



▲ The Taipei Food Show, held June 18 to 21, 2008 in Taipei, Taiwan, saw the Canada Beef Export Federation booth attract some high profile attention. Along with a steady stream of consumers and industry representatives, Taiwan's Minister of Economic Affairs Dr. Chii-Ming Yiin stopped by the CBEF booth to sample the great taste of Canadian beef. To the delight of attending media, the Minister personally carved his own slices of Canadian beef.

MEASURING THE FEDERATION'S SUCCESS

From retail and restaurant promotions to seminars and food shows, each year the Federation delivers a wide-ranging promotional program to create awareness and build demand in the key Canadian beef export markets. How successful are these programs?



▲ The CBEF booth at the Taipei Food Show provided ample opportunity for Federation staff to talk about the advantages of Canadian beef with Taiwan importers and distributors.

As one measure of their effectiveness, the Federation commissions an annual, independent *CBEF Performance Review*. Conducted by Ipsos Reid, this review surveys the Federation membership in Canada – and 100 people in each key export market who have had contact with the Federation in the past year – in Japan, South Korea, China, Hong Kong, Taiwan and Mexico. Over 639 people participated in the 2007 survey.

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“This is one of the Federation’s report cards”, says Ted Haney. “The survey is completed each year to provide measurement against which to gauge our ongoing effectiveness both to our members and to international clients of Canadian beef.” ■

CBEF PERFORMANCE REPORT 2007

EFFECTIVENESS OF EACH CBEF PROMOTION TYPE

| % saying a lot / some / a little | China | | Hong Kong | | Japan | | Mexico | | South Korea | | Taiwan | |
|--|-------|------|-----------|------|-------|------|--------|------|-------------|------|--------|------|
| | 2006 | 2007 | 2006 | 2007 | 2006 | 2007 | 2006 | 2007 | 2006 | 2007 | 2006 | 2007 |
| CBEF internet sites such as www.cbef.com | 99% | 100% | 85% | 91% | 64% | 75% | 94% | 95% | 91% | 94% | 99% | 100% |
| CBEF advertisements in meat industry publications for the trade | 99% | 100% | 90% | 100% | 59% | 72% | 88% | 93% | 91% | 91% | 95% | 95% |
| CBEF seminar or presentation | 98% | 98% | 81% | 98% | 92% | 89% | 100% | 100% | 97% | 95% | 99% | 99% |
| CBEF promotion activities such as those conducted at retail stores, hotels and restaurants | 97% | 97% | 96% | 98% | 77% | 79% | 86% | 95% | – | – | – | 93% |
| CBEF printed publications including brochures, newsletters or posters | 97% | 96% | 81% | 100% | 76% | 84% | 95% | 95% | 97% | 90% | 98% | 93% |
| CBEF advertisements in magazines or other publications for consumers | 97% | 96% | 88% | 98% | 70% | 61% | 90% | 90% | 97% | 90% | 86% | 98% |
| CBEF trade show booth or other CBEF trade show activities | 96% | 96% | 81% | 97% | 79% | 81% | 96% | 97% | 93% | 97% | 95% | 99% |

(The effectiveness of CBEF promotions is one of the areas covered in the Performance Report)

FOOD SHOWS RATE HIGH

The 2007 CBEF Performance Review found that an average 95 percent of the surveyed international clients say CBEF trade show booths or other CBEF trade show activities increased their knowledge and awareness of Canadian beef.

Each year, the Federation regularly participates in food shows in our key markets: Foodex in Tokyo, Japan; the Seoul Food & Hotel Show in South Korea, Food & Hotel China in Shanghai, China; HOFEX (bi-annual) in Hong Kong, Food Taipei in Taiwan, ABASTUR in Mexico City and ANTAD Food Show in Guadalajara, Mexico.

It also participates in other food shows in response to its members’ desires to test the potential for Canadian beef sales in emerging and niches markets. In the last year, this has included ANUGA in Cologne, Germany and GULFOOD in Dubai, UAE – as well as the Indo Livestock Show in Jakarta, Indonesia.



INDO LIVESTOCK SHOW

CBEF participation in trade shows also serves to further specific export interests of the Canadian industry. One such instance was the hosting of a booth at the Indo Livestock Show in Jakarta, Indonesia this July 1st to 3rd.

Indonesia has strong poultry and animal feed industries. While Indonesia is currently open to all Canadian boneless beef, the real export opportunity for the Federation’s Export Members lies in

◀ The Federation’s Technical Director Mauricio Arcila met with key people from Indonesia’s meat import sector at the Indo Livestock Show in Jakarta.

supplying meat and bone meal to those industries.

“Our presence at the Indo Livestock Show was two-fold,” says Mauricio Arcila, the Federation’s Technical Director. “We went to request access for all other beef products not yet approved (bone-in and offal), and also to establish contact on behalf of some of our Export Members with potential customers for both beef products and beef by-products for animal feed.

“We experienced great success in meeting with key people which we believe will lead to sales when trade access is expanded. We also met with officials from the Ministry of Agriculture, at which meeting we had the opportunity to emphasize the need for access and to invite them to come to Canada and see for themselves the effectiveness of our controls.

“They have committed to this,” he says. ■

SEOUL FOOD SHOW

The presence of CBEF at the Seoul Food and Hotel Show, held this May in Seoul, South Korea, played an important role in demonstrating that the Canadian industry is serious about its return to the Korea market – and values its relationships with Korea’s beef importers, distributors and consumers. Korea was the third-largest market for Canadian beef prior to market closure: in 2002, \$60 million worth of Canadian beef was sold to Korea.

