

Branding Your Wheat

Crop Production Show

January, 2009



Prairie strong, worldwide

Branding update

Agenda

- Branding a commodity
- CWB brand premise / objectives
- Producer and consumer insights
- CWB and Robin Hood – results
- Primo GrainWise activity
- Relationship benefits RH / Primo
- Other progress

- Questions

Branding a Commodity

Why do it?

- Maximize sales and financial returns to farmers
- Because brands have personalities – commodities don't
- Develop global demand (new and existing markets)
- "Lock up" the market segment

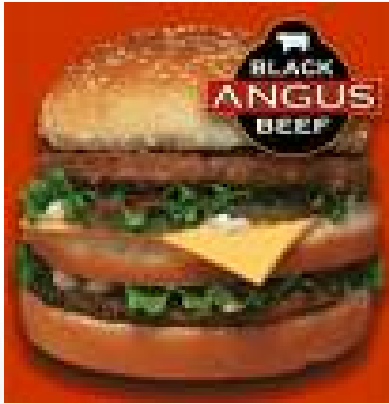
How do you do it?

- Create a meaningful point of difference
- Provide evidence of brand superiority / explain benefits
- Position the brand via communications and service
- Deliver on the brand promise along all touch points– highest quality wheat, barley and service for millers, bakers, consumers



Marketing a Commodity

Well known commodity branding:



Marketing a Commodity

Juan Valdez

National
Federation of
Coffee Growers of
Colombia



NFCGC Brand Model

Similarities to the CWB

- Not for profit organization representing 560,00 farmers....*same as CWB but 85,000*
- In existence since 1927 – Juan Valdez since 1959....*CWB since 1935*
- Colombia produces a premium quality crop due to a unique environment and farmer expertise....*same as Canada*
- Because of the high quality blending can be an issue....*same as CWB*
- Sells at a premium price....*same as CWB*
- Offer a price guarantee....*same as CWB*
- Recognize that branding creates awareness and ultimately demand....*same as CWB*



They've earned it.

"My life isn't all coffee. Sometimes there have to be little Colombian too!" says Juan Pablo. That's his latest coffee obsession, and he's not alone. The Colombian has been voted number one coffee in the world for the past two years. They've earned it. After all, it's the only coffee in the world that's been voted number one for the past two years.

Furthermore, the statistics show that just half the population believes that Colombian Coffee is the best in the world. Now it's the time for you to act. By joining a 100% Colombian Coffee brand, you can capitalize on the demand for our product. Because the market is so saturated, you can increase your sales by up to 50%. Contact us today to find out if you're eligible for a meeting with us!





They're on the road to success.

The marketing strategy for CFW's Crowsfoot Coffee has been revolutionary but our sales and production have been consistent for 20 consecutive years.
 Selling from a kiosk for three consecutive months straight. Findings of our market research were quite clear.
 But all things considered we don't mind giving them the gift that keeps on giving.
 So far, Crowsfoot Coffee has exceeded the success of Crowsfoot Coffee in all

possible ways. (The highest it ever been) And that's not even half of the American population in the world.
 The Crowsfoot Coffee.
 Security is what that means, every people will be willing to pay for our delicious product. But you can't afford CFW's Crowsfoot Coffee. The best way to get it is to stand in line a lot of people. Buy it through the web, you'll be here waiting.
 And that's not all. Remember the old saying, "Crowsfoot makes the man."
 This is a true story. Crowsfoot Coffee is the best in the world.





"Grab life by the beans."

Johnnie Walker



The richest coffee in the world.



What is our brand premise?

Characteristics:

- Is premised on high quality wheat and barley **not the CWB!**
- Is targeted at all stakeholders – customers, farmers, consumers
- Can only be delivered by the CWB
- We are the grain equivalent of:



CWB brand objectives:

- Promote western Canadian wheat as the gold standard
- Increase consumer awareness of the CWB brand position through a communication plan and specific tactics
- Secure a permanent position on consumers' shopping menu for western Canadian wheat-based products that is frequency and / or volume based and value driven
- Capitalize on supportable health claims / refute health myths
- Lock up major market-leading customers in strategic branding alliances
- Ultimately, stabilize /grow the domestic market in terms of per capita flour / bread / pasta consumption

Producer / Consumer Insights:

