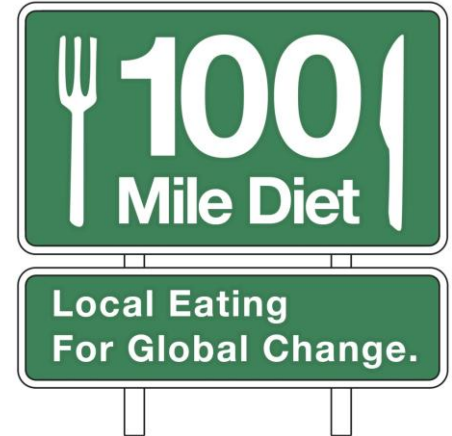


What are Canadian consumers demanding from the beef industry?





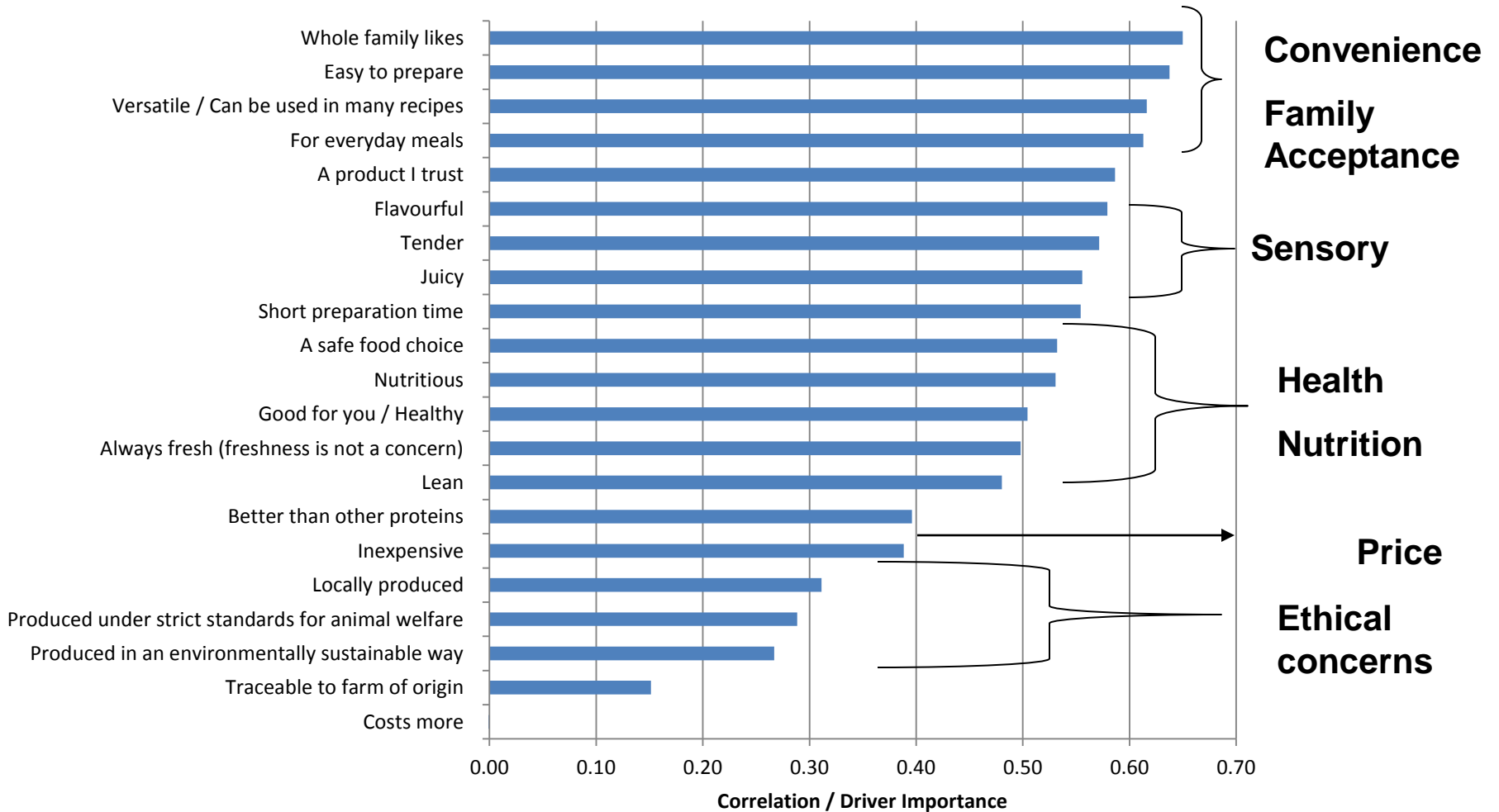


