



National Beef Quality Audit Stakeholder Survey

Producer & Food Retail/Service FINAL Survey Results

June 2018

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Introduction



Study Background

Situation

The latest National Beef Quality Audit (NBQA) was undertaken in 2016/2017, with the goal of improving the value of the carcass by delivering consistently high quality Canadian beef product to both domestic and international customers. Now that the results of the latest audit have been made available, the CCA would like to hear from its members as well as retail and food service stakeholders.

Purpose

The overall purpose of this study is to better understand stakeholders' viewpoints on the direction of quality research conducted by the CCA.

Research Objectives

1. Assessing the overall response to the 2016/2017 NBQA results
2. Establish an understanding of beef quality issues at all points across the value chain
3. Determine beef quality research priorities based on the quality issues raised

This study utilized an online survey in which Kynetec hosted and managed the survey distributed by the Canadian Cattlemen's Association.



Cattle Producers

Surveys completed:

- 38 Feedlot
- 70 Cow/calf

Geographical representation:

- Alberta: 52%
- Ontario: 19%
- Other regions: 29%

Sample

- CCA recruited feedlot contacts, Kynetec supplemented the list
- Kynetec recruited cow/calf producers



Foodservice & Food Retail

- 19 surveys completed

Sample

- All client-supplied sample; Kynetec provided individual links to each respondent

Surveys were fielded: April 13 – May 7, 2018

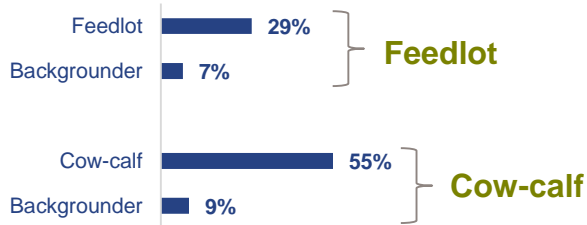
Surveys were 20 minutes on average

Cattle Producers: Survey Results

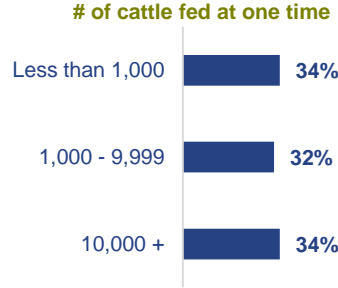


Cattle Producer Profile

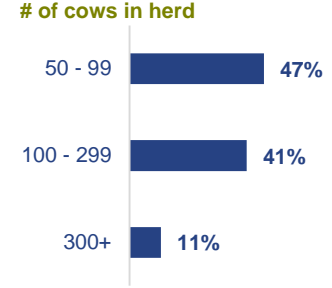
Main Farm Type



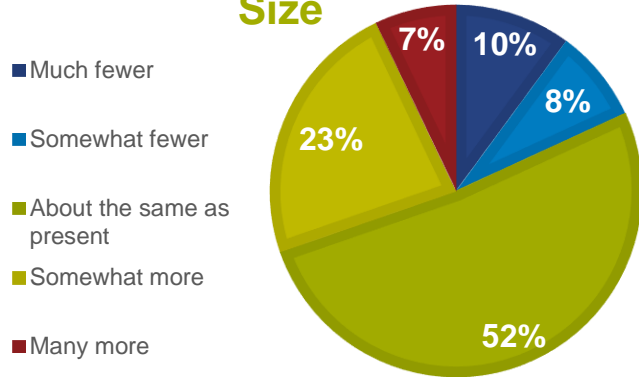
Feedlot Size



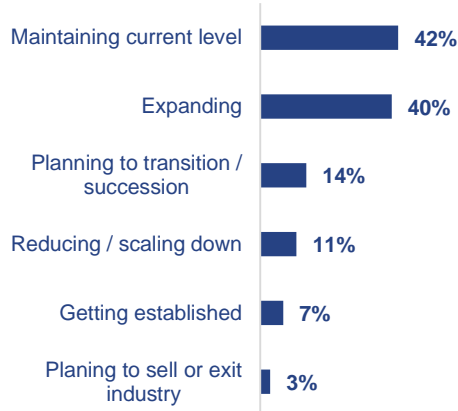
Cow-calf Size



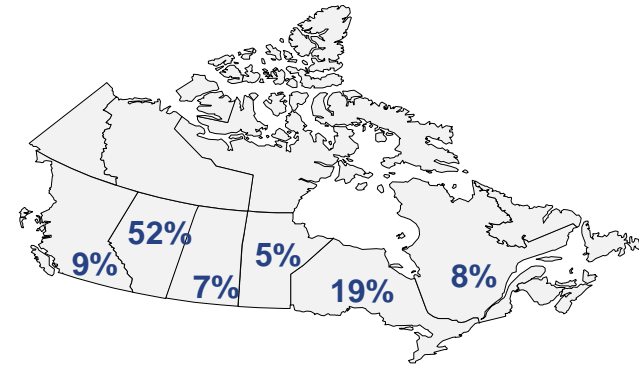
Plans for Future Herd Size



Farm Status



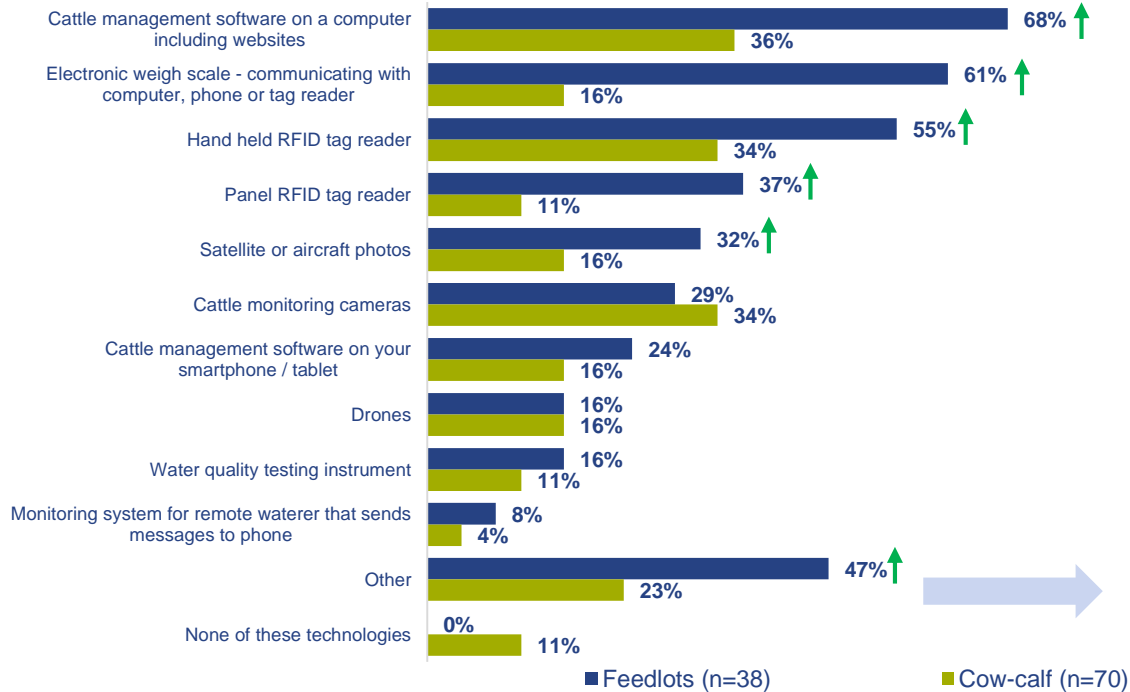
Region



Technologies utilized on cattle operations

Feedlots have and use more management technologies than cow-calf operations.

% of farms that utilize the following:



Feedlots (n=18*)

- Automatic feeding systems (software, 'feed 7 read', monitors mixing & nutrients, viewed on phones) (n=6)
- Health software (database program to manage carcass performance, chuteside health software) (n=3)
- Remote watering systems (n=2)
- Using Growsafe systems (n=2)

Cow-calf (n=16*)

- Record keeping using smartphones and tablets or apps (n=5)
- Digital cameras – other than for monitoring cattle; monitoring fields, wildlife (n=3)
- Portable solar waterers (n=2)

Q1. Please indicate which of the following items are utilized on your cattle operation. Base: All Respondents.

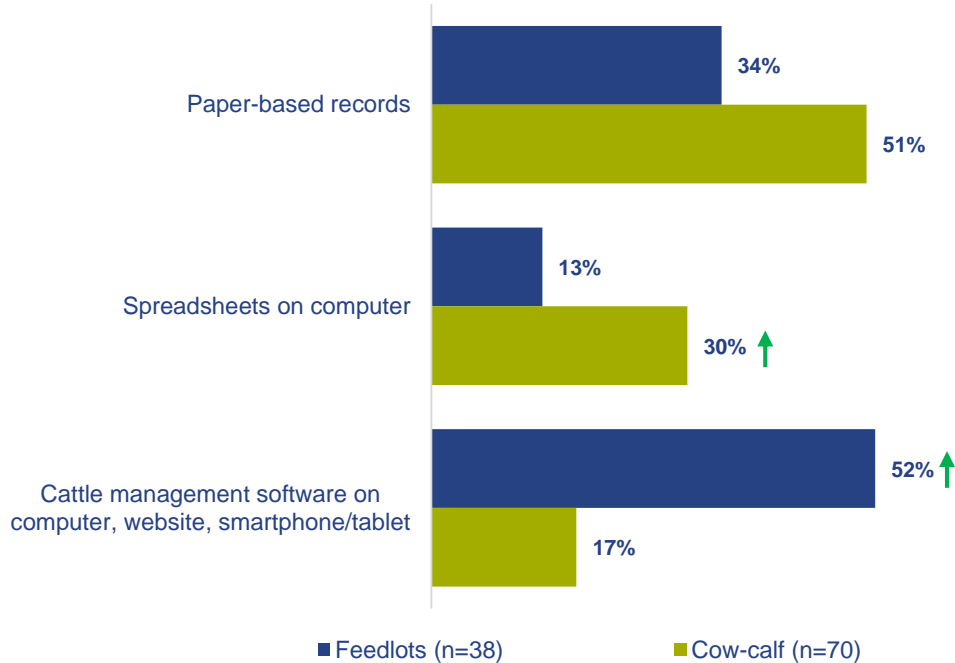
Q1A. Do you use any other types of technology on your operation to assist you in managing your cattle? Base: All Respondents.

Q1B. Please describe the other technologies that you use to manage cattle. Base: Respondents who said 'yes' in Q1A.

Record Keeping

As with other technologies, feedlots are significantly more likely to use cattle management software than cow-calf operations.

% of producers who keep records:

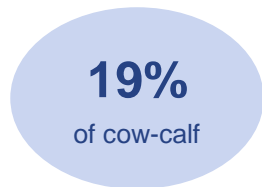
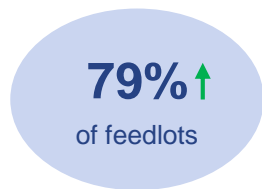


Q2. How is your cattle-related record keeping maintained?
Base: All Respondents.

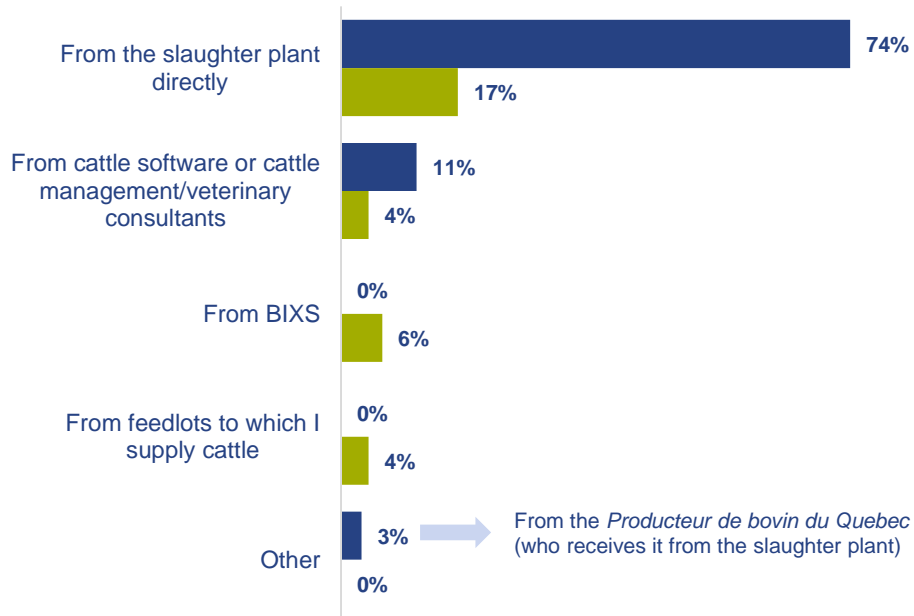
Grading information at the slaughter plant

Feedlots are significantly more likely to receive grading information on their cattle.

% of producers who receive information regarding graded cattle at the slaughter plant:



% of ALL producers who get information from:



Q3A. Do you receive information about how your cattle are graded at the slaughter plant? Base: All Respondents.

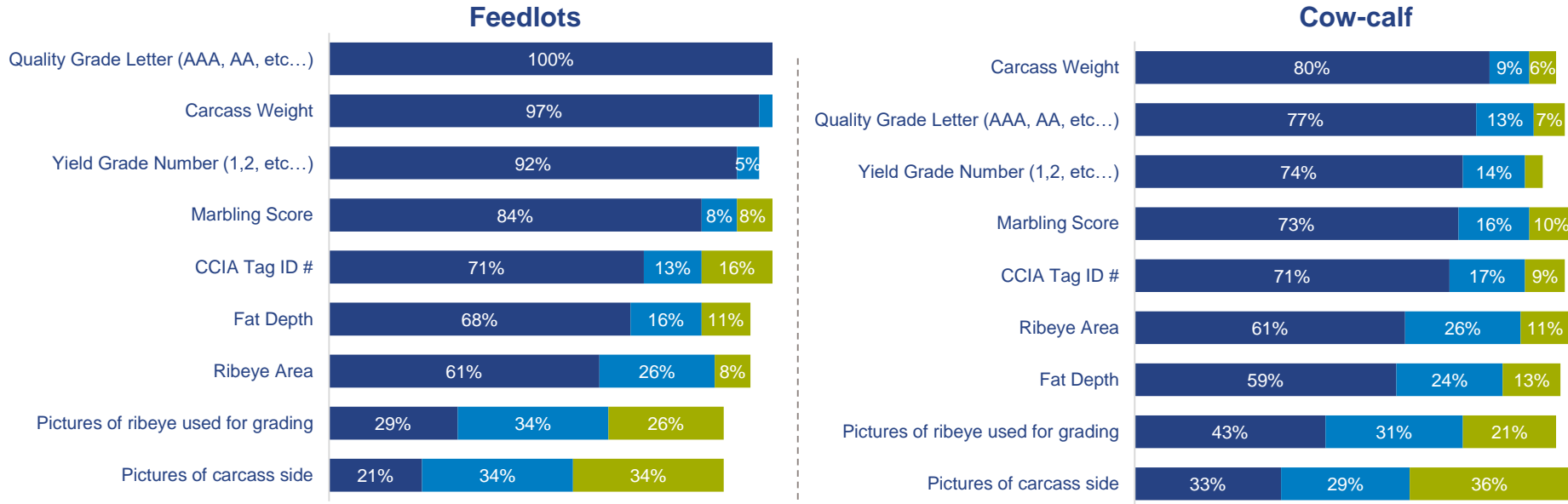
Q3C. Where do you receive this information? Please check all that apply. Base: All Respondents

Importance of Information

Generally, feedlots and cow-calf operations believe that the same types of information are important.

Feedlot operators tend to think information is more important relative to how important cow-calf operations believe the information to be.

% of cattle that producers believe receiving the type of information below is important in their efforts to produce high quality cattle:



Q3D. Using a 5-point scale, where 1 mean not at all important and 5 means very important, please indicate how important you believe receiving the following types of information are (or could be) relative to your efforts to produce high quality cattle.

Base: All Respondents (Feedlots n=38 / Cow-calf n=70)

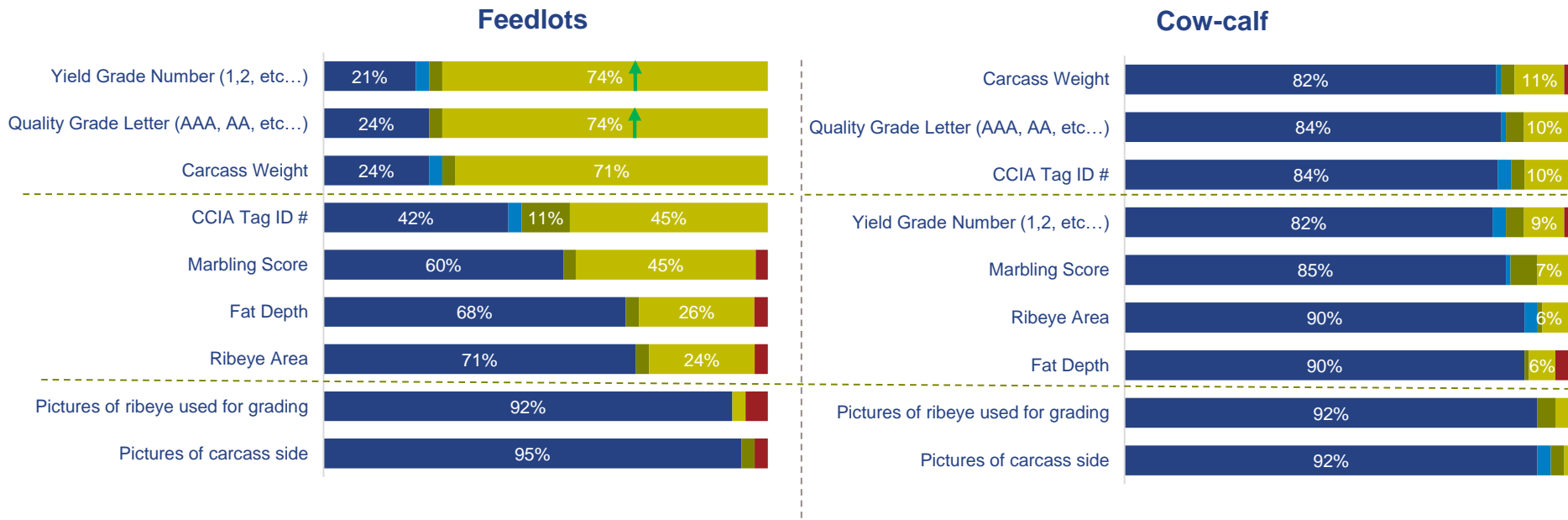
Bars are uneven as 'Don't Know' not shown

■ Important (T2B) ■ Neutral ■ Not Important (B2B)

Grading Information being Received

- Feedlots, generally, are receiving more information about a larger portion of their cattle than cow-calf operations.
- 7 out of 10 feedlots are receiving yield grade numbers, quality grade numbers and carcass weights on nearly all of their cattle.
- 10% of cow-calf producers are receiving carcass weights, quality grade numbers, CCIA tag IDs and yield grades for the majority of their cattle.
- Very few operators (more cow-calf than feedlot) are receiving pictures of ribeye and carcass sides.