CWB 2007 Producer survey:

- 77 per cent of producers felt it was very/somewhat important to brand western Canadian wheat to domestic consumers
- 86 per cent of producers felt it was very /somewhat important to brand western Canadian wheat to consumers in foreign markets
- 76 per cent felt that a marketing campaign could help generate a premium price for their product

2007 AAFC survey:

- Price is a good indicator of safety and the “brand” is a better indicator of quality in food products
- 85 per cent of consumers look for the word “Canada” on the label as an indication of quality grade

2007 CFA survey:

- 84 per cent of consumers said they would favour “Canadian grown” grain products
- Consumers prefer by a margin of 3:1 grain products that are identified as Canadian grown versus even locally grown grain products that are not



Domestic campaign results- 2007- 08



The Canadian Wheat Board

AND

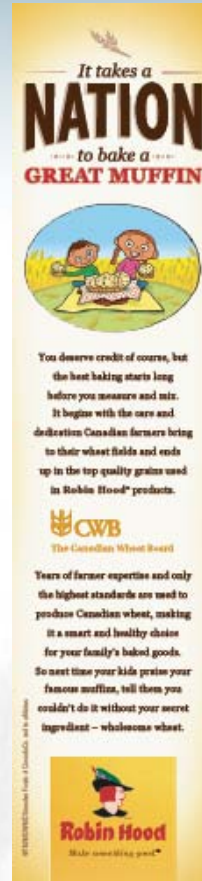


RH / CWB brand partnership - overview

Since entering into partnership in Fall 2007, the CWB has participated in the following Robin Hood activities:

- Print Advertising
- National Fall Promotions: '08 and '09
- 'The Love of Bread' Spring Promotion '08 and '09
- Robin Hood Packaging: Side Panel Advertising
- Robinhood.ca web page activity

RH / CWB brand partnership - print



Media Buy:

Full Page + 1/3 Ad had distribution in Canadian Living, Canadian Family, Homemakers and Today's Parent in December 2007

Results:

Advertising reached 33.7% of the target consumer through these magazines with over 122,000 consumer impressions.

RH / CWB brand partnership – Fall '07 promotion



Program:

- 3.4 Million recipe books distributed nationally

➤ Results:

- During Fall Bake months (Sept – Dec) Flour category increased **5% \$ Vol VYA** while Robin Hood increased **9%**

- Category tonnage volume decreased **-3%** while Robin Hood increased **1%**

CWB insert into BIB – Fall 2007



Easy No-Knead Bread

Preparation Time: 15 minutes + 50 minutes rising time | Baking Time: 45 minutes | Makes: 16 slices | Freezing: excellent

- | | |
|---|--|
| <ul style="list-style-type: none"> 1 envelope Fleischmann's® Instant Quick-Rise Yeast (2¼ tsp/11 mL) ¾ cup (175 mL) very warm milk (120°-130°F/50°-55°C) 2-3 tbsp (30-45 mL) BeeMaid® Honey (depending on level of sweetness desired) 2 tbsp (30 mL) Crisco® Canola Oil 1 egg 1 tsp (5 mL) salt 3 cups (750 mL) Robin Hood® Nutri™ Flour Blend ½ cup (125 mL) plain yogurt 2 tbsp (30 mL) poppy seeds, sesame seeds or sunflower seeds | <ul style="list-style-type: none"> 1 Grease or line an 8½" x 4½" (1.5 L) loaf pan with parchment paper. 2 Combine yeast, warm milk and honey in a large bowl. Let sit 5-7 minutes. Add oil, egg, salt and 2 cups (500 mL) of flour. Beat on low speed with mixer until blended. Increase speed to high. Beat 1 minute. Scrape bowl and beat 1 minute longer on high speed. Add remaining flour and yogurt. Mix well to combine. 3 Spoon dough into prepared pan. Sprinkle with seeds. Cover with greased wax paper and let rise in a warm place 40-50 minutes or until dough rises to the edge of the pan. 4 Preheat oven to 375°F (190°C). 5 Bake for 45 minutes. Remove from pan and cool on a wire rack. |
|---|--|

Quick Tips and Tricks


- To check if bread is done, insert instant read thermometer in centre of bread. Internal temperature should be 190°F (88°C).
- Leftovers are great for French toast.




© Ssracker Foods of Canada Co.

