair of the Marketing Committee executive.



As a beef producer with deep involvement in industry associations, Ross' perspective is appreciated. The Marketing Committee also elected two new members at large for 2024-2025: Clay Holmes of Intercity Packers, and Cam Daniels of Harmony Beef.

Marketing Committee members represent all aspects of the beef and veal industry, and their collective business insight, expertise and perspectives ensure effective dialogue and collaboration within the committee. The full list of committee members is on page 4 of this annual report.

Canada Beef's funding agreement with Agriculture and Agri-Food Canada AgriMarketing, under the Sustainable Canadian Agricultural Partnership (Sustainable CAP), provides \$5.9 million over three-years (2023-2026) to promote Canadian beef and veal exports globally through initiatives that will increase awareness of the value proposition created by farmers and other participants within the beef and cattle supply chain.

The Sustainable CAP contribution funded the development and deployment of global resources and activities to support market development programs for Canadian beef in international markets. Canada Beef undertook and funded 177 distinct generic marketing projects targeting 16 different countries during fiscal 2024-2025.

Successful market development programs and services in the export marketplace will affirm Canada's position as a global leader in the sustainable production of safe, high quality Canadian beef.

Canadian beef exports reached \$4.9 billion in 2024, the second-highest value on record.



Domestically, Canada Beef deployed strategies to help newcomers embrace traditional recipes utilizing beef. Initiatives for significant newcomer populations in Canada (Chinese, Filipino, Nigerian/African and Middle Eastern/Arabic), included recipe development, 'how to' videos for young adults interested in ethnic food and the young adult children of new Canadians, and advertising for an Explore the World of Beef campaign utilized in ethnically oriented grocery stores.

The national consumer campaign Pick the Beef with the Leaf showed Canadians how to ensure the beef they purchased at retail was local and instilled a sense of national pride.

Canada Beef collaborated with five provincial producer associations on co-branded consumer outreach in their regions under the Provincial Marketing Alliance (PMA).

This included the culinary talent for partner events such as British Columbia Cattlemen's Association Pacific National Exhibition culinary stage, Alberta Beef Producers' All Ways Alberta Beef and Stampede Culinary Stage, and Agribition in Saskatchewan in addition to a contribution to give-away resources for Saskatchewan Cattle Association.

The PMA also provided provincial partners with cost-shared printing of various culinary and consumer resources and traditional and digital/social media ads.

The Canadian Beef Centre of Excellence (CBCE) continued with the production and editing of Canadian beef videos to



support foodservice, retail, and wholesale applications. The team engaged young leaders in foodservice, hospitality, and butchery programs and partnered with academic institutions to support skills training and enrollment at Canadian

vocational institutions. CBCE staff supported inbound market development missions from key export markets.

Domestic beef demand remained strong in 2024 even with record high retail prices. The retail beef demand index gained 1.8% from 2023. Total beef consumption grew 1.7%. Per capita beef consumption slipped 1.7% to 15.97 kgs (2024) as population growth outpaced available supplies (Statistics Canada and Canfax).

In Canada, beef demand has been strong since 2020 with per capita expenditures increasing 13% over five years. As beef supplies tighten across North America, price support is reliant on consumer demand holding up in the face of food price inflation. (Canfax).

Operationally, efforts to improve efficiencies and reduce operating costs at Canada Beef continued. As Chair, I participated in performance monitoring, quarterly progress reviews, and contributed to the year-end reporting process. This included co-leading the final assessment of strategic outcomes and ensuring transparency and accountability in the presentation of results to industry stakeholders and funding partners.

Financially, Canada Beef finished fiscal 2024-2025 with a clean audit. Bienvenue and the Canada Beef team successfully executed against a planned deficit spending plan, intended to work down the accumulated surplus from the previous few years which resulted from reduced marketing activities during the COVID-19 period.



The Marketing Committee and Canada Beef will continue to ensure markets and products are prioritized in the strategic planning process. This ensures industry alignment and thus assurances that producer investment is being maximized.

Jeff Cline
Chair, Market Development
and Promotion Committee



Message from the President

On behalf of the Market Development and Promotion Committee and the Canada Beef team, it is my honour to present Canada Beef's Annual Report 2024-2025.



Eric Bienvenue
President, Canada Beef

What an amazing year of growth and transition fiscal year 2024-2025 proved to be for Canada Beef. Driven by a new Mission, Vision and Values statement, the team worked diligently to create value for producers and the entire value chain while being responsive to the challenges and opportunities that shaped the year.



Tight cattle supplies, high retail beef prices, increased competition from imports, and economic uncertainties were all factors pressuring beef demand before geopolitical tensions rocked the global trade order and roiled financial markets around the world.

Canada Beef leveraged existing resources, experimented with new approaches, invested in data-driven insights and analyzed feedback to strengthen engagement.

Consumer and digital marketing campaigns created loyalty to and affinity for Canadian beef and focused on the affordability of value cuts to navigate the gap between consumer purchase drivers of price, quality and freshness and soaring retail beef prices, shifting consumer preferences and substitution from competing animal proteins.

During the fiscal fourth quarter (March 2025), retail beef prices established a new all-time high at \$25.85/kg, 31.4% higher than March 2024 and 34% above the five-year average for March.

At the same time, prices for pork and chicken fell, and retail price ratios moved



to be record wide in March 2025, with the beef-to-pork ratio at 2.74:1 and the beef-to-chicken ratio at 2.80:1.

Canada Beef's ongoing efforts to keep beef on the plate of consumers included prioritizing ethnic cuisines and globally inspired recipes on the Canadian Beef Information Gateway along with culinary influencer campaigns to engage Canada's changing demographics.

The national campaign, Pick the Beef with the Leaf, deployed strategies to maintain and expand the fan base for Canadian beef among beef-eating Canadian consumers, and instill a sense of pride for Canadian beef in the face of high consumer beef pricing.

Burger it Forward (BIF) saw nearly 30% more restaurants participate in 2025. The national give-back campaign, which promotes burgers made from 100%

Canadian beef, sold 5% more burgers, and helped raise more than \$60,000 in funds to support the efforts of regional food banks and Food Banks Canada.

As Canada's population growth (+3%) outpaced total domestic consumption in 2024 (+1.7%), the proportion of imported beef consumed in Canada increased +9.7% to 25.36% compared to 2023 (Canfax).

Recognizing that larger imports help keep beef on the centre of the plate and support beef market share as we move through the bottom of the cattle cycle – three Canada Beef business units collaborated on outreach efforts on the importance of iron for a one-week campaign during World Iron Awareness Week that reached an estimated 70 million consumers.

Per capita consumption for beef in 2024 was 15.97 KG/person, down -1.7%, according to Statistics Canada and Canfax.

Total per capita meat consumption in 2024 was 76.5 kg, down 3% compared to the 5-year average (78.87 kg).

Beef demand at retail was 124 in 2024 (2000=100), an increase of 1.8%, driven by a 3.1% increase in deflated retail beef prices (Canfax).

Internationally, Canada Beef's strategic engagement with trade partners helped support Canadian exporters in markets affected by inflation, currency fluctuations, and shifting demand patterns.

Canadian beef exports reached \$4.9 billion in 2024, the second-highest value on record, even as export volume declined. Total beef exports in December 2024 were valued at \$9.97/kg, down 0.9% from 2023.

Strong value growth occurred in several markets and regions identified in Canada Beef's market diversification objectives outlined in its market disruption response to the ongoing threat of trade disruptions related to U.S. tariffs.



Southeast Asia posted a record 57.8% increase in value. South Korea, the Middle East and North Africa (MENA), and Japan also reported gains in value.

Having participated in Team Canada Trade Missions to South Korea and demand building initiatives in Indonesia and Philippines throughout the year, I know firsthand the opportunities that these markets represent for high-quality Canadian beef.

It is essential that we continue to build presence and influence overseas in a strategic and targeted manner. Canfax estimates that beef exports provided an additional \$1,421 per head or per carcass value (five-year average) to the packer that determines value throughout the supply chain.

Canada Beef's Export Market Development (EMD) partner program hit a high note this fiscal year, having completed the greatest number of projects during a one-year period under the program - now entering its sixth year.

Canada Beef supported 128 market development projects across 14 export markets. This included 38 marketing campaigns and 53 cost-shared projects



involving 34 Canadian beef exporters. Canadian beef was promoted at 16 trade shows, through 27 training sessions that reached more than 1,480 professionals, and at 38 retail and foodservice activations in eight countries.

Collaboration with the Canadian Trade Commissioner Service helped extend the impact of these activities, facilitating market access and relationship-building with key buyers, importers, and industry influencers.

Canada Beef's coordinated, multi-market approach ensured that marketing efforts remained responsive and aligned with broader industry goals while staying focused on building brand loyalty and reinforcing Canada's reputation for high-quality beef.

The results of the 2025 Canada Beef Global Stakeholder Satisfaction Survey are on page 42 of this annual report.

The 2025 survey produced an overall global satisfaction score of 82%, an improvement from the previous year's survey result of 80%.

On behalf of Canada Beef, I appreciate the thoughtful and candid feedback received as it helps inform our efforts to deliver long-term value for producers, exporters, and all stakeholders in the beef supply chain.

Lastly, as domestic supply tightens further, our focus on generic marketing initiatives will intensify. I am confident that Canada Beef will strike the right balance between branded beef and influencing consumers to continue to buy and consume beef, even at higher prices.

A handwritten signature in black ink, appearing to read 'Eric Bienvenue'.

Eric Bienvenue
President, Canada Beef





Stakeholder Events for 2024-2025

Regular engagement with cattle producers, beef value chain members, international buyers and importers, foodservice and retail and other stakeholders helps Canada Beef stay current with the latest challenges and opportunities within all segments of the Canadian beef industry.

The perspectives gained during these check-ins provide invaluable insight to Canada Beef President Eric Bienvenue and the entire team as they develop and deploy strategic initiatives to drive demand for Canadian beef while ensuring the maximum value for producer investment.

Promoting Canadian beef to dignitaries



With Agriculture and Agri-Food
Canada Minister Lawrence MacAulay



With Conservative Party leader
Pierre Poilievre



Market Development for Canadian beef



Cattle Conference 2025



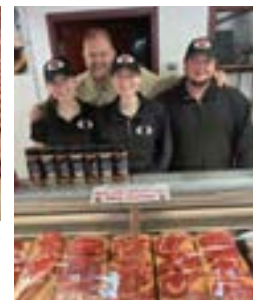
With Quebec Beef Producers Chairman
Sebastien Vachon



Quebec Beef Industry Conference in Lévis, Quebec



With meat processors



Butcher shop selling Canadian beef



With Alberta Premier Danielle Smith



Global Marketing

Canada Beef's strategic priorities for Global Marketing include the development and production of online and print marketing resources, Canadian Beef Information Gateway, and market intelligence to support sales of Canadian beef in global markets.



From left to right:

Mark Klassen
Executive Vice President

Mauricio Arcila
Director, Technical Services

GLOBAL MARKET INTELLIGENCE SERVICES

Statistical reporting from Canada Beef and other sources was posted online weekly at cdnbeefperforms.ca/statistics. Market intelligence reports were shared with 530 stakeholders.

These reports include the quarterly Domestic Market Intelligence Report (DMIR), monthly Global Market Intelligence Report (GMIR) and Canadian Beef Trade Report (CBTR), and Weekly Trade Headlines (TH).

Canada Beef provided content for two training webinars to the Canadian Trade Commissioner Service targeting the 155 agriculture trade commissioners around the world.

GLOBAL CANADIAN BEEF INFORMATION GATEWAY ARCHITECTURE

The software architecture for the Restaurant Gateway edition was created to support beef sales at restaurants. Architecture for an online showcase was developed to highlight retail and foodservice entities who promote Canadian beef.

Support for 3D beef product images was added to the Gateway platform. Initial Artificial Intelligence (AI) approaches for a virtual assistant to provide culinary support, flyer analysis and online pricing data capture were developed for full implementation in 2025-2026. Additional support for customized content on wholesale Gateway partner editions was implemented.

GLOBAL CANADIAN BEEF ADVANTAGE MARKETING AND MERCHANDISING RESOURCES

Resources to promote the Canadian Beef Advantage were created or updated in English and languages of key markets including:

- Canadian Beef Quality Reference Tool
- National Beef Sustainability Assessment Video
- Canadian Beef Advantage Video
- Canadian Beef Advantage Brochure
- Global Export Sell Sheet template (with full implementation in 2025-2026)

Printing and distribution of resources was undertaken by Channel Marketing and Canada Beef's international offices.

A total of 55 Canadian Beef Supply Chain Video Vignettes were created featuring personnel from cow/calf, feedlot, beef processing, transport as well as veterinary professionals. A vignette catalogue was produced to share producer vignettes with industry partners.



New Canadian Beef Grading labels were developed for Canada and export markets.

Generic retail and foodservice merchandising posters were updated, in advance of co-branded versions. Additionally, retail versions targeting Chinese and Filipino customers in Canada were created.

Trademarks were instigated for Made with Canadian Beef and Pick the Beef with the Leaf. An updated guide for usage of the brand marks was created.

Labels and sample Point of Sale (POS) materials were developed for retailer partners. Two menu planners (beef entrees, beef bowls) were designed.

Funds were reallocated from across the organization to respond to the threat of United States (U.S.) tariffs.

The Five Reasons to Buy Canadian content was developed as an extension of the Pick the Beef with the Leaf campaign. Television

advertising was conducted for two months with an estimated 30M impressions.

Television advertising was evaluated and found to be recalled by 2.1M people. A pilot bus advertisement was conducted in Toronto, Ont.

A social media campaign (4.1M impressions) and web content was also created to support the Five Reasons campaign which will be further leveraged in 2025-2026.

MARKETING BEEF TO NEW CANADIANS

A total of 35 recipes were developed to represent four culturally diverse recipes for significant newcomer populations in Canada (Chinese, Filipino, Nigerian/African and Middle Eastern/Arabic).





Matching 'how to' videos were created for young adults interested in ethnic food and the young adult children of new Canadians. The intent was to support their ability to embrace traditional recipes utilizing beef.

Advertising was also created for an Explore the World of Beef campaign which was utilized in ethnically oriented grocery stores.

GLOBAL STAKEHOLDER SATISFACTION SURVEY

Canada Beef stakeholders were surveyed in Canada, Japan, South Korea, Hong Kong, Taiwan, Mexico, Vietnam, and the

Philippines. Responses were received from 334 participants from retail, foodservice, processing, distribution, trading, importers as well as associations.