% of cattle that producers are receiving the following information:



Q3B. Please indicate the measurements you receive and for what approximate % of your cattle you receive this information.
 Base: All Respondents (Feedlots n=38* / Cow-calf n=70)

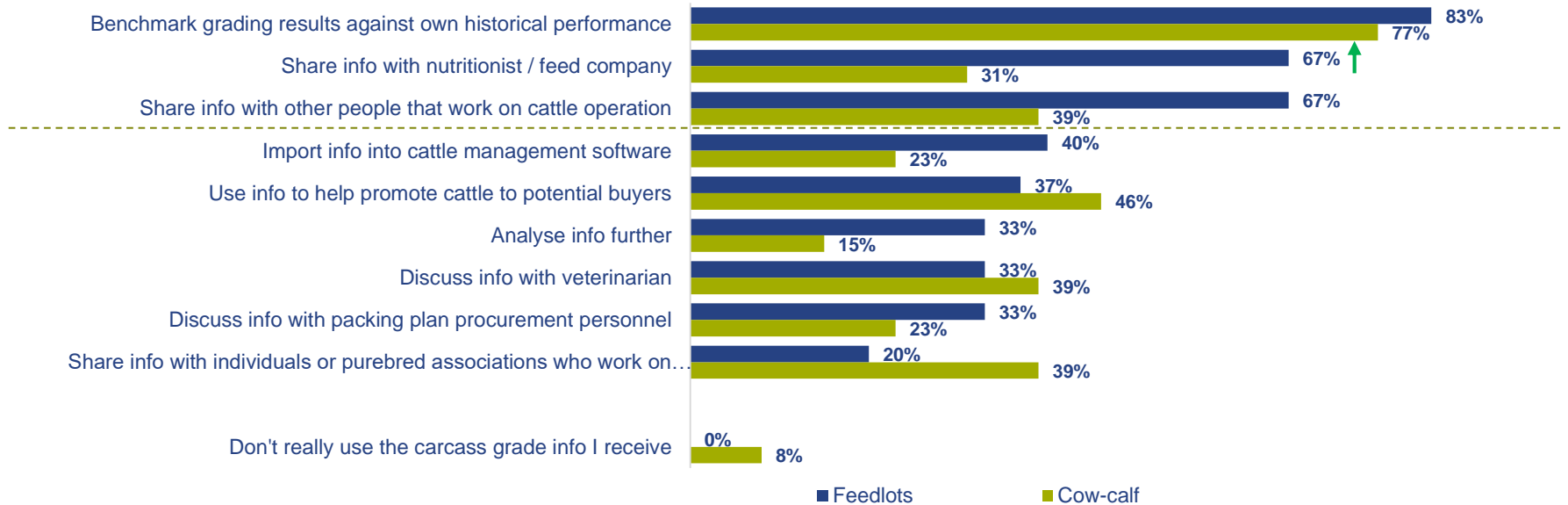
■ None ■ <=25% ■ >25 and <75% ■ 75%+ ■ DK

↑ Indicates Significantly different

How Grading Information is being Used

- Greater than ¾ of all cattle operations are using their grading information to benchmark against their historical performance.
- Feedlots are more likely to share their grading info with nutritionists/feed companies and others in their operation; while cow-calf operators are more likely to share their grading info for breeding purposes.
- Less than one-third of producers, generally, use their grading info in another way.

% of producers who use the grading information to do the following:



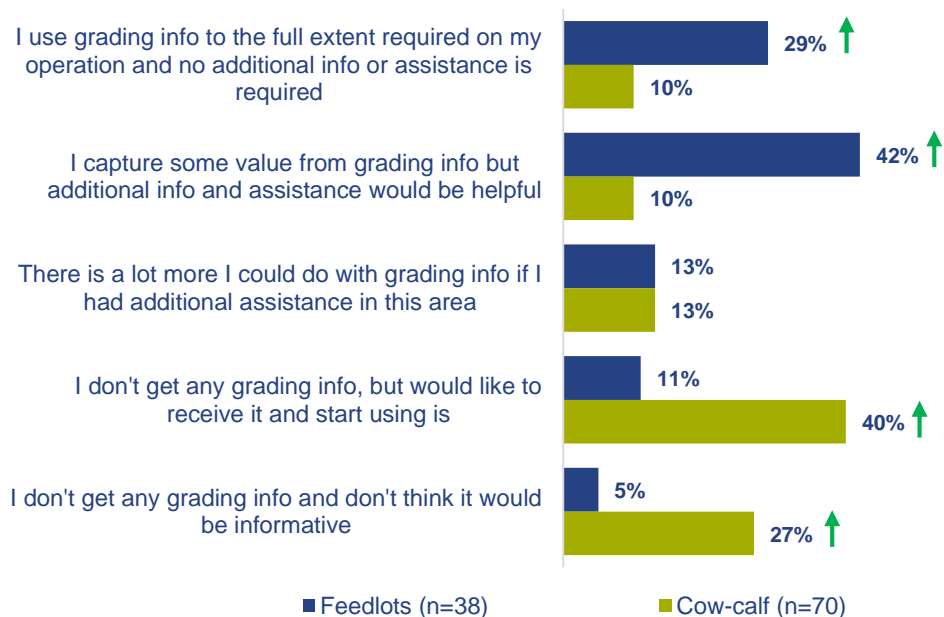
↑ Indicates Significantly different

Q3E. How do you use the grading information you receive? Please check all that apply.
Base: Respondents who receive information in Q3A (Feedlots n=30* / Cow-calf n=13*)

Current use of Grading Information

- Feedlot operators are significantly more likely to feel that they are receiving benefit from the grading information they receive or are looking for assistance in how to use the information better.
- While 40% of cow-calf operators would like to start to receive information and use it to better manage their cattle, nearly 30% don't think it would be useful.

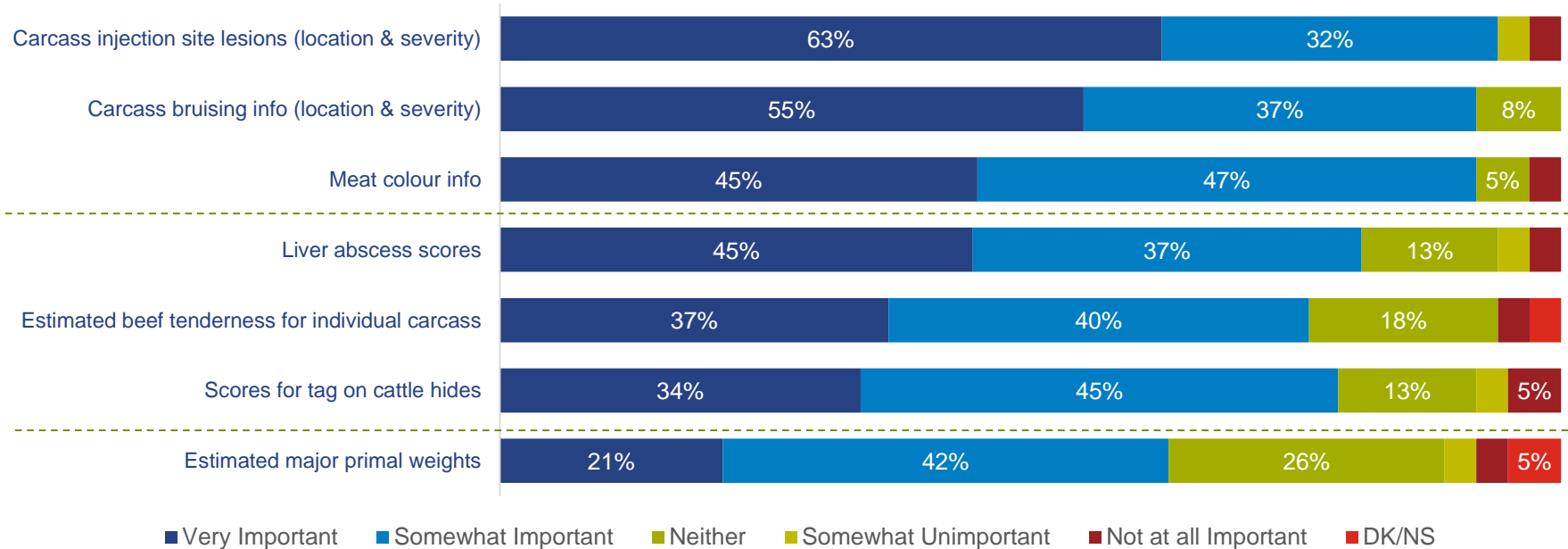
% of producers:



↑ Indicates Significantly different

Importance of Additional Information Provided by Slaughter Plants

% of producers who think the following would be important information to have:



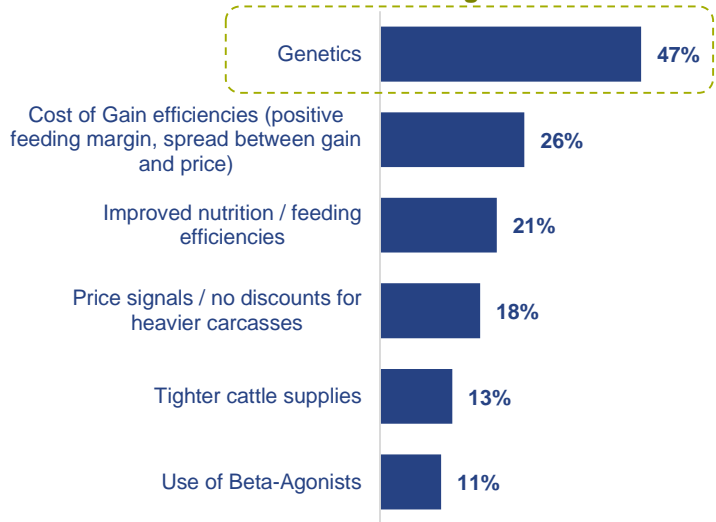
Q4. Please indicate the importance of the following types of information to your quality management efforts if they were provided to you by slaughter plants.
 Base: All FEEDLOT Respondents n=38

Feedlots

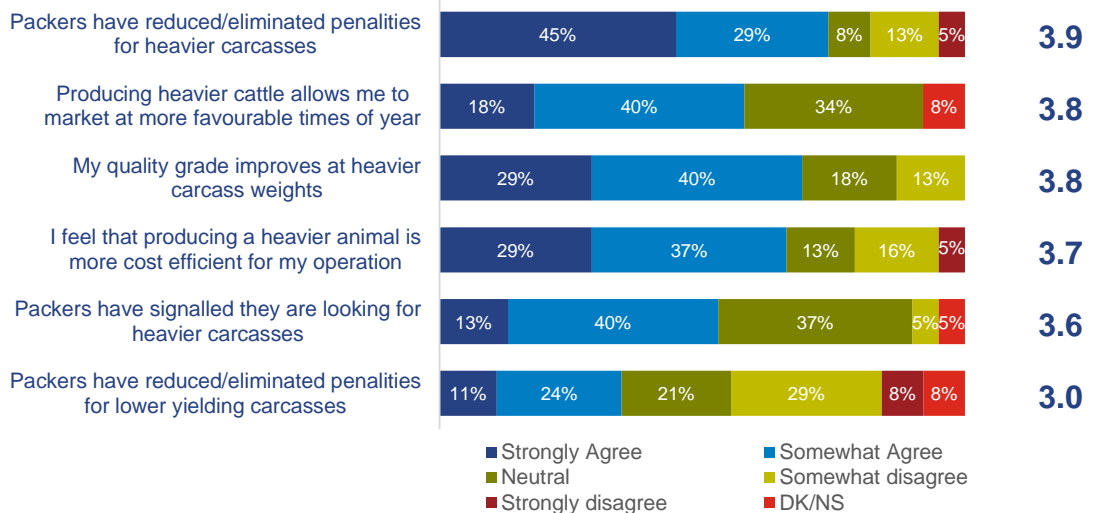
Carcass Weights

Nearly half of feedlot operators suggest that genetics is one of the most important factors contributing to heavier carcass weights

Factors contributing to the trend in heavier carcass weights:



% who agree with the following statements about carcass weights



Q5A. Carcass weights in Canada have become heavier over time, increasing by about 7 pounds / year since 1975. What do you think are the most important factors contributing to this trend? Please be as specific as possible. Showing responses with more than one response.

Q5B. Please indicate your level of agreement with the following statements regarding carcass weights.

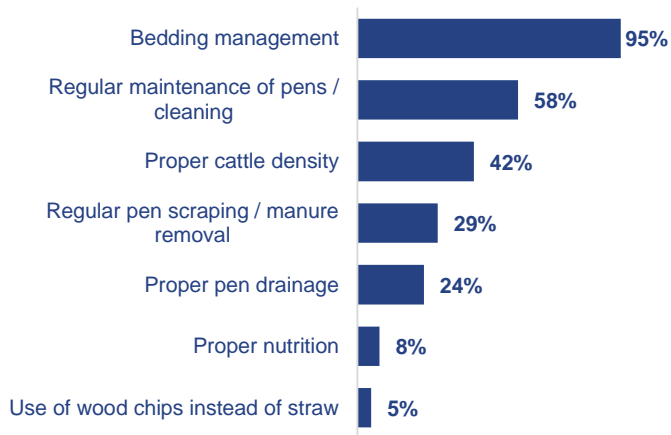
Base: All FEEDLOT Respondents n=38

Feedlots

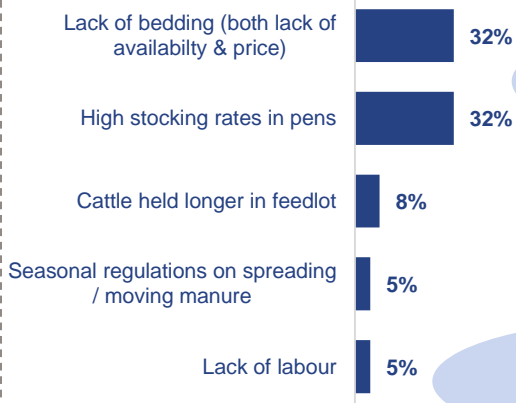
Tag on cattle hides (1 of 2)

- Nearly all feedlot managers agree that bedding management is a key measure in reducing tag on cattle.
- Bedding management should include actually having bedding, as a lack of straw due to availability or because of the price of it has likely contributing to increased tag.
- Pen densities must be managed to reduce tag.

Most effective measures to reduce tag:



Factors contributing to increased tag:



“Straw for bedding is getting harder to buy”

“Feed yards make money selling hotel space by the head thus they want to maximize cattle in pens regardless of the weights.”

“No discounts for tag”

“There was a push in the past not to bed cattle – think this has disappeared”

“Seasonal inability to remove manure from pens”

“Time to look after cattle vs get field work done”

Q6A. Tag (e.g. manure, mud) on cattle hides has been identified as an increasing concern by Canadian slaughter plants. What in your view are the three most effective and still practical measures that feedlots can take to reduce the amount of tag on cattle?

Q6B. Beyond the weather, are there other factors you think are contributing to a finding of increased amounts of tag on Canadian cattle in recent years?

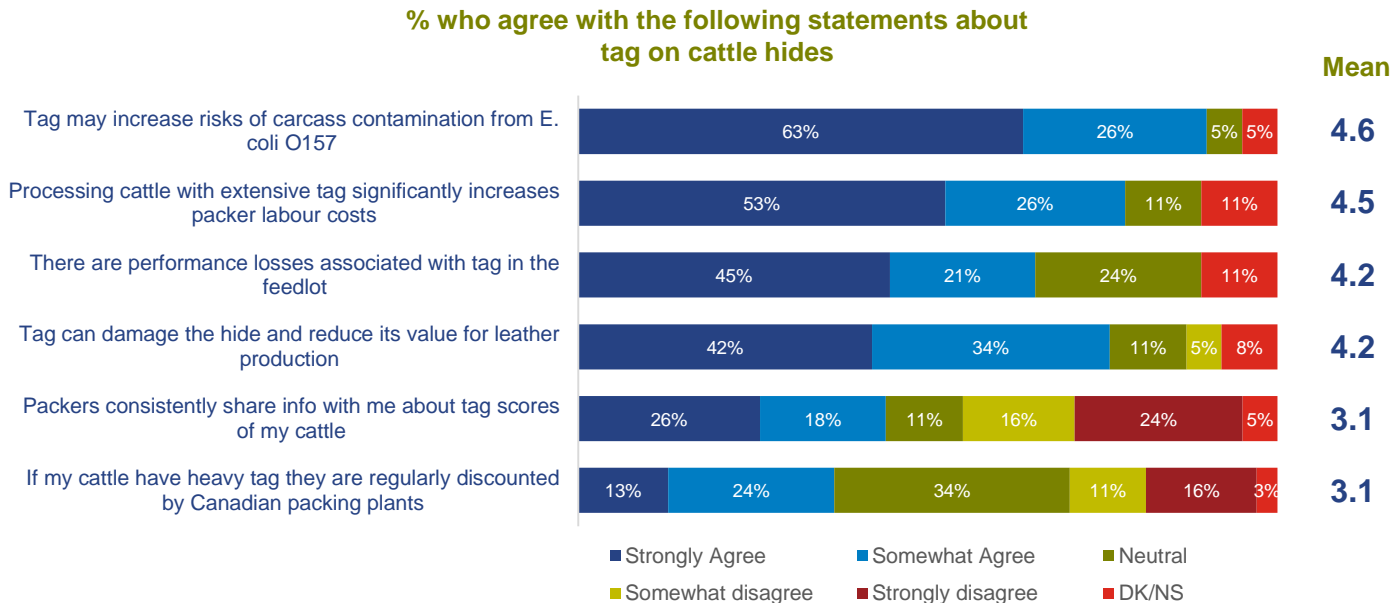
Only showing responses >n=1

Base: All FEEDLOT Respondents n=38

Feedlots

Tag on cattle hides (2 of 2)

- Feedlot operators agree that tag on cattle hides can cause economic loss and contamination, but only 35% state that cattle with heavy tag are discounted at the packing plant.
- Less than half of feedlot operators receive any information regarding their tag scores from their packers on a consistent basis.