The Canadian Prairies are known as the breadbasket of the world. That's because the quality wheat grown by Prairie farmers is prized around the globe. In more than 70 countries, Canadian wheat is the standard for quality baked goods.

Hard-working farmers are the pride of the Prairies. Share that pride with those you bake for. Invite the fresh wholesome goodness of western Canadian wheat into your kitchen. Bake with Robin Hood flour to know you are getting the best: pure western Canadian wheat from the breadbasket of the world.





Prairie strong, worldwide



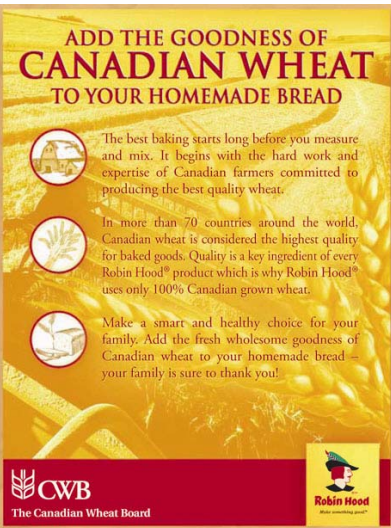
RH / CWB brand partnership – Spring 2008 national promotion

Program:

- 650,000 recipe books distributed nationally

Results:

- During Spring months (March & April) Flour category increased **42% \$ Vol VYA** outpacing Robin Hood at **34%**, expected with market conditions
- Category tonnage volume increased **5%** while Robin Hood increased **3%**