The combined results showed an overall Global Stakeholder Satisfaction Score of 82%, an improvement from the previous year's survey result of 80%.

CANADIAN BEEF RESEARCH

A survey research study was commissioned with Technomic to evaluate awareness and acceptance of new technologies at retail and foodservice with a focus on AI. Surveys of industry professionals were conducted in Canada and the U.S. as well as with Canadian consumers. Findings will be featured in a webinar for industry in 2025-2026.



Custom online surveys using nationally representative samples of 1K+ consumers were conducted to explore awareness and understanding of grading labels and the Canadian Beef brand mark. Attitudinal benchmarking surveys related to key attributes of Canadian beef as well focus group and quantitative research on willingness to pay were also implemented.



The sensory quality of imported beef product was compared to Canadian beef via consumer testing at the Royal Agricultural Winter Fair using samples of retail beef purchased from multiple retailers in Alberta and Ontario.

TECHNICAL AND REGULATORY SERVICES

Laboratory testing and trained sensory panel evaluation was conducted of imported and Canadian beef at the Agriculture and Agri-Food Canada Lacombe Research and Development Centre.

An expert analysis of the U.S. Food Safety and Inspection Service response to

Canada Beef's comments on vCOOL was commissioned. An expert opinion on the U.S. and Canadian guidelines for freezing and thawing beef products was obtained.

A survey of industry to determine underutilized beef cuts was conducted. A total of seven editions of the Beef Watch publication were created to communicate regulatory and technical aspects of key issues facing the industry.

GLOBAL BEEF QUALITY PERCEPTIONS SURVEY

A survey to determine perceptions of key attributes of Canadian beef products as well as the supply chain was undertaken in eight markets (U.S., Canada, Hong Kong, Japan, South Korea, Mexico, Vietnam, and Saudi Arabia).

The results were used to further refine and substantiate the four-pillar approach to marketing the Canadian Beef Advantage in global markets.





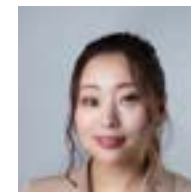
Japan

Canada Beef's strategic priorities for Japan are to promote the Canadian Beef Advantage and support Canadian beef supply, retail, and foodservice clients to grow Canadian beef volume, value, and market share in Japan.



From left to right:

Ichiro Kiyotomi
Senior Director, Market Development, Japan/South Korea



Takako Toyama
Senior Manager, Operations, Japan

EXPORT MARKET HIGHLIGHTS

Japan was Canada's second largest beef export market by volume in 2024 with 8.7% market share.

Beef exports totalled 43,100 tonnes valued at \$362 million (\$8.41/kg).

Exports were down 5% in volume and up 2.9% in value from 2023.



In-store sampling is one of the simplest and most impactful methods of reaching our target audience.

Canada Beef supported 401 in-store sampling activities for retailers across Japan that drove year-over-year (YOY) volume increases this fiscal year.

- Inageya: 120 demos in the Greater Tokyo Area (YOY volumes up 38mt)
- Costco: 112 demos across Japan (YOY volumes up 155mt)
- York Benimaru: 80 demos in the Tohoku area (YOY volumes new 20mt)
- PPIH: 38 demos in Aichi Prefecture (YOY volumes up 50mt)
- Feel: 19 demos in Aichi Prefecture (YOY volumes up 12mt)
- Universe: 18 demos in the Tohoku area (10mt in new sales)
- Kanehide: 13 demos in Okinawa (YOY volumes up 5mt)
- Tob Super: 1 demo in the Greater Tokyo Area (1mt new sales)

Canada Beef partnered with regional steak restaurant chain Gyuemon, which operates in 10 locations in Nagasaki. Canadian beef steak, named 'Rocky Steak,' was served as the main menu item at the promotion. The promotion resulted in 7mt of new sales.



Canada Beef supported a food truck operator to run a Canadian Beef Food Truck promotion at car parks in front of retailers selling Canadian beef.

The purpose of this project was to increase Canadian beef sales at current retail customers and reach new customers. A total of 30 events were completed, and YOY volumes were up 8mt.

TRADE SHOWS

The Supermarket Trade Show (SMTS) is the largest trade show targeting supermarket buyers.

The SMTS saw 77K visitors over three days. The show was well-attended, with many visitors to the Canada Beef booth where Canadian beef demonstrations and sampling took place.

The show generated 80 sales leads.

Canada Beef participated in the Canada Pavilion of Foodex Japan alongside other premium Canadian food and beverage products.

The team showcased premium quality grain-fed Canadian beef and conducted product samplings that generated 50 sales leads. As the largest food trade show in Japan, Foodex attracted 72K food and beverage buyers over four days.



TRADE ADVERTISING

Canada Beef advertised in the summer edition of Meat Journal, a meat industry publication with 30K subscribers. It included an interview with Canada Beef Japan's Senior Director introducing Canada Beef programs.



MARKETING MATERIALS

Point of Sale (POS) materials are an integral part of Canada Beef's retail marketing, as they help increase product visibility and enhance brand awareness. Materials included:

- 1K Supplier Directory
- 250K Place Mats
- 500 Jute Bags
- 240K Great Nature Labels
- 125K Prime Gold Labels
- 1M Grading Labels
- 500 Table Skirts
- 500 Shelf Wobblers
- 500 Pennants
- 1.3K Canadian Beef Advantage Brochures

- 1M Red Ribbon Labels
- 500 Aprons
- 1K Quality Reference Tool Swatches

CONSUMER MARKETING

Canada Beef partnered with 10 social media influencers to act as Canadian beef ambassadors and develop and post recipes on their popular social media accounts.

As a result of the campaign, Canada Beef Japan Instagram gained 226 new followers and 580K impressions.

Popular cooking expert and Instagram influencer, Chiori, was the headliner for a cooking class in Hokkaido produced by Canada Beef in partnership with a retailer.



The event included 30 parent-child pairs (60 people) invited from the retailer's customer base.

Chiori prepared and served delicious dishes made with Canadian beef and shared information about Canadian beef's nutritional value.

Her presentation achieved 70K impressions.

DIGITAL MARKETING

Canada Beef partnered with a Japanese marketing agency to develop and execute the Canada Beef digital marketing strategy.

A total of 282 stories were posted on Canada Beef Japan's Facebook, Instagram, and YouTube pages, resulting in 3.1M impressions.



The number of followers increased to 5.4K+.

A comment-to-enter Instagram giveaway campaign had individuals navigate to the Canadian beef recipes on the Beef Information Gateway webpage to choose their preferred recipe and leave a comment.

The campaign helped to increase access to Gateway webpages and identify consumer preferences. Instagram followers increased by 5K, and 620K impressions were achieved.



DEMAND BUILDING EVENTS

Canada Beef held a Canadian beef demand building seminar in Okinawa that included presentations from supply partner representatives.

This was the first time Canada Beef held a seminar in the region, and it provided a great opportunity to meet with 80 local buyers and in-market partners. Okinawa is a popular tourist destination and foodservice is a vital part of the city's tourism industry.

The Canada Beef Road Show Japan was a series of Canadian beef seminars held in Tokyo, Nagoya, and Fukuoka. Representatives of Canadian beef and veal producers, and supply partners delivered presentations.



The events in all three locations were well-attended, with 260+ participants in total.

The Canada Beef delegation met with Canadian beef importers, distributors and retailers who buy and sell Canadian beef in between the seminars.



BEEF INFORMATION GATEWAY

Canada Beef produced 250K Gateway labels with QR codes. Consumers scan the QR code on a Gateway label to access information and recipes on specific beef cuts.

This recipe page is linked to recipe pages on the Canada Beef Japan website.

To increase the number of users of the Gateway page, 19 recipe short videos were produced to enrich Gateway web content. Consumers can scan the QR code on a Gateway label to access the newly created Gateway cooking videos.





South Korea

Canada Beef's strategic priorities for South Korea are to promote the Canadian Beef Advantage and support Canadian beef supply, retail, and foodservice clients to grow Canadian beef volume, value, and market share in South Korea.



YG Shin
Marketing Manager,
South Korea

EXPORT MARKET HIGHLIGHTS

South Korea was Canada's fifth largest export market by volume in 2024, with 3% market share.

Beef exports totalled 15,000 tonnes valued at \$152 million (\$10.12/kg).

Exports were up 5.6% in volume and up 24.8% in value.



In-store sampling is one of the simplest and most impactful methods of reaching our target audience.

Canada Beef supported 280 in-store sampling for retailers across South Korea that drove year-over-year (YOY) volume increases this fiscal year.

- Emart: 51 demos across South Korea (YOY volumes new 40mt)
- Angus Park: 49 demos across South Korea (YOY volumes new 4mt)
- Lotte Mart: 40 demos across South Korea (YOY volumes new 79mt)
- Emart Traders: 70 demos across South Korea (YOY volumes new 14mt)
- Homeplus: 70 demos across South Korea (YOY volumes new 3.2mt)



Canada Beef partnered with the SSG.com online shopping mall to run a Canada Beef promotion selling maple syrup seasoned sliced short rib, flat iron, and finger meat.

Canada Beef advertised on the SSG main page to boost sales during the promotion. As a result, 700K impressions were recorded generating 11mt in new sales.



A Canadian beef promotion between Canada Beef and foodservice partner, Hyundai Green Food, that saw beef back rib served at 23 restaurants across South Korea generated 9.3mt in new sales.

TRADE SHOWS

COEX Food Week, one of the largest trade shows targeting food industry buyers, drew 63K industry contacts to the exhibition over four days. Canada Beef conducted product sampling and generated 30 sales leads.



Canada Beef participated in the Canada Pavilion of the Seoul Food and Hotel, the largest food trade show in South Korea. More than 53K food and beverage buyers visited the show over four days.

Aligned with other premium Canadian food and beverage products under the Canada banner, Canada Beef showcased

premium quality grain-fed Canadian beef and conducted product sampling generating 45 sales leads.

TRADE ADVERTISING

Canada Beef advertised in the November edition of Meat Journal, the leading meat industry magazine with 8.5K subscribers.

It included an interview with Canada Beef Vice President, Export Market Development Albert Eringfeld and beef producer and Market Development and Promotion Committee Vice-Chair Chad Ross.

The March edition of Dining Out, the leading foodservice industry magazine with 15K subscribers, featured a Canada Beef advertisement and an interview with Canada Beef President Eric Bienvenue.



MARKETING MATERIALS

Point of Sale (POS) marketing materials were an integral part of Canada Beef's retail marketing, as they helped increase product visibility and enhanced brand awareness. Materials included:

- 152K Canada Beef labels
- 1.5K Canadian Beef Advantage Brochures
- 500 Quality Reference Tool Swatches



CONSUMER MARKETING

Canada Beef partnered with a well-known cooking instructor to develop 40 easy and friendly recipes tailored to the tastes of Korean consumers.

These recipes were used for the Korean-language website and Instagram page.

Canada Beef's Korea Instagram followers increased by 1.3K+ and achieved 551K+ impressions.

DEMAND BUILDING EVENTS

The Korea event, held as part of the Canada Beef Japan and Korea Roadshow,



was well attended by 110 industry contacts. Representatives of Canada Beef and Canadian beef producers delivered presentations.

The Canada Beef delegation met with Canadian beef importers, distributors and retailers and participated in the COEX Food Week exhibition.

Canada Beef President Bienvenue visited South Korea in April 2024 and March 2025 for meetings with importers and retailers and interviews with industry publications.



GOVERNMENT TRADE COMMISSION

Canada Beef partnered with the Trade Commissioner Service to support sales of maple syrup seasoned sliced short rib, flat iron, finger meat, chuck eye roll, and short plate for 14-day promotion. The partnership generated 720K impressions and 8mt in new beef sales.

SPONSORSHIP AND EVENT MARKETING

Canada Beef supported the Alberta Korea Office Forum 2025, providing Canadian beef for the 150 business executives in attendance.

BEEF INFORMATION GATEWAY

A poster was created to introduce a Gateway QR code for Emart during their Canadian beef promotion in November 2024.



China and Hong Kong

Canada Beef's strategic priorities for China and Hong Kong are to promote the Canadian Beef Advantage and support Canadian beef supply, retail, and foodservice clients to expand Canadian beef volume, value, and market share in Hong Kong and Macau. Maintain minimized market representation in mainland China in anticipation of restored market access.



Deana Kao
Senior Director,
Market Development
Taiwan/Southeast Asia,
Hong Kong and Macau

EXPORT MARKET HIGHLIGHTS

Hong Kong and Macau were Canada's seventh largest beef export market by volume in 2024 with 0.7% market share.

Exports to Hong Kong and Macau totalled 3,400 tonnes valued at \$42 million (\$12.17/kg).

Exports were down 39.4% in volume and down 31.7% in value. There were no exports to China in 2024.

Canada Beef partnered with new client, APITA Hong Kong, to promote Canadian chilled beef to consumers in Hong Kong. Four stores participated in the APITA Canada Beef Fair promotion which featured four Canadian beef cuts and 56 in-store samplings. The result was a 100% increase in total sales valued at HKD411,990.

New client Feather & Bone Restaurant - a hybrid concept retail and restaurant brand in Hong Kong - partnered with Canada Beef on a Canadian beef promotion at 18 outlets. The promotion featured six Canadian beef cuts, and 64 in-store samplings. Digital media views reached 65K, while social media impressions achieved 50K. Total sales increased by 50%.



YATA CANADA BEEF FAIR

In partnership with YATA, a modern retail chain in Hong Kong, a Canada Beef promotion was launched to boost sales and enhance brand awareness. Canada Beef extended its support to five YATA stores, where six Canadian beef cuts were featured and 70 in-store samplings were conducted. Additionally, online advertisements on YATA's e-commerce platform garnered an impressive 30K views, and a click-through rate of 15%, resulting in a 1.1K+% increase in sales versus the pre-promotion period.

DIGITAL MARKETING

The Instagram page canadabeef.hk was launched for Hong Kong consumers. Canada Beef maintained weekly updates on Canadian beef content, such as recipes, cooking knowledge, articles, and beef facts. Sixty posts and 60 stories were uploaded this year. Canada Beef hosted two interactive activities (mini games)

and boosted advertisements. Total traffic generated 666K views and 2.5K hits and 216 followers.

GOVERNMENT TRADE COMMISSION

Canada Beef provided 60 kg of Canadian beef for a carving station and buffet at the Canadian Embassy's Canada Day celebrations in Hong Kong. The sponsorship enabled five of Canada Beef's major importer partners to attend the event, which attracted 400 invitees.