Q6C. Please indicate your level of agreement with the following statements regarding tag.
Base: All FEEDLOT Respondents n=38

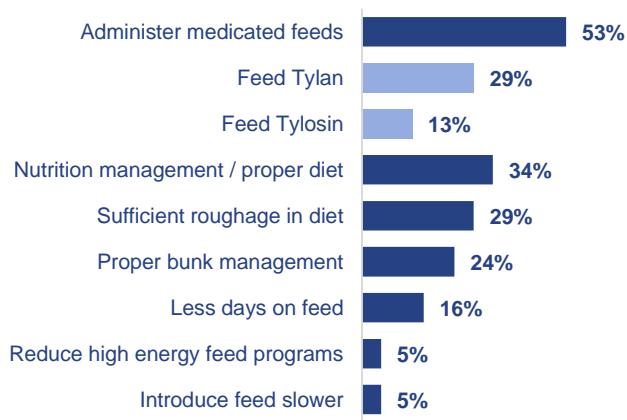
Feedlots

Liver Abscesses (1 of 2)

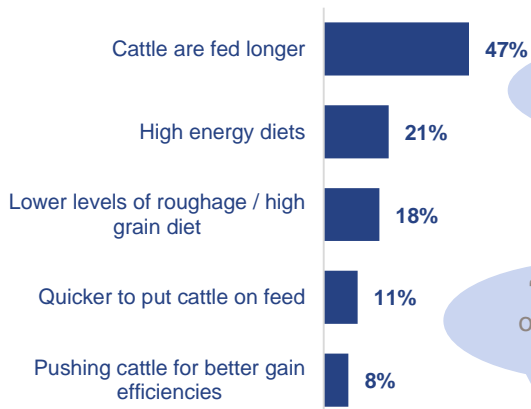
-More than half of feedlot operators suggested that being able to administer medicated feeds (such as Tylan or Tylosin) would reduce liver abscesses in cattle. This inherently encompasses nutrition management; but some other ways mentioned include ensuring enough roughage is included in the diet, reducing high energy feed programs that are highly grain-based and introducing feed more slowly.

- Feedlot operators feel that the #1 reason for increased liver abscesses is that cattle are kept and fed longer; and their diet focuses on rate of gain too much.

Most effective measures to reduce liver abscesses:



Factors contributing to increased liver abscesses:



“How aggressively we feed cattle to get the best performance”

“I think that the level of grains in the feed are directly contributing to the liver abscess”

“Longer fed, heavier cattle”

“Small cattle (500- 600 lb) being pushed up on feed too fast and then being fed too long.”

“Longer days on high energy diet”

“Lower levels of roughage being fed to cattle”

Q7A. Packers are reporting increasing losses from livers condemned due to severe abscesses. What would you say are the three most effective and still practical measures that feedlots can take to reduce liver abscesses?
Q7B. What do you think are the most important factors contributing to a finding of increased liver abscesses in Canadian fed cattle? Please be as specific as possible.
Showing responses with more than one response.

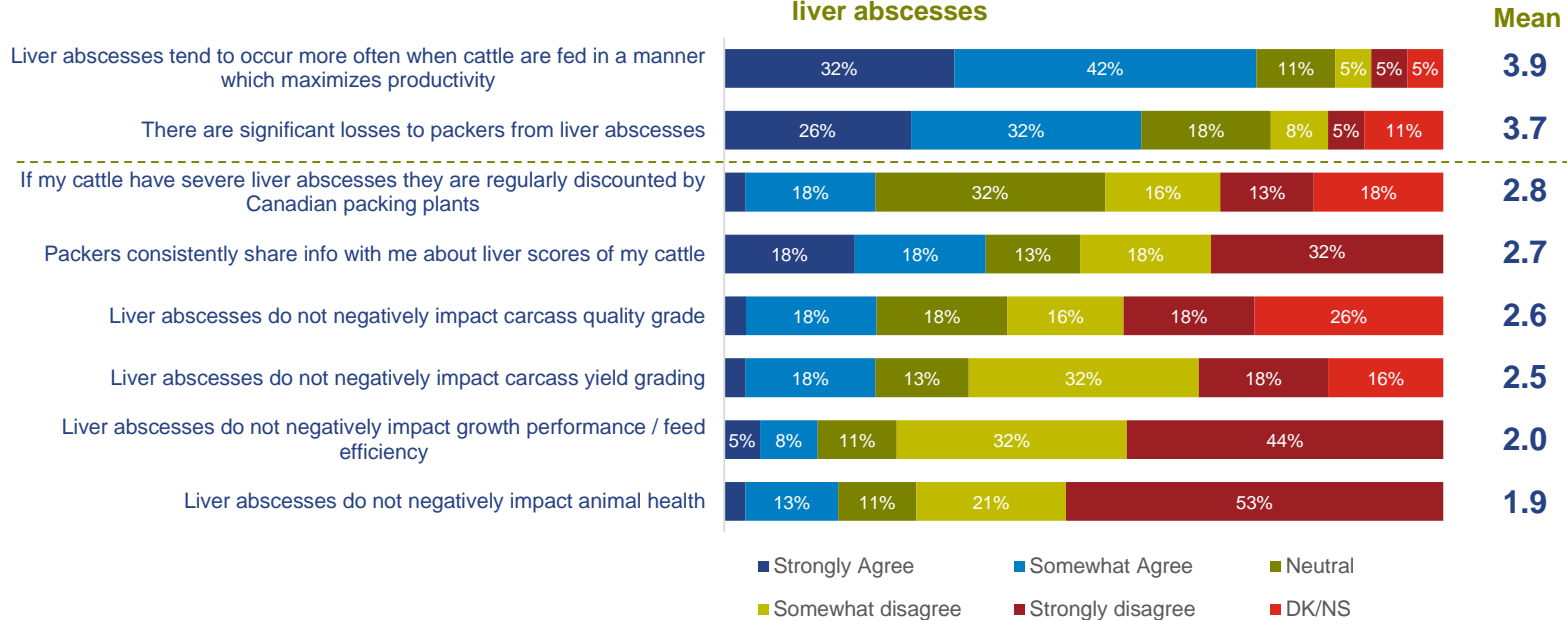
Base: All FEEDLOT Respondents n=38

Feedlots

Liver Abscesses (2 of 2)

- Consistent with the previous questions regarding liver abscesses; feedlot operators most strongly agree that they occur as a result of the manner in which they are fed – focusing on gain and productivity.
- It is agreed that liver abscesses both affect growth performance, feeding efficiency and animal health.

% who agree with the following statements about liver abscesses



Q7C. Please indicate your level of agreement with the following statements regarding liver abscesses.
 Base: All FEEDLOT Respondents n=38

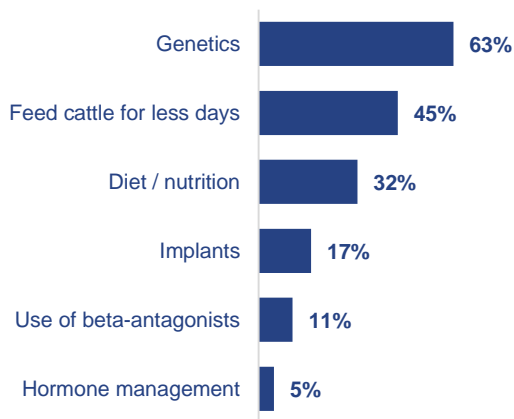
Feedlots

Lean Yield (1 of 2)

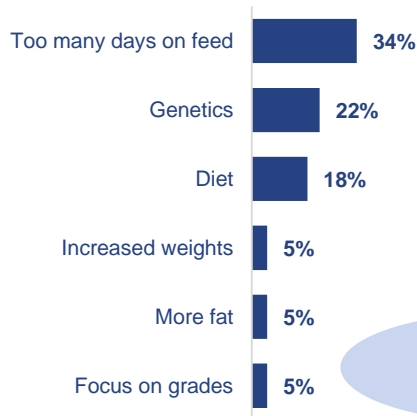
- Using genetics to improve yield grade was mentioned by nearly 2/3 of feedlot operators as the most effective way to improve the decline in yield grade 1. Also feeding cattle for fewer days could have an impact.

-Feeding does have an impact and too many days on feed is the leading factor contributing to the issue, as suggested by feedlot operators; other feed mentions include diet and increased weights.

Most effective measures to improve yield grade:



Factors contributing to reduced lean yield:



“Longer fed cattle that are not allowed the use of technologies (B-antagonist, implants etc..) will not convert fat properly, and will result in more back-fat leading to higher trims.”

“Getting paid better for large carcass instead of having a grid from the packers that pays for yield grades”

“The premium we receive for AAA cattle. This has shifted the focus of what is being bred.”

“Length of time on feed”

“Greater fat deposition due to longer fed cattle on high energy diets”

Q8A. Canadian cattle have historically performed very well in terms of carcass yield, however the % of carcasses in yield grade 1 has decreased steadily over the last 15 years. What would you say are the three most effective and still practical actions that could be taken by the Canadian cattle industry to improve yield grade?

Q8B. What do you think are the most important factors contributing to reduced lean yield in Canadian carcasses? Please be as specific as possible.

Showing responses with more than one response.

Base: All FEEDLOT Respondents n=38

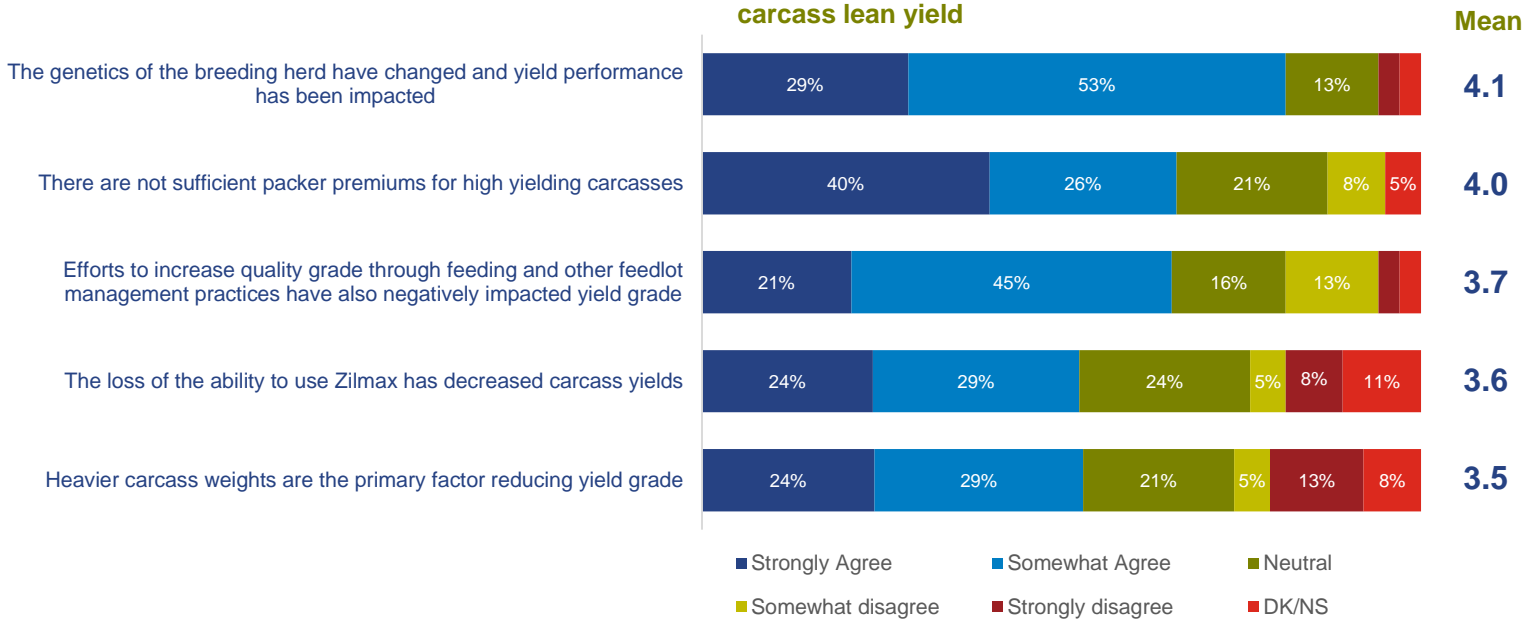
Feedlots

Lean Yield (2 of 2)

>80% of feedlot operators agree that the genetics of the breeding herd have impacted carcass lean yield.

Although less agreed upon, still over 50% of feedlot operators agree that the loss of Zilmax has decreased carcass yields and the focus on heavier carcass weights has had an impact.

% who agree with the following statements about carcass lean yield



Q8C. Please indicate your level of agreement with the following statements regarding carcass lean yield.

Base: All FEEDLOT Respondents n=38

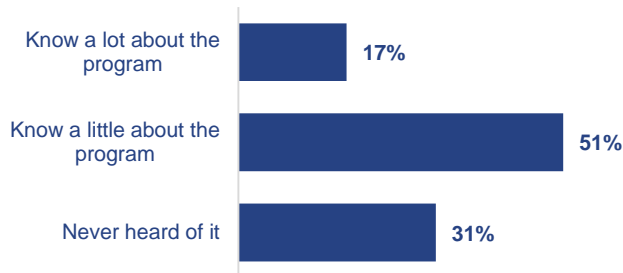
Cow-calf

Verified Beef Production Plus (VBP+) Awareness & Familiarity

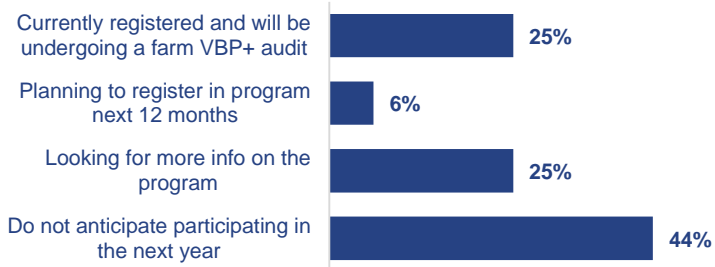
- 2/3 of cow-calf producers are aware of VBP+ but only 17% are familiar with the program; while still over 30% had not heard of it – therefore promotion is required.

- Of those who knew about the program, only 25% are currently registered and nearly 50% do not anticipating in the next 12 months.

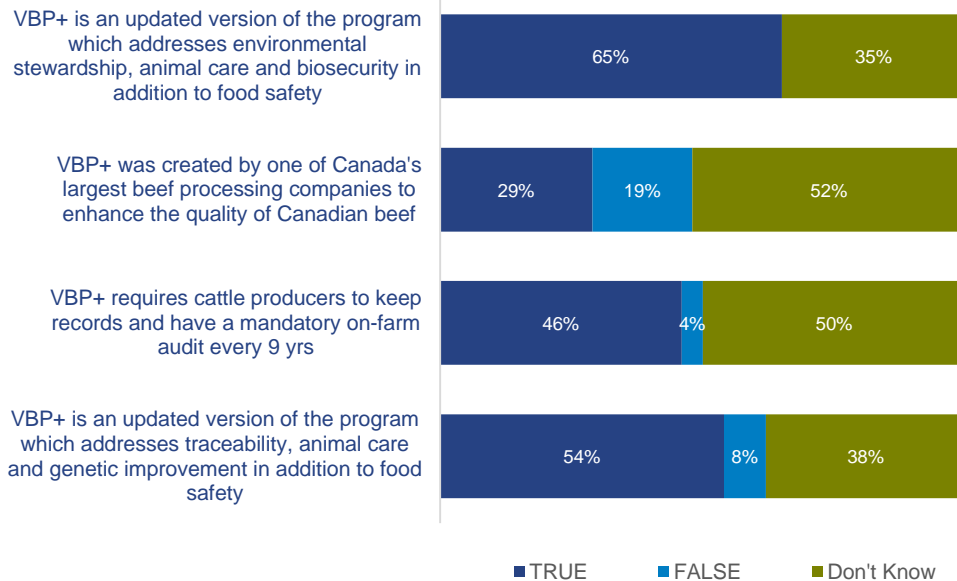
Awareness of VBP+ (n=70):



Current Participation in VBP+ (n=48):



% who believe the following about the VBP+ program (n=48):



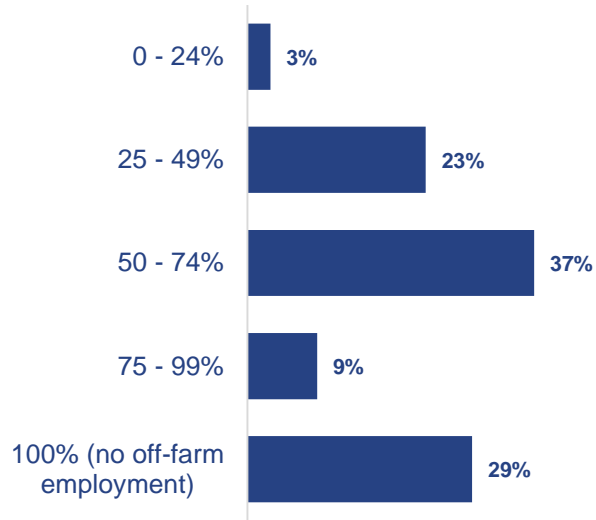
Q9. Have you heard of the Verified Beef Production Plus (VBP+) program? Base: COWCALF Respondents n=70

Q10. Please indicate for each of the following statements if they are True, False or you don't know. / Q11. Which statement best describes your current participation in VBP+? Base: Respondents who know a lot or a little about the VBP+ program in Q9.