The CBEF booth was hosted by the Federation’s Director Korea, Amos

Kim, with Federation Vice President of Export Services Cam Daniels also on hand to greet visitors to the booth.

“Not being able to display product, CBEF Korea did a very creative job in generating awareness for the Canadian industry with videos, promotional materials and an interactive photo opportunity set against a backdrop of a striking Canadian landscape,” says Daniels.

“Although there was an awkward atmosphere with the demonstrations against the return

of American beef, at the food show we felt the industry’s need for importation of high quality Canadian beef.

“There was lots of activity at the CBEF booth, with visits from industry leaders, importers, distributors, retailers and food service suppliers. We distributed a lot of material and answered questions openly,” he says. “The Korea industry people, who know the science, all said they were ready to buy – just get the border open.” ■



▲ The Federation’s booth at the Seoul Food Show attracted long lines of visitors wanting to have their photograph taken in front of a scenic Canadian ranch scene.



▲ Canada’s animal health and food safety systems featured prominently at the CBEF booth in promotional materials about the Canadian industry.

RESTAURANT PROMOTION DOUBLES SALES

The Federation builds awareness and demand for Canadian beef with international consumers in a range of retail and food services promotions. In the Federation’s last fiscal year, 100 of these promotions were held in the key markets where we have trade access: Japan, Taiwan, Hong Kong and Mexico.

The CBEF Performance Review 2007 found that an average 92 percent of key export market respondents say CBEF Retail and Food Service Promotions increased their awareness and knowledge of Canadian beef.

JAPAN Cowboy hats were the order of the day when a ‘Canadian Beef Fair’ was held in cooperation with the At Dining Co. Ltd. restaurant chain in Tokyo, Japan.

“The promotion ran from June 14th to 18th at all ten of the company’s restaurants,” says Tomoshige Sakamoto, CBEF’s Director Japan. “The promotion featured Canadian chuck eye roll on the menu in three different ‘Big Steaks’ sizes, all at special prices.”

The Federation supported the promotion with an advertisement for the Canadian Beef Big Steak event in local newspapers – and with CBEF cowboy hats and aprons for serving staff as well as other promotional materials.

“On the first day of the promotion, customers to the restaurants more than tripled and sales more than doubled,” says Sakamoto. “The restaurant chain is more than pleased with the success of the promotion.” ■



▲ Sales of Canadian beef more than doubled during a CBEF promotion held with the ‘At Dining Restaurant’ chain in Tokyo, Japan.

CANADA BEEF 2008 ANNUAL GENERAL MEETING & INTERNATIONAL MARKETING SEMINAR

September 18 & 19, 2008
Sheraton Eau Claire Hotel, Calgary, Alberta

With a theme of 'The Global Opportunity', the two-day CBEF AGM event will look at the constraints, opportunities and rewards for Canadian beef in global markets.

AGM Thursday, September 18 - 1:00 to 4:00 pm

- Will highlight the accomplishments of our industry in the past year. Significant opportunities and constraints have continued to mark the progress of our return to the export marketplace, and, during the open session of our AGM, Federation officers and international staff will report on these developments. Board elections will follow in a closed session.

International Marketing Seminar Friday, September 19
8:00 am to noon

- Will feature key speakers talking about 'The Global Opportunity' for Canadian beef from several different perspectives: the Middle East and North Africa; Japan and the opportunities associated with additional traceability and age verification; Brand Canada's Environmental Indicators Study; XL Foods' proposed acquisition of Lakeside Farm Industries; and the New Russian Market.

For more information and registration, contact the Calgary office at:
Tel: 403-274-0005 Email: michelle@cbef.

UPCOMING EVENTS

2008

- Sept. 10 – 12 ****ABASTUR Food Show** Mexico City
 Sept. 18 – 19 ****CBEF AGM** Calgary, Alberta
 Sept. 21 – 28 **** Mexico VIP Mission** Canada
 Oct. 8 – 10 ****ExpoGourmet Vallarta** Puerto Vallarta, Mexico
 Oct. 19 – 23 ****SIAL Expo** Paris, France
 Oct. 20 – 22 **OIE Animal Welfare Conference** Cairo, Egypt
 Nov. 10 ****Demand Building Seminar** Japan
 Dec. 4 – 6 ****Food & Hotel China** Shanghai, China

2009

- February **ProdExpo Moscow** Russia
 Feb. 23 – 26 ****GulFood 2009** Dubai, UAE
 Feb. 25 – 27 ****Expo Carne** Monterrey, Mexico
 March 3 – 6 ****Foodex** Tokyo, Japan
 March 11 – 13 ****ANTAD** Guadalajara, Mexico

*** CANADA BEEF is leading the way as a principal participant. You are strongly invited to attend and participate in these events. Your active contributions will make these events more successful and will directly benefit our industry.*

MEMBERSHIP ROUND-UP



CANADA BEEF has 54 members comprised of beef packers, processors and exporters, cattle industry associations and government agencies.

NEW MEMBERS

NOSSACK FINE MEATS LTD.

Nossack Fine Meats is a family-owned and operated business located in Red Deer, Alberta. Nossack's opened in Red Deer in 1982 after the Nossack Family immigrated from Frankfurt, Germany. The Nossack commitment is passion for excellence in quality, service and customer satisfaction, and this has been a family tradition since 1894. The Nossack line of products are a delicate balance of Old World family traditions combined with North American tastes and preferences. Nossack's has recently added a HALAL line of products that will be distributed across Canada and in the future will be exported globally into the international marketplace. ■

If you would like more information on our activities, please call or write:

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