BEEF INFORMATION GATEWAY

Canada Beef developed a version of the Beef Information Gateway website for the Hong Kong market. It currently features information on 12 Canadian beef cuts accessible through QR codes at the store or on pack. Several Hong Kong retailers are using the Gateway in their marketing.





Taiwan and Southeast Asia

Canada Beef's strategic priorities for Taiwan, Southeast Asia and Vietnam include retail and foodservice channel development, recover volume and value growth, support Canadian beef marketing opportunities in the marketplace and work with Canada Beef supply partners to maximize market development opportunities.



From left to right:

Deana Kao
Senior Director, Market Development, Taiwan, Southeast Asia, Hong Kong and Macau

Pham Nu (Katie)
Marketing Manager, Vietnam

EXPORT MARKET HIGHLIGHTS

Southeast Asia (including Taiwan) was Canada's fourth largest beef export market by volume in 2024 with 3.3% market share.

Beef exports totalled 16,400 tonnes valued at \$152 million (\$9.28/kg).

Exports were up 8.7% in volume and up 57.8% in value.

Canadian beef exports were almost ten times higher to Singapore (to 227 tonnes), and up 3.5 times to Cambodia (to 97 tonnes) on small volumes in 2023.

Volumes were up 29.7% to Taiwan.

Canada Beef partnered with new client Yakiniku Luigi, a modern Japanese-style BBQ restaurant to promote Canadian AAA Top Blade Muscle to consumers in Taiwan.

A total of 10 outlets participated in the promotion, offering Canadian top blade in three ways with different sauces.

Canada Beef also collaborated with two top-tier Instagram influencers to generate a total reach of 340K, and a sales increase of 25%.



In partnership with new client, importer SVN JSC, Canada Beef promoted three Canadian beef cuts at three restaurant banners (Le Monde, Yakimono BBQ, Shanchi) to consumers in Vietnam. A total of 39 outlets participated in the promotion. Nearly 30 social media posts generated 1.2M+ impressions, and offline reach hit 981K. Total sales increased by 105%.

Along with existing retail client, Home Farm, Canada Beef promoted six Canadian beef cuts to end-consumers in Vietnam.

A total of 160 outlets participated the promotion, with 14 social media posts generating a reach of 5.6M+ and online advertising impressions of 104K.

The promotion led to a 144% sales increase, with a new sales volume of 62mt.



Canada Beef and existing client TTC conducted a retail promotion with three retail chains in Vietnam (Aeon, Lotte, Big C) to promote Canadian beef to consumers in Vietnam.

A total of four stores participated, with 28 in-store kick-off events and samplings conducted. The promotion led to a 32% increase in total sales, with new Canadian beef sales volume increase of 432mt.





TRADE SHOWS

The Taipei Food Show saw 50K visitors over the four-day show. Canada Beef secured three booths (27 square metres) to display six cuts of Canadian beef products and distribute samples.

Taiwan representatives from Cargill and JBS joined the Canada Beef booth. Twenty-five business leads were generated.

In conjunction with the Embassy of Canada under the Canadian Pavilion, the Food & Hotel Indonesia show attracted 36K visitors over four days.

Canada Beef collaborated with Trade Commissioners to showcase Canadian beef products and distribute samples to attendees. As a result, 20 business leads were generated, and sales volume increased by 80mt.



At WOFEX Philippines, Canada Beef secured four booths, totalling 36 square metres, to showcase Canadian beef products and offer sampling to visitors.

The show attracted 72K+ attendees over four days. Two local Canadian beef importer partners participated and showcased their product offerings alongside Canada Beef at the booth.

Additionally, Canada Beef partnered with the Chef Association to organize a Young Chef Competition, engaging seven leading Philippine culinary schools to feature Canadian hanging tender in their dishes. As a result of the show, 20 business leads were generated.



CANADA BEEF WEBSITE/INSTAGRAM

Canada Beef operates official Instagram pages for Taiwan, Vietnam, and other Southeast Asia regions under the handles: @canadabeefwn, @canadabeefvn, and @canadabeefasia. The team also manages two regional websites: www.canadabeef.tw and www.canadabeef.asia.

Platform content is updated weekly and features Canadian beef content, including recipes, tips and cooking knowledge, educational articles, beef facts, and more. Canada Beef published 166 posts, including graphics, stories, videos, mini-games, and boosted advertisements. These efforts generated 500K+ total views and contributed to a follower growth of 3.2K across all platforms.



DEMAND BUILDING EVENTS

Canada Beef's President and its Director of Market Development for Taiwan and Southeast Asia joined the Team Canada Trade Mission when the Canadian government visited Indonesia and the Philippines to capitalize on the opportunity to stimulate demand for Canadian beef and gather new market intelligence from clients and partners in both markets. In Indonesia, Canada Beef hosted a Canadian beef demand building seminar, with participation of four Canadian beef industry representatives as well as 40 local buyers. In the Philippines, the team hosted a Canadian beef workshop attended by 100+ local stakeholders.

CANADA BEEF MARKET OUTREACH

The President of Canada Beef visited the Philippines and Taiwan to capitalize on the opportunity to stimulate demand for Canadian beef and gather new market intelligence from clients and partners in both markets. The president met with 30 local buyers during the market outreach initiative. Canada Beef partnered with packers to support two in-bound buyer missions from Vietnam and Taiwan to Calgary. Both groups visited a packing plant, a local farm, retail outlets, and the Canada Beef office. A total of 15 clients participated in the Canadian Beef Buyers Missions, resulting in sales of approximately 500mt of Canadian beef.



Mexico and Latin America

Canada Beef's strategic priorities for Mexico and Latin America are to develop and implement innovative market development strategies in the retail and foodservice segments, to support Canadian beef volume and value growth with existing supply partners and follow-up on alliances with Canadian beef importers in Latin America markets and communicate Canadian/U.S. beef grading equivalence.



Claudia Herrera-Blanc
Senior Director,
Market Development,
Mexico and Latin America

CANADA BEEF EXPORT HIGHLIGHTS

Mexico was Canada's third largest beef export market by volume in 2024 with 5.8% market share.

Beef exports totalled 28,900 tonnes valued at \$260 million (\$9.01/kg).

Exports were down 10.7% in volume and down 8.4% in value from 2023.

Canadian beef exports to Latin America (excluding Mexico) totalled 6,301 tonnes in 2024 valued at \$30.4 million (\$4.82/kg).

Volumes were up 48.7% with values up 91% from 2023.

Exports were up six-fold to Brazil (to 134 tonnes), up almost eight-fold to Colombia (to 3,200 tonnes) and up 11-fold to Cuba (to 339 tonnes) from small volumes in 2023.



RETAIL AND FOODSERVICE PROMOTIONS

A large-scale retail initiative implemented across 21 HEB locations in Mexico targeted seasonal demand around Father's Day in the May - June 2024 period. The promotion led to a significant shift of 1.36M kgs of beef of Canadian origin.

The campaign generated 1K new on-site clients, supported 882 in-store samplings, and 31K marketing materials. The campaign also produced four Canadian beef recipes tailored for Mexican retail shoppers and contributed to one online sales initiative.

The campaign achieved broad awareness (3.36M non-digital impressions, 1.2M digital impressions).

A Beef Pairing Event held with Carnes Premium XO in August in Garza Garcia delivered a 10% sales increase for the distributor supplying Canadian beef. The 100 guests at the event participated in a guided tasting and pairing experience that showcased the quality and versatility of Canadian beef.

The event was accompanied by four pieces of social media content, which reached 2.28K users.



TRADE SHOWS

The ALIMENTEC tradeshow in Colombia in June led to the movement of 600mt of Canadian beef.

The event generated 30 new client leads and included one Canadian beef sector participant.



The presence of 820 branded materials supported product positioning and reinforced awareness among key buyers.

Social media performance included a reach of 98.7K+, 19.7K+ engagements, 488 new followers, and 73.8K ad impressions. The show drew 40K attendees.

The ABASTUR tradeshow in Mexico City in August generated 25 new business prospects and reached 70 buyers from the foodservice sector.

The initiative was supported by two Canadian beef sector participants and included the distribution of 145 branded materials.

Social media results included a reach of 140K, 14K+ engagements, 386 new followers, and 145 unique website visits. The event attracted 20.5K attendees.

ExpoCarnes, held in Monterrey in March 2025, contributed to Canadian beef's commercial expansion by generating 25 new business prospects and reaching 150 beef buyers. With 10K attendees, the event offered targeted access to decision-makers across the meat processing and distribution sectors. The Canadian beef booth hosted four suppliers and two sector participants, creating direct engagement opportunities with key industry contacts.

Social media impact included a reach of 137.6M+ engagements, 242 new followers, and 4.6K+ website visits.

Canadian beef generated 15 new business prospects and connected with 25 retail buyers, supporting efforts to expand presence in Mexico's retail sector at the ANTAD tradeshow in Guadalajara, held in March. The event offered targeted trade engagement within a key retail industry platform.

The booth was supported by one Canadian beef sector participant, and 6.2K branded materials were distributed.

Digital reach included 325.8K accounts, 32K+ engagements, 480 new followers, and 6.1K+ website visits, amplifying the campaign's exposure beyond the show floor to a broader retail-focused audience.



MARKETING MATERIALS

Production of 23.5K generic marketing materials supported the visibility and professional presentation of Canadian beef across multiple trade events and industry activations and contributed to consistent branding and engagement.

CONSUMER MARKETING

Production of 30K Beef Grade labels and four promotional banners supported brand consistency and product traceability and reinforced the Canadian Beef Advantage in retail and foodservice environments. The materials were distributed across 20 client outlets and distributors.

DIGITAL MARKETING

The website recorded 68K total visitors and 66K unique visits, indicating high relevance and user engagement.

Overall, page reach totaled 120K views with 159K tracked events. The platform served key regional cities including Mexico City, Bogotá, Monterrey, Guadalajara, and Santiago.

The newsletter campaign further expanded outreach through 1.9K subscribers, supported by 22.7K emails submitted, 11K website visits, and 8.5K unique visits. It also contributed to a gain of 300 new social media followers.



SOCIAL MEDIA COMMUNICATIONS / CAMPAIGNS

Canada Beef's social media communications and campaigns resulted in 45 new client leads. Canadian beef campaigns featured in 600 social media posts generated 8.5M impressions and 1.7M engagements and added 7.5K new followers across platforms.

Mexico's total social media following stands at 271K+ and consists of: 165K on Facebook, 64K on Instagram, 14.3K on Threads, 23.4K subscribers on YouTube, 2.9K+ on TikTok, and 1.5K+ on Twitter/X.



DEMAND BUILDING EVENTS

A global culinary series collaboration saw Canada Beef Japan's Ichiro Kiyotomi and Federal Meat Academy instructor Hiroki Samata travel to Mexico to conduct a detailed beef cutting demonstration and interactive cooking classes in two cities.

Canada Beef Director in LATAM, and its culinary ambassador in Mexico, Chef Federico Lopez, supported the Canadian beef workshops. Highlights from the workshops on Instagram and YouTube attracted 1.4M hits/views.

DISTRIBUTOR EDUCATION

Canadian Beef Advantage Seminars and Cutting Demos were held over four events in Colombia in October. The initiative combined cutting demonstrations and seminars to support local distributors and promote culinary expertise and brand knowledge.

It reached 300K people, led to 30K engagements, 25 foodservice business leads and 3.8K+ new followers.

The campaign also involved three Canadian beef sector participants, distribution of more than 150 branded materials, recipe creation and engagement of 45 client outlets. It drew a total of 200 professional attendees and more than 45 remote connections.

BEEF INFORMATION GATEWAY

Canada Beef developed and deployed Beef Gateway labels for local distributor/retailer CAFISON in October, aimed at enhancing beef cuts knowledge.

The campaign supported the production and usage of 50K labels from different beef cuts, amplifying the reach of the Canadian Beef Advantage message across trade and consumer touchpoints.





Emerging Markets

Canada Beef's strategic priorities for Emerging Markets is to support market development opportunities for Canadian beef in the European Union (EU), Middle East and North Africa (MENA), and other emerging markets to grow Canadian beef volume, value and market share.



Albert Eringfeld
Vice President,
Export Market
Development

TRADE SHOWS

Canada Beef exhibited at SIAL Paris 2024 in October. Canada Beef provided a business building environment for two participating Canadian beef supply partners exhibiting at SIAL in a Canadian meat industry pavilion shared with Canada Pork and the Canadian Bison Association. An estimated 1.4K buyers visited the Canada Beef pavilion during the five-day show, with 60 of those being new buyer prospects. The value of estimated new sales for the Canadian beef suppliers was \$2M+.

MARKETING MATERIALS

New Canadian Beef Advantage International brochures (400) were developed and printed for international distribution to Canadian beef distributors in the European and Middle East markets as well as the Canadian Trade Commissioner Service (TCS) international team.



DEMAND BUILDING EVENTS

Canada Beef provided support for a demand building initiative in Parma, Italy in May 2024 to support Canadian beef suppliers selling to Europe and a major importer/distributor. The event included presentations on the quality attributes of Canadian beef, product sampling and networking. Along with representatives from the Canadian beef suppliers and brand owners as well as their partner in Italy, almost 80 key decision makers and buyers from the Italian wholesale, retail and foodservice industries attended the event.

In September, Canada Beef provided international chef influencers and Canadian brand ambassadors an immersive four-day experience in Canada that highlighted the quality and sustainability of Canadian beef. The goal was to inspire ambassadors to promote Canadian beef brands authentically through their networks, publications, and social media platforms globally. An article placed in FIRE&FOOD, Europe's largest BBQ magazine, reached 30K readers and social media posts reached 14K+.

Canada Beef joined Canadian beef suppliers and their local distributors participating in the Canadian pavilion at the Gulfood 2025 show in Dubai, United Arab Emirates (UAE), in February 2025.



Canada Beef also coordinated a Canadian Beef Experience event that showcased the qualities and attributes of Canadian beef to key retailers, restaurant and hotel chains as well as food industry influencers from the UAE and broader Gulf region. Local chefs prepared eight unique and expertly created Canadian beef dishes for the enjoyment of 120 guests. Representatives from four Canadian beef suppliers attended and provided remarks about their respective Canadian beef programs.

GOVERNMENT TRADE COMMISSIONER PARTNERSHIP

Canada Beef sponsored the beef for the Mission of Canada to the EU's Canada Day reception in June 2024. Over 100 contacts from EU institutions, business communities and member state representatives attended the reception.