RH / CWB brand partnership - packaging



- Messages on 14 types of RH Flour
- 4 to 5 million packages produced nationally

All Purpose Bleached, 2.5kg, 7lb, 5kg, 10kg

Best for Bread Homestyle White 2.5kg, 5kg,

Cake & Pastry 2.5kg

Whole Wheat 2.5kg

All Purpose Unbleached 2.5kg, 5kg

Best for Bread Multigrain 5kg

Best for Bread Whole Wheat 5kg

Best for Blending 2.5kg

Whole Wheat 5kg

RH / CWB brand partnership - Web site



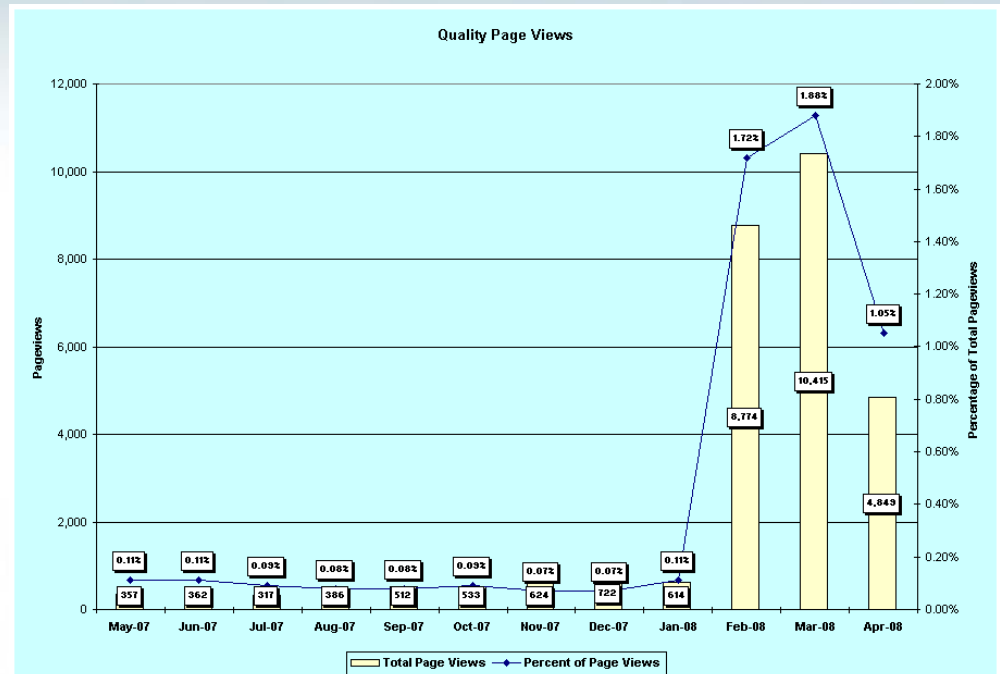
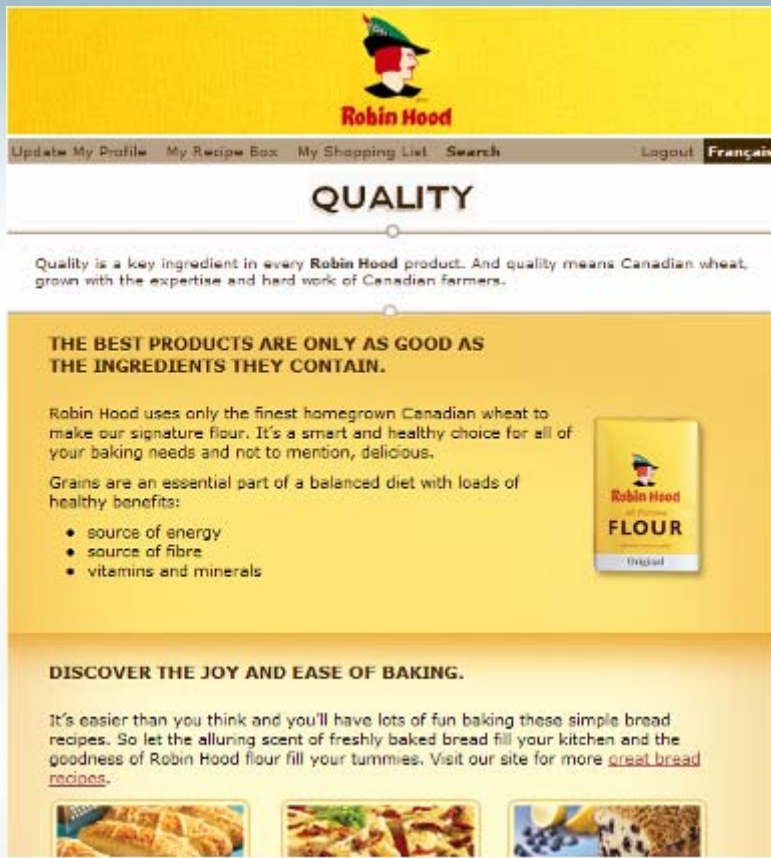
During key promotion timing (March/April), **Spring Promotion** was featured on RH's Home Page.

Effective in driving over **22,000** consumers to promotion entry page.

"Did You Know" buttons highlights interesting wheat facts.



RH / CWB brand partnership – Web site



Quality Page reinforces message of Quality from field to flour with Canadian Wheat. CWB presence with Spring Promotion and consistent presence on Home Page drives traffic to Quality page.



CWB insert into Simply Homemade – Fall 2008

3.6 million recipe books distributed nationally



Cheesy Breakfast Buns

Preparation Time: 30 minutes • 2 hrs 15 minutes rising time • Baking Time: 25 minutes • Makes: 18 buns • Freezing: excellent

Buns

- 1 cup (235 mL) warm water (120°-110° F/40°-30° C)
- 1 tsp (5 mL) sugar
- 1 envelope Fleischmann's® Instant Quick-Rise yeast (2 1/4 tsp/11 mL yeast)
- 1 cup (235 mL) warm Canadian® Regular 2% or Fat Free (Expanded) Milk (120°-110° F/40°-30° C)
- 1 cup (235 mL) Grated® Cheese or Vegetable Oil
- 1/2 cup (115 mL) Milder® Knead Salt
- 2-4 cups (1.25-1.5 L) White Wheat® Soft for Bread Flour
- 1/4 cup (55 mL) cheddar cheese, cubed
- 1 cup (235 mL) cheddar cheese, grated

Glaze

- 1 egg, beaten
- 1/2 cup (125 mL) cheddar cheese, grated
- 1 cup (235 mL) warm water

Tip

- If you are not using all the baked buns, wrap well and freeze. When ready to prepare, defrost on counter and preheat oven to 375°F (190°C). Place on baking sheet and heat for 5-10 minutes until warm to the touch.

