



FOR IMMEDIATE RELEASE

Beef Information Centre Launches NEW Canadian Beef Advantage Marketing Website and Image Gallery

Calgary, AB March 16, 2011 - The Beef Information Centre (BIC) announces the launch of an online resource to support the marketing of the Canadian Beef Advantage by meat professionals in North America.

The Canadian Beef Advantage is the group of attributes of Canadian beef and the supply chain (from gate to plate) that make up the value proposition.

This website provides marketers of Canadian beef* in both Canada and the U.S. with the background information, language and facts to create accurate marketing materials.

There is also an extensive image library available for downloading. These images include supporting visual elements for the attributes of the Canadian Beef Advantage as well as images of cattle against the backdrop of spectacular Canadian scenery, general industry lifestyle images and specific raw meat cuts. These images are available in multiple resolutions for use in PowerPoint presentations, websites, packaging, point-of-sale materials and print collateral.

“Our industry partners want to promote the Canadian Beef Advantage to their customers and associates,” says John Baker executive director trade marketing for the Beef Information Centre. “Providing these copy points with supporting background, visual elements and images in an easy-to-access format gives them the tools they need to do that, in fact we have already seen strong interest from major trade partners.”

For the Canadian Beef Advantage marketing website and image library visit www.cbamarketing.info

Canadian Beef refreshed website

Along with the development of the Canadian Beef Advantage marketing online resource, BIC has renovated their trade website www.canadianbeef.info making it easier to navigate, find key information

and view and order resources. Traffic to the site grows daily and BIC is committed to making canadianbeef.info the “go to” online resource for information on Canadian beef.

“The ability to better communicate the benefits of the Canadian Beef Advantage to our trade partners and their customers online is vital in today’s marketplace,” says Baker. “Improved navigational tools and a simplified site map make it easier than ever to learn what Canadian beef has to offer.”

-30-

*The materials on this site are to be used exclusively for the promotion of Canadian beef in accordance with the terms and conditions.