In collaboration with the Canadian Embassy and Canadian TCS in Saudi Arabia, Canada Beef helped to support a Taste

of Canada (ToC) event at the Canadian Ambassador's residence in Riyadh in February 2025. This exclusive gathering brought together representatives from prominent Saudi food and hospitality companies to experience some of the finest Canadian food products available in the market including Canadian beef from Ontario.

Over 50 key decision-makers from prominent Saudi food and beverage companies, chefs, and sous-chefs from 5-star hotels/restaurants attended the event and helped to foster business relationships between Canadian exporters and Saudi importers.

Canada Beef partnered with the TCS in Germany on a ToC campaign to inform German consumers about Canadian cuisine and foods and direct them to where Canadian beef can be purchased locally.

The year-long campaign included placement of a Canada Beef section on the tasteofcanada.de website, Canada Beef posts on the ToC social media platform and integration in promotions and activities related to the campaign. The Canada Beef subpage on the ToC Germany main website attracted 1.28K+ visits and 24 Canada Beef posts achieved 53.6K+ views.



Export Market Development Program

The Export Market Development (EMD) Program provides cost-shared funding support for eligible Canadian beef representative company-initiated marketing projects and activities to help grow and expand sales of Canadian beef brands in the export marketplace.



Albert Eringfeld
Vice President,
Export Market
Development

EXPORT MARKET DEVELOPMENT PROGRAM SUMMARY 2024-2025

From April 1, 2024, to March 31, 2025, 53 projects were completed under Canada Beef's EMD partner program. This is the largest number of projects completed during a one-year period under the five-year-old program to date.

Specific export markets targeted included Japan, Mexico, Vietnam, European Union, Hong Kong, Taiwan, South Korea, United Arab Emirates and Saudi Arabia.

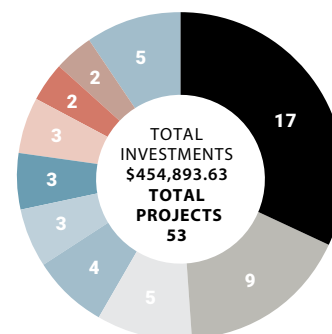
Of the 53 projects completed, 34 different applicants received funding for projects supporting initiatives in nine distinct export markets including five projects that covered multiple export markets.

Seven Canadian beef packers benefitted from the financial support provided by the program.

Canada Beef's EMD program provided cost-shared support for 10 projects for Canadian beef exporters and their clients to participate in seven separate trade shows and demand building events in a variety of different markets.

Additionally, 29 Export Market Adaptation incoming missions, one Export Market Investigation outgoing mission and 13 Promotion and Marketing Initiatives were supported under the program during the fiscal year.

EMD PROGRAM INVESTMENT BY MARKET 2024-2025



Japan: 17 Projects (\$114,162.0)
Vietnam: 9 Projects (\$134,652.68)
Mexico: 5 Projects (\$51,572.23)
EU: 4 Projects (\$23,266.93)
Korea: 3 Projects (\$32,828.08)
Hong Kong: 3 Projects (\$1,433.57)
Taiwan: 3 Projects (\$30,631.09)
UAE: 2 Projects (\$17,958.71)
Saudi Arabia: 2 Projects (\$19,085.63)
All/Multiple: 5 Projects (\$29,302.72)

MEASURES OF SUCCESS (REPORTED BY PROGRAM USERS)

- 30 new market segments or channels entered
- 11 new international markets entered
- 357 new buyer introductions or leads
- 76 new products or specifications developed
- 110 participants received training
- 7.9K individuals reached
- 1.7M website or social media views
- 132.6K branded or co-branded resources created
- 2 trade and consumer advertisements completed
- 63 marketing and sales promotions completed
- 159 beef sampling demonstration days completed
- 25.1K+ mt in estimated new sales volume
- \$158M in estimated new sales value





Public and Stakeholder Engagement

Canada Beef's objectives for the Public and Stakeholder Engagement (PSE) program are to communicate with the public, consumers, key stakeholders and influencers, and the meat trade to address concerns and build trust and confidence in how beef is produced in Canada.



Ron Glaser
Vice President,
Corporate Affairs

CANADIAN BEEF SUSTAINABILITY CAMPAIGN

Canada Beef, the Canadian Cattle Association, and the Canadian Roundtable for Sustainable Beef (CRSB) partnered on a six-week, \$150K social media campaign that leveraged positive messages from the updated National Beef Sustainability Assessment research.

The research completed by the CRSB provides the benchmark for measuring the environmental footprint of the Canadian beef industry.

The Confessions of a Canadian Beef Farmer campaign featured four videos with Alberta feedlot operator Andrea Stroeve-Sawa on Facebook, Instagram, YouTube, and Digital Out of Home platforms.



The videos highlighted the beneficial environmental impacts of Canada's beef industry around improving biodiversity, ecosystem health, and carbon sequestration.



The videos communicate a simple and clear core message. The ads also directed the viewer to industry resources for more in-depth information if desired.

Results from the six-week campaign generated 18.6M consumer impressions. The campaign commenced in March 2025 and crossed over to the next fiscal year to conclude in May.

DIRECT TO CONSUMER MESSAGING

Canada Beef's PSE and Consumer Marketing programs partnered on a digital campaign to highlight positive Canadian beef culinary and sustainability messages.

Eight different 15-second video clips were developed to amplify the 20 Reasons resource messaging.

The four nutrition-themed videos and four sustainability-themed video clips were played on thousands of digital advertising screens across major Canadian cities in January and February 2025.

The digital campaign on urban small billboard screens (elevators, lobbies, etc.) generated approximately 785K consumer impressions exceeding campaign estimates by 10%.



The videos developed for the campaign will have additional value in other future social media applications.

CONSUMER MESSAGING THROUGH STAKEHOLDER PARTNERS

In celebration of Food Day Canada and the legacy of the late food advocate Anita Stewart, Canada Beef partnered in the creation of the documentary, The Nation's Table.



The documentary was produced by Ward1 Studio in association with Canada Beef, the Arrell Food Institute at the University of Guelph and Food Day Canada.





In 2003, when Canada's beef industry was hardest hit by Bovine Spongiform Encephalopathy (BSE), the renowned cookbook author and foodie known as the patron saint of Canadian cuisine stepped forward and created the world's longest barbecue event to support beef farmers and ranchers.

Stewart encouraged her network of culinary, foodie and home chefs to barbecue beef in their backyards on the August long weekend and then share their experiences with her.



This grassroots event later evolved into Food Day Canada, an official day held each August to recognize, celebrate, and show gratitude for Canadian foods and culinary traditions.

The Nation's Table documentary was further leveraged on Canada's Agriculture Day (February 11) when Canada Beef encouraged consumers to celebrate by making a recipe with local ingredients or using all Canadian-grown food in a special meal.

Canada Beef invited Canadians to watch the documentary and get excited about Canadian cuisine, then continue the conversation about Canadian food and agriculture online.

Support for Canadian beef was shown on Canada Beef's Instagram and Facebook channels.



KEY INFLUENCER OUTREACH

Canada Beef sponsored a showing of The Nation's Table documentary along with a guest speaker and beef resources at the Canadian Symposium on Home Economics Education.

The symposium attracts educators, researchers and academics in Home Economics and related fields.

The presentation reached over 25 important influencers in the food and culinary community with positive messages around the role of beef in healthy diets and food security.

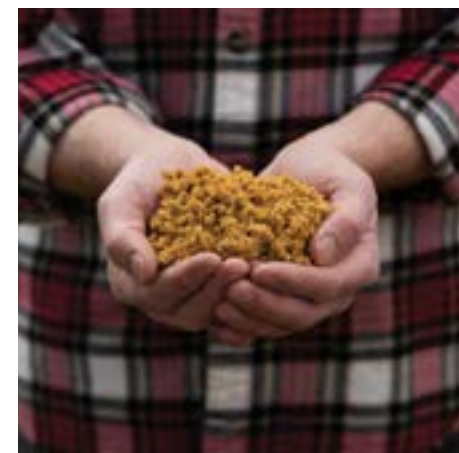
RESOURCE AND CONTENT DEVELOPMENT

Canada Beef created and distributed consumer signage and resources for the Cattle Trail exhibition at the 2024 Calgary Stampede.

The signage and resources helped tell the positive story of Canadian beef cattle production for the thousands of urban visitors to the exhibit.

INDUSTRY MEMBERSHIP AND PARTICIPATION

Maintaining memberships in the CRSB and the Canadian Centre for Food Integrity enable Canada Beef to work closely with likeminded groups to develop messaging and resources to safeguard consumer confidence and support for Canadian beef, and to address consumer curiosity and skepticism about food production.





Channel Marketing

Canada Beef's strategic priorities for Channel Marketing are to increase volume, value, and market share growth; improve carcass utilization and value optimization; and foster Canada Beef brand growth, distribution, education, and promotion of the Canadian Beef Advantage.



From left to right:
Shelby VanSickle
Senior Director,
Channel Marketing
Sandesh Rodrigo
Foodservice
Manager,
Channel Marketing

INDUSTRY ENGAGEMENT

The inaugural Canadian Beef Masters Culinary Competition and its theme, 'Maximizing Opportunity Cuts,' was held at the Canadian Beef Centre of Excellence (CBCE) in March 2025. Canada Beef invited culinary stakeholders to submit original recipes for entrées that utilized one of six featured opportunity cuts: chuck roll, outside skirt, inside skirt, tri-tip, flank, or clod tender.

Six contestants who submitted the best recipe for each of the featured cuts traveled to the CBCE in Calgary, Alta. to compete in the grand finale.

Chef Garrett Martin of Calgary captured the Canadian Beef Master title with his dish, Bò Né, a modern take on classic Vietnamese Steak and Eggs.



Channel Marketing engaged with stakeholders who represent the majority of the Canadian beef sold at retail and via distributors in 72 meetings.

Canada Beef participated in two major trade shows this fiscal year: the RC Show (foodservice) and the GIC Show (retail) held in the Greater Toronto Area.

Channel team members also attended select retail, foodservice and Halal-focused trade shows.

Additionally, the Channel team signed 10 new Canadian Beef Brand License Agreements, permitting these stakeholders to leverage the Canadian Beef or Made With Canadian Beef logo on their products.



DOMESTIC INDUSTRY ADVERTISING

Content was developed for the Canadian Beef Showcase to help guide Canadian consumers to 45 suppliers in retail (www.wheretofind.cdnbeef.ca) and 39 in foodservice (www.wheretofind.cdnbeef.ca), representing the majority of Canadian beef sold.

Trade advertising was undertaken in Canadian Grocer and MENU Magazine.

Ads in Canadian Grocer focused on the 'Retail' portion of the Canadian Beef

Showcase, Ethnic Merchandising, and Canadian beef promotion programs. The Menu Magazine ads focused on the 'Foodservice' portion of the Canadian Beef Showcase and the Canadian Beef Masters Culinary Competition.

The Certified Canadian Beef Training Program (CCBTP) was promoted in retail and foodservice-oriented publications prior to launch next fiscal year.

CHANNEL MARKETING AND MERCHANDISING RESOURCE IMPLEMENTATION

The Canadian Beef Advantage brochure was printed in English and French. Additional projects that were printed include the redesigned Canadian Beef Grade labels, Filipino retail poster, Entrées Culinary Planner, and Five Reasons labels.

Canadian Beef Information Gateway (Gateway) custom on-pack labels were provided to 197 Sobeys Wholesale stores. In total, 252 shipments were sent to trade stakeholders, a 20% increase over last year.

Fold-out versions of the Retail and Foodservice Canadian Beef Merchandising Posters were designed for vocational usage and will be printed in the 2025-2026 fiscal year.



PARTNER PROGRAMS AND BEEF PROMOTIONS

The Gateway was customized for five different processing and distribution stakeholders, all of which also utilized a customized Gateway-supported poster.

The CCBTP was developed to provide retail and foodservice stakeholders with comprehensive knowledge of Canadian beef.

A key component focused on Gateway content for wholesalers, including merchandising videos.

Each sector's CCBTP has optional and mandatory core modules, which can be accompanied by customized content developed for a specific partner.

The CCBTP will be hosted on sector-specific landing pages and driven by the Brainshark online learning platform.

CUSTOMER RELATIONSHIP MANAGEMENT

Canada Beef continued to develop its Customer Relationship Management (CRM) tool in conjunction with an external software company.

Current client data was uploaded, in preparation to begin pilot usage within the Channel department, while simultaneously developing reporting structures.



The end of an era – Joyce Parslow retires

A creative and clever dynamo and passionate advocate for Canadian beef producers retires.



Joyce Parslow, a passionate advocate for Canadian beef producers and a dedicated member of the Canada Beef team for 25 years, retired at fiscal year end.



As Canada Beef's executive director, consumer marketing, she was part of countless initiatives, campaigns and collaborations promoting the positive story of Canadian beef and beef's positive nutritional and environmental benefits.



The Consumer Marketing program she led developed research-based marketing and communication tools to inform consumers and industry policy groups.

Her team worked to have information and programs ready that helped support the beef industry in advance of issues and challenges that could be detrimental.



Creative and clever, in 2021 "The One and Only Beef," ThinkBeef.ca campaign won a Platinum Hermes Award for Print and Integrated Marketing Categories and a Gold Summit Award in the Integrated Campaign category at the Summit Creative Awards.

The campaign celebrated 'real beef' in response to the launch of simulated beef products, to remind everyone of the taste, sizzle and juiciness that only real beef offers.



Parslow has treasured her time spent with beef producers and learning about the environmental benefits of beef production.

"We have got a good story to tell and having the opportunity to get that story out there has been personally rewarding," she said.

"I am grateful I had the opportunity to do this kind of work. It fed my soul."

Canada Beef thanks Parslow for her dedication and wishes her well in retirement.

- With notes from Angela Lovell





Branded Consumer Marketing

Canada Beef's strategic priorities for consumer marketing are to maintain or increase the consumption of Canadian beef with Canadian consumers by enhancing trust, confidence and building the value proposition for beef that is raised in Canada.



Joyce Parslow
Executive Director,
Consumer Marketing

NATIONAL BRANDED CONSUMER ADVERTISING AND PROMOTIONS CAMPAIGN

The ongoing national consumer marketing campaign, Pick the Beef with the Leaf, aimed to maintain and expand the fan base for Canadian beef among beef-eating Canadian consumers, and instill a sense of pride for Canadian beef.