1. **Basic:** Combine warm water and sugar. Add yeast and let stand until mixture bubbles up.
2. Combine milk, yeast mixture, oil and salt in a large bowl. Add flour to form a dough that is soft but not too sticky. Knead 10 minutes by hand or 5 minutes in mixer on low speed.
3. Place dough in a lightly oiled bowl. Cover with plastic wrap and let rise until doubled in volume, 3-4 1/2 hours.
4. Punch down and knead in cubed and grated cheese. Divide into 18 pieces. Shape into rounds. Place on parchment paper lined baking sheets. Cover with plastic wrap. Let rise until doubled, about 45 minutes.
5. Preheat oven to 375°F (190°C).
6. **Glaze:** Carefully brush milk with egg. Sprinkle with grated cheese and warm water.
7. Bake in preheated oven for 25 minutes until well browned. Remove from baking sheets and cool on wire rack.



© Smucker Foods of Canada Co.



CWB insert into Simply Homemade – Spring 2009

1.6 million recipe books distributed nationally



The advertisement is split into two main color sections: a red section on the left and a yellow section on the right. At the top center is the Robin Hood logo, a circular emblem with a green and red archer's head, the text "SINCE 1909", and "Robin Hood" in red. Below it is a red banner that says "CELEBRATING 100 YEARS".

In the red section, there are three small images of baked goods: a basket of bread rolls, a plate of scones, and a tray of pastries. Below these is the text "100 years of Making Something Good!". At the bottom left of the red section are three bags of Robin Hood flour: "BREAD Flour", "ALL PURPOSE Flour", and "NUTRI Flour blend".

In the yellow section, the text "100% Canadian Wheat" is written in large red letters, with "Makes it good" in smaller black letters below it. To the right are two overlapping photographs: one of a basket of bread and another of a woman and a child baking together. Below the photos is the text: "Nothing draws a family together like the aroma of warm, fresh, home baking. When you use Robin Hood flour you are adding the unsurpassed goodness of 100% Canadian Wheat. After all, we want your family to have nothing but our best."

At the bottom of the red section is the website "robinhood.ca". At the bottom of the yellow section is the CWB logo (a red maple leaf with "CWB" inside) and the slogan "Canadian Wheat Makes it Good" in a white box with a black border.

Robin Hood flour is proud to be part of Canadian heritage for over 100 years. It all started in 1909 in Moosejaw Saskatchewan when Robin Hood was established as a household name in baking. The green and red archer is an icon you can trust for superior quality and excellence. Robin Hood flour has been used in family recipes that have been handed from generation to generation. People have come to trust Robin Hood because we have remained true to our Canadian heritage and values that were established over 100 years ago!

robinhood.ca


Canadian Wheat Makes it Good





PRIMO

Canadian Wheat Board &
Primo Grain Wise Pastas

Bringing healthy choices to Canadians

New branding activity – Primo Foods

The Healthy Pasta category – GrainWise entry

Worth over \$27 million nationally:

- Ontario 35%, Total West 33%, Quebec 24%, Maritimes 9%

- GrainWise is Primo's entry into category (< 1 year)
- Over 50% of the category is dominated by 4 SKUs
- Growth in sales & market acceptance creates an opportunity for further partnership & increasing both the CWB and Primo's brand equity

Primo packaging

Placing the CWB logo on Primo GrainWise pasta will:

- Create a sense of trust in consumers that the product is proudly made with Canadian Wheat
- Generate a consumer relationship between healthy living and products containing Canadian Wheat



Primo outdoor advertising – Montreal market

35 outdoor boards in each of September and January producing a total of 26,460,000 gross impressions per month.

CWB cost - \$0.40 CPM impressions



CBC Web site banner ads

Sponsorship of Steven and Chris show as part of CBC media buy

The screenshot shows the CBC website interface in Microsoft Internet Explorer. The address bar displays <http://www.cbc.ca/stevenandchris/>. The navigation menu includes [cbc.ca](#), [News](#), [Sports](#), [Entertainment](#), [Radio](#), [TV](#), and [My Region](#). A search bar is located in the top right corner.

The main content area features a large banner for **PRIMO GrainWise 100% Whole Grain Pasta**. The banner includes the **STEVEN AND CHRIS** logo on the left and a search bar on the right with a **GO** button. A red arrow points to the **Canadian Wheat Makes it Good** logo in the top right corner of the banner. Below the banner, there is a navigation bar with categories: [MAIN](#), [HOME DECOR](#), [FASHION & BEAUTY](#), [FOOD & ENTERTAINMENT](#), [CELEBRITY](#), [HEALTH & FITNESS](#), [RELATIONSHIPS](#), [VIDEO](#), and [BLOG](#).

