

# What is Alberta Beef?

Alberta Beef is a consumer branded product. The Alberta Beef brand has been driven and supported by consumers through its history. Alberta Beef Producers has promoted Alberta Beef for over 30 years and the brand is widely used by retail and food service establishments in Alberta and other parts of Canada. We see Alberta as the heart of the Canadian cattle and beef industry and the brand is founded on the rich heritage of this industry in Alberta and the great taste of Alberta Beef.

In our view, all the beef produced in Alberta is Alberta Beef. When cattle become beef here, Alberta is the place of origin.

Since Alberta has 41 percent of cows, 68 percent of feedlot capacity and 73 percent of processing capacity in Canada, Albertans know that the majority of cattle in Alberta have been born, raised and fed here.

However, we do not suggest that Alberta Beef comes exclusively from cattle that have been born and raised in Alberta.



We know that some of the cattle are born and raised in other provinces before coming to Alberta for feeding and processing. A small number of cattle may come to Alberta from northern states in the U.S.

Although cattle producers in our neighbouring provinces and states do not have the Alberta environment of which we are so proud, they do have the same respect for the environment and commitment to food safety, animal care, and production of a quality product as Alberta producers.

When all of these cattle are turned into Alberta Beef in our province, we are confident that the products will have all the nutrition, flavour, tenderness and quality that people enjoy from Alberta Beef.



# Canadian Beef Advantage

All Alberta Beef has the Canadian Beef Advantage. The attributes of the Canadian Beef Advantage and the Canadian Beef Brand are the outstanding genetics; robust food safety, beef grading, animal health and environmental standards; efficient production practices; high standards of animal care; responsible environmental stewardship; and the world class processing facilities that consistently produce safe, nutritious, high quality, and great tasting beef.

Alberta Beef is the segment of Canadian Beef that comes from the open spaces, fresh air, clear waters and spectacular landscapes that are Alberta. It comes from a long and noble history of cattle and beef productions with knowledge handed down through generations and it is renowned for its world-class quality and flavour.