Pick the Beef with the Leaf was both a tagline and call to action, with the goal to drive traffic and engagement with Canada Beef online properties: canadabeef.ca and the Canadian Beef Information Gateway (Gateway) at cdnbeef.ca.



Monthly releases of digital advertising and social media placement drove to new and existing content.

The public relations portion of the investment included traditional, influencer and alternative media placement, while campaign ads and efforts focused on three consumer pressure points for Canadian beef: perception of value in the face of

high consumer beef pricing; environmental impact concerns around raising beef; and the pressure of imported beef coming into the Canadian retail market.



Content was tailored for three target audiences: higher-income-earning Canadian families with kids (70%), young higher-income-earning adults (20%), and social media/digitally savvy stakeholders (10%).

The campaign's stakeholder engagement effort resulted in 590K+ impressions on social media and 243K impressions on display ads.



Advertising across all platforms achieved 15.8M impressions with 260.6K+ clicks, 36% more clicks (engagement) compared with the 2023-2024 campaign. 'View Recipes' sparked the most engagement.

Public Relations initiatives involved working with influencers to create Tik Tok video content and placement and content for the monthly digital advertising.

Value and Imported Beef were addressed via 'how to' videos: Do It Yourself (DIY) Take Out recipes, Cut it Yourself for Savings, and Beef Hacks.

Environmental concerns were addressed with influencer-produced videos that addressed cattle ecosystem service benefits, and producer-featured videos.

Video views averaged from 3.6K to 6.3K with comments ranging from 46 to 215, tracking high engagement.

For younger audiences, a 'how to' article was released with Daily Hive digital magazine, and four Reels themed DIY Takeout were produced and released with Curiocity digital magazine. The Reels averaged close to 20K views for each video with nearly 27K plays each.

Working with six influencers across the country, public relations efforts

highlighted 'buy Canadian' through the Food Day Canada national day (August 3). This initiative garnered outreach to 2.7M consumers by securing TV broadcast nationally across eight stations plus social media.

PARTNERED PROMOTIONS AND CAMPAIGNS

Parents Canada secured a five-minute demonstration of the Gateway on the Mary Berg TV show, The Good Stuff, reaching 1.6M viewers nationally.

ParentsCanada developed and promoted a Canadian Beef specific Digital Hub, Eat Well. Live Well. hosted on their website. The Hub content was shared across their social channels. At 18.2K+ page views, the Digital Hub exceeded the anticipated goal by 166%.



ParentsCanada used their product spokesperson to create three Beef‘Splainer videos which delivered 3.9K+ views. Also featured in the Hub were four co-branded Cook-Along video lessons that were promoted with parents as a fun activity to do with their kids over March break. The Cook-Along videos delivered 7.2K+ views.

BEEF INDUSTRY PARTNERED CAUSE-MARKETING CAMPAIGN

The third annual Burger it Forward (BIF) campaign attracted 262 participating restaurants, up 30% vs. the previous year’s campaign. BIF 2025 raised \$61K+ in contributions of ground beef or funds for regional food banks and Food Banks Canada. Each participating restaurant served a special local burger featuring 100% Canadian beef.



For every campaign-featured burger purchased, Canada Beef contributed the equivalent of one meal to Food Banks Canada, up to a maximum of 20K meals (based on Food Banks Canada’s meal metric: \$1 = two meals).

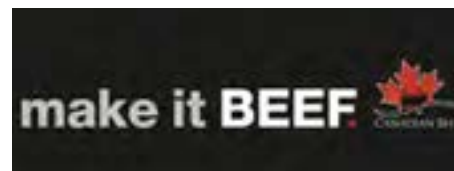


An estimated 62.4K+ burgers were sold, up 5% over the prior year.

The campaign received a reach of 21.2 M+ through paid, earned, owned and shared media, with earned media the largest contributor.

This is a dramatic increase from the 2.7M reach in 2024. The campaign earned an advertising equivalent of \$193K+.

Full reporting is available at www.burgeritforward.ca.



MAKE IT BEEF CLUB CONSUMER NEWSLETTER

The monthly Make It Beef (MIB) Club newsletter is a subscriber-based consumer outreach tactic that encourages beef purchase through beef recipes, nutrition tips and information about the Canadian Beef Advantage.



Through contest and recruitment efforts, MIB membership grew to 107.5K+ subscribers from 57K+, a nearly 90% increase. This represents the biggest gain in MIB’s subscriber recruitment since the newsletter program began in 2007. MIB Open Rates are 32.7% on average, compared to industry benchmarks of 32%, and the newsletter experiences 7.3% Click Through Rate on average, compared to an industry average of 3%.

PROVINCIAL MARKETING ALLIANCE

Canada Beef engaged with five provincial organizations to collaborate on co-branded consumer outreach in their regions under the Provincial Marketing Alliance program investment.

- Alberta Beef Producers (ABP) - Canada Beef was part of the 12-month consumer advertising campaign, All Ways Alberta Beef. Collaboration included traditional and digital/social media ads plus provision of the culinary talent for the Stampede Culinary Stage. Printing of the Consumer Buying and Cooking Guide was cost shared for a supply for ABP.
- British Columbia Cattlemen’s Association - Canada Beef provided the culinary talent for the Pacific National Exhibition culinary stage plus cost-shared printing of two consumer culinary resources.
- Saskatchewan Cattle Association (SCA) - Canada Beef provided the talent for the Agribition culinary stage in Saskatchewan, plus some of the give-away resources for SCA.
- Manitoba Beef Producers partnered with Canada Beef to cost share the printing of three consumer resources.
- Beef Farmers of Ontario cost-shared printing of two consumer resources with Canada Beef.



Generic Consumer Marketing

Canada Beef's strategic priorities for Generic Consumer Marketing are to communicate and promote the positive benefits and attributes of consuming beef and veal to Canadian consumers.



Joyce Parslow
Executive Director,
Consumer Marketing

NATIONAL CONSUMER ADVERTISING AND PROMOTIONS CAMPAIGN

The 2024-2025 Unforgettable Beef campaign celebrated the powerful connection between beef and the cherished memories created with family and friends. Outreach focused on digital platforms, with influencer recipes and storytelling videos, digital advertisement placement, print advertising, online media partner articles and a giveaway contest.

Ad buys included Google, Meta, YouTube, Tasty/Buzzfeed, LoopMe, Elle Gourmet print and digital magazines, Daily Hive digital magazine, and House & Home print magazine, driven by demographic and interest-based targeting.

Media placement achieved 32.7M+ impressions, 217K+ clicks, and a reach of 5.9M+ accounts/readers.

The outreach provided over-delivery on all platforms, and increased website traffic for the fourth consecutive year.

Collaboration with six influencers provided six recipes with photography and short videos about the recipe's significance in their lives.

Shared across their respective channels, the posts reached a combined audience of 105.6K+ accounts and generated 151.1K+ video views, and 4.3K+ engagements.

The Beef Cooking Tools Spin-to-Win Giveaway collected 812 entries, from landing page placement. Executed without promotion, the Giveaway was designed to be an expression of gratitude for beef loyalty.

PARTNERED PROMOTIONS AND EDUCATIONAL CAMPAIGNS

Fuel Up For Fun (FUFF) is a meal planning resource, with ideas and recipes to help active families with sports-engaged kids eat well while engaging in busy community sports schedules.

The resource was promoted as a helpful guide to coaches and parents and could be ordered in a hard-copy booklet format and viewed and downloaded online at Thinkbeef.ca.

Targeting summer sports season 2024, FUFF was promoted via a dedicated registered dietitian promotion with community sports team networks and a partnership with Team Snap - an online booking service for community sports team scheduling.

Registered dietitian efforts resulted in 1.57K+ printed booklets distributed and circulation to 8.5K via team email outreach. The FUFF advertising and email promotion resulted in 460 printed booklets distributed, 400 booklet views, 2.77K clicks, and 3.35M+ impressions. Newsletter outreach to 515K Team Snap subscribers had an open rate of 49%.

As partners with Osteoporosis Canada (OC), 1K booklets, Healthy Bones. Healthy Life were distributed to the OC audience by webinar distribution (400) and eight OC events across five provinces.

The recipe and education resource was co-developed by Canada Beef and OC under the Thinkbeef.ca brand. The collaboration also produced 22 recipes that live on the OC website.

Over the five-year partnership with Canada Beef, OC reported 60K+ page views of the recipes. The top three performing recipes are Bolognese Lasagna Rolls (8K+ views), Air Fryer Sweet Potato-Topped Mini Meatloaves (5.3K views) and Arugula and Roasted Red Pepper Meatball Pasta (4.6K views).



The beneficial role that beef can play in healthy aging was determined to be a consumer marketing tactic with Canada Beef's Health and Nutrition team.

Media partner, Zoomer Magazine, was used for a healthy aging article and ad placement targeting Canadians 45 years+ with a readership of 1.16M+. As part of this media partnership, a healthy aging article was also placed in the Daily Hive digital magazine with a monthly visitor rate of 3.4M.



For World Iron Awareness Week, Canada Beef's Health and Nutrition, Digital Marketing, and Consumer Marketing departments collaborated outreach efforts on the importance of iron for the one-week blitz in October.



The campaign efforts reached an estimated 70M consumers.

The Consumer Marketing investment portion of the effort secured three TV broadcast spots featuring registered dietitians as spokespeople in the West, Central and Eastern regions of Canada, with a total estimated reach of 603K.

For Nutrition Month in March 2025, Canada Beef commissioned the registered dietitians of Healthy Happy Eaters to develop a blog post and social media resources for outreach to their consumer audiences on the topics of the importance of iron for babies and healthy pregnancy.

Outreach included e-blast to their 14K subscribers, and posting on Facebook, Tik Tok, Instagram and Pinterest.



THINKBEEF.CA CONTENT AND DISTRIBUTION

The Thinkbeef.ca website saw a 26% increase in users (250.2K+) and close to 25% increase in page views (165.4K+) versus the previous fiscal year.

The consumer campaign page, Unforgettable Beef, was tracked as the most popular landing page.



The e-book postings had nearly 8K views in total with the top three being, Baby at the Table, Fuel Up For Fun, and Iron for Pregnancy.

There were 8.8K+ hard copy Booklets distributed through the Thinkbeef.ca Order Centre, led by Feed Your Brain, FUFF, and Iron for Baby.



More than a dozen booklets were revised and printed for posting as e-books and booklets for order. Monthly webpage updates were commissioned to support topics and campaigns like World Iron Awareness Week and the Unforgettable Beef campaign.

VEAL DIGITAL PROGRAMS

Canada Beef worked with four chef influencers to create recipes with the theme of Dine-in with Veal.

Each influencer created a restaurant inspired veal recipe which could be replicated at home. Each influencer created a reel and posted on their social feeds tagging ThinkVeal.

In total the four posts reached over 170K accounts, with 6.2K engagements and 183.6K+ video views.





Digital Marketing

Canada Beef's objectives for Digital Marketing are to create, deliver, maintain, and measure cost-effective and impactful content for all Canada Beef digital platforms to support the communication of the Canadian Beef Advantage.



Michele McAdoo
Executive Director,
Digital Marketing

CANADA BEEF WEBSITES

Canada Beef maintains three websites - two for consumer-facing audiences - canadabeef.ca, and cdnbeef.ca (also known as the Gateway) and one for trade-facing audience, cdnbeefperforms.ca.

The websites provide information, recipes, services, and resources and support key consumer and retail and foodservice programs and campaigns. All campaign traffic is driven to the websites as a part of a call-to-action.



The websites are updated regularly to ensure their information and resources are current.

The My Canadian Beef, Pick the Beef with the Leaf and Why Canadian Beef sections were revamped with new layouts, icons, video content, recipes, images and articles, and then showcased in social media.

Canada Beef worked with a Google agency to monitor and support GA4 analytics. The team built a centralized dashboard using the Looker Studio program to track high level metrics for easy monitoring.

With the new GA4 process, both English and French website metrics are combined in reporting noted below. This system allows for regular tracking of top performing webpages.

Canadabeef.ca had 1.2M+ active users, up 33% from the year prior.

Most of the audience (1M), engaged with the website through organic search and organic social media sources.

The website also received users through direct, paid search and email. All of these can be attributed to the different consumer campaigns and Make it Beef monthly newsletter.

The top three searched topics were how to cook a roast, in English and French, and two campaigns - the We Love What We Do and Pick the Beef with the Leaf main pages.

To support the consumer campaign, Pick the Beef with the Leaf, a dedicated section was developed to house 40+ influencer videos (culinary and producers), 20 recipes and factsheets to support digital ads and social media.

Cdnbeefperforms features resources, information, partnerships and Canadian Beef Advantage (CBA) content.

Targeted at retailers, foodservice operators and packers, the trade website saw 21K users.

The top viewed pages were Beef Masters Culinary Competition, Meat Packers Information Directory and Carcass Connect, an interactive program to review cuts of beef.



The Market Intelligence reports and resources are top page views.

Traffic here comes through organic search and through direct links such as print/digital ads and the monthly Canada Beef Performs newsletter.

Several new webpages were built to support key programs such as the CBA and the Certified Canadian Beef Training Program.

CANADA BEEF SOCIAL MEDIA PROGRAMS

Canada Beef's social platforms support consumer marketing efforts by building brand loyalty, sharing beef facts and nutrition information and educating consumers on raising cattle and beef production.

A total of 2K+ posts were deployed across seven social channels this fiscal year.

Total post impressions were 9.96M, post engagement reached 541K at a 5.24% engagement rate and Post Link Clicks hit 57.5K.

Net fans totaled 71.7K+, comprised of core engaged and unique followers.

New followers totaled 4.1K+ across platforms. Instagram and TikTok saw the highest increase in fans.

This is on par with all industry standards.

The social team worked with the consumer marketing and nutrition teams to highlight the World Iron Awareness Week campaign.

The weeklong campaign reached 105.2K+ accounts on social media. Total engagement was 5.7K and total clicks to website and videos 1.8K.



Nutrition posts saw the highest engagement, as well as Facebook, with one post receiving 700 engagements.

The team worked with influencer Andrea Buckett on a 30-minute Instagram live event about how to purchase, prepare and serve a roast beef.

The session had 50K+ views, reached 38K+ Instagram accounts, had 883 comments and 312 saves, indicating a successful event to help build cooking knowledge and skills.

VIDEO STREAMING

Seventy-four new videos and reels were added to the LoveCDNBeef YouTube channel.

