



NEWS RELEASE

Canada Beef launches Canadian Beef Information Gateway

Phased rollout begins with Canadian Beef branded edition for smaller retailers

January 11, 2022

Calgary, Alberta - Canada Beef is pleased to announce the launch of the Canadian Beef Information Gateway (Gateway), our most ambitious initiative to date. The Gateway is dedicated to supporting the future growth of the Canadian cattle industry and an outstanding beef eating experience for our customers in Canada and around the world.

Canada Beef recognizes the importance of keeping information accessible at key time points relating to beef purchases and preparation. Consumers simply scan a Gateway QR or UPC code with a smart phone or tablet to access content that inspires them to try new beef cuts, recipes and preparation methods with confidence.

The launch of the first-phase of the Gateway showcases approximately 75 beef cuts organized into categories of Roasts, Steaks, Grounds and Other beef cuts. Each product has a digital profile that features essential information including recommended cooking methods, food safety and storage information, written recipes along with 'hands-in-pans' instructional videos, nutritional information and shopping lists.

Canada Beef President Michael Young said the Gateway's blend of convenience and technology will maximize the food basket for grocers, increase carcass utilization for producers and increase consumer satisfaction.

"Our goal is to enhance the customer experience and we intend to accomplish this through direct to consumer promotion and collaboration with retailers as well as other supply chain partners," he said.

The first edition of the Gateway is designed for local retailers and those looking for quick-to-implement solutions. Future phases of the Gateway will feature co-branded partnerships with national retail banners that incorporate customizable content. Canada Beef is actively engaged in talks with the grocery sector and continues to evolve the Gateway in response to the feedback received. A French version of the Gateway resources will be made available later in 2022.

The launch of the first-phase of the Gateway comes as consumers continue to seek out new ways to enjoy Canadian beef including information on preparation methods and recipe ideas. As food costs increase the mandate to deliver an outstanding eating experience continues to be of great importance to the sector. It also follows more than a year of innovation and collaborative effort at Canada Beef to develop a modern digital ecosystem that provides awareness of the versatility of Canadian beef with a goal to inspire a wider repertoire of beef choices more often.

Scan the code below using the camera on your smartphone to try the Gateway for yourself and watch for ads in regional and national industry and consumer publications from January to March including Canadian Living, Reader's Digest, Chatelaine, Macleans magazine, Style at Home, House and Home, Western Living and Toronto Life.



To learn more about how the Gateway will serve the Canadian beef industry, please visit:

<https://canadabeef.ca/stakeholder-gateway/>

For more information, please contact:

Gina Teel, APR
Manager, Stakeholder Communications
Canada Beef
e. gteel@canadabeef.ca
c. [403.875.3616](tel:403.875.3616)
www.canadabeef.ca

About Canada Beef

As the marketing division of the Canadian Beef Cattle Research, Market Development and Promotion Agency, Canada Beef is the cattle producer-funded and run organization responsible for domestic and international beef and veal market development. It has staff in Canada, Japan, China, Taiwan and Mexico.

In addition to National Check-Off and import levy funding, Canada Beef leverages cattle producer dollars with private market partner investments and government industry development funding to maximize the benefits of producer check-off investment