Canadian Consumer Retail Meat Study November 2010



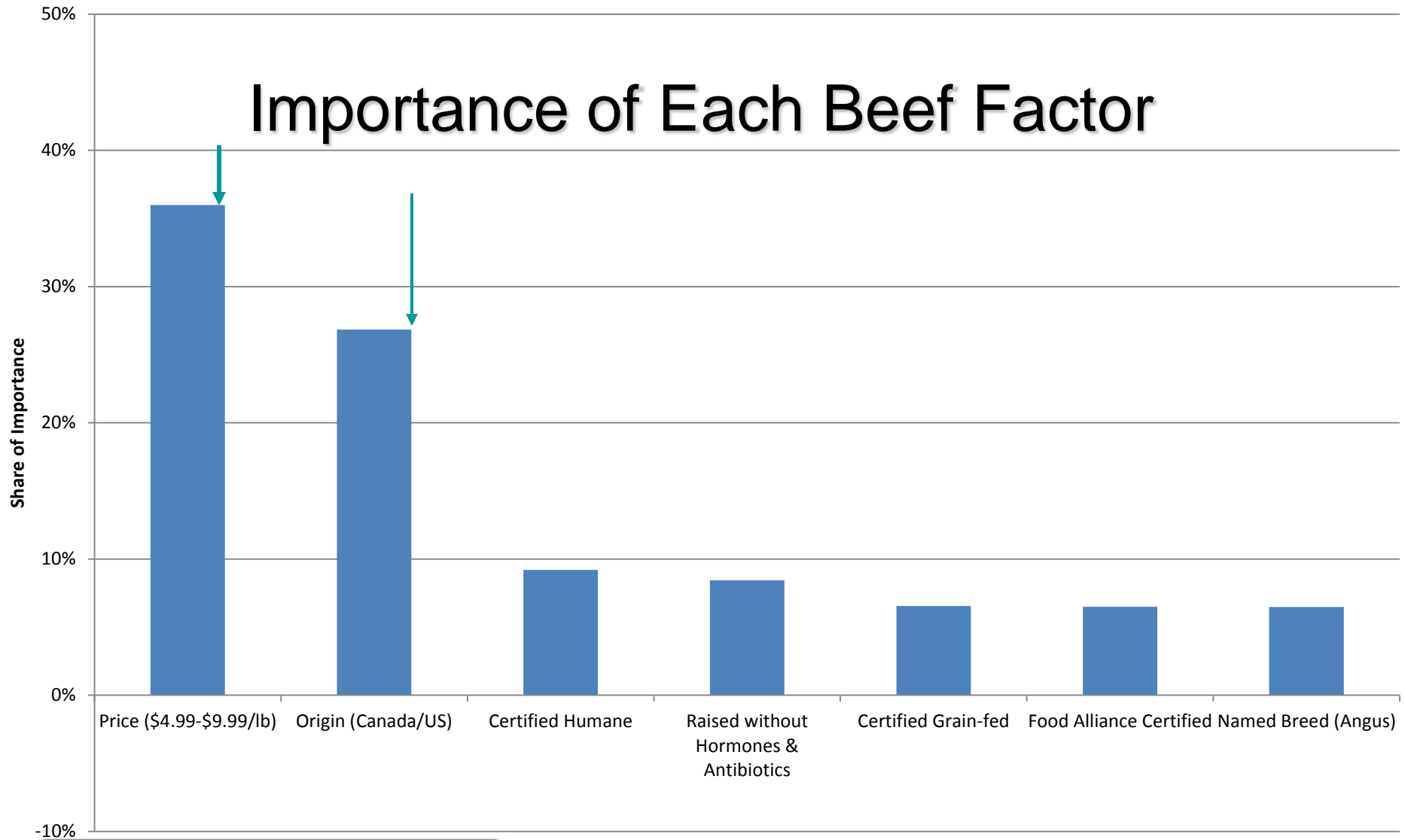
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All Proteins Combined