Cow-calf

Time Spent working on Cattle Operation

% of producers who spend the following amount of time working on their cattle operations:



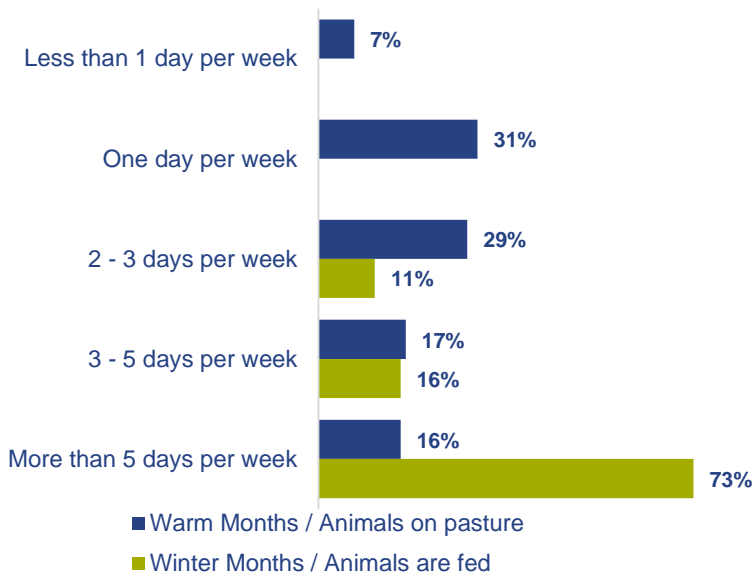
Q12. When thinking about the amount of time you spend working (both on-farm and off-farm if applicable), how much of your time is spent working on your cattle production?
Base: COWCALF Respondents n=70

Cow-calf

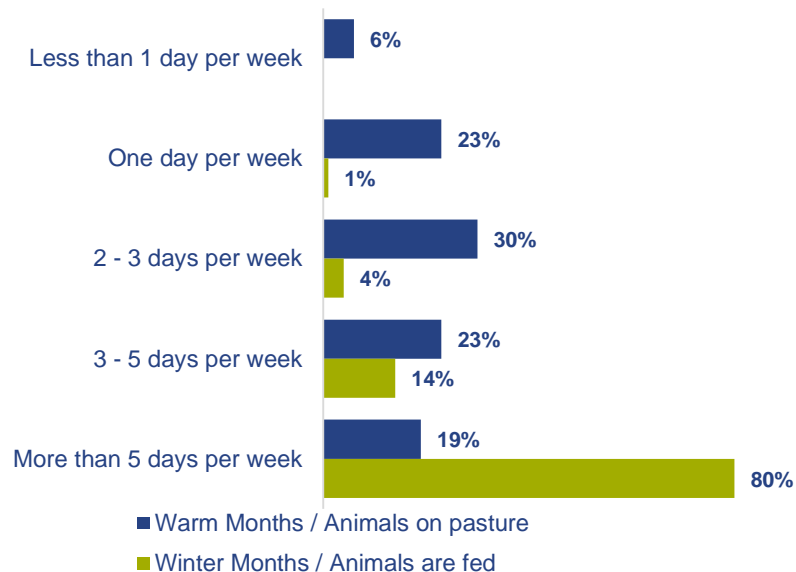
Frequency of herd checks

- Cow-calf producers have more time to examine and/or do a quick health check on animals in the winter months – when animals are being fed, are easier to find and examine and also when producers are not focused on the cropping side of their business.

% of producers who spend the following amount of time per week examining each animal:



% of producers who spend the following amount of time per week doing a quick check on each animal:



Q13A. On average, how many days do you or another person at your operation have time to try to look at each animal, even briefly, for signs of animal health or other issues?

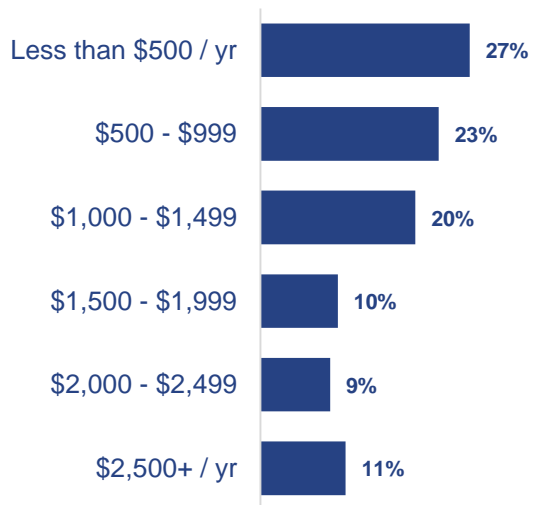
Q13B. On average, throughout the year, how many days do you or another person at your operation have time to do a quick check on your herd (e.g. drive-by with vehicle)?

Base: COWCALF Respondents n=70

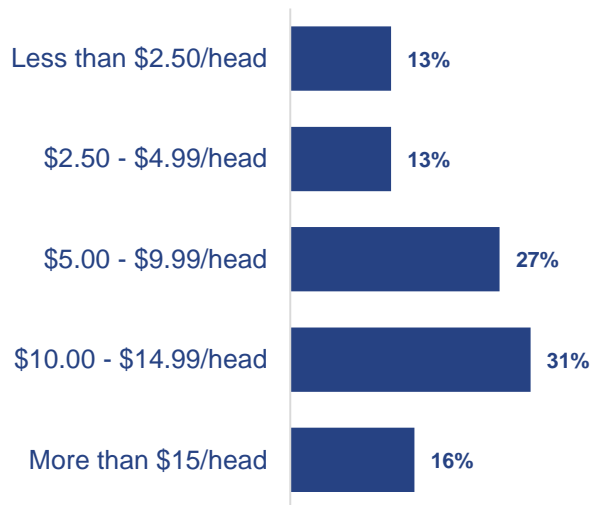
Potential Investments and Cost of Increased Record Keeping

- Without a detailed explanation of the technology that could save operators' 120 hours of labour, operators' willingness to pay is on the 'less expensive' end of the scale. Likely an explanation of the technology that would allow respondents to determine its feasibility would have resulted in a more concrete answer.
- However, increased record keeping requirements would cost between \$5.00 and \$15.00 / head for the majority of operators.

Willingness to pay for a technology that would save 120 hrs per year of labour:



Required premium per head for extra record keeping requirements (15 min. per head / yr):



Q14A. If there was a new technology (equipment or process) that could reduce the amount of labour you would need to invest in your cattle operation by 10 hours of labour per month (120 hrs/yr), what would you be willing to invest in that technology per year to save this amount of your time?

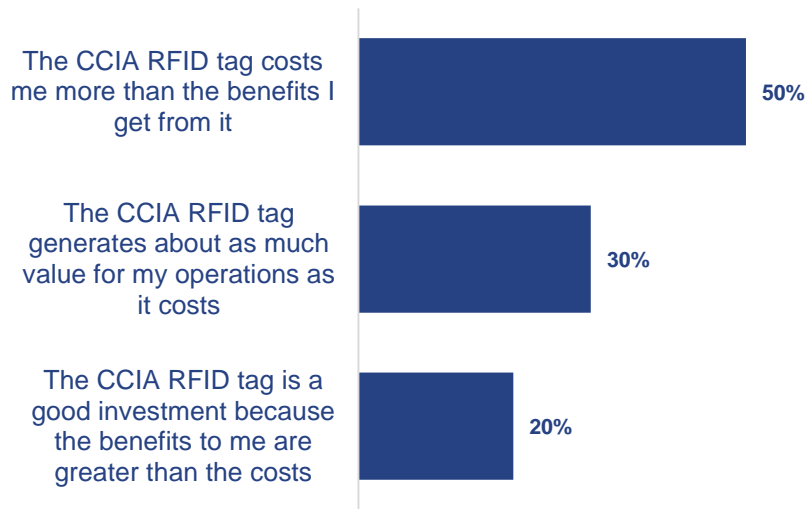
Q14B. If you were asked to spend an extra 15 minutes per year on record keeping for each steer or heifer you marketed to qualify their beef for an export market, how much of a premium would you need per animal to make this worthwhile?

Base: COWCALF Respondents n=70

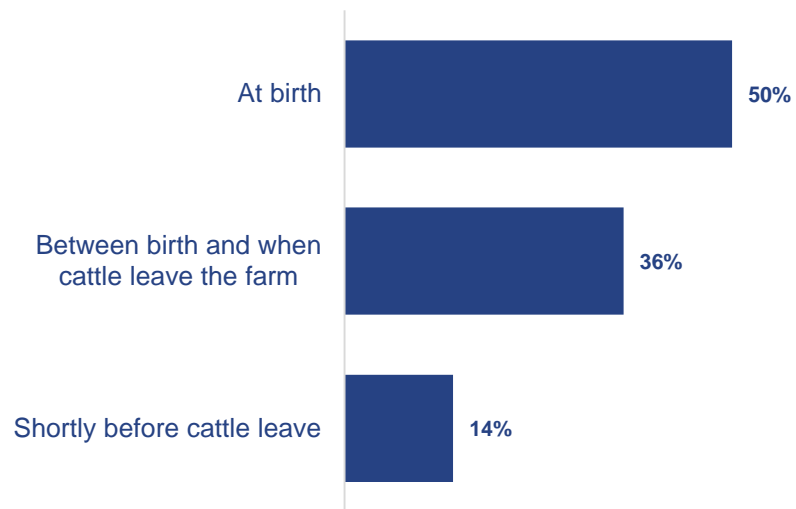
Value of CCIA RFID Tags and Timing of Application

- 50% of cow-calf operators feel that the costs of the CCIA RFID tags outweigh the benefits – CCA has some work to do to further understand why this is the case and how the value perception of the tags can be improved.

% of producers who view the value of the CCIA RFID tags as:



Timing of tag application:



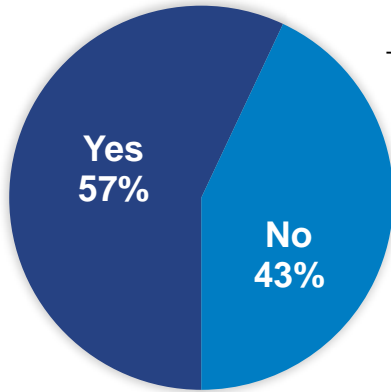
Q15A. Which statement best reflects your view on the value of the CCIA RFID ear tag to your management efforts?
Q15D. When do you typically put in your CCIA ear tags on your calves?
Base: COWCALF Respondents n=70

Cow-calf

Value of CCIA RFID Tags and Timing of Application

Under 60% of cow-calf producers utilize their CCIA ID tags without branding. Those that brand as well as tag, do so because of the threat of losing the tags, requirements or that brands are simply easier to see/read in pasture and use as a marketing tool.

Do you utilize the CCIA ID tag as identification without branding?



Why brand if you have the tags? (n=30)



“The ID tag can be lost or cut out and the animal retagged with someone else’s tag. We tend to have a loss rate of CCIA tags on our adult animals. If a new tag could be devised that would be retained forever in the animal branding would not be needed.”

“Animals that are sent to the community pasture we belong to are required to be branded. If animals are stolen the brand cannot be cut out.”

“We do not have the readers yet and have had issues with losing the tags. The tags cannot be used for visual identification on pasture”

“If tag is lost (pulled off ear) there is no longer a traceable identification”

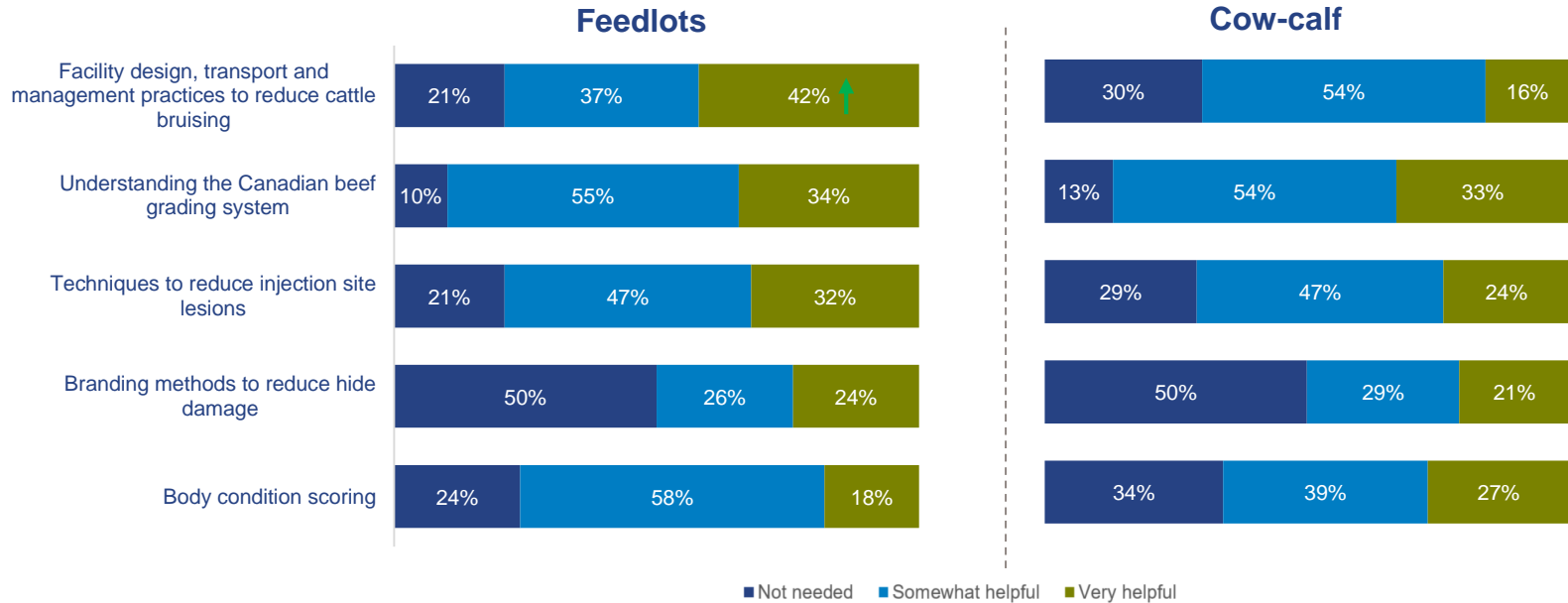
Q15B. Are you able to utilize the CCIA ID tag as identification without branding your cattle? Base: COWCALF Respondents n=70

Q15C. You indicated you are not able to utilize the CCIA ID tag as identification without branding your cattle. Why not? Please be as specific as possible. Base: COWCALF Respondents who stated 'no' in Q15B n=30

Benefit from Potential New Training Resources

- Feedlot operators are significantly more interested in training resources focused on abating bruising; however interest in other types of training resources are relatively equal between feedlots and cow-calf operators. Cow-calf operators are more interested in body condition scoring training than feedlots. Overall, the types of training sources mentioned are seen by the majority of respondents as 'somewhat helpful' but none of the types of training are significantly better received than the others.

% of producers that feel the following training resources would be helpful:



Q16. Please indicate the degree your quality management efforts would benefit from additional training resources related to the topics below.

Base: All Respondents (Feedlots n=38 / Cow-calf n=70)

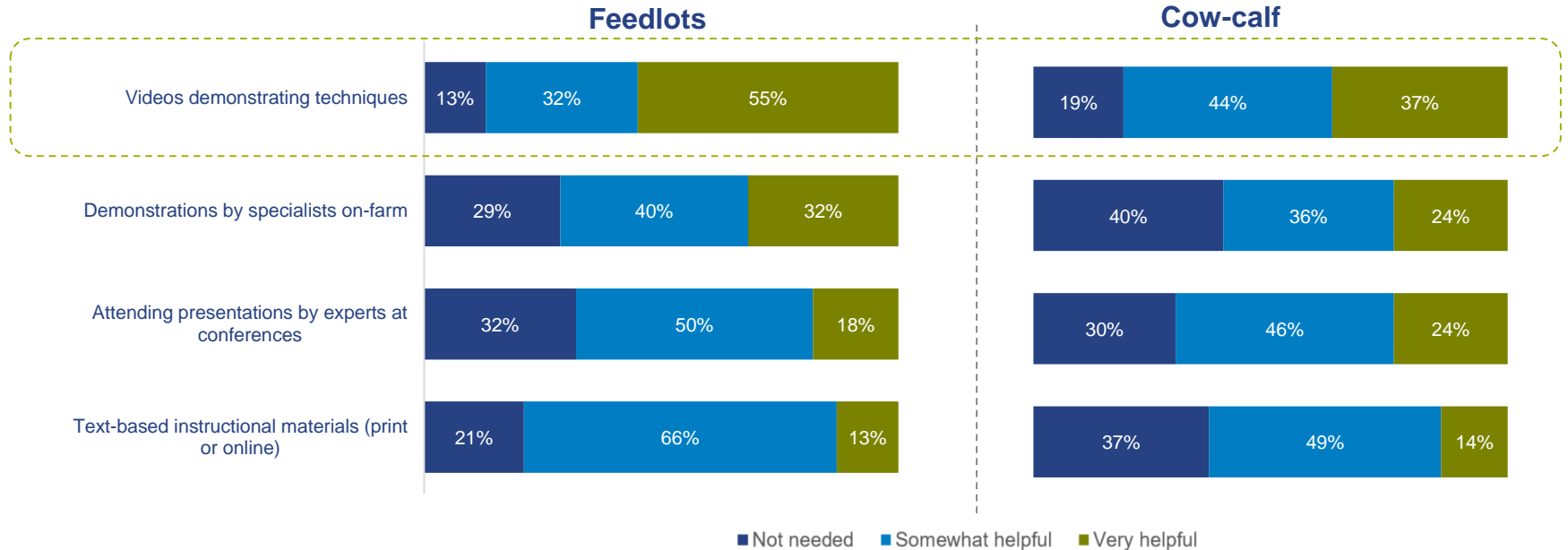
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↑ Indicates Significantly different

Preference for Types of Training Resources

Both feedlot and cow-calf operators identify video training resources as the most helpful – likely because they can be viewed on their own time, or in-field/in-barn when a situation arises.

