



FOR IMMEDIATE RELEASE

Beef Information Centre seminars now accredited by The American Culinary Federation

Calgary, AB March 14, 2011 - Canada's Beef Information Centre (BIC) continues to work with the American Culinary Federation (ACF) to educate chefs. In recognition of the value of these Canadian beef seminars, ACF has granted the BIC seminars accreditation towards Continuing Education Hours (CEH).

"Our educational seminars are not only aimed at raising awareness of Canadian beef products," says Marty Carpenter, senior director US market development for BIC. "They are designed to provide technical information on buying, handling and cooking beef."

Since July 2006, BIC has presented to thousands of American chefs over the course of more than 25 ACF national, regional and chapter events.

"Chefs today are seeking continuing education hours (CEHs) to advance their professional development and to earn credits toward their American Culinary Federation certification. Canada's Beef Information Centre has provided a unique opportunity to present a seminar that is educational and inspiring to chefs and culinary professionals in the industry," said Derek Spendlove, CEPC, CCE, AAC, chair, ACF Certification Commission. "The ACF Certification Commission is proud to award CEHs for Beef Information Centre's seminars held at local ACF chapter meetings and ACF regional conferences and its annual convention."

The seminars are integral to BIC's objectives of working with the ACF chapters, creating outreach to the Foodservice market and establishing a better understanding of the Canadian beef quality attributes with chef members.

"Our goal is that attendees come away with an understanding of how Canadian beef's strong quality attributes fit the American guest's expectations for an outstanding eating experience," says Carpenter. "In addition, they gain knowledge of the important part beef plays in a foodservice operation - our accreditation by ACF is recognition for the tangible educational value our seminars offer."

The American Culinary Federation (ACF), established in 1929, is the premier professional organization for chefs across America. With more than 20,000 members spanning 225 chapters nationwide, ACF is the culinary leader in offering educational resources, training, apprenticeship and program accreditation. In addition, ACF operates the most comprehensive certification program for chefs in the United States.

The Beef Information Centre is the market development division of the Canadian Cattlemen's Association, which represents Canada's 83,000 beef producers. www.canadianbeef.info

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