Beef

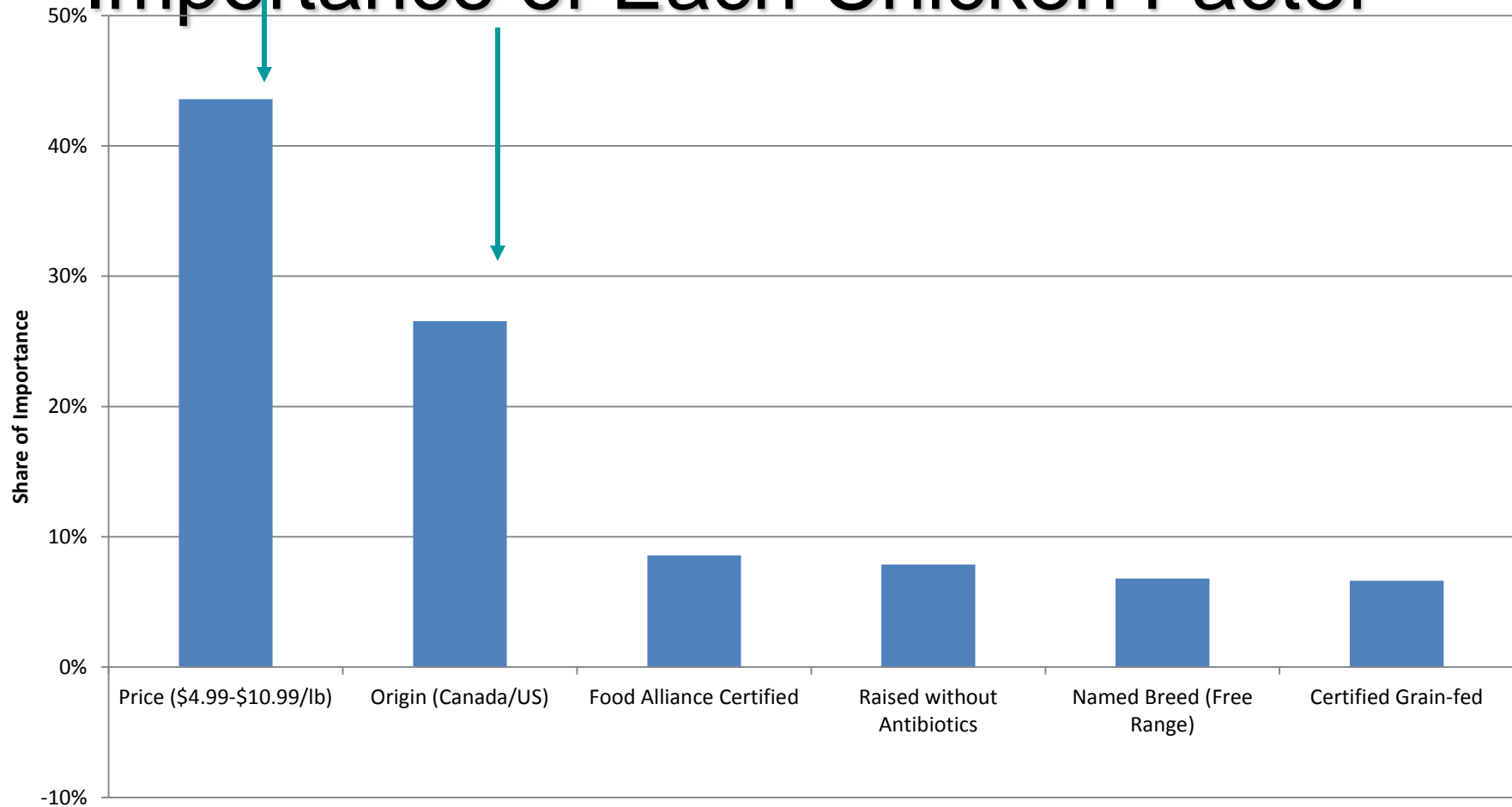
Importance of Each Beef Factor



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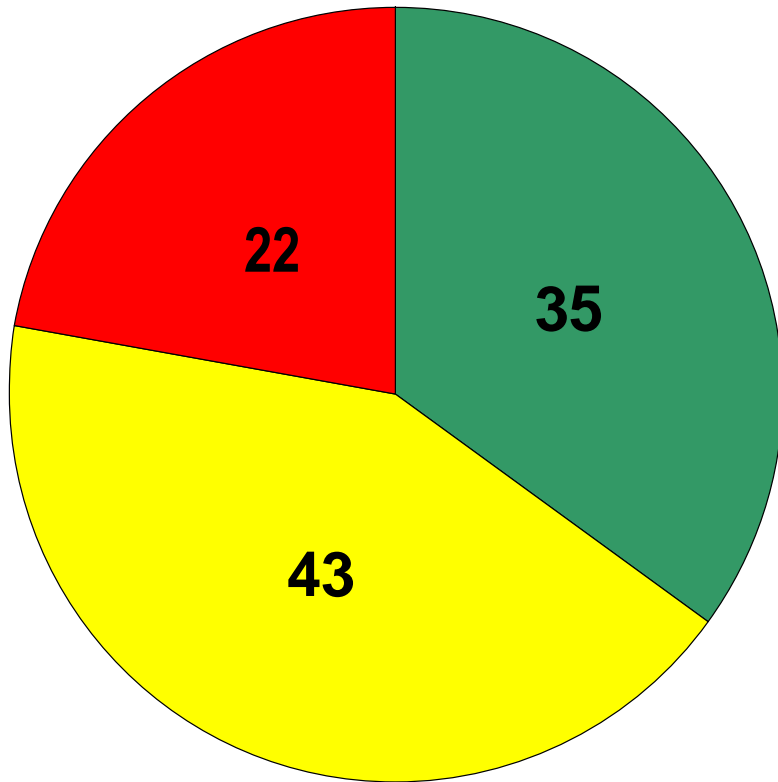
Importance of Each Chicken Factor



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Do Canadians “care” whether the meat they buy is Canadian?



