

Brand and Marketing Campaign and Logo Rationale



my farm, your family, our future

www.mbbeef.ca



History, Pride, Family, Generations, Traditional, Honest, Hard-Working, Perseverance, Pride, Trendsetters, Innovative, Progressive, Firm, Quality, Animal Husbandry, Stewards of the Land, etc.



Shrinking Cow Herds, Prolonged Economic Hardship, Disappearing Family Farms, Sustainability in Question, Misleading Messages from Activists, Negative Media (Food Inc.), Urban/Rural Divide, Policy Makers Disconnect, Cost of Production, TB, Anaplasmosis, etc.



How will the Manitoba Beef Producers secure a

Lasting Legacy?

Owning our Proud Past - These Things Don't Change
Dealing with Today's Truths - Some Things Must Change

UNITY

TEAMWORK

STRATEGY

PLANNING

INNOVATION

LEADERHIP

BREAKTHROUGH





BEEf INFORMED

BEEF INFORMED is about us having a voice – with something significant to say – so **Be Informed**. It's also A CALL TO ACTION to our audience to **BEef INFORMED** - of the real facts.

BEEFINFORMED is our Over-Arching Marketing Message to our future marketing campaigns. And will be consistently present in our future campaign work.



Promise of Brand:

STEWARDSHIP

Direct Benefit:

ENVIRONMENTAL COMMITMENT

Relative to Tagline:

MY FARM



Promise of Brand:

SECURITY

Direct Benefit:

SOCIAL RESPONSIBILITY

Relative to Tagline:

YOUR FAMILY



Sustainability

Economic Impact

our future.

Promise of Brand:

SUSTAINABILITY

Direct Benefit:

ECONOMIC IMPACT

Relative to Tagline:

OUR FUTURE



my farm, your family, our future



**Environmental
Commitment**



**Social
Responsibility**



**Economic
Impact**

*we all
benefit.*

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my farm, your family, our future

- Environmental Commitment
- Social Responsibility
- Economic Impact



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we all benefit.

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- Social Responsibility
- Environmental Commitment
- Economic Impact



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we all benefit.

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my farm, your family, our future

- Economic Impact
- Environmental Commitment
- Social Responsibility



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we all benefit.

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M A N I T O B A

BEEF PRODUCERS



The graphic background of the large prairie sun **signifies sustainability for our industry and our province** through the strength of our contribution to the provincial economic engine and our vital role on the rural landscape; a stable fixture but with the promise of a bright future – this graphic element **represents our economic impact!**

Promise of Brand:

SUSTAINABILITY

Direct Benefit:

ECONOMIC IMPACT

Relative to Tagline:

OUR FUTURE



The graphic swoosh of the landscape (land and water) **signifies our stewardship** of the land through our conservation of non-renewable, and prudent use of finite resources – this graphic element **represents our environmental commitment.**

Promise of Brand:

STEWARDSHIP

Direct Benefit:

ENVIRONMENTAL COMMITMENT

Relative to Tagline:

MY FARM



The graphic profile of the cow **signifies the security we provide** to our audience through our animal husbandry, food safety and the quality of the product itself – this graphic element **represents our social responsibility**.

Promise of Brand:

SECURITY

Direct Benefit:

SOCIAL RESPONSIBILITY

Relative to Tagline:

YOUR FAMILY



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Thank you!
Be sure to check out the video presentation
on our website!

Title: 'Lasting Legacy'
WE ALL BENEFIT!



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