



FOR IMMEDIATE RELEASE

Government Announces \$3.8M Partnership for Canadian Beef Centre of Excellence

July 8, 2014 – Calgary, AB – Agriculture and Agri-Food Canada Minister Gerry Ritz and Minister of State for Western Economic Diversification Michelle Rempel joined Canada Beef Chair Chuck MacLean and President Rob Meijer to announce \$3,844,800 in funding for the new Canadian Beef Centre of Excellence.

“Our Government is proud to support this cutting-edge facility. This Centre will give our industry a competitive advantage in showcasing Canada’s top-quality meats and will allow our producers to capitalize on new and existing market opportunities,” said Minister Ritz during today’s announcement.

This state of the art facility will provide space and resources to help the industry promote new beef products, training and education focused around the technical advantages of Canadian beef, and play a valuable role in marketing Canadian beef domestically and internationally.

“The Centre of Excellence will further empower our industry to reach consumers and customers both here at home and around the world to build brand loyalty and generate new marketing opportunities,” said Meijer.

With a full commercial kitchen, meat case, classroom, dining facilities and broadcast capabilities, the Canadian Beef Centre of Excellence will become a cornerstone in the Canadian beef industry, and provide a focal point for domestic and international marketing opportunities, and incoming trade missions.

According to Meijer, The Centre of Excellence will be “a nexus where the Canadian beef industry can drive innovation, build knowledge and awareness, foster important relationships and ultimately create value for Canadian beef and veal producers.”

The establishment of the Centre will also enable Canada Beef Inc. to further build Canadian beef brand loyalty with key customers in emerging and international markets.

The Canadian Beef Centre of Excellence is set to be completed in Calgary by December 2014.

Canada Beef Inc. is the cattle producer-funded and run organization responsible for domestic and international beef and veal market development. It has offices in Canada, Mexico, Japan, China and Taiwan. Canada Beef Inc. works to foster loyalty to the Canadian beef brand and build strong relationships with trade customers and partners. These efforts increase demand for Canadian beef and the value producers receive for their cattle.

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