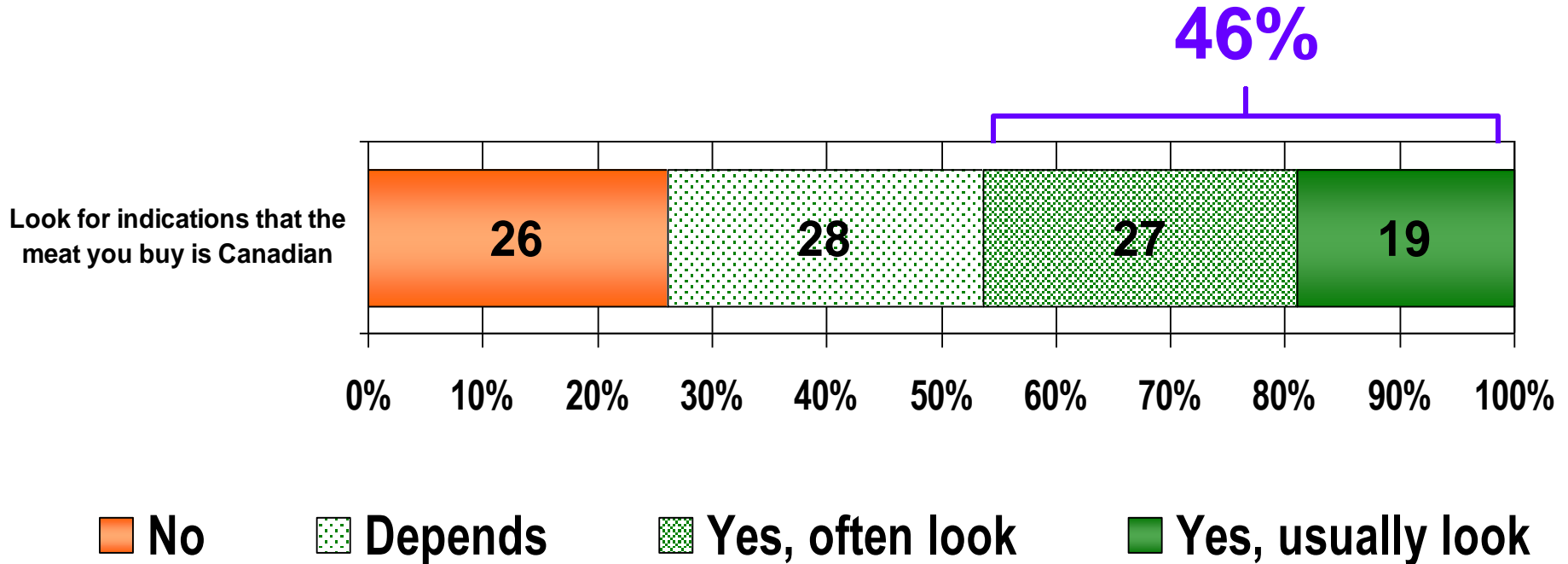
- I care a lot about buying only Canadian meat
- I care somewhat about buying Canadian meat, but I am willing to buy other meat depending on what country it is from
- I don't really care as long as the meat passes all Canadian standards and inspections



