



Canada Beef Export Federation

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NEWS RELEASE

FOR IMMEDIATE RELEASE

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INDUSTRY SUPPORTS NEW APPROACH TO MARKET ACCESS

Calgary, Alberta, February 3, 2009 –

The January 9, 2009, announcement by the Government of Canada that it is expanding export opportunities for livestock producers by acting on the advice of industry has been greeted with wide approval and enthusiasm by Canada's meat and livestock sectors. In particular, the government is implementing two key industry recommendations: to create a market access secretariat; and to pursue commercially-significant access to beef markets as a first step to achieving full access.

The success of the government's new trade policy was demonstrated January 16, 2009, with the announcement by Agriculture Minister Gerry Ritz that an agreement in-principle with Hong Kong had been secured to expand access to include bone-in beef cuts, beef from animals over 30 months (O30M) and offal in a staged approach.

In support of the government's announced intention to create a market access secretariat, representatives from twelve national associations involved in Canada's meat and livestock sector, including the Canada Beef Export Federation, came together in late January in a Market Access Workshop. The intent of the workshop was to discuss the role and organizational framework of such a secretariat. Also discussed were recommendations to government on enhancing Canada's technical market access negotiations capabilities. The workshop is also reaching out to other sectors in Canada's agricultural economy to engage their participation in this important initiative.

"The Federation has long supported the inclusion of industry in trade negotiations as being crucