

Branded Beef Marketing Opportunities

Several existing branded beef programs are currently looking for suppliers who can provide them with a uniform, age verified and traceable group of 50 calves or more that meet their protocol. Market-proven areas that show promise for branded beef marketing include organic, natural, and lean. To be commercially viable, a market and suppliers must be clearly defined and engaged and be prepared to operate for sustainability.

Alberta Agriculture and Food is involved in a Branded Beef Strategies project which has the following initiatives:

- Determine what retailers and food service companies require for branded beef products
- Inventory potential production levels from new suppliers
- Communicate branded beef marketing opportunities and potential supply
- Assist in growing or developing branded beef programs to meet consumer demands

The intention of this type of market development is to demonstrate new ways of doing business and to provide supply solutions for specific market demands.

One of the first tasks is to develop an inventory of potential new suppliers of branded beef production (organic/natural/lean/local “story” beef) in order to enhance the ability to link with branded programs/processors, retailers and food service providers. If you are not currently involved in a branded beef program but are interested in learning more about how branded beef production might give you a marketing edge, please contact one of our Alberta Agriculture and Food team members listed below:

Patrick Ramsey, Opportunity Analyst, (403) 652-8303,
Bjorn Berg, Opportunity Analyst, (403) 381-5835
Keri Sharpe, Business Development Officer-Organics, (780) 968-6556
Freeman Iwasiuk, Business Development Officer, (780) 523-6504
Jim Hansen, Business Development Officer-Beef, (403) 653-5132
Kathy Bosse, New Ventures Specialist, (403) 742-7543, and
Jan Warren, New Ventures New Markets Specialist, (403) 381-5844

Or fill out the form below and fax it to Patrick Ramsey at (403) 652-8306.

Name: _____	Type of production:	Number of head:
Address: _____	Organic	_____
City: _____	Natural	_____
Postal Code: _____	Lean	_____
Phone: _____	Age verified	_____
Cell: _____	Local “story” beef/Other-please provide	_____
Fax: _____	description	_____
e-mail: _____	_____	_____

Information requested on the registration form will be used to develop an inventory of potential new suppliers of branded beef production and will be used for future information mailings for the purpose of linking to branded beef marketing opportunities. This information is requested in accordance with the Government Organization Act, and is subject to the provisions of the Freedom of Information and Protection of Privacy Act. If you have any questions, or disagree with the collection and use of this information, contact Patrick Ramsey, Alberta Agriculture and Food, Box 5490, High River, AB, T1V 1M6, or call 403-652-8303.