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Look for indications that meat is Canadian?



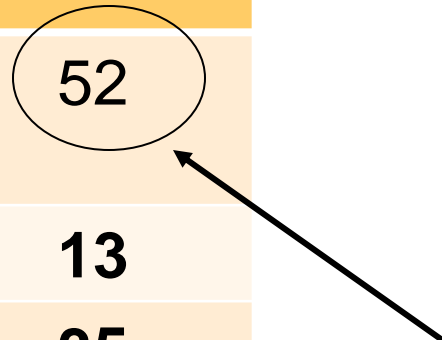
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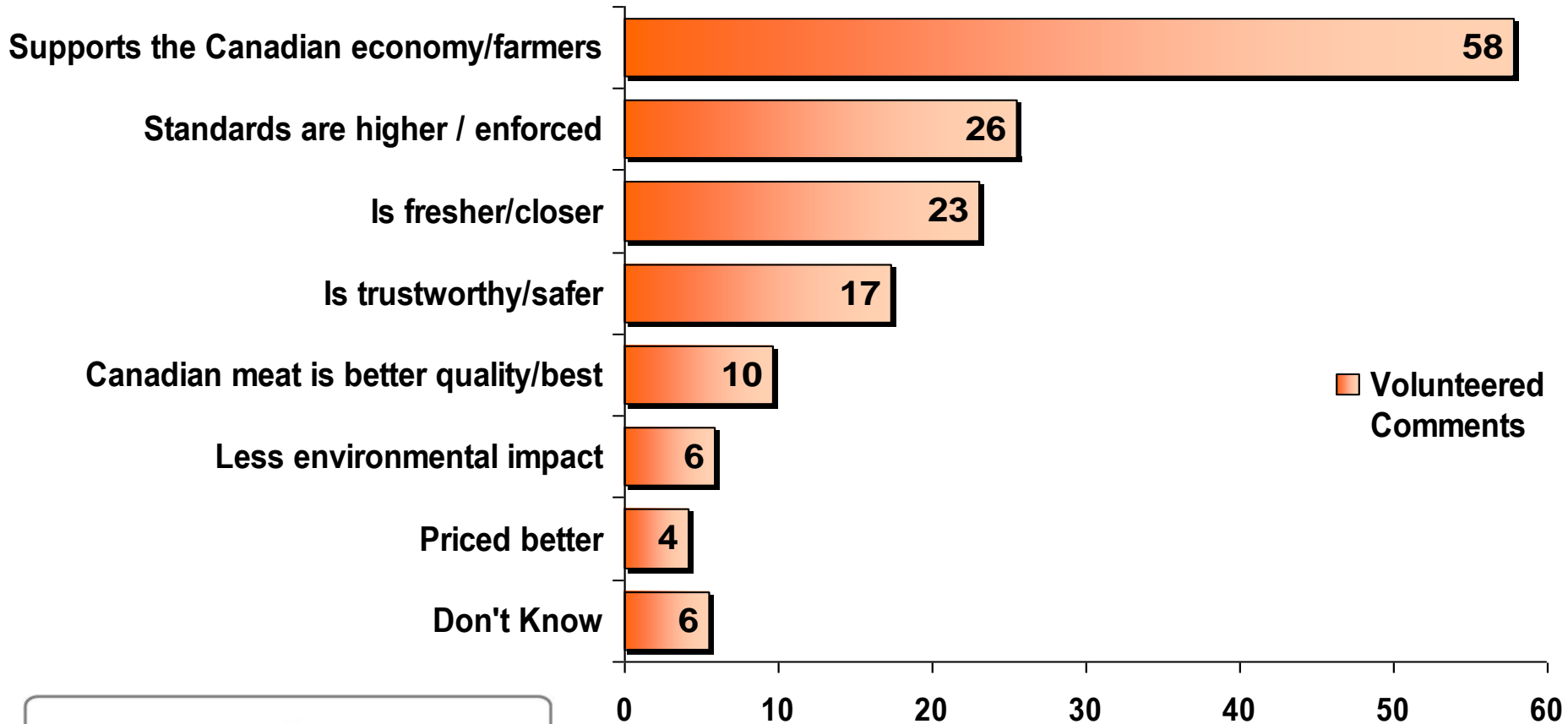
Is country of origin indicated?