Below the navigation bar, there is a section titled **Today on the show - 2pm on CBC**. This section includes a photo of the show's hosts and a video player. The video player shows a man sitting on a couch, and the text **STEVEN AND CHRIS** is overlaid on the video. Below the video player, there is a section titled **ON THIS WEEK NOVEMBER 08** with a calendar showing the days of the week and the date **Nov 12** highlighted. The text below the calendar reads: "Sandy Gold is back to show you how to get **What She's Got** with makeup! Dale Curd discusses **'Grown-up' Relationships**, and Christian Pritchard just loves **Potatoes**. In our **House Proud**, we visit a swingin' Mid-Century Modern pad, and in **Ask Steven and Chris**, the boys take on some challenging spaces."

At the bottom of the page, there is a navigation bar with categories: [Food & Entertainment](#), [Home Decor](#), and [Fashion & Beauty](#). The taskbar at the bottom shows the Start button, several open applications, and the system clock displaying **1:53 PM**.

Canada Safeway POS material

Approx 1,250
pieces or six
facings per store
nationally



The advertisement features a yellow background with a blue banner at the top that reads "PRIMO GrainWise 100% Whole Grain Pastas". Below the banner, there are three images of pasta boxes: "PRIMO GrainWise 100% Whole Grain Penne", "PRIMO GrainWise 100% Whole Grain Farfalle", and "PRIMO GrainWise 100% Whole Grain Spaghetti". Each box shows a plate of pasta with a red sauce. Below the images, the text reads "Made only with 100% Canadian Wheat". At the bottom, there is a logo for the Canadian Wheat Board (CWB) with the slogan "Canadian Wheat Makes it Good".

PRIMO
GrainWise
100% Whole Grain Pastas

PRIMO
GrainWise
100% Whole Grain Penne

PRIMO
GrainWise
100% Whole Grain Farfalle

PRIMO
GrainWise
100% Whole Grain Spaghetti

Made only with 100% Canadian Wheat


Canadian Wheat Makes it Good



Relationship benefits to Producers / RH & Primo

Benefits to producers:

- Association with market leaders gives national voice to our brand message
- Contributes to efforts to stabilize / ultimately grow flour / pasta markets
- Locks up important customers on a new strategic level
- Cost effective, grass roots branding

Benefits to RH / Primo:

- Provides RH / primo brands with point of difference / news with our brand logo
- Captures “Canadian” benefit as per consumer research
- Strong link to western producer expertise and iconic wheat imagery
- Some degree of cost sharing



Other branding activity

Grains They're Essential campaign



- Three year campaign to influence consumption of grain based foods
- Targets dieticians, nutritionists, teachers with health facts
- CWB funds half cost per year with matching funds from other partners
- Partners include: Canada Bread, CPMA, Dover Flour, Fleischmann's Yeast, Horizon Milling, Lallemand, Ontario Wheat Producers, Port Royal Mills, Weston's
- Recent commitment from the CWB for a further three years to 2010

Other branding activity

CWB brand logo variations



C'est bien meilleur avec du blé canadien



加拿大小麦 美味之源



Canadian Wheat Makes it Good



캐나다 밀은 다릅니다



El Trigo Canadiense Lo Hace Bueno



品質を高めるカナダ産小麦



कैनेडा का गेहुं इसे बढ़िया बनाता है



Other branding activity

CWB consumer Web site

The screenshot shows the CWB consumer website with a navigation bar at the top containing links for Home, Quality, Recipes, Photos, For kids, Get more, and Français. The main content area is divided into several sections:

- Easy No-Knead Bread:** A large image of bread with a blue banner that says "and more...". Below it, text states: "All Robin Hood flours are made with 100 per cent Canadian wheat." and "Welcome flour made with pure Canadian wheat into your kitchen. Whatever you are baking, western Canadian wheat makes it good." A link for "more" is provided.
- Canadian Wheat Makes it Good:** A logo featuring a red maple leaf and the CWB text.
- Western Canadian wheat:** A banner image of a person in a field with the text: "Western Canadian wheat is recognized throughout the world as the highest quality wheat". Below is a section titled "Western Canadian wheat" with text: "Wheat is an essential part of a balanced diet. The best wheat in the world is grown on the Canadian Prairies. And the best products - delicious fresh bread, wholesome flour, melt-in-your mouth cakes - start from western Canadian wheat." and "This holds true at your corner bakery, in your neighborhood grocery, and in more than 70 countries around the world where western Canadian wheat is considered the standard of quality." A link for "More" is provided.
- Recipes:** A section titled "Recipes" with text: "Put the best in the world on your family's table - try one of our tasty baking recipes". Below are three small images of baked goods.
- Baking is Back:** A red banner for the "25th Anniversary Baking Event" with the text "BAKING IS BACK". Below is text: "All Robin Hood flours are made with 100 per cent Canadian wheat" and a link for "Find out more".
- Pasta on the Prairies:** An image of pasta and eggs with text: "The Prairies are home to the world's best spaghetti farmers" and a link for "More".
- Did you know?:** An image of bread with text: "Western Canadian wheat is recognized throughout the world as the highest quality wheat" and a link for "Learn more".
- For Kids:** An image of two cartoon characters with text: "The Adventures of Kid Kernel colouring book" and a link for "More".

Other branding activity

Dover Industries truck fleet branding

22 vehicles in S.
Ontario running along
the 401 corridor.

Total cost –
\$2,576.00



New branding activity

Rogers Foods 10kg Korean flour bags using CWB brand logo

First of other Rogers
Foods off-shore
packaging
opportunities – no cost



New branding activity - Moderna Alimentos S.A. – Ecuador

Co-marketing new PaniPlus flour brand as distinctly Canadian product made with 100 per cent western Canadian Wheat. Targeted to commercial bakers.

Total CWB cost – USD \$22,600



New branding activity

Guchuan Foods – China

100 per cent western
Canadian Wheat
milled in western Canada,
packaged in China using
Canadian designed
packaging

面古粉船

古船 GU CHUAN

通过ISO9001国际质量管理体系认证
HACCP食品安全体系认证

北京古船食品有限公司
以面粉、食品加工为
主的大型企业。其规模、
生产工艺及科研水平在国
内均居领先地位。

古船牌系列面粉以品
质优异、品种齐全、价格
合理、服务周到深受广大
消费者的青睐与欢迎，并
被评为中国名牌产品、国
家免检产品等诸多殊荣，
在国内享有较高声誉。

我们同本粮“同舟共
济、志在‘第一’”的企业精
神，全力满足广大消费者
的需求，不断为您提供
更多的优质产品和服务。

北京古船食品有限公司
北京古船食品有限公司
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北京古船食品有限公司
北京古船食品有限公司

Canadian Wheat Makes it Good

100% imported

Canadian Wheat Flour

Years of former expertise in harvesting the pristine and fertile farm fields of Canada is your assurance of Canadian wheat grown to only the highest quality standards making this flour a smart and healthy choice for your family.

古船 GU CHUAN

通过ISO9001国际质量管理体系认证
HACCP食品安全体系认证

“古船牌”饺子粉是严格按
格的企标准，以进口优质小麦
为主要原料，采用小麦籽粒中心
部分经乳精制而成的高筋小麦粉，
粉质洁白且不使用增白剂，面粉
质最好，是制作各种高档面点的
优质面粉。本产品富含蛋白质，
矿物质能促进人体新陈代谢，补
充所需营养，有利于脑力和体
力劳动者消除疲劳。

不含增白剂

产品标准: QLS QGM16
小麦面粉产地: 加拿大
配料表: 小麦粉
生产日期: 见封口处(年、月、日)
保质期: 常温干燥处240天
公司地址: 北京海淀区学院路251号
电话: (010) 88218656
邮编: 100053
http://www.guchuan.com.cn

加拿大小麦 美味之源

100% 进口加拿大小麦粉

加拿大小麦粉

——适用制作饺子、面条、馄饨等面点

净含量: 1.5kg

北京古船食品有限公司出品
BEIJING GUCHUAN FOOD CO., LTD

北京古船食品有限公司出品
BEIJING GUCHUAN FOOD CO., LTD



New branding activity

Consumer oriented
customer poster



QUESTIONS?