



Ontario Corn Fed Beef

Results Report – UAE Mission

During the week of August 25th 2015 Ontario Corn Fed Beef welcomed a delegation of Middle East culinary influencers based out of the United Arab Emirates. The focus of the event was to share the OCFB brand story, from farm to fork. Guests included world renowned chefs and their distributor partners. The culinary credibility these select chefs carry will have a long term impact on the perception of Ontario Corn Fed Beef in this growing and valuable export market.

The event was supported by valued and strategic partners within the Canadian industry, including St. Helen's Meat Packers and Ryding-Regency Meat Packers, as well as numerous Ontario Corn Fed Beef farming families who graciously provided their time and welcomed guests in touring their exceptional operations.

The import market in the UAE provides a tremendous opportunity for growth for the Ontario/Canada Corn Fed Beef brand. The increasing demand for high quality grain fed beef produced under Halal regulations provides the Ontario industry, who are all certified to produce Halal products, a significant advantage over our domestic and international competitors. Currently Ontario represents over 75% of the total volume of Canadian beef exports to the UAE. We estimate the growth potential for the Ontario Corn Fed Beef brand at 75MT, valued at \$800,000.

It is for this reason the Ontario Cattle Feeders Association has made a significant investment in developing the export market of the United Arab Emirates over the past year. By providing our in-market partners with the opportunity to experience the OCFB brand first-hand adds significantly to these efforts.

OCFB ensured each critical part of the brand journey was visited, starting with OCFB partner processing facilities. "The (OCFB partner processing) facilities are world class," said Wahid Kandil.

"Ontario Corn Fed Beef has taken the time to create a really good product and worked out the best way to produce it and ensure that quality and consistency are always met really at every level," said Chef Omar Basyony.

The delegation continued the brand journey by visiting multiple Ontario Corn Fed Beef farms and feedlots. During each visit, delegation members met with Ontario beef farmers and toured the various beef farming operations. The tours highlighted the OCFB QA Program, the nutritionally balance corn feeding program, the care and respect for animal health and welfare, and the clean open Ontario environment.



The feeding regimen was particularly engaging for guests, as well as the care and attention all aspects of production required. “I have never imagined that level of sophistication regarding feeding cattle,” said Chef Marc Molnar. “Apart from the feeding being a very intelligent approach it is also environmentally beneficial.”



“As a chef a large part of what you do is pay attention to small details,” said Chef Omar Basiony. “Seeing the work that goes into producing Ontario Corn Fed Beef, I see that same methodical care and attention. Also it tastes really good!”

The farm tours also introduced the delegation to proud Ontario Corn Fed Beef farming families. Meeting the farm families highlighted for the delegation to commitment to heritage, to family, and also to innovation, as guests marvelled at the large scale farming equipment and industry innovations such as open air barn curtains and industrial fans to ensure animal comfort.

“Seeing how the product is created which ends up in my kitchen allows me to truly appreciate where it comes from and the process involved to create this incredible quality of meat,” said Chef Izu Ani. Meeting the farmers, I got to see that these animals are a part of their family, they take really good care of them.”



No farm to fork experience is complete without delicious meal experiences. Guests were able to experience the high quality tenderness of Ontario Corn Fed Beef in a variety of ways, expanding their knowledge for the product through enjoyment. Each meal presented another opportunity to highlight the consistency, great taste, and tenderness of the OCFB product.

OCFB and our guests were delighted to be joined by the Minister of Agriculture, Food, and Rural Affairs Jeff Leal MPP. This opportunity allowed OCFB to express their gratitude to the Government of Ontario for their support of the OCFB program.



The mission was successful in delivering the OCFB brand story and communicating its benefits. As Wahid Kandil said, "Certainly, seeing is believing. To experience the whole Ontario Corn Fed Beef system



from start to finish brings a lot of confidence in the program and makes you appreciate the efforts that have been made to design the program to produce top quality beef.”

Media Results:

- <https://www.realagriculture.com/2015/08/ontario-corn-fed-beef-brand-expands-reach-to-united-arab-emirates/>
- http://www.meatbusiness.ca/IR_article_08_31_15_2.html
- <https://www.fcc-fac.ca/en/ag-knowledge/publications/fcc-express/fcc-express-archives/20150904.html>
- <http://www.rurallife.ca/atlanticfarmer/2015/9/10/sept-10-2015>
- <http://agrinewsfeed.com/page/15/>