



## **What's for dinner tonight in Tokyo?**

**- It could have been beef.**

### **Age verification improves export opportunity for our beef.**

The world wants your Canadian beef. But they also want proof that we can meet their quality standards. That's why verifying the age of each animal is critical – proof that the Canadian cattle industry is committed to providing international buyers with quality beef products. When you have your cattle age verified, you have improved access to the best prices on the global market.

Want to know more about the benefits of age verification? Call the Alberta Ag-Info Centre 310-FARM (3276) toll-free. Questions about the age verification process? Contact the Canadian Cattle Identification Agency at [www.canadaid.ca](http://www.canadaid.ca) or 1-877-909-BEEF (2333).

# **Alberta**