The videos created covered topics such as, cooking know-how, #mycanadianbeef campaign, We Love What We Do campaign and butchery and sustainability/ educational videos. The new content was shared via YouTube advertising, social media and website.

The LoveCDNBeef channel had more than 700K video views exceeding 6.7K hours of viewing with a total of 2.2M impressions. There are 18.4K+ channel subscribers.

Most of the video content is viewed from mobile and 64%+ are males aged 25 to 64. Shorts (short-form, vertical videos) appeal to a younger audience of 25- to 34-year-olds.

Viewers find Canada Beef's video content through various channels, and the top two ways are YouTube advertising 37%, YouTube Search 11%.



Social media supported video content throughout the year.

A six-week video campaign called We Love What We Do highlighted videos of six farmers and ranchers across Canada sharing their passion for farming and sustainability practices.

The objective of the Meta campaign (Facebook and Instagram) was to drive viewers to the Pick the Beef with the Leaf webpages.



The campaign was successful at driving mass visibility with 3.38M impressions and 138K+ clicks to the website page.

CANADA BEEF E-COMMERCE STRATEGY

The team worked with Newfoundland-based retailer Colemans on a pilot project to investigate the best digital designs, Canadian beef information and processes.

The team reviewed the designs and worked with the retailer to the end of December.



CANADIAN BEEF MARKETING LIBRARY

The Canadian Beef Marketing Library stores and monitors the resources (images, documents, artwork and videos) created by Canada Beef.

The library allows Canada Beef the ability to share with groups such as provincial and national organizations, vendors, creative agencies and international team members.

A total of 446 new resources were uploaded to the library. Many resources had multiple items added to them. New resources consisted of artwork files (50%) such as booklets, pamphlets, and digital ads; photographs (32%), documents (10%), and videos (8%).

The library saw 17K searches, led by third party searches requesting access to content/ability to use the library (62%), administrator searches (22%), and general staff users (14%). All told, 16.6K+ resources (mainly photos) were downloaded by Canada Beef staff and general users.



Canadian Beef Information Gateway

Canada Beef's strategic priorities for the Canadian Beef Information Gateway (Gateway) are to develop, support, promote and implement Gateway projects across all sectors in Canada to increase Canadian beef consumption and carcass utilization through positive consumer and client experience.



Kelly Hyde
Director, Canadian
Beef Information
Gateway

MARKETING FOR THE CONSUMER CANADIAN BEEF INFORMATION GATEWAY

Ontario retailer Farm Boy launched its Beef Information Gateway, featuring QR codes on fresh Canadian beef packages in all 50 of its locations in July 2024. Shoppers could scan the codes with a smartphone to access the Gateway and explore beef-related content for an enhanced shopping experience.



To drive traffic to the Gateway and the fresh beef section, Farm Boy ran three contests: one at launch (July), one in the fall, and a Valentine's-themed contest (Feb. 2025).

Promoted via social media, the contests generated 108K+ impressions, reached 75K users, and saw 2.5K engagements and 4.2K entries.



The Restaurant Gateway launched in March 2025, in English and French.

This new phase of the Gateway is an online hub that celebrates high-quality Canadian beef, and features restaurant chains, videos from chefs and producers, and province-specific content.



The Gateway also hosts the Best Canadian Beef Dishes Contest (March 10–Nov 30, 2025). The contest encourages diners and restaurants to nominate their favourite beef dishes.

One winning restaurant from each province/region will receive a \$1K prize, with a national winner receiving \$5K. Diners can also win a \$200 VISA gift card for nominating a beef dish.

To promote the launch, Canada Beef executed a multi-channel strategy including media outreach picked up by 35+ outlets (Ad Value: \$43.4K), influencer campaigns (3M followers, 400K views, 10K+ people liked, commented or shared the content), and a live radio interview.

Marketing efforts included ads in Zoomer magazine, Restaurants Canada newsletters (1.4M+ reach), and a four-week transit campaign in Toronto, Ont. generating 3M+

impressions. Social media content from Dished, Date Night, and Canada Beef channels reached 150K people with 250K video plays and more than 10K engagements.

The contest received 550 nominations in the first month.

The Canadian Beef Information Retail Gateway was prominently featured at consumer and trade shows across Canada.

Promotional efforts included engaging kitchen theatre presentations and large, interactive booths, where Canada Beef representatives distributed handouts and giveaways highlighting the Gateway's features and benefits.



Major events included the Calgary Stampede (Calgary, Alta.), Farm Fair International (Edmonton, Alta.), the Royal Agricultural Winter Fair (Toronto, Ont.), and Canadian Western Agribition (Regina, Sask.).

Combined, these events attracted nearly 2M attendees, representing a broad mix of consumers and industry stakeholders.

CONSUMER ADVERTISING AND PROMOTION FOR THE CANADIAN BEEF INFORMATION GATEWAY PROGRAMS

A two-page ad in House and Home magazine focused on the value of Canadian Beef and how the Gateway scan-function helps to know if the beef at retail is Canadian beef. The magazine has a readership of 2.8M+ higher income consumers with the majority between the ages of 25 to 54.



Canada Beef partnered with Zoom Media (Gym TV) for video and poster ad placement at over 500 gym locations nationally to promote a contest that required engagement with cdnbeef.ca (the Gateway) for entry. The campaign achieved nearly 6M impressions and 63.7K entries in total.

Partnering with Osteoporosis Canada, the Gateway was demonstrated to 823 viewers with a Canada Beef sponsored webinar on value-shopping called Eat Well On A Budget. The webinar was delivered by a professional home economist and included buying beef on a budget, and tips and links to Canada Beef resources.

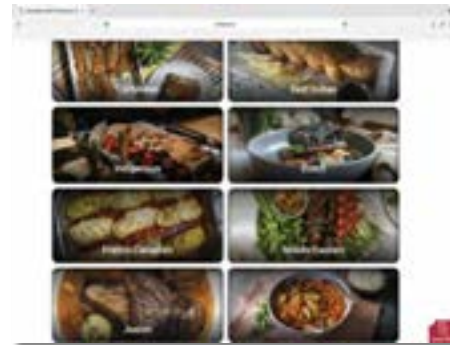
The Taste Canada sponsorship of the junior chef competition, Cooks the Books, required that Canadian beef be the key protein ingredient for the competition with reference for inspiration of cut selection to be taken from cdnbeef.ca (the Gateway).

Sponsorship also included that the competition recipes and the Taste Canada Cookbook Award Gala featured recipe become property of Canada Beef for content use in the Gateway and other Canada Beef platforms.

Eight schools from across the country with teams of two students plus their instructors participated in the competition, and the gala and competition event showcased Canadian beef to audiences estimated at 350 attendees as well as inclusion in a video reality TV show proposal.

DIGITAL MARKETING FOR THE GATEWAY PROGRAMS

A double-page spread was created for Foodism magazine's Ultimate Holiday Guide which featured the top holiday beef wellington recipe and highlighted the features of the Gateway website. The holiday issue received 200K impressions.



The cdnbeef.ca website had 133K active users, a 11% increase from the prior year. The top pages on the website were World Cuisine, which features content and videos and recipes developed by a diverse group of chef and food influencers with different cultural backgrounds.

CONTENT DEVELOPMENT FOR THE CONSUMER GATEWAY PROGRAM

The architecture for the Restaurant Gateway was developed along with all its content. This included pages for each province, information about Canadian beef, the farmers and ranchers who raise it and a section that celebrates the restaurant industry.

It also has a directory of restaurant chains that serve Canadian beef and houses the Best Canadian Beef Dishes Contest. Videos featuring cattle producers and chefs from across the country were developed.

Over 30 cattle industry stakeholders were interviewed on camera for video vignettes, now used in TV commercials, on social media and on Canada Beef's websites, including the Restaurant Gateway.

Canada Beef developed a customized Retail Gateway Comparison Matrix to highlight the unique features and benefits of the Retail Gateway platform compared to the existing offerings on some of the major retailers' websites and apps.

This tailored tool will be used in fiscal 2025-2026 with retailers to identify potential gaps and demonstrate how the Gateway can help fill those gaps.

For example, the Gateway is currently the only platform that offers the scanning functionality for fresh beef packages.





Health and Nutrition

Canada Beef's strategic priorities for Health and Nutrition are to be established as the trusted authority and industry voice on the nutrition and health attributes of beef, and beef's value in a healthy diet.



Karine Rekunyk
Director, Health and Nutrition

NUTRITION RESEARCH AND REGULATORY MONITORING

The Health and Nutrition portfolio identified and acted on several new or emerging nutrition opportunities identified through research and policy monitoring and/or networking this fiscal year.

This included the identification of new iron deficiency guidelines published in September 2024 – a very important development for Canada Beef as more Canadians will now be diagnosed with iron deficiency.

Health Canada updated the daily value for potassium, another positive development for the industry as beef can now claim a more favourable contribution to potassium intakes, a nutrient of concern for Canadians.

Following this regulatory change, all Canada Beef assets were updated to reflect the new potassium claim opportunity.

The lack of an upcoming Canadian Community Health Survey (CCHS) was also brought forward by Canada Beef

to the Canadian Cattle Association and other industry partners as a policy issue of importance and a working group was convened to advocate for this in the future.

CCHS is Health Canada's nutrition surveillance tool upon which Canadian food policy is built, and at this point is old and out of date, raising the concern that current Health Canada guidance is not a reflection of current realities among Canadians.



Canada Beef commissioned Statistics Canada to run an analysis of protein intakes among Canadian adults. Given the analysis had never previously been done, the research will be valuable for health professional and regulatory work in the future as the results suggest that large pockets of Canadians are not meeting recommended protein intakes.

Nearly a dozen support tools were created for use across Canada Beef's various domestic and international markets. The tools support industry partner marketing, communication and advocacy work by supplying up-to-date references and key messages and ensure the industry remains credible, evidenced-based and current.

Regulatory reviews for three projects were undertaken. These third-party expert reviews help us to mitigate risk when putting out nutrition messaging that fall within regulatory oversight in Canada.

NUTRITION KNOWLEDGE TRANSLATION AND CONTENT DEVELOPMENT

New work began on a diabetes strategy this year and will evolve through next fiscal. To support its first ever attendance at the Diabetes Canada annual conference, Canada Beef worked with Diabetes Canada to establish beef specific nutrition guidelines for recipes and from there developed the foundation work for a new recipe booklet as well as an updated

diabetes section on the Canadian Beef Information Gateway scheduled for 2025-2026.

To support the launch of the Healthy Aging strategy, three new assets were developed; Eat Well, Age Well, a consumer educational brochure for the Sample Cupboard program; Stay Strong, a consumer cling infographic; and an educational poster for health professionals on frailty.



Important updates were made to the suite of 20 Reasons assets to reflect new sustainability information as well as the Nutrition Facts Table for Retailers factsheet to reflect the new potassium daily values.

Several new resources were developed including a nutrition infographic developed for use in a Canadian Beef Advantage brochure, an Eggs and Iron review for use by policy groups and for educating health professionals, a protein

toolkit/webpage with key messages about beef's protein advantage, for distribution to stakeholders and educators, a iron content by beef cuts chart produced for ambassadors during World Iron Awareness Week, and two new factsheets for health professional communications (Current Evidence on Red Meat and Chronic Disease, and Perspective on Red Meat Consumption in Canada).



DIRECT TO HEALTH PROFESSIONAL COMMUNICATIONS

Canada Beef was able to communicate directly to over 4K health professionals though attendance at four health professional conferences. Attending the PriMed, Diabetes Canada, Nurse Practitioners and Canadian College and University Food Service Association

(CCUFSA) conferences allowed Canada Beef to speak one-on-one with health professionals, primarily physicians, nurse practitioners, diabetes educators, registered dietitians and students.

Key topics addressed included the iron status of Canadians (more women will be diagnosed based on new deficiency thresholds established this year), infant feeding, how beef fits into diabetes diets, brain health, the diet quality of Canadians, and myth busting using the 20 Reasons engagement package, among others.



Direct outreach was also achieved by developing custom content on priority health topics delivered through six sponsored events.

Canada Beef was able to reach 3K+ health professionals, academics, and students via the following six activations:

1. Canadian Nutrition Society Annual Conference symposium "Ensuring Nutrient Adequacy for a Healthy and Sustainable Diet" (300+ participants).
2. George Brown College Brain Health Education event for RD's (50 attendees with event postings on social media reaching 4K+ RD's).
3. Canadian Beef Industry Conference Brain Health session (approximately 100 participants).
4. Recipe Demo Training for RD's (436 RD's registered).
5. Food Day Canada (347 RD toolkits downloaded).
6. Osteoporosis webinar "Protein and Fragility" 2K+ views.

EDUCATIONAL OUTREACH THROUGH HEALTH PARTNER PROGRAMS

Canada Beef has been in partnership with Ashfield Engage for the last several years for the distribution of beef and health educational materials through the Sample Cupboard program.

This program gives direct access to healthcare professionals including MD's, specialists, and allied health professionals such as nurse practitioners, as well as

indirect access to patients when they are offered our material during a clinic visit.

While the number of Sample Cupboard orders has been increasing year over year, fiscal 2024-2025 marked a record, with almost 730K brochures distributed.

This is an 81% increase over the previous year's distribution of 400K brochures.

The new record was helped by the addition of two brochures that proved extremely popular, namely Iron and Pregnancy, and Eat Well, Age Well.

The high numbers of unsolicited orders speaks to the value Canada Beef is delivering through this program.

Several ads, trade articles and new content for Thinkbeef.ca were published featuring key beef and health topics (frailty, brain health, iron, school-aged nutrition and diabetes), for a combined total reach of approximately 225K:

Key metrics for Thinkbeef.ca:

- Visits to various nutrition sections: 4K+
- Booklets: 8.8K+ ordered
- Ebooklets: 7.8K+ views/504 downloads.



Stakeholder Communications

Canada Beef's objectives for Stakeholder Communications are to create and deliver timely and cost-effective communication of the Canada Beef story and team activities back to funding partners and stakeholders using a range of communications vehicles. Also to ensure organizational preparedness for issues and crisis management and provide internal and organizational support during active periods.



Gina Teel
Director, Stakeholder Communications

ANNUAL REPORTING

The 2023-2024 annual report was completed along with a companion five-minute overview video of key highlights in the 2023-2024 fiscal year.

The overview video, (English only) was posted on Canada Beef's YouTube channel and canadabeef.ca/stakeholder, shared directly with stakeholders and promoted at industry and producer meetings.