	Beef
Yes, usually indicates country of origin	52
No	13
Have not noticed	35





Reasons care about buying Canadian beef



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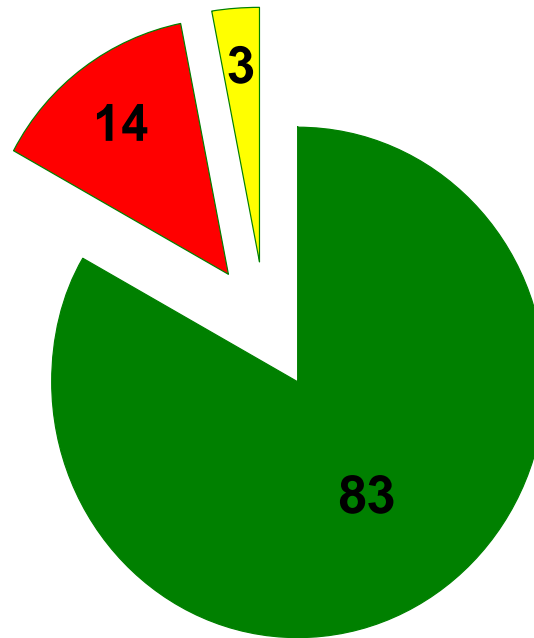
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Canadians comparing Canadian with American beef

		
Tastes Good	98	78
Is fresh	98	67
Is a high quality product	98	70
A product you can trust	97	70
Is a safe product	97	72
Is good value for the money	94	70

Price Sensitivity

Prefer Canadian-Raised Beef, even if it costs more than imported beef



■ Yes ■ No ■ Don't ever buy

Extent to which opinion of beef industry affects buying decisions

	2008	2006	Net Change vs. 2006
	%	%	
A lot / Somewhat	72	63	<u>+9</u>
Not at all	28	38	-10