% of producers that prefer the following training resources:



Q17. Please indicate below if you have preference for the following types of training resources.
Base: All Respondents (Feedlots n=38 / Cow-calf n=70)

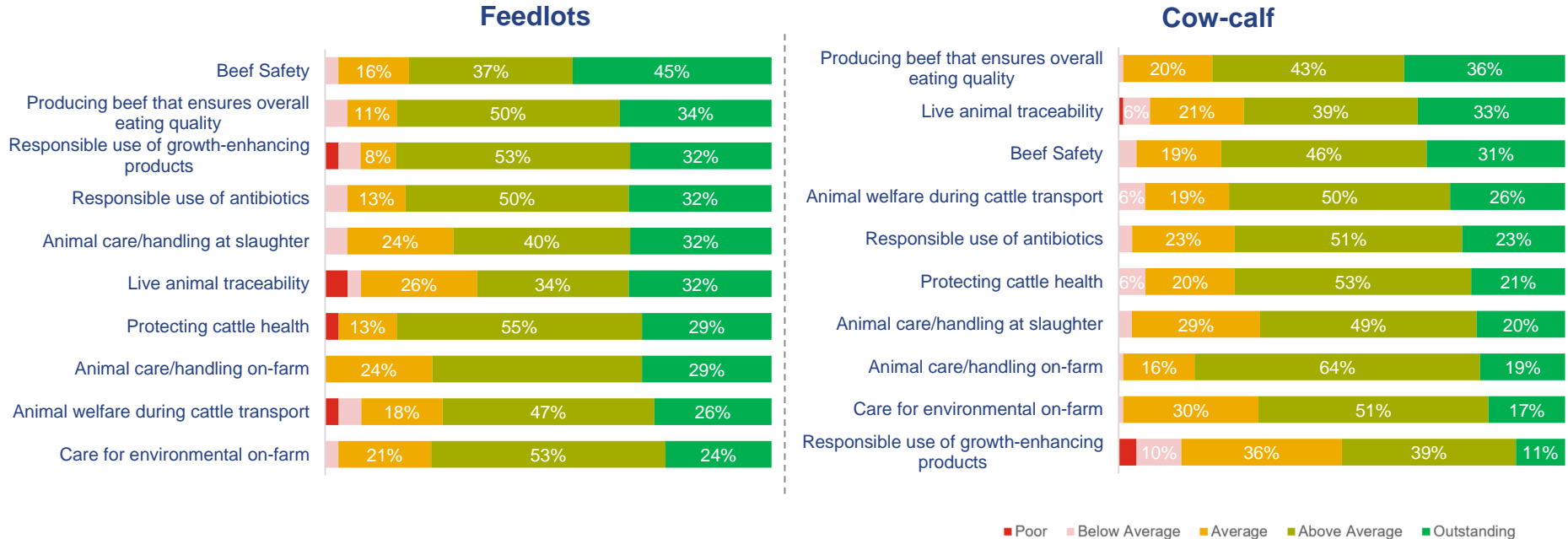
↑ Indicates Significantly different

Industry Performance on Key Attributes

Overall, cattle producers believe that the Canadian beef and cattle industry is doing an above average job on all of the attributes tested (except ½ of cow-calf operators rated 'responsible use of growth-enhancing products' as average or below).

Generally, feedlot operators are more positive regarding all of the attributes compared to their cow-calf counterparts.

% of cattle producers rated industry performance as the following:



Q18. Thinking about the Canadian beef and cattle industry, we would like to know how well you think the industry performs at delivering the following attributes.

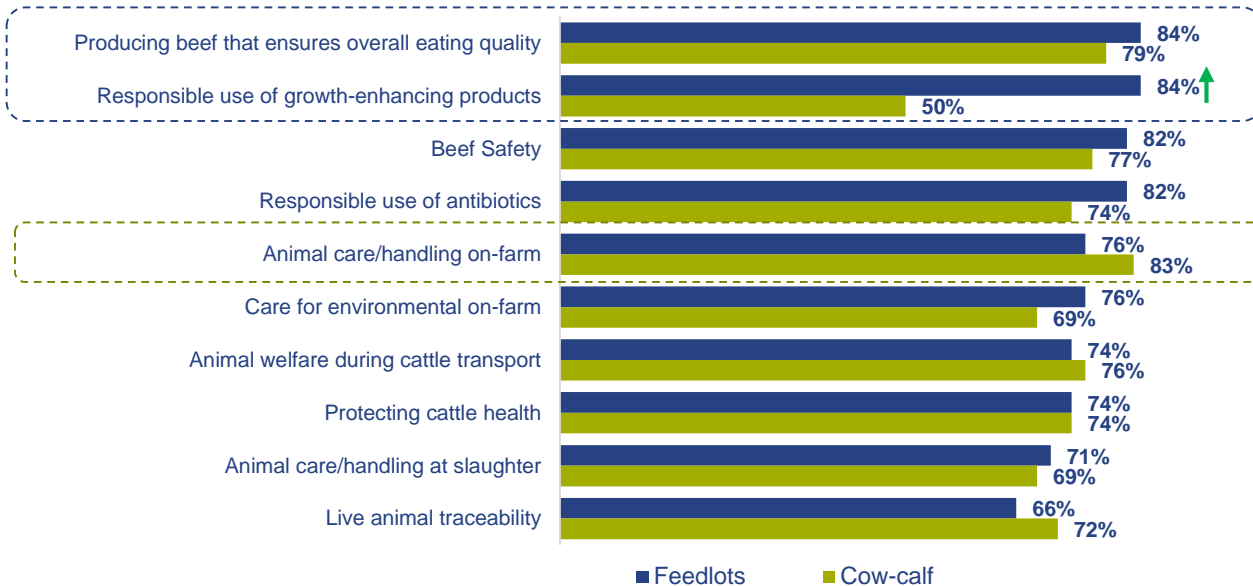
Base: All Respondents (Feedlots n=38 / Cow-calf n=70)

Industry Performance on Key Attributes: Comparison of Best Performing Attributes

Overall, cattle producers have rated industry performance as strong on all attributes

Four attributes were ranked as above average by more than 80% of feedlot operators: 'producing beef that ensures overall eating quality', 'responsible use of growth-enhancing products', 'beef safety', and 'responsible use of antibiotics'. Where as only 'animal care/handling on-farm' was rated as above average by more than 80% of cow-calf operators.

% of cattle producers rated industry performance as the following (T2B):



Q18. Thinking about the Canadian beef and cattle industry, we would like to know how well you think the industry performs at delivering the following attributes.

Base: All Respondents (Feedlots n=38 / Cow-calf n=70)

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↑ Indicates Significantly different



Food Retail and Food Service: Survey Results

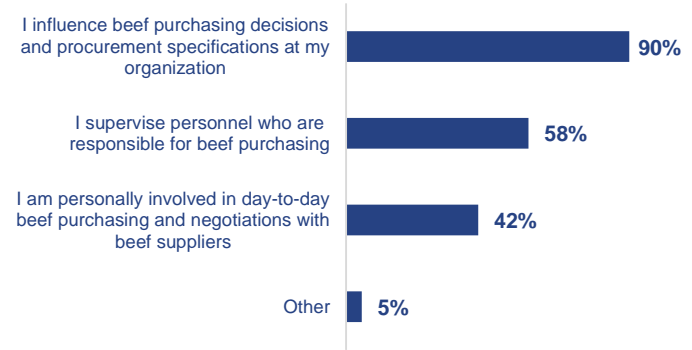


Food Retail and Food Service Profile

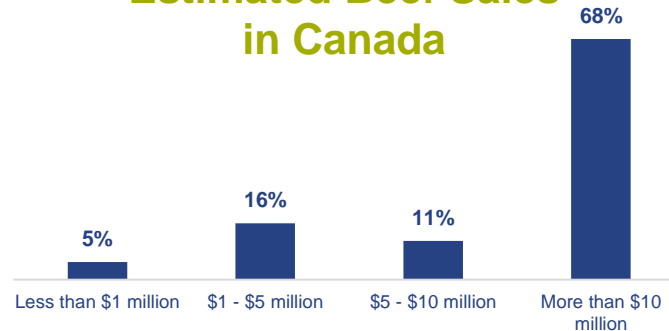
Sector



Involvement in Decision Making



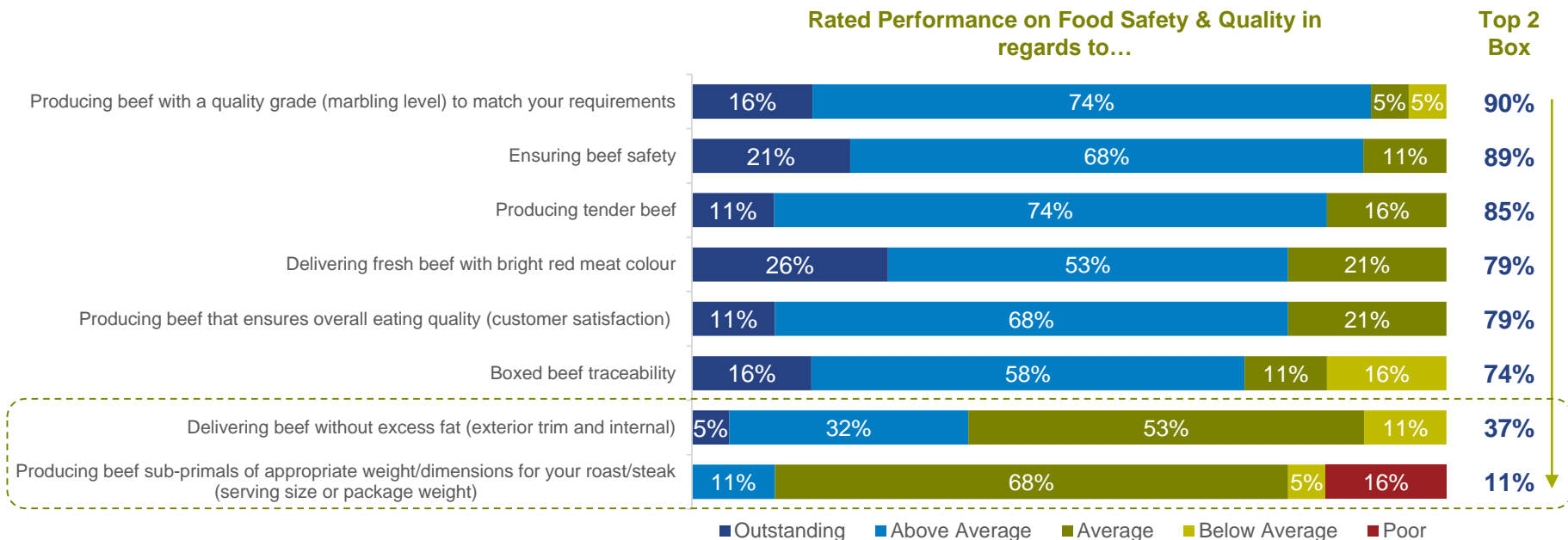
Estimated Beef Sales in Canada



Food Safety & Quality Performance

On most food safety and quality attributes the Canadian beef and cattle industry rates above average by greater than ¾ of food retail and food service clients.

Two quality attributes are rated poorly: delivering beef without excess fat and, especially poorly rated - producing beef sub-primals of appropriate weight/dimensions.



Q4. Thinking about the Canadian beef and cattle industry, we would like to know how well you think the industry performs at delivering the following **FOOD SAFETY AND QUALITY** attributes:

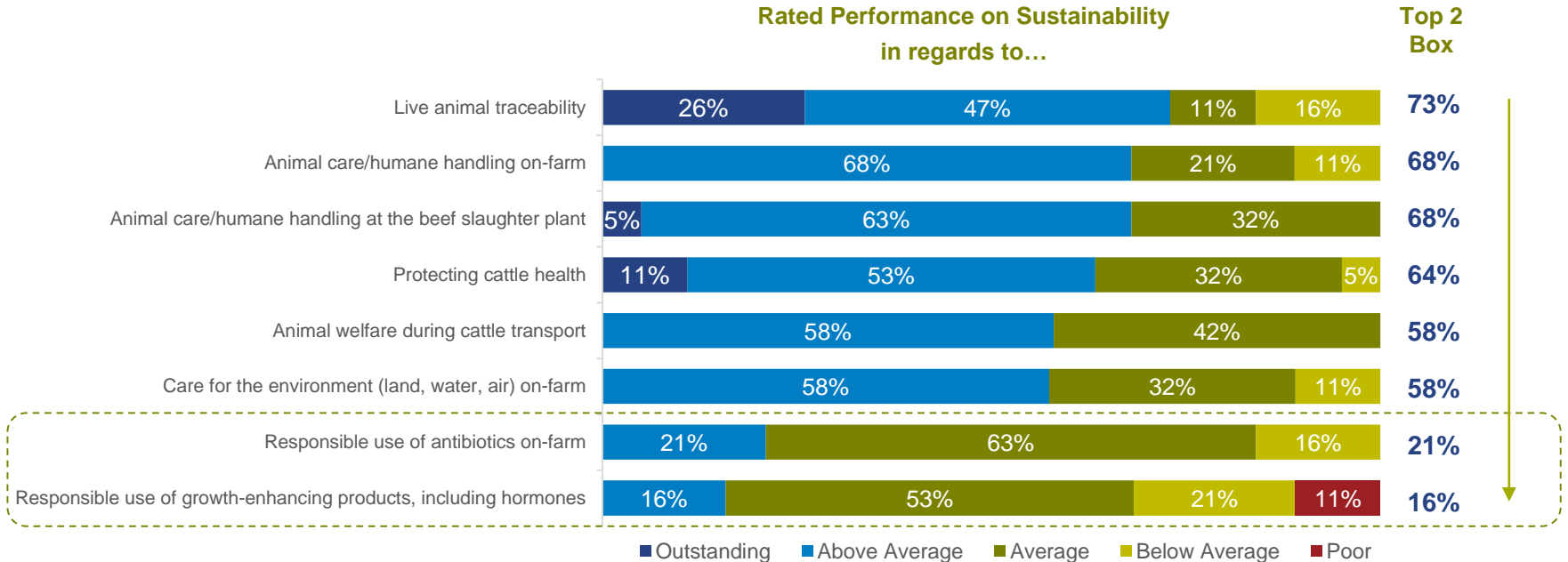
Base: All Respondents n=19

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Sustainability Performance

Performance on sustainability attributes is rated much lower compared to food safety and quality performance, with the leading sustainability attribute being rated above average by just less than ¼ of food retail and food service clients.

When it comes to responsible use of antibiotics and growth-enhancing products on-farm – the majority of food retail and food service clients rated the Canadian industry as average.

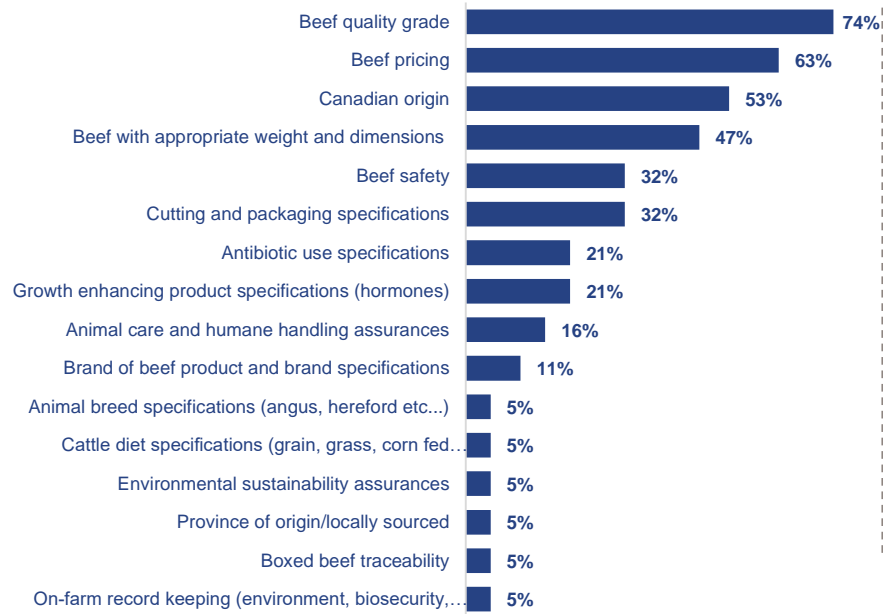


Q5. Again, thinking about the Canadian beef and cattle industry, we would like to know how well you think the industry performs at delivering the following **SUSTAINABILITY** attributes
 Base: All Respondents n=19

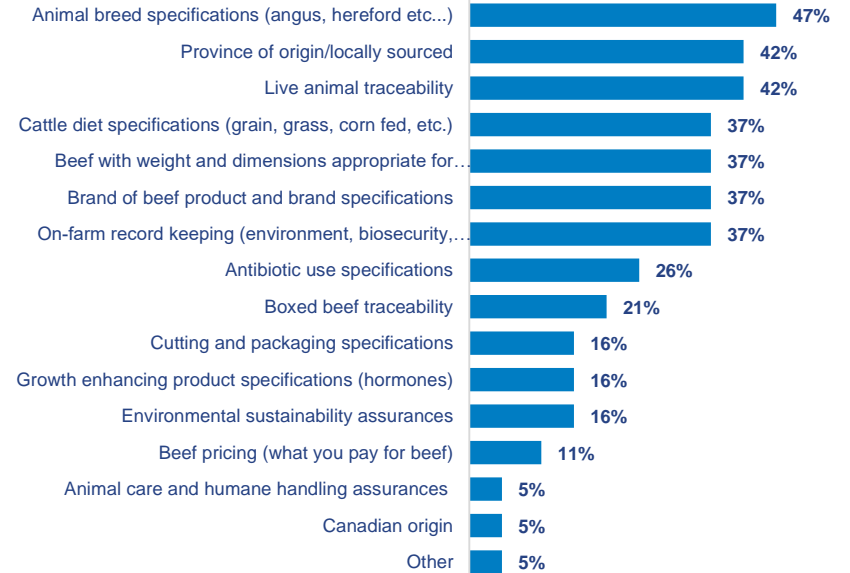
Most/Least Important Attributes

- Retailers and food service members believe that the two MOST important quality attributes to beef procurement decisions are Canadian origin and appropriate beef weight/dimensions. On the contrary, the three LEAST important quality attributes most cited are animal breed specifications and specifically that the beef is locally sourced rather than Canadian and live animal traceability.

MOST important quality attributes



LEAST important quality attributes

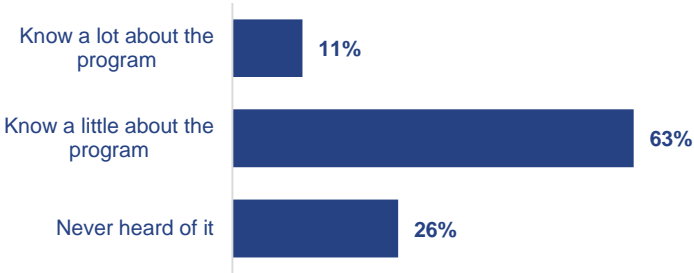


Q6. Please tell us which *four* quality attributes are the *most important* when it comes to beef procurement decisions for your operation. Then please tell us which *four* quality attributes are the *least important* when it comes to beef procurement decisions for your operation. Base: All Respondents n=19

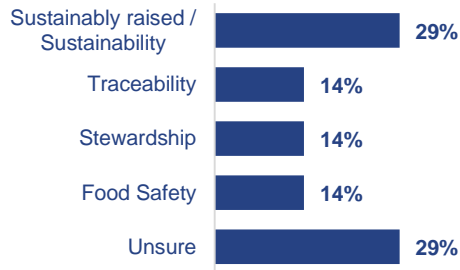
Verified Beef Production Plus (VBP+) Awareness & Familiarity

- While just under 75% of food retail and food service clients are aware of the VBP+ program, very few are familiar with it, suggesting some marketing is required

Awareness of VBP+ (n=19) :



Important Aspects of VBP+ (n=14) :



“We have engaged in feedback on the program and we believe it addresses many components within the domain of sustainability, animal care, food safety, but is a voluntary, self audited program that is not 3rd party verified. This program seems to be more of a table-stakes program vs a premium offering.”

“It is important that the standards are endorsed by government, grounded in science and transparent. i.e. Greenwashing outcomes like "efficiency" while ignoring the use of hormones exposes the program to scrutiny. If we believe in hormone use, own it and explain why. Don't hide”.

“Safety and quality of beef along with animal welfare”.

“Like the focus on Sustainably raised. It is continually being brought up with our largest customers as very important.”.

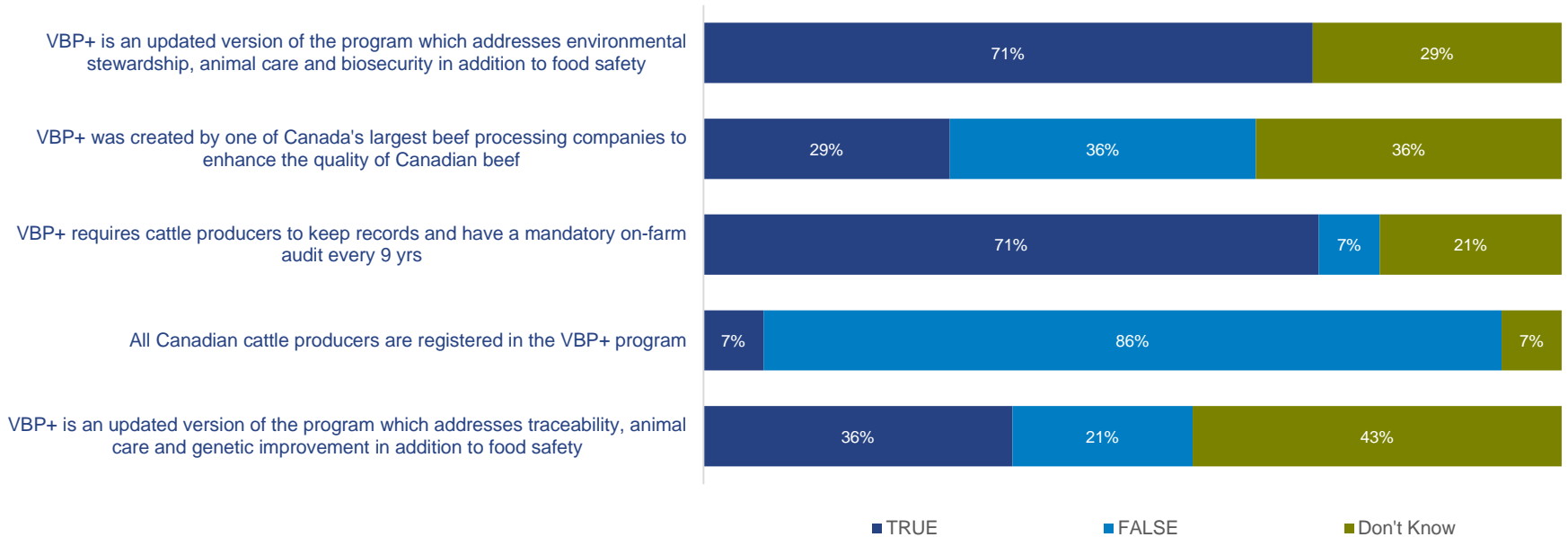
Q7. Have you heard of the Verified Beef Production Plus (VBP+) program? Base: All Respondents n=19

Q8. Please indicate for each of the following statements if they are True, False or you don't know. Base: All Respondents who know a little or know a lot about the VBP+ program in Q7. Showing only responses of n=2 or greater.

Verified Beef Production Plus (VBP+) Awareness & Familiarity

- The unfamiliarity of the program is again shown when one-third or more of respondents don't know the specifics of the VBP+.

% who believe the following about the VBP+ program (n=14):



Q9. What aspects of VBP+ are most important to your beef business? Please explain. Base: All Respondents who know a little or know a lot about the VBP+ program in Q7.

Concerns and Recommendations regarding Beef QUALITY

11%^(2/19) respondents had no issues with beef QUALITY to comment on

Q10. Over the last 12 months, what has been your greatest concern relative to the QUALITY of the Canadian beef you source? Please be as specific as possible.

Q11. Do you have any recommendations on how the Canadian beef and cattle industry should address this QUALITY issue? Again, please be as specific as possible.

Base: All Respondents n=19

Concern	Recommendation
Size too big	Better feeding programs
Sourcing primals in a size that would allow butchers to create an appropriate sized serving with some thickness to steak	Producers need to understand that the sole outcome they are chasing can't be grade and efficiency. We need appropriate sized primals in order to satisfy the requirements of our consumers.
Need more consumer outreach to drive acceptance of alternative cuts	None
Lack of "consumer" focused information available to make practical decisions while at the meat counter	Industry should strive for top quality beef by communicating throughout the system as to why better quality is in everyone's best interest
Traceability / No added hormones / animal welfare	Get rid of the Cowboy Politics and start listening to the consumer not just what you want to hear really listen and help explain
Availability	Mandatory annual audits
Sizing & aging	None
Consistency in cuts that will meet our exact specifications as well as availability of Canadian sourcing all year round	None
Tough chew even after 21-30 days age on AAA strips and ribs. Not able to track down the true cause.	Create a list of steps operators can use to check what may be causing their tough eating issues when the issue continues.
Sub primal sizing, particularly with the Ribs and Strips continue to challenge us to offer decent steak thickness. Quality suffers with thin steaks. (Getting lot's of 2x2 Lip-on's south because no supply of downs in CDA)	I have calculated that I would pay as much as \$1.00/kg more for 15down Strips. They yield better for the steaks we cut. I realize the incentive to grow them big. Foodservice and Retail have differing needs.
The uncontested misinterpretation/ownership of RWA, hormone and steroid free being used by A&W to mislead Canadians.	Industry needs to advertise the quality, care and handling of our animals in the food system to help assure Canadians that all Canadian beef is hormone and steroid free
AAA vs AA is there enough of a gap?	Harder on grading
Supply of the specifications necessary for our Beef Program.	Priority of Canadian Beef should be supply within the domestic market vs the export market. Realize this is a challenging topic but many companies have been pushed to source their needs outside of Canada because of this issue.
We are proud to offer "all natural" beef - hormone free and antibiotic free as our customers are requesting it. They are happy with "Canadian Beef" doesn't necessarily have to be Local Ontario however we are facing a problem with supply. Customers really cares about this attribute.	None
Our greatest is the size of cattle being produced. A quality steak includes a certain thickness and with the push by consumers for smaller portion sizes, getting the thickness is challenging.	I know that ranchers want bigger cattle for revenue reasons, but maybe there should be some incentives for smaller cattle that grade out, and this should be offered to restaurants.
Consistent grading and pricing	None
Having enough AAA product available for our programs	None
Inconsistent grading	Grade both sides of the animal

Concerns and Recommendations regarding Beef SAFETY

Q12. Over the last 12 months, what has been your greatest concern relative to the SAFETY of the Canadian beef you source? Please be as specific as possible.

Q13. Do you have any recommendations on how the Canadian beef and cattle industry should address this SAFETY issue? Again, please be as specific as possible.

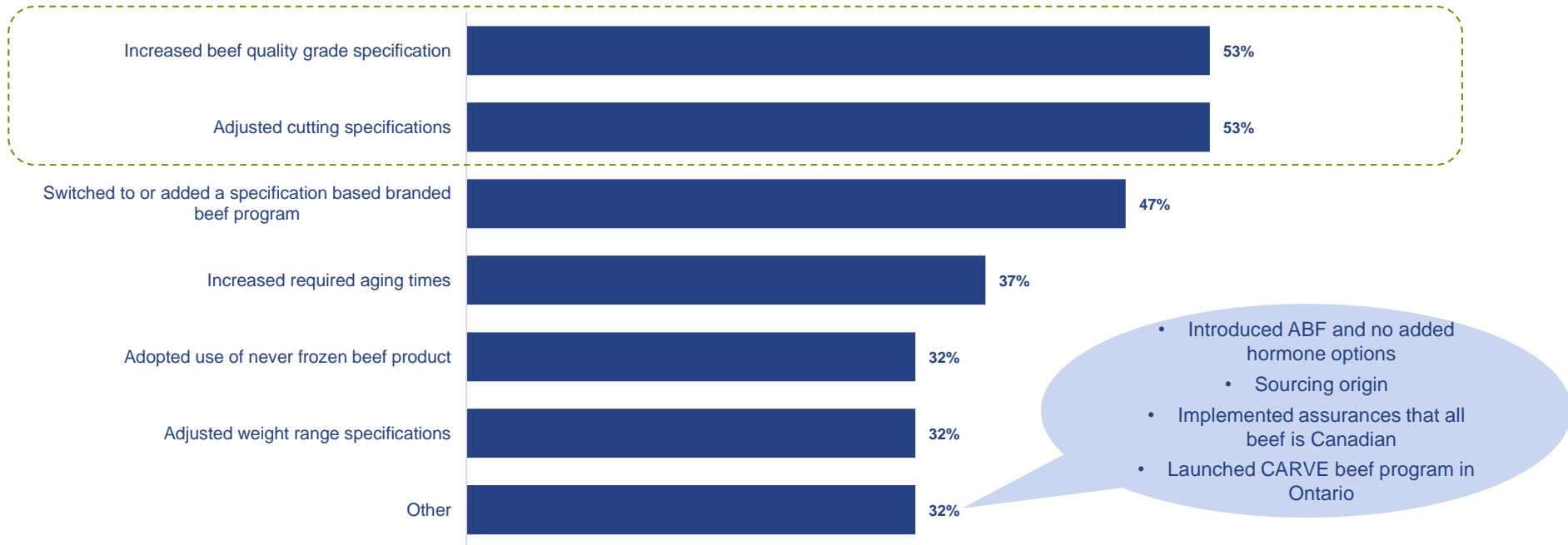
Base: All Respondents n=19

Concern	Recommendation
Bio-hazards / food borne illness	More research on the root cause of food borne illness.
There is continued concern and awareness over the use of growth hormones and antibiotics. The potential impacts on human health are a concern to consumers and they are conflicted between eating a food they enjoy against the guilt of knowingly eating something that they are unsure is sustainable or to the detriment of human health.	Pick a position, explain it and defend it. Engage with government for endorsement so the the information isn't exclusively coming from the industry.
Foreign material in finished product	Metal detection, X-Ray, Optical Imaging
Handling and shipping	Regulations on all processors
Have come across two snapped off injection needles. One in the Chuck and one in the Top Butt. One was found by a customer serving Pot Roast....	Tough to monitor what happens on the farm. I am not familiar with the protocol but would assume the animal would need to be segregated, at a cost....
E.coli is always a concern regarding our Canadian beef supply.	None
Packing plant food safety issues. Ryding Regency and there ability to supply product out of their facility that follows the raw material labeling and grading system.	None
Consumer misunderstandings	Explain to the consumers the high level of quality control and traceability
Use of hormones and antibiotics	Work on developing and supporting alternative method to reduce or eliminate their use and use only when needed.
Ensuring the beef we purchase is free of pathogens that can harm our customers.	Test primals and not only minces.
The speed in which data is collected before a recall - seems to take too long to identify suspect product	Tighter controls of product before it leaves the plants - recalls are happening way too often

42%^(8/19) respondents had no issues with beef SAFETY to comment on

Changes to Quality Specifications

- Most retailers and food service members cite specifications for beef quality grade and adjusted cutting as the top significant changes they have made in recent years.

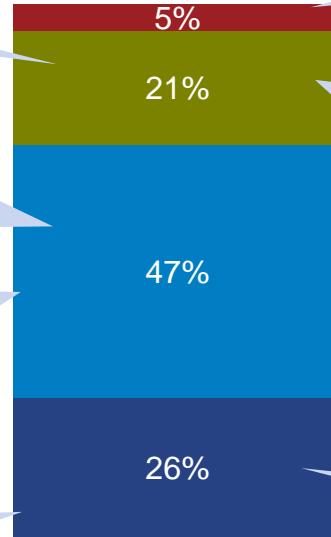


Q14. Over the past 5 years have you made any significant changes to your quality-related specifications for purchasing fresh beef? *Please check all that apply.*

Future Purchases

Most respondents feel that the consumer demand for Canadian beef will increase within the next 5 years and organizations have added sourcing only Canadian to their mandates.

In 5 years my customers will be purchasing:



- Much more Canadian beef
- Somewhat more Canadian beef
- About the same amount of Canadian beef
- Somewhat less Canadian beef
- Much less Canadian beef

“As pricing on beef continues to rise, consumers will switch to less expensive proteins”

“Our mandate is to provide Canadian beef to our customers unless we cannot source enough of the brand we are looking for in the Canadian marketplace, so unless we cannot source from Canada all of our beef will be Canadian.”

“I believe that more people will concern themselves with the origin of beef so a higher proportion of consumption will be domestic. This will be mostly offset by peoples desire to reduce their personal consumption (less frequent or portion reduction)”

“Beef is still number #1 protein liked in our store - we will be able to increase purchasing by offering unique selection and educate the consumer”

“Cost - people cannot afford beef as a main protein anymore”

“I believe that as the message of sustainable ranching and the safety of Canadian beef continues to grow many will still enjoy Canadian beef. The push for smaller portion sizes will continue and I feel will put pressure on further growth. It will be critical to ensure a great eating experience on Canadian Beef in retail and in restaurants.”

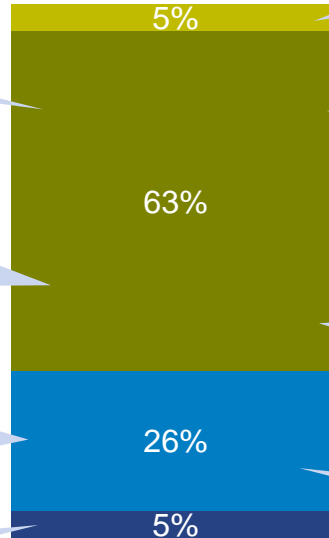
“We are seeing a message from consumers that CDN beef is important to them”

Q15A. In the next 5 years, how do you think your customers' purchases of Canadian beef will change (or not)?
Q15B. You indicated, that you think your customers will be purchase [INSERT ANSWER]. Please explain why you think that.
Base: All Respondents n=19

Future Quality

2/3 of respondents feel that the quality of Canadian beef will remain about the same over the next 5 years – for the most part because the quality is good. Most other respondents are confident that quality will improve as the industry is listening to its customers and consumers.

In 5 the quality of Canadian beef will be:



- Much better
- Somewhat better
- About the same
- Somewhat worse
- Much worse

“As pricing on beef continues to rise, consumers will switch to less expensive proteins”

“Some producers work on providing the best quality product possible while others work on providing the lowest cost. I believe this will continue in the future.”

“I think Canadian Beef is looking at improving their standards to offer the consumer what they want.”

“More focus through the system on delivering a better quality beef product”

“Higher demand and a tight supply may cause cattle to be pushed through the system quicker giving less time for proper marbling development.”

“It is very good now. Unless we address the carcass sizing issues I believe we will see about the same quality - which is fine..”