The English print report (350 copies) was also made available in downloadable PDF for the website and online flipbook formats. The French version of the report was available in downloadable PDF format and posted to the Canada Beef French website.



The annual report was provided to Canadian Beef Check-Off Agency staff and board and the Market Development and Promotion Committee, distributed to provincial and national beef cattle producer and feeder groups for redistribution to their boards and members and used as an onboarding tool to Canada Beef brand and organization.

The 2025-2026 investment plan (internal document) was completed on time and within budget.

CANADA BEEF PERFORMS E-NEWSLETTER

Canada Beef Performs (CBP) monthly e-newsletter was produced in English and French.

A subscriber feedback contest was implemented with the objectives to receive and analyze stakeholder information for the purpose of continuous improvement in the newsletter itself and to increase the number of subscribers.

The producer-facing feedback contest ran over three weeks in CBP and across Canada Beef's digital and social platforms. Current and new subscribers were encouraged to participate, with the latter category attracting some non-target readers such as consumers and contest enthusiasts.



The contest increased the basic subscriber list by 26% (Feb. 2025) to more than 3.3K subscribers. For the full fiscal year (April 1, 2024 - March 31, 2025) CBP reached 3.95K+ active subscribers.

This is a 38% increase in subscribers (1.53K+ new subscribers), over the prior fiscal year.



A CBP Style Guide was developed and completed for newsletter contributors.



This item provides guidance on CBP style, rules, preferred nomenclature and story writing tips to encourage consistency and continuity in written submissions.





STAKEHOLDER OUTREACH

Canada Beef secured three additional update columns for provincial stakeholder and national industry publications.

In-house content creation rose 69% and included nine Canada Beef business reports for inclusion in producer association annual and semi-annual reports; 15 Canada Beef update columns for provincial producer association publications and eight columns for a national industry magazine.

Stakeholder Communications pitched, secured, developed and managed a live discussion that featured the presidents

of Canada Beef and Canadian Cattle Association detailing where and how the organizations collaborate in areas of mutual interest to industry.

The awareness building session for stakeholders was secured with RealAgriculture and moderated by RealAg Radio host Shaun Haney at the Canadian Beef Industry Conference in Saskatoon, Saskatchewan.

The live session was taped and edited for broadcast to a North American agricultural audience, as well as short on-air promotions at RealAg Radio.

STAKEHOLDER RESOURCES

The new infographics project carried over from the prior fiscal was completed. The infographics were created with Canadian Roundtable for Sustainable Beef's updated National Beef Sustainability Assessment information.

Cattle and agricultural scenic photos of Canadian origin (25) were purchased for the Canada Beef Marketing Library which provides access to industry stakeholders.

Participation in and contributed to a brainstorming / strategy discussion re: proactive resource creation for industry given U.S. tariff situation.

CANADIAN BEEF INDUSTRY CONFERENCE

Canada Beef is one of the five national beef industry partners who facilitate

the Canadian Beef Industry Conference (CBIC). CBIC 2024 was held in Saskatoon, Saskatchewan in August.

In addition to an enhanced large scale trade show booth and seating area set up, Canada Beef hosted brain health seminars with a featured speaker expert and a session with Real Ag Radio.

ISSUES AND CRISIS PREPAREDNESS, AND MEDIA TRAINING

Canada Beef's Organizational Preparedness and Crisis Communications Plan is an evergreen document and regular and routine updates to the plan were completed.



The planned simulation exercise was postponed due to its non-urgent nature and a need to prioritize a response to the U.S. tariff challenges.

The budget was reallocated to Canada Beef's tariff response fund.



PRODUCER ASSOCIATION MEETINGS

Canada Beef enjoyed active and increased participation in producer association meetings this fiscal year. Event participation helps to engage stakeholders and build awareness of Canada Beef initiatives.

Events were sponsored and Canada Beef presented, other were sponsored and had participation via trade show booth participation.

Seven formal sponsorship agreements and four agreements to provide sponsored items (Canada Beef branded items) for association auctions and shipping were completed.



Canadian Beef Centre of Excellence

Canada Beef's objectives for the Canadian Beef Centre of Excellence (CBCE) are to develop and create resources to support all business units, stakeholder partners and trade-based clients in the domestic and export marketplace. Engage with education and training partners to drive innovation and human resource development in the butchery and culinary trades.



From left to right:

Mathieu Paré
Executive Director,
CBCE

Cameron Pappel
Director,
CBCE Studios

The CBCE presented a live and interactive seminar to approximately 30 culinary industry leaders and foodservice sales representatives at the Canadian Culinary Federation's annual conference in Edmonton, Alta.

The presentation focused on new digital resources developed for culinary professionals with a special highlight on Canada Beef's new merchandising chart for foodservice, the new Wholesale Canadian Beef Information Gateway for culinary professionals and the new Menu Planners for chefs.

The CBCE team also participated in an industry panel discussion on the sustainability and resilience of the meat protein and culinary industries in Canada.

The team then guided approximately 30 conference attendees to a local beef cattle operation and federally inspected processing facility where the group experienced Canadian beef production from farm to table.

Canada Beef was newly located in the Calgary Stampede's consumer tradeshow exhibit, The Market, for the 2024 Stampede. The venue enabled the CBCE team to connect with consumers, producers, trade professionals and other event attendees, and offer samples of Canadian beef.

The new location included a display of Canadian beef cuts merchandised to promote the Canadian Beef Information Gateway.

Southern Alberta Institute of Technology (SAIT) Butchery and Charcuterie Management students assisted with outreach at the booth during the 10-day event.

The CBCE partnered with SAIT School of Hospitality and Tourism for their Supper Club SAIT+ series in July. CBCE Executive



Director Mathieu Paré worked with SAIT culinary and butchery instructors and students to deliver Canadian Beef underutilized cuts training demonstrations and a harvest table Canadian beef meal for an audience that included members of the foodservice industry.



The CBCE used this opportunity to adapt Gateway consumer recipes into foodservice recipes for Canada Beef's new Menu Planners for industry professionals. The menu included Canadian beef brisket, tenderloin, strip loin, bone marrow, skirt steak, back ribs, and trim utilization.

The CBCE Test Kitchen developed and tested 53 new recipes for commercial foodservice operations. These additional recipes were selected from existing consumer recipes which were tested at the CBCE for conversion to commercial foodservice formats.

New recipes were also created, and foodservice-styled, plated dish photography assets were captured to complete the printing of Menu Planners for the Canadian Beef Classic Entrees and new Beef Bowls categories.

The CBCE continued to support the development of retail meat cutting, culinary and hospitality professionals, with a merit-based award to students who demonstrate excellence in meat cutting and culinary programs in 2024-2025.



In all, the CBCE, in partnership with the Canadian Professional Meat Cutters Association, distributed 19 merit-based awards of \$1K each to top-performing culinary and butchery students from across Canada.



Canada Beef's contribution to student awards enables further engagement with training centres and the delivery of Canadian Beef Advantage messaging to students and instructors.

This creates opportunities for collaborations such as participation in webinar delivery, culinary and butchery competitions, and special events such as the SAIT+ programs.

DIGITAL MEDIA AND CONTENT CREATION – CBCE STUDIOS

CBCE Studios supported numerous program areas within the CBCE as well as domestic and international marketing efforts. This effort included content creation for CBCE online courses, Commercial Foodservice Menu Planners, CBCE partner program customizations of generic Canadian beef media, as well as for domestic channel and export partner trade show media and market development presentations.

New resource creation included the production of 257, 3-D models of Canadian Beef cuts.

These resources range from models of the entire carcass side to individual consumer portion cuts and are featured within the Gateways used by consumers, chefs, and butchers. This project was made possible in collaboration with Agriculture and Agri-Food Canada's Lacombe Research Centre.



Nearly 246 new recipe videos, action shots and customized variations of existing CBCE videos were created.

These resources expanded the Canadian Beef media library selection for consumer facing content and are featured prominently throughout the Gateway.

Two more episodes of Canadian Beef TV were created. Additionally, the CBCE's technical expertise and media production capabilities enabled the team to create two new video resources to support foodservice user knowledge of Canada Prime Grade Beef (Canada Prime Grade Beef with Master Chef Michael Allemeier) and the new video collection for foodservice steak training, The Canadian Beef Steak Guide, which explores the eating experience of eight popular Canadian beef cuts to support an optimal Canadian beef guest dining experience.

The CBCE's audio and visual equipment and studio capabilities also supported stakeholder groups (National Check-Off Agency, Beef Advisors, Canadian Beef Breeds Council, Canadian Cattle Association, Western Stock Growers' Association, Canadian Roundtable for Sustainable Beef, Beef Cattle Research Council, etc.).

PARTNER INITIATED RESOURCE DEVELOPMENT – CBCE COST SHARE PROGRAM

A customized foodservice merchandising video was created to support Cargill and foodservice industry partner Sysco with the marketing of Canadian Beef Flap Meat for activations at foodservice industry tradeshow.

In partnership with Chop's human resource development team, a customized version of the CBCE's new Culinary and Serving Guide for Canadian Beef Prime Rib was created.

This CBCE video, from the Culinary and Serving Guide Series, is designed to support chef and server understanding of Canadian beef products like Prime Rib. This customized video resource offers Chop a new training solution and was distributed to all staff (380+) members.

Feedback from learners indicated the new training resource, now part of the Certified Canadian Beef Training Program, provided valuable insight into this often-misunderstood cut of Canadian beef.





Global Stakeholder Satisfaction Survey

Canada Beef conducted its fifth annual Global Stakeholder Satisfaction Survey in February 2025. The survey is conducted to determine awareness and satisfaction levels among domestic respondents, Canadian exporters, and international clients.

The results of the survey support the continued development of our initiatives to promote Canadian beef in global markets. Survey invitations were sent by email to stakeholders sourced from staff contact lists.

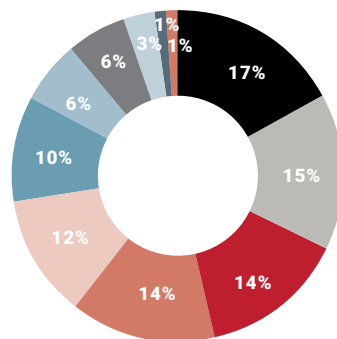
Three separate questionnaires were developed in relation to initiatives for the domestic market, Canadian exporters, and international clients, respectively.

Responses for key metrics were then combined across all three target populations to achieve a global measure of satisfaction with Canada Beef.

Sectors represented by survey respondents were retail, foodservice, import, trading, processing, distribution, Canadian beef and veal brand owners, government, and national industry and provincial producer associations.

Respondents completed the survey online, and 334 responses were received during the survey period.

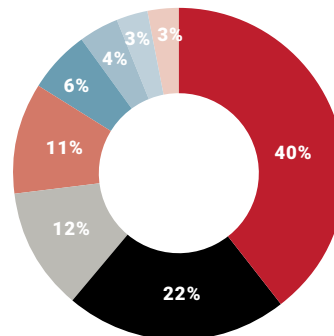
SURVEY RESPONDENTS BY SECTOR



- IMPORTER: 58 Respondents (17%)
- RETAIL: 50 Respondents (15%)
- FOODSERVICE: 47 Respondents (14%)
- PROV. CATTLE ASSOCIATION: 46 Respondents (14%)
- FURTHER PROCESSING: 40 Respondents (12%)
- DISTRIBUTION: 34 Respondents (10%)
- INDUSTRY ASSOCIATIONS: 21 Respondents (6%)
- HARVEST/FABRICATION: 19 Respondents (6%)
- GOVERNMENT: 11 Respondents (3%)
- END CONSUMER: 3 Respondents (1%)
- OTHER: 3 Respondents (1%)
- CDN BEEF OR VEAL EXPORTS: 1 Respondent (1%)
- TRADER: 1 Respondent (0%)

*Due to rounding, totals may vary slightly

RESPONDENTS BY COUNTRY



- CANADA: 133 Respondents (40%)
- JAPAN: 73 Respondents (22%)
- SOUTH KOREA: 39 Respondents (12%)
- MEXICO: 37 Respondents (11%)
- VIETNAM: 20 Respondents (6%)
- TAIWAN: 13 Respondents (4%)
- HONG KONG: 9 Respondents (3%)
- ASIA: 10 Respondents (3%)

*Due to rounding, totals may vary slightly





Performance Measures

Respondents were asked to rate their satisfaction with Canada Beef as an organization including staff knowledge and skills, responsiveness, and overall contribution. In addition, participants were requested to rate their satisfaction with Canada Beef's initiatives. The results are shown in the table below.

The Canada Beef Global Satisfaction score was calculated by weighting the responses from the domestic, export and international client questionnaires.

Feedback for domestic initiatives was given a weighting of 60% while Canadian exporters and international respondents were assigned the remaining 40% in equal proportions.

This allocation considers that in recent years an average of approximately 60% of Canadian beef was consumed in the domestic market. Using this approach an overall 2025 global satisfaction score of 82% was calculated.

The score was improved from the previous year's survey, which produced a result of 80%. Typically, less than 5% of stakeholders indicated that they were dissatisfied with any of the attributes surveyed.

A significant minority noted they were unable to comment which reduced satisfaction scores as in 2024.

GLOBAL SATISFACTION SURVEY	STAKEHOLDER TYPE*			
	DOMESTIC	EXPORT	INTERNATIONAL	GLOBAL
RESPONDENT ATTRIBUTES				
Stakeholder Location	Canada		International	Global
Stakeholders Responding	121	12	201	334
Global Satisfaction Survey	60%	20%	20%	100%
ORGANIZATIONAL SATISFACTION MEASURES (% SATISFIED)				
Staff Knowledge and Skills	86%	92%	98%	90%
Staff Responsiveness	85%	92%	99%	89%
Overall Contribution	85%	92%	95%	88%
INITIATIVE SATISFACTION MEASURES (% SATISFIED)				
Programs and Services	68%	82%	88%	75%
Resources and Materials	73%	89%	91%	80%
Social Media, Web and Apps	60%	NA	89%	72%
OVERALL SATISFACTION (AVERAGE)	76%	89%	93%	82%

*International clients were located in Japan, South Korea, Mexico, China, Taiwan, Hong Kong and SE Asia. Domestic stakeholders and Canadian exporters were contacted in Canada.

