



BRITISH COLUMBIA CATTLEMEN'S ASSOCIATION

Representing the Beef Cattle Industry of British Columbia

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Eric Kristianson
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ADMO Science, Policy and Inspection Division
Ministry of Agriculture & Food
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BCCA File: 2023-04
SENT BY EMAIL

Dear Mr. Kristianson,

RE: Support to Strengthen Food Labelling Requirements and the Use of the Word 'Beef'.

The British Columbia Cattlemen's Association met for their Annual General Meeting in May of this year. At that meeting it was agreed through Resolution #23-03 (V) of the Beef Production and Innovation Committee that the definition of the word 'beef' in relation to food is, and is understood by the general public to mean the flesh of slaughtered bovine animals.

We have noted and discussed within the Committee that there is a significant benefit to Beef Producers and to the general public to prohibit false beef advertising and to educate the public as to what constitutes food to be labeled as beef or containing beef.

The BC Cattlemen's Association supports this resolution and are requesting that our Provincial and Federal Governments work to ensure that the use of the word 'beef' will only be permitted on food products that contain beef and to prohibit false advertising on both labelling and advertising of products that use the word 'beef' but that do not contain beef products.

Currently the Federal Government requires the use of the word 'Simulated' in front of all cultured food products advertised as 'beef' that do not contain beef. We ask that the province strengthen current labelling requirements to ensure that only food items containing beef be permitted to be advertised and labeled as containing beef. We feel this will inhibit the misleading and often false advertising that is seen today across Canada in relation to beef food products.

The BC Cattlemen's Association appreciates your consideration of the above requested action and looks forward to your response.

Best Regards,

Alex Kulchar,
BCCA Committee Chair
Beef Production & Innovation