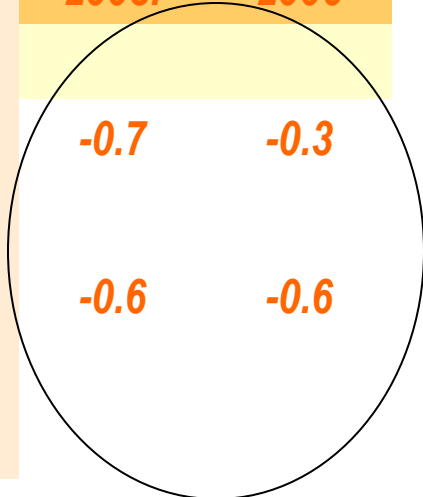


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Gap Analysis: Difference between “Importance” and “Agreement” Ratings

	Importance	Rating	Net Diff. 2008.	Net Diff. 2006
Overall Image				
Canada produces the highest quality beef	8.2	7.5	-0.7	-0.3
Canadian beef is highly regarded throughout the world	7.7	7.1	-0.6	-0.6



Gap Analysis: Difference between “Importance” and “Agreement” Ratings

	Importance	Rating	2008 Net Diff.	2006 Net Diff.
Animal Care / Welfare				
Canadian beef producers care about the animals they raise	8.2	6.7	-1.5	-1.2
Beef cattle are transported in a humane way	8.1	6.3	-1.8	-1.6
Canadian feedlots treat beef cattle in a humane way	8.1	6.2	-1.9	-1.7
Environmental Stewardship				
Environmental matters are adequately regulated for beef producers	7.8	6.1	-1.7	-2.0
Beef producers support beef production practices to minimize their carbon footprint	7.7	6.0	-1.7	n/a





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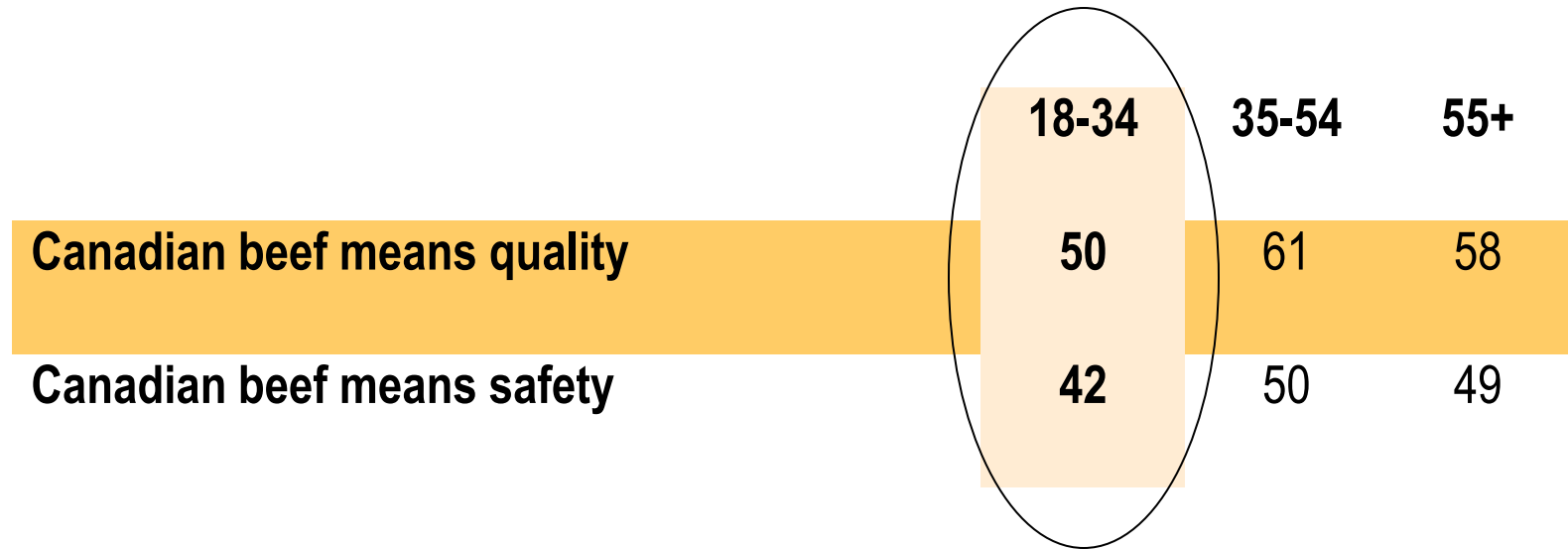
Who is positive, who is negative?

	21 – 29 years	26 – 39 years	40 – 55 years
Beef producers care about the animals they raise	4.7	6.3	6.5
Beef cattle are transported in a humane way	4.1	4.7	5.0
Beef cattle are treated in a humane way	4.0	5.3	5.1

Importance of various beef attributes

	18-34	35-54	55+
Freshness	77	89	83
Taste	69	80	83
Safety	61	73	80
Quality of Appearance	48	61	63
Healthfulness	49	61	66
Value for Dollar	51	61	59
Produced in Canada	34	50	59

Strong agreement with statements



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Learn all about the seafood you eat, and connect to the fisherman who caught it, by tracing its journey from the ocean to your plate

THIS FISH

WHAT IS THISFISH?

FOR SEAFOOD LOVERS

FOR SEAFOOD BUSINESSES

UPDATES



DISCOVER THE STORY OF YOUR SEAFOOD

Learn all about the seafood you eat and connect to the fishermen who caught it by tracing its journey from the ocean to your plate. [MORE...](#)

TRACE YOUR FISH

Enter the code from your fish or try a [sample code](#).

THISFISH CODE

...

Trace 



167,928 fish have been uploaded to date



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THIS FISH

WHAT IS THIS FISH?

FOR SEAFOOD LOVERS

FOR SEAFOOD BUSINESSES

UPDATES

YOUR CODE:

P082001

Your Sablefish was caught by Ryan Edwards on the northwest coast of Vancouver Island and landed fresh in Ucluelet, BC on Jun 28, 2011

WHAT IS THIS FISH?

Sablefish



WHO CAUGHT IT?

Ryan Edwards



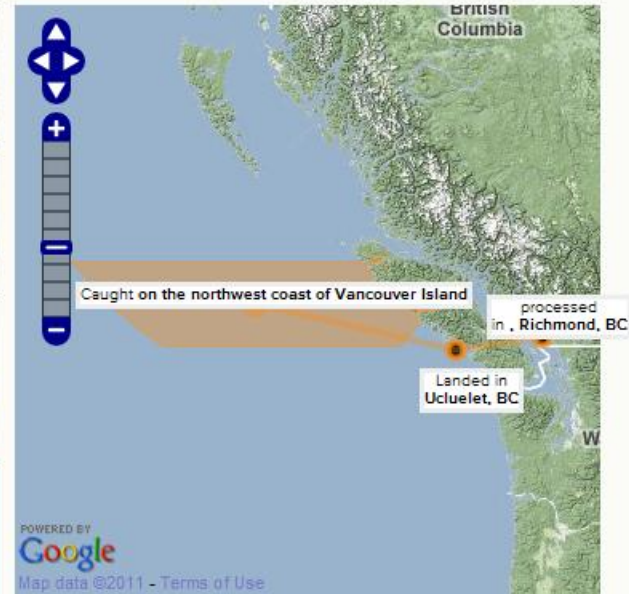
HOW WAS IT CAUGHT?

Longline with Traps or Hooks



WHO PROCESSED IT?

Pasco Seafood Enterprises Inc.



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- Info
- Photos
- Discussions
- Links
- Questions

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Canadian Beef

Hope everyone enjoyed a fabulous Food Day this weekend! Anita Stewart, Food Day founder and Canadian beef fan, was interviewed by the National Post about the event - a great read...enjoy!



Q&A: Anita Stewart on Food Day Canada | Appetizer | National Post

life.nationalpost.com

There are a limited number of official long weekends in the summer, and with one of them taken up by a national holiday, the summer's big cottage/camping/get-together weekend typically falls to the three-days straddling the end of July/beginning of August (usually just known as the August long weeke

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Thank you



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