

Industry responds to beef industry report

OTTAWA, Jan. 9, 2014 — An independent beef industry report is calling for "a more profitable, competitive and synergistically aligned Canadian beef industry." *Building a Stronger Canadian Beef Industry: Recommendations from the 'Straw Man Process'* is a response to CAPI's earlier work (and our [beef report](#) from September 2012). It adopts CAPI's core ideas for change: embracing a supply-chain approach, working together with a more unified voice, better sharing of information and developing a consumer-focused strategy for success. In a press release, the report's authors acknowledge that CAPI's catalyzing report "showed the Canadian beef industry is not maximizing the significant opportunities that the future offers."

- [Press release](#)

About CAPI

The Canadian Agri-Food Policy Institute (CAPI) is an independent, unbiased policy forum that is dedicated to the success of Canada's agriculture and agri-food sector. CAPI is a catalyst. It identifies emerging issues, promotes dialogue and advances alternative solutions to issues with stakeholders across diverse agri-food supply chains and among other food stakeholders. Based in Ottawa, CAPI was established as a not-for-profit corporation in 2004 by the federal government and is guided by a diverse Board of Directors and an Advisory Committee.

For more information, please contact:

David McInnes
President & Chief Executive Officer
Canadian Agri-Food Policy Institute
(613) 759-1038 / (866) 534-7593
mcinnesd@capi-icpa.ca