

## Canada Beef partners with Nova Scotia Cattle Producers to beef up the Gateway

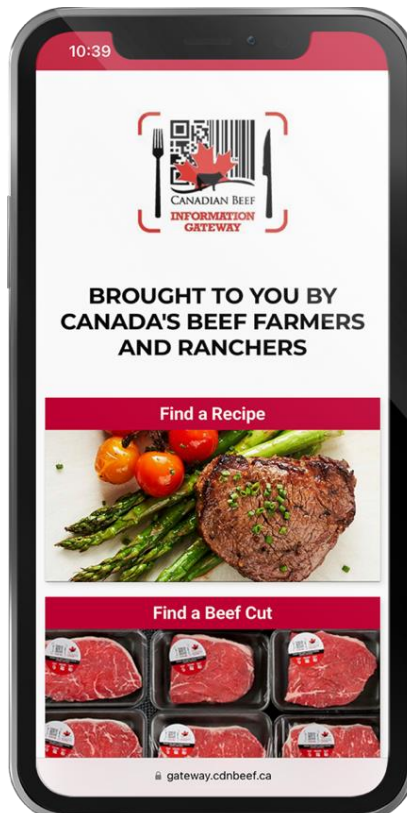
Canada Beef has partnered with the Nova Scotia Cattle Producers to beef up the Canadian Beef Information Gateway (Gateway) by adding new and meaningful content. The Gateway which provides consumers with helpful information related to beef purchasing and preparation, now features an overview of the unique qualities of Nova Scotia's beef industry through a special section on the platform. This is in response to Canada Beef wanting to increase consumer awareness and understanding of our province's industry .

Consumers can access this information through the [About Beef in Nova Scotia](#) page. Canada Beef President Michael Young said that “we’ve worked to ensure all the provincial beef producer associations across the country have the opportunity to participate in the Gateway. These new pages provide a prominent place to share information with consumers about beef farmers and ranchers, the attributes of beef, information about the farm-to-plate story and the significant economic contribution provided by our cattle industry.”

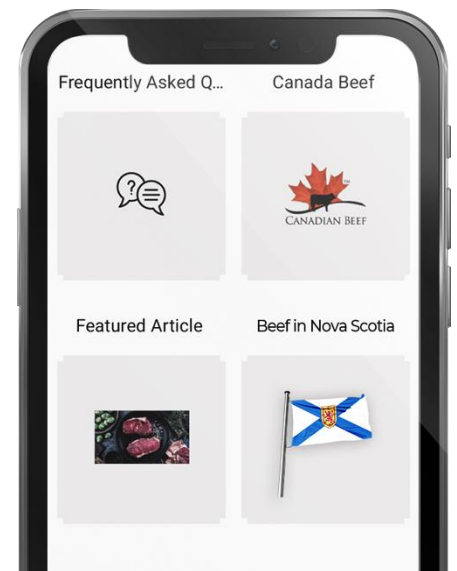
This information is supported with visually appealing videos, facts, and infographics to engage consumers. There is also an opportunity for provincial beef producer associations to link from their Gateway page to content on other websites they host.

The geolocator functionality will take viewers located in our province who are browsing the Gateway, to a link to the About Beef in Nova Scotia page. Users will reach this information, through the steps outlined here.

1) Access the Gateway through a QR code or by typing [gateway.cdnbeef.ca](http://gateway.cdnbeef.ca) into a browser. Once there, users will discover a digital ecosystem with of a wealth of information to help at the point of purchase and during meal planning, prepping, and cooking delicious Canadian beef, all culminating in a positive and enjoyable beef eating experience.



2) Next, from the Gateway, scroll down to the Explore More section and the Nova Scotia Coat of Arms flag.



3) Click on the flag to arrive at the Beef in Nova Scotia Gateway page.

4) Explore, learn, and have fun!



## ABOUT BEEF IN NOVA SCOTIA

This information is brought to you by Canada Beef, the national beef promotion organization, in partnership with the Nova Scotia Cattle Producers Association that represent the beef cattle producers in our province.



### Manning Family Farm

The Canadian Cattle Association's (CCA) TESA award (the Environmental Stewardship Award), is awarded annually by CCA and it recognizes the outstanding stewardship efforts of Canadian beef producers since 1996. In 2021, the Manning family located in Nova Scotia received this prestigious award. We'd like to thank CCA and the TESA award's platinum sponsor, MNP and their foundational partners, Ducks Unlimited Canada, Birds Canada, and the Canadian Roundtable for Sustainable Beef, for making this award possible.



Manning Family Farm

## Our Beef

Our great tasting and nutritious beef is produced by Nova Scotia farmers and ranchers. World class cattle genetics, careful attention to animal care combined with long experience and tradition helps us to deliver a product that is truly exceptional. Nova Scotia farmers and ranchers work hard to bring you this delicious beef with the knowledge that the land we depend on must be preserved, through responsible environmental stewardship, for the next generation – and beyond.



% Daily Value of Key Nutrients

## Our Contribution

By choosing Canadian beef, you are supporting your rural neighbours and Canada's economy. There are beef farmers and ranchers in our province, striving to bring good food to your table and working to be good stewards of both the land and animals in their care. It takes commitment from hard working farmers and ranchers to keep our Nova Scotia cattle industry moving forward. However, the results are worth it. This industry provides our province with a lot more than just a delicious steak or roast. Did you know...

Average Number of Beef Cows on Farms and Ranches



Farms and Ranches with Beef Cows



Source: 2021 Census of Agriculture

Number of Cow Herds



Source: 2021 Census of Agriculture, Statistics Canada, Inventory x 1,000 head. Percentages may not

Full-Time Equivalent Jobs Provided by the Cattle Industry

