



CANADIAN
SPECKLE PARK
ASSOCIATION

STRATEGIC MARKETING PLAN | 2023-2028





MISSION

To advance the position of the Speckle Park breed and brand and simultaneously strengthen the Canadian beef industry at large, by ensuring cattle producers' long-term profitability.

STRATEGIES

1. Continue to build the commercial marketing program, driving breed growth and breed education within the cow/calf and fed cattle sectors.
2. Leverage strengths of the breed to establish an industry leadership position.
3. Support future breed leaders.

Strategy 1:

Continue to build the commercial marketing program, driving breed growth and breed education within the cow/calf and fed cattle sectors.

- Collaborate on and help to develop research projects focused on the collection of data in regards to Speckle Park and Speckle Park Cross feed conversion, carcass quality, health data, etc.
- Facilitate the organization of Speckle Park influenced feeder calf sales across all provinces.
- Educate membership on what creates value in feeder cattle (health, phenotype, feed efficiency, etc.)
- Build relationships with order buyers, sale barns, packers, etc. and communicate data about the value of Speckle Park genetics.
- Create a stronger breed presence by ensuring CSPA representation (and sponsorship when applicable) at all major beef industry events along with taking advantage of print advertising in the Canadian Cattlemen's Publication.
- Develop a dependable Speckle Park Beef supply chain (feedlot through food service) and facilitate the development of one or more coordinated beef supply chains leveraging Speckle Park genetics.
- Work in collaboration with the Commercial and Beef Improvement Committees & CSPA Board on all of the above and leverage the use of social media, the CSPA website and Spotlight on Speckle Park breed publication to expand upon these initiatives.



Strategy 2:

Leverage strengths of the breed to establish an industry leadership position.

- Continue to educate breeders on the importance of eliminating issues related to foundational phenotypic traits.
- Develop EPD's to measure and improve upon breed strengths and to compete with all other major beef breeds.
- Position the CSPA as a thought leader in the realm of sustainability - where feed efficiency, longevity & meat quality converge.
- Explore mentorship opportunities between new breeders and established breeders.
- Leverage existing data and grassroots stories to develop marketing campaigns focused on the breed's efficiency advantages and sustainability story.
- Partner with chefs, foodies and key influencers to increase the visibility of Speckle Park Beef.
- Work in collaboration with the Breed Improvement committee & CSPA board on all of the above and leverage the use of social media, the CSPA website and Spotlight on Speckle Park breed publication to expand upon these initiatives.

Strategy 3:

Support future breed leaders.

- Develop new educational programs that include more "hands on" skill development events to equip our CSPA Youth with the knowledge and skills to be competitive in the beef cattle industry.
- Expand on all ongoing CSPA Youth programs.
- Explore mentorship opportunities between adult members and youth members.
- Work in collaboration with the CSPA Youth Director & CSPA Board on all of the above and leverage the use of social media, the CSPA website and Spotlight on Speckle Park breed publication to expand upon these initiatives.

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BUILT TO OUTLAST



www.canadianspecklepark.ca