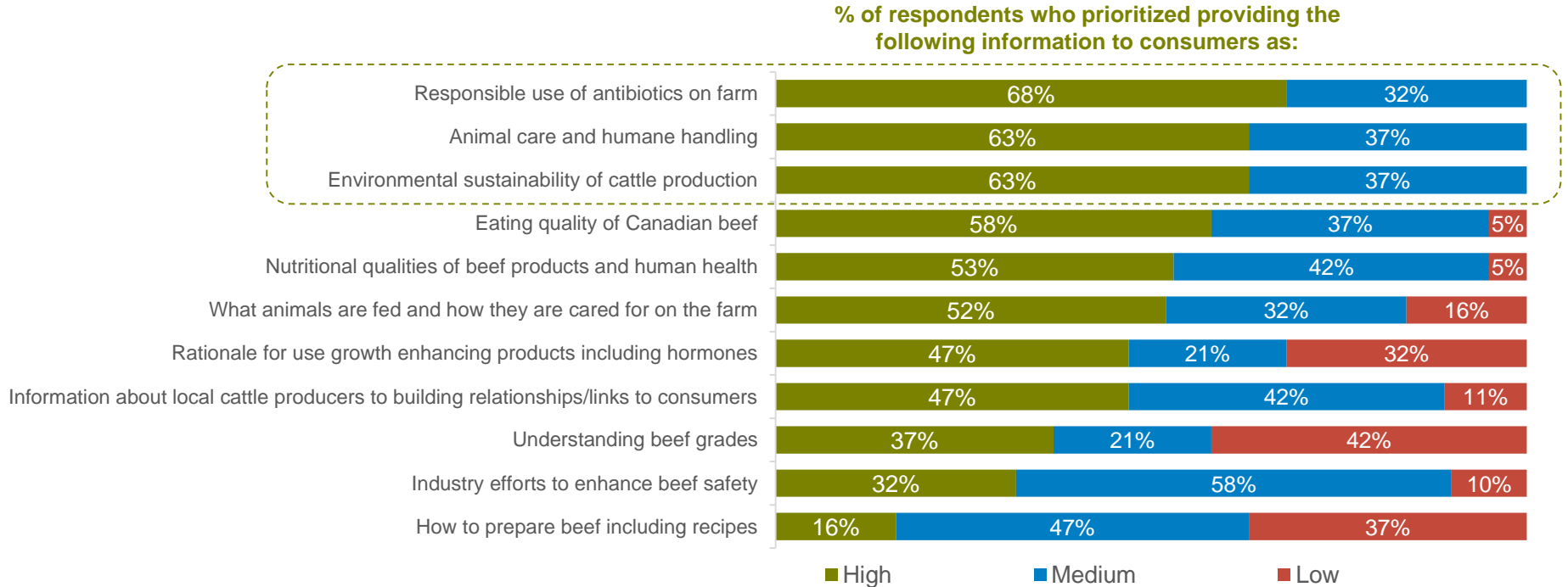
“The quality we have, the documentation is what is needed to verify, along with provincial unity which we do not have at this time..”

“As demand for better grading increases the producers will need to supply that demand”

Q16A. In the next 5 years, what do you think the quality of Canadian beef will be?
Q16B. You indicated, that you think the quality of Canadian beef will be [INSERT ANSWER]. Please explain why you think that.
Base: All Respondents n=19

Priority for Providing Consumers with Information

Respondents feel that further information on 'media hot topics' such as antibiotic use, animal care and environmental sustainability should be prioritized and communicated by the industry.

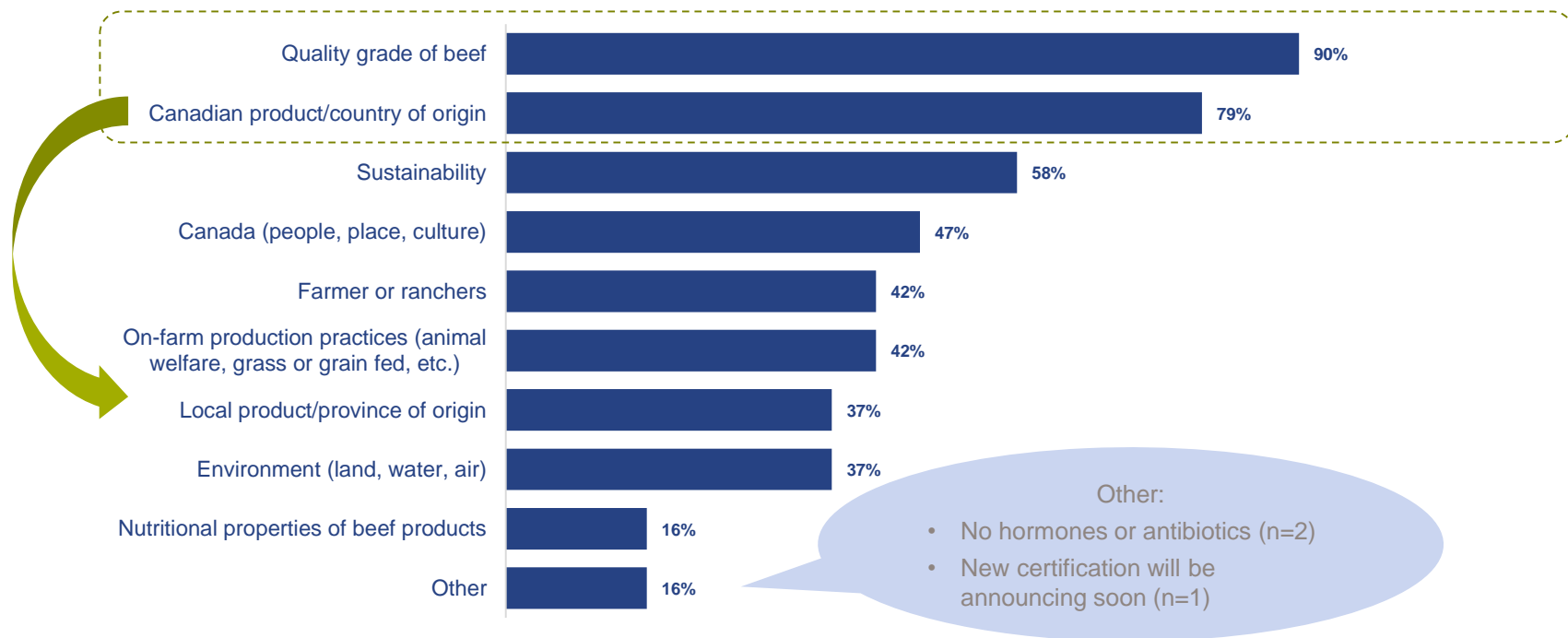


Q17. Over the next five years please indicate the priority (*low, medium or high*) you believe the beef industry should assign to providing Canadian consumers with further information in relation to the areas below? Please keep in mind that consumer communication often requires a significant investment so not all areas can be designated as high priority.

Quality Attributes that will be highlighted in Marketing over the next 3 years

Most food retail and food service marketing over the next 3 years will continue to highlight the quality and origin of CANADIAN beef, alongside other attributes highlighted by some.

The results show that country of origin is more important and province of origin for most food retailers and food service respondents.

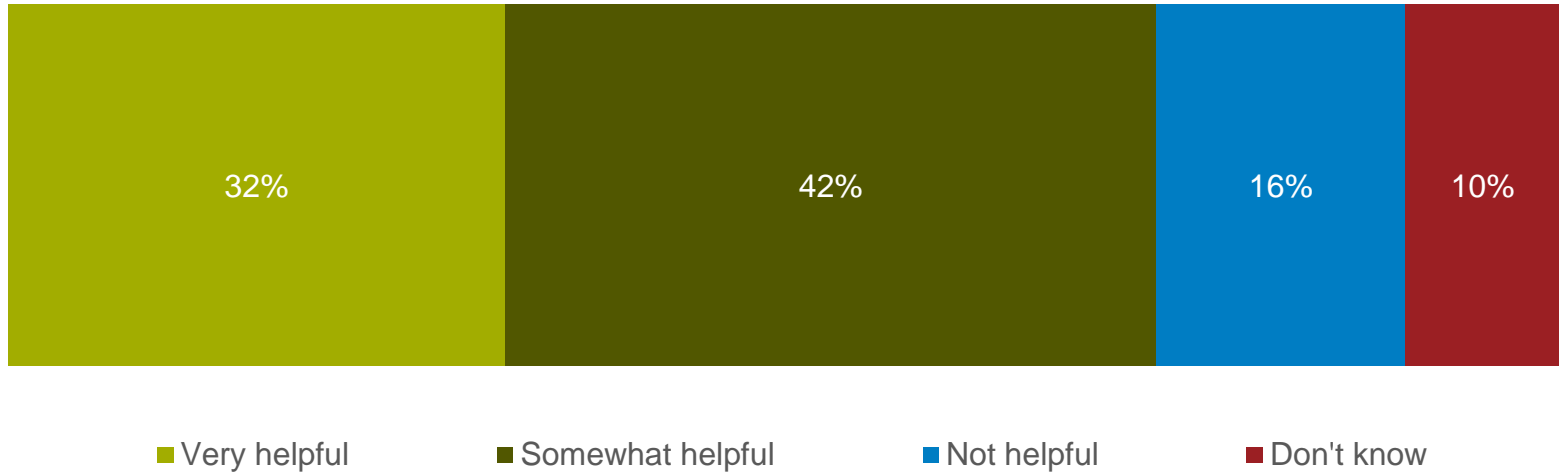


Q18. In the next three years which of the following factors related to quality do you anticipate highlighting in your marketing of beef? *Please check all that apply.*

Helpfulness of Providing on-farm practice info to better educate consumers

- Most respondent feel that providing their organizations with on-farm practice information would help them communicate and potentially bolster sales

Would you say this type of information would be...



Q19. Would general information showing the industry wide adoption rates of on-farm practices that help to improve animal care, food safety, biosecurity and environmental stewardship on Canadian beef operations help you communicate with the public to enhance Canadian beef sales?

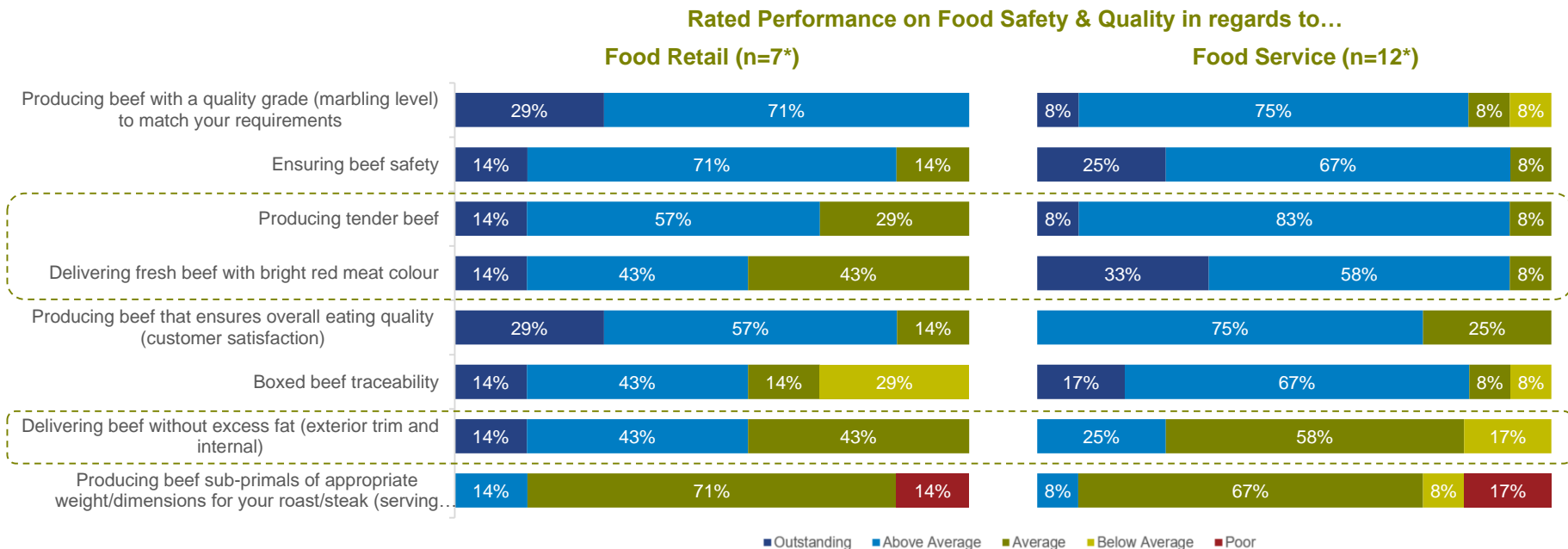
Food Retail Compared to Food Service*



*Caution: Very Small Base Sizes

Food Retail vs. Food Service

Food Safety & Quality Performance



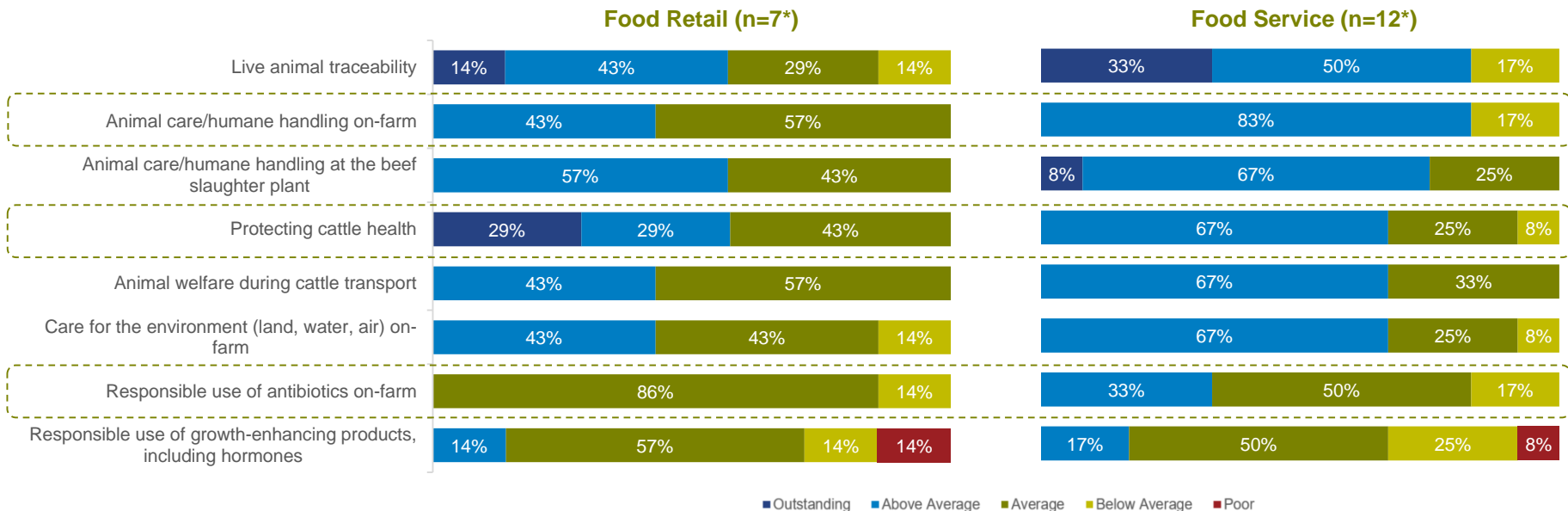
Q4. Thinking about the Canadian beef and cattle industry, we would like to know how well you think the industry performs at delivering the following **FOOD SAFETY AND QUALITY** attributes:

Base: All Respondents: Food Retail n=7; Food Service n=12 ***CAUTION: Very Small Base Size**

Sorted based on total responses.

Food Retail vs. Food Service Sustainability Performance

Rated Performance on Sustainability in regards to...



Q5. Again, thinking about the Canadian beef and cattle industry, we would like to know how well you think the industry performs at delivering the following **SUSTAINABILITY** attributes

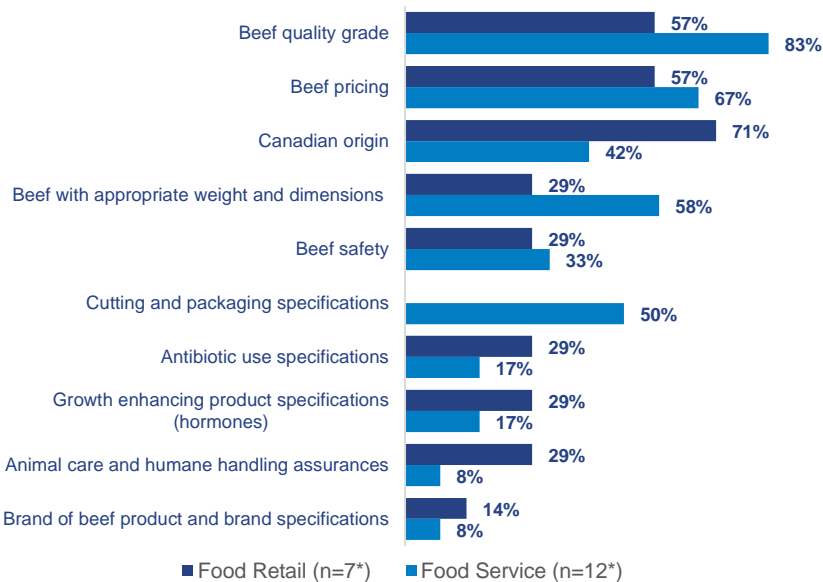
Base: All Respondents: Food Retail n=7; Food Service n=12 ***CAUTION: Very Small Base Size**

Sorted based on total responses.