ORGANIZATIONAL SATISFACTION MEASURES

International stakeholders reported the highest level of satisfaction across this category. Staff Responsiveness (99%) and Staff Knowledge and Skills (98%) ranked highest, followed by Overall Contribution (95%). Domestic stakeholders rated Staff Knowledge and Skills at 86% followed by Overall Contribution and Staff Responsiveness at 85% each. Export stakeholders rated the categories of Staff Knowledge and Skills, Staff Responsiveness and Overall Contribution equally at 92% each.

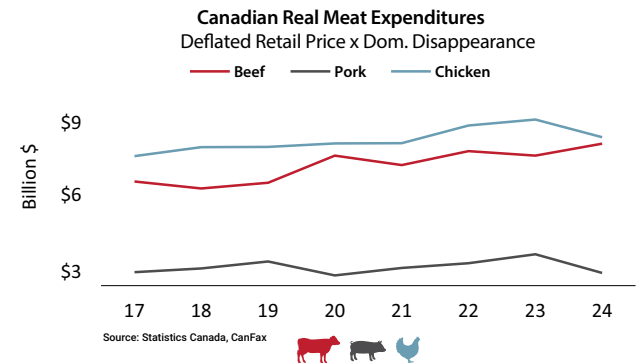
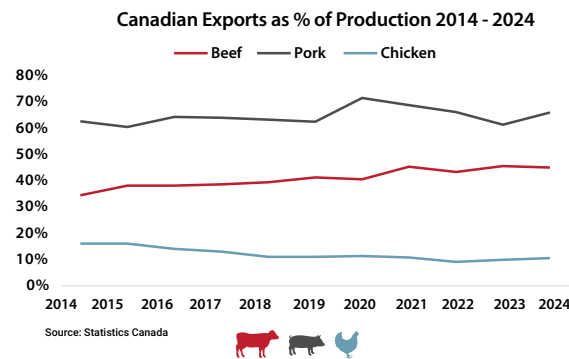
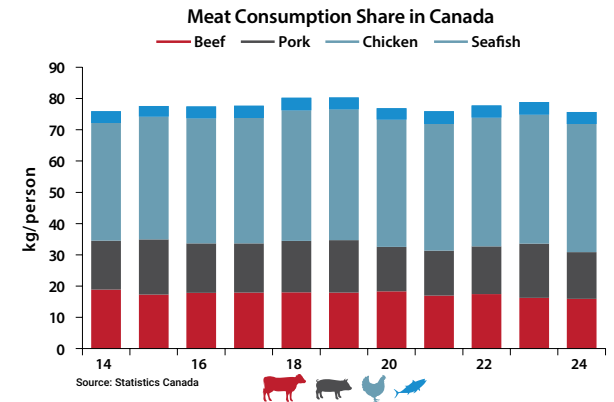
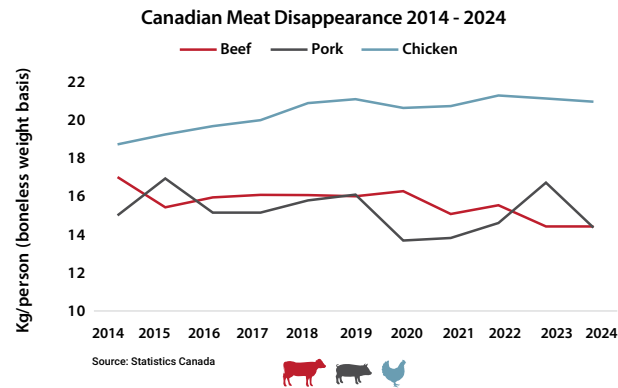
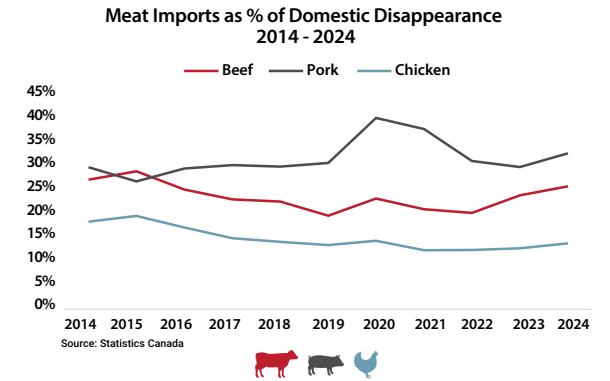
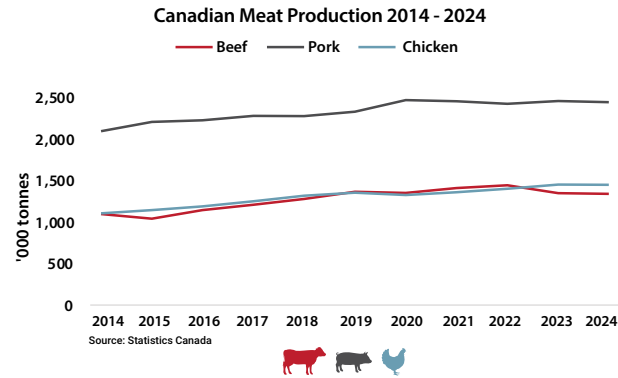
INITIATIVE SATISFACTION MEASURES

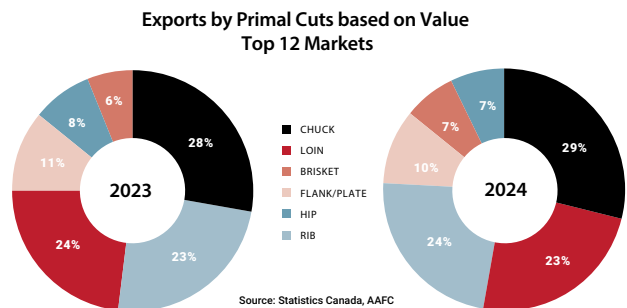
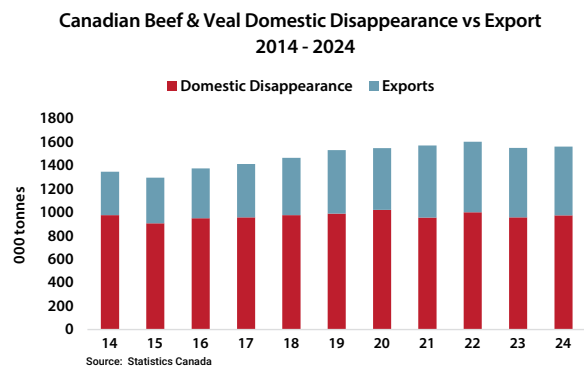
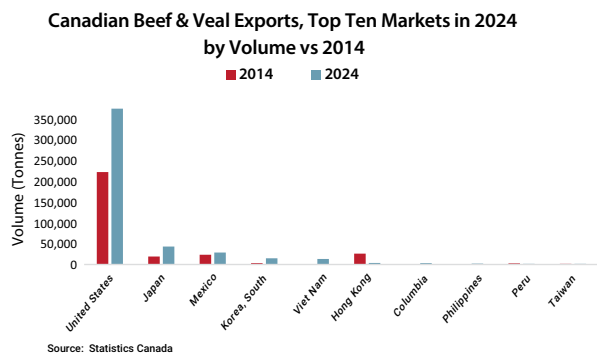
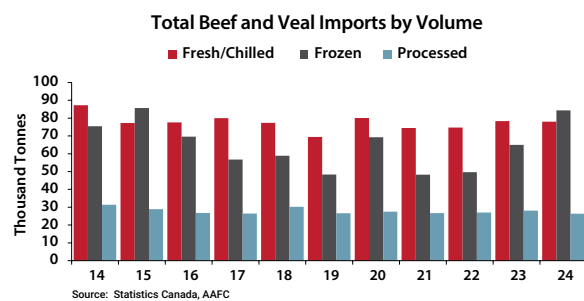
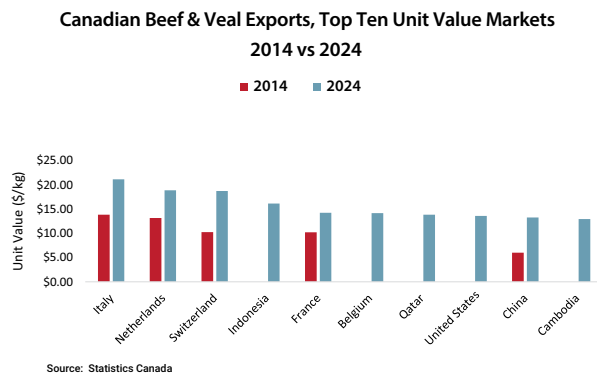
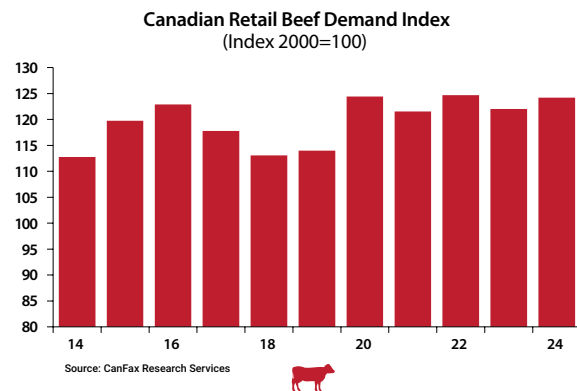
International stakeholders had the highest satisfaction with Canada Beef initiatives across this category, with Resources and Materials ranked highest (91%), followed by Social Media, Web and Apps (89%), and Programs and Services (88%). Domestic stakeholders rated Resources and Materials highest (73%) followed by Programs and Services (68%) and Social Media, Web and Apps (60%). Export stakeholders rated Resources and Materials at 89%, and Programs and Services at 82%.





Market Performance Indicators



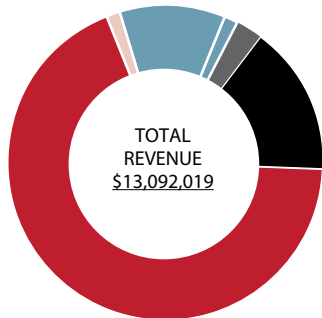




2024 - 2025 Financial Report

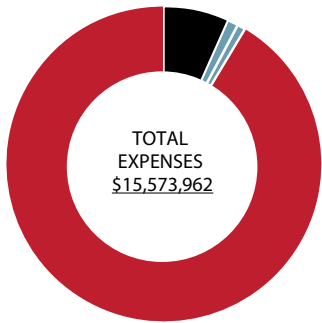


Michael Shittu
Vice President, Finance
and Operations



TOTAL REVENUE \$13,092,019

- GOVERNMENT OF CANADA SCAP \$2,012,041
- DOMESTIC BEEF CHECK-OFF: TRANSFERS FROM AGENCY MARKETING \$8,962,283
- GOVERNMENT OF ALBERTA EMD \$178,232
- IMPORT LEVIES \$1,414,944
- PUBLIC AND STAKEHOLDER ENGAGEMENT \$180,036
- OTHER INCOME: \$344,483



TOTAL EXPENSES \$15,573,962

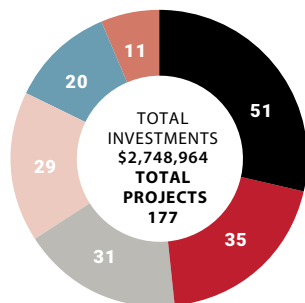
- MARKETING: GENERIC BEEF \$1,080,550
- PUBLIC AND STAKEHOLDER ENGAGEMENT \$173,549
- BEEF CHECK-OFF BOARD OF DIRECTORS (MARKETING COMMITTEE) \$91,167
- MARKETING: BRANDED BEEF \$14,228,696

NET INCOME: (2,481,943)

These charts represent information from the 2024/2025 audited financial statements of the Canadian Beef Cattle Research, Market Development and Promotion Agency.



2024-2025 Generic Export Program Investment by Market



- JAPAN **51** Projects (\$764,352)
- MEXICO & LATAM **35** Projects (\$678,506)
- SOUTH KOREA **31** Projects (\$439,356)
- TAIWAN & SOUTHEAST ASIA **29** Projects (\$428,265)
- EMERGING MARKETS **20** Projects (\$238,384)
- HONG KONG **11** Projects (\$200,101)



Stay Connected with Canada Beef

Canada Beef is committed to keeping producers and stakeholders informed about the domestic and international market development and promotion activities undertaken to increase demand for Canadian beef while ensuring the maximum value for producer dollars and import levy. There are many ways to help you stay connected.

Pick your platform:

CANADA BEEF PERFORMS

Subscribe to our free monthly e-newsletter delivered directly to your inbox. You'll learn about:

- International market statistics, and updates and information on tradeshow, promotions and events
- Domestic market updates including activities and resources
- Canadian Beef Centre of Excellence news and developments
- Digital and Consumer marketing team project updates and information
- Health and Nutrition team news and developments.

Subscribe today at www.canadabeef.ca/canadabeefperforms.



CDNBEEFPERFORMS.CA

The Canadian Beef Performs website provides information for meat professionals in the retail, foodservice and processing sectors. Check out Canadian Beef Information Gateway updates, industry statistics, and cooking and cutting videos for home and professional chefs and butchers, courtesy of Canada Beef and the Canadian Beef Centre of Excellence.



MAKE IT BEEF CLUB

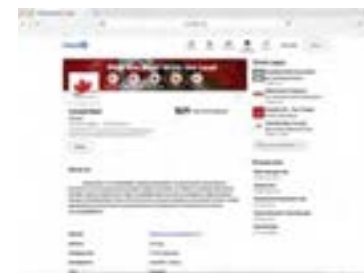
Join the FREE Canadian Beef Make it Beef Club and be part of a community of over 50K subscribers.

Each month you will receive beefy recipes that will take your passion for food to the next level. Get amazing recipes, exclusive offers and exciting contest announcements.

Sign up today



CANADA BEEF ON LINKEDIN



stay connected
on social media

Be a Canadian Beef Socialite.
Whatever your platform, we invite
you to follow along and be part of
the conversation.



Canadianbeef



Consumer: **LoveCDNBeef**
Producer: **CanadaBeefInc**



Producer: **@CanadaBeefInc**



lovecdnbeef



Love Canadian Beef



Canada Beef



@lovecdnbeef

Canada Beef | Annual Report



HOW TO COOK ROAST BEEF WAS ONE OF THE MOST SEARCHED TOPICS ON THE WEBSITE AND MOST POPULAR ON SOCIAL MEDIA IN F2024-2025.

CRACKED PEPPER AND
HORSE RADISH CRUSTED
OVEN-ROAST WITH GRAVY



Learn more about this
recipe and how to cook
roast beef.