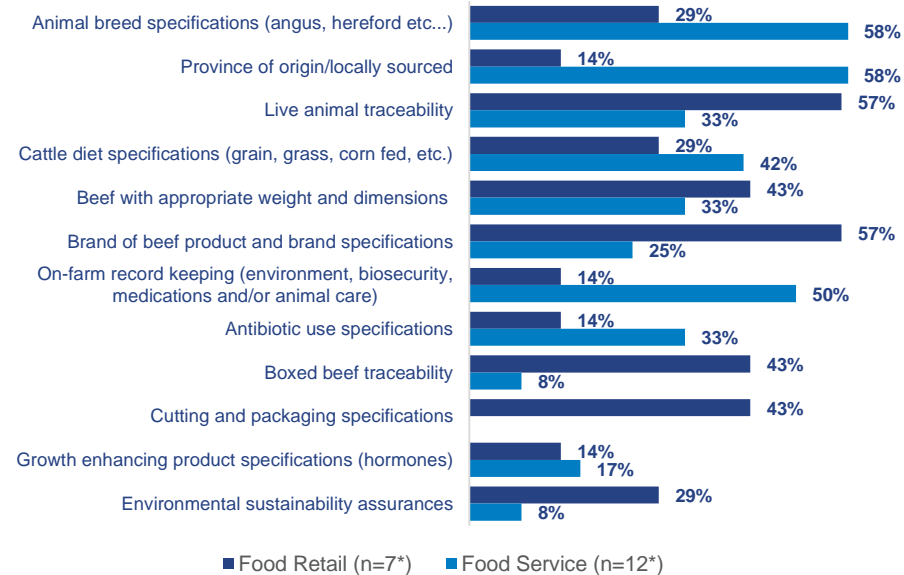
Food Retail vs. Food Service

Most/Least Important Attributes

MOST important quality attributes



LEAST important quality attributes



Q6. Please tell us which *four* quality attributes are the *most important* when it comes to beef procurement decisions for your operation. Then please tell us which *four* quality attributes are the *least important* when it comes to beef procurement decisions for your operation.

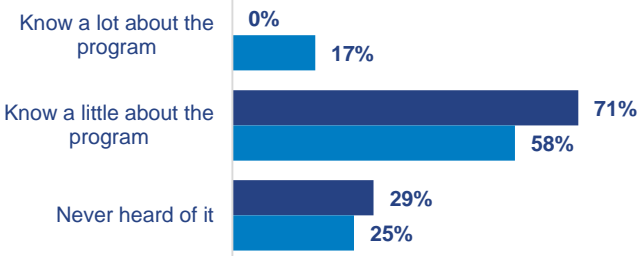
Base: All Respondents: Food Retail n=7; Food Service n=12 *CAUTION: Very Small Base Size

Sorted based on total responses.

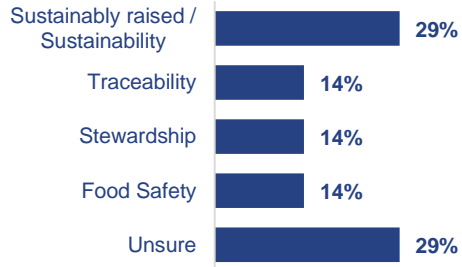
Food Retail vs. Food Service

Verified Beef Production Plus (VBP+) Awareness & Familiarity

Awareness of VBP+ :



Important Aspects of VBP+ (n=14) :



“Safety and quality of beef along with animal welfare”.

“We have engaged in feedback on the program and we believe it addresses many components within the domain of sustainability, animal care, food safety, but is a voluntary, self audited program that is not 3rd party verified. This program seems to be more of a table-stakes program vs a premium offering.

“It is important that the standards are endorsed by government, grounded in science and transparent. i.e. Greenwashing outcomes like "efficiency" while ignoring the use of hormones exposes the program to scrutiny. If we believe in hormone use, own it and explain why. Don't hide”.

“Like the focus on Sustainably raised. It is continually being brought up with our largest customers as very important.”.

Q7. Have you heard of the Verified Beef Production Plus (VBP+) program? Base: All Respondents: Food Retail n=7; Food Service n=12 ***CAUTION: Very Small Base Size**

Q8. Please indicate for each of the following statements if they are True, False or you don't know. Base: All Respondents who know a little or know a lot about the VBP+ program in Q7. Showing only responses of n=2 or greater.

Food Retail vs. Food Service

Verified Beef Production Plus (VBP+) Awareness & Familiarity

% who believe the following about the VBP+ program:

Food Retail (n=5*)

Food Service (n=9*)

VBP+ is an updated version of the program which addresses environmental stewardship, animal care and biosecurity in addition to food safety



VBP+ was created by one of Canada's largest beef processing companies to enhance the quality of Canadian beef



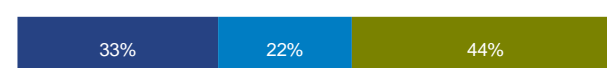
VBP+ requires cattle producers to keep records and have a mandatory on-farm audit every 9 yrs



All Canadian cattle producers are registered in the VBP+ program



VBP+ is an updated version of the program which addresses traceability, animal care and genetic improvement in addition to food safety

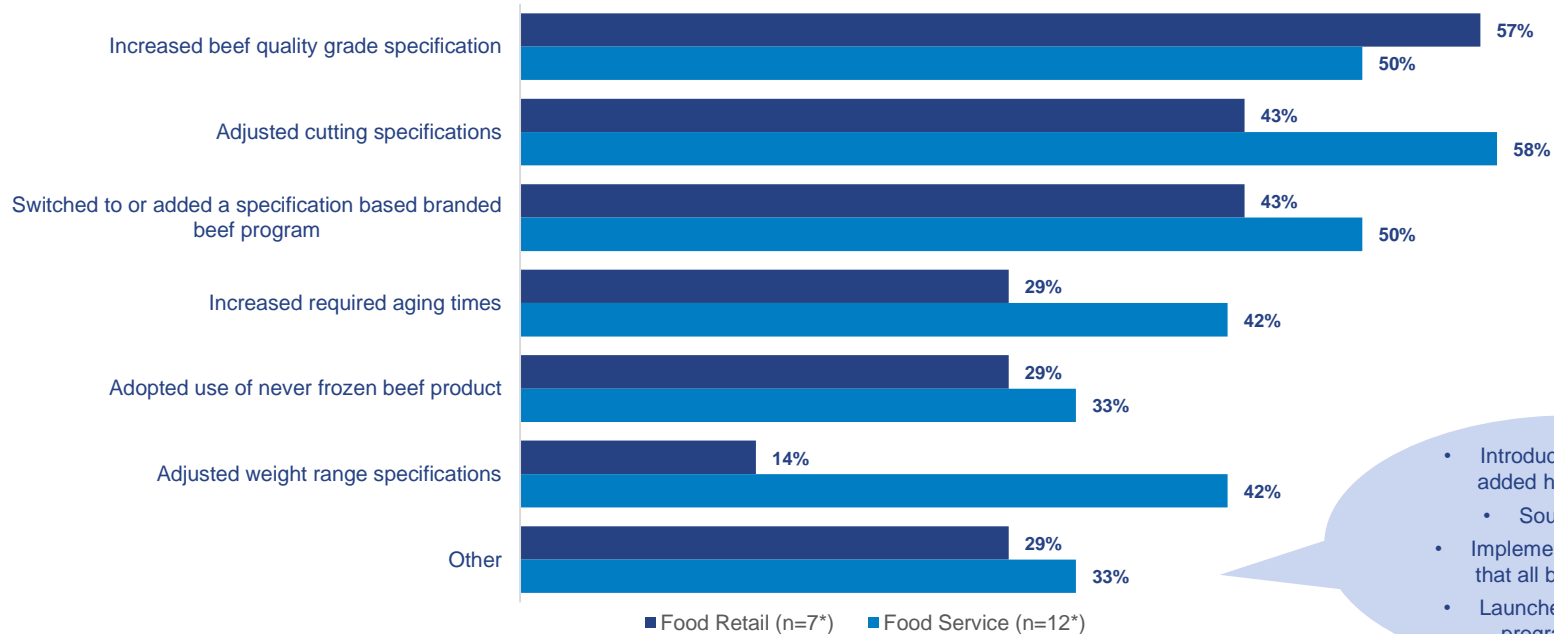


■ TRUE ■ FALSE ■ Don't Know

Q9. What aspects of VBP+ are most important to your beef business? Please explain. Base: All Respondents who know a little or know a lot about the VBP+ program in Q7.

Base: Food retail n=5* / Food service n=9* ***CAUTION: Very Small Base Size**

Food Retail vs. Food Service Changes to Quality Specifications



- Introduced ABF and no added hormone options
 - Sourcing origin
- Implemented assurances that all beef is Canadian
- Launched CARVE beef program in Ontario

Q14. Over the past 5 years have you made any significant changes to your quality-related specifications for purchasing fresh beef? *Please check all that apply.*

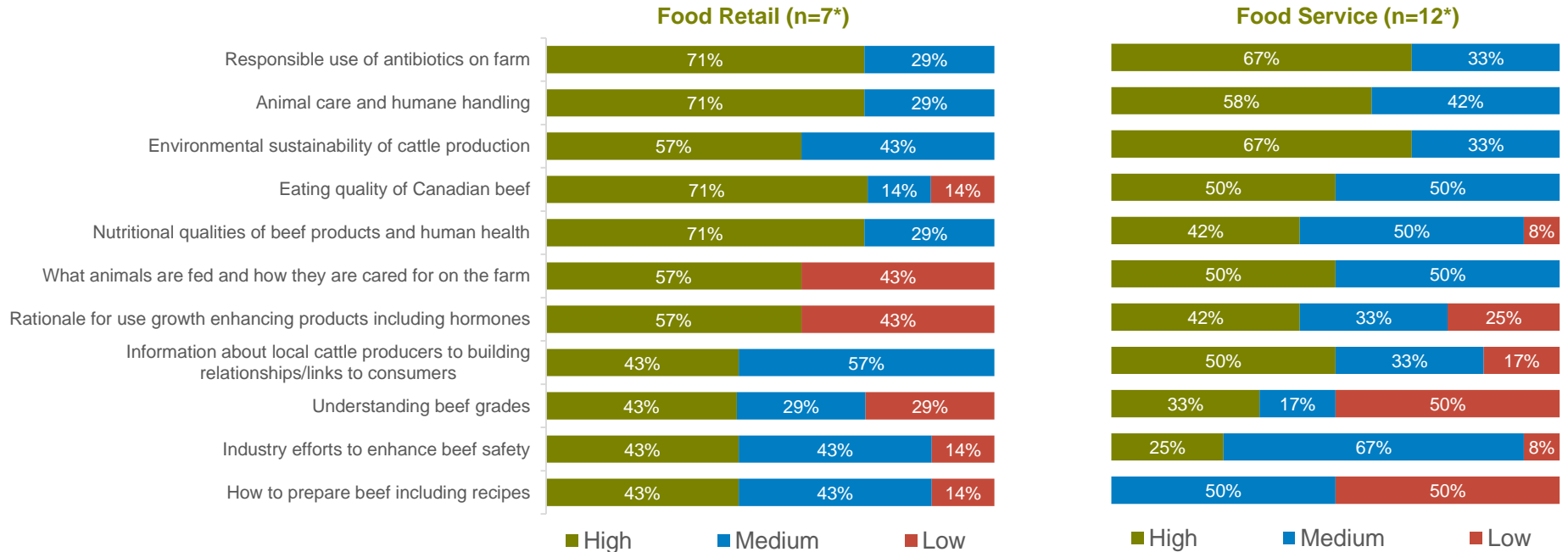
Base: All Respondents: Food Retail n=7; Food Service n=12 ***CAUTION: Very Small Base Size**

Sorted based on total responses.

Food Retail vs. Food Service

Priority for Providing Consumers with Information

% of respondents who prioritized providing the following information to consumers as:



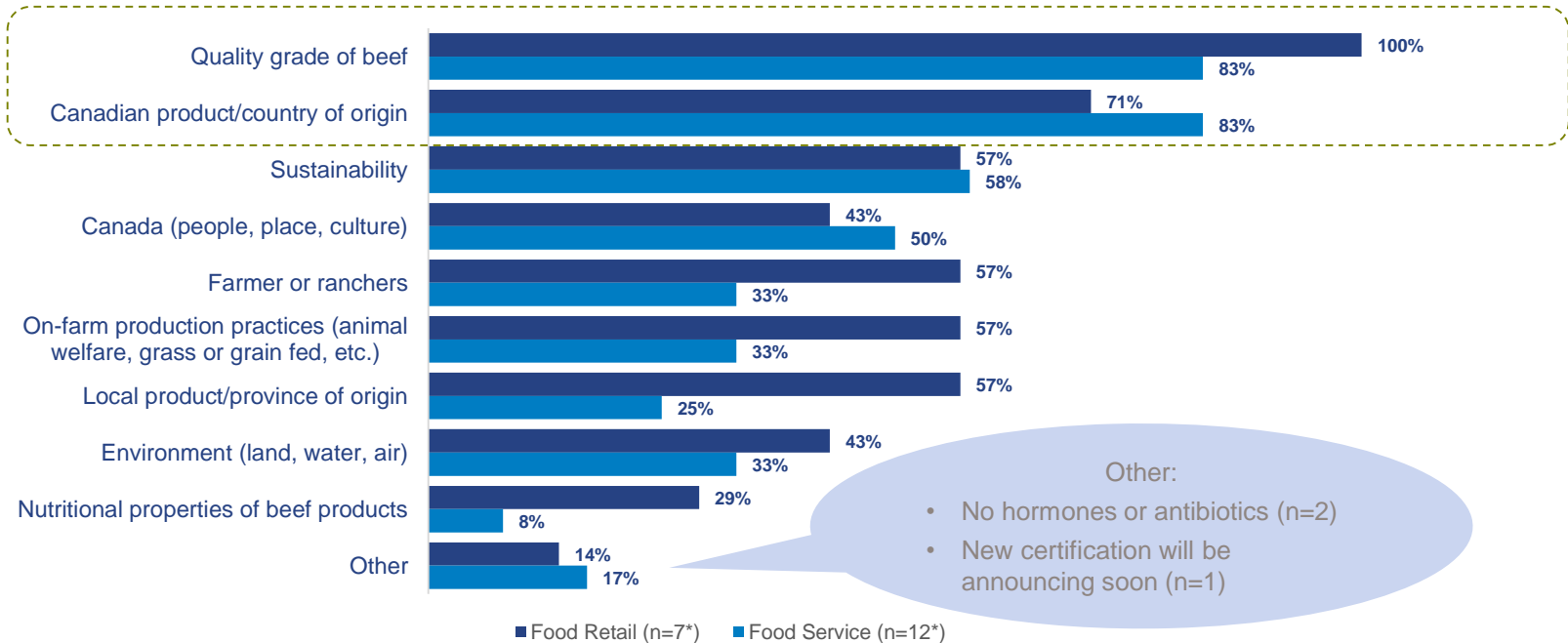
Q17. Over the next five years please indicate the priority (*low, medium or high*) you believe the beef industry should assign to providing Canadian consumers with further information in relation to the areas below? Please keep in mind that consumer communication often requires a significant investment so not all areas can be designated as high priority.

Base: All Respondents: Food Retail n=7; Food Service n=12 ***CAUTION: Very Small Base Size**

Sorted based on total responses.

Food Retail vs. Food Service

Quality Attributes that will be highlighted in Marketing over the next 3 years



Q18. In the next three years which of the following factors related to quality do you anticipate highlighting in your marketing of beef? *Please check all that apply.*

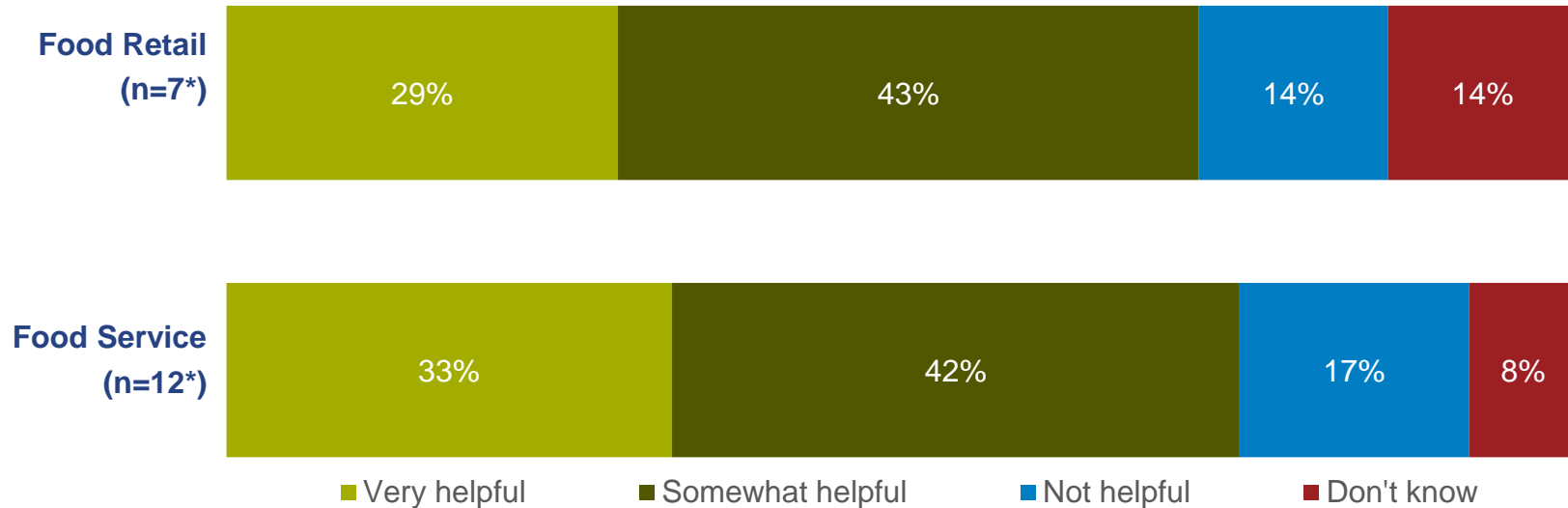
Base: All Respondents: Food Retail n=7; Food Service n=12 ***CAUTION: Very Small Base Size**

Sorted based on total responses.

Food Retail vs. Food Service

Helpfulness of Providing on-farm practice info to better educate consumers

Would you say this type of information would be...



Q19. Would general information showing the industry wide adoption rates of on-farm practices that help to improve animal care, food safety, biosecurity and environmental stewardship on Canadian beef operations help you communicate with the public to enhance Canadian beef sales?

Base: All Respondents: Food Retail n=7; Food Service n=12 *CAUTION: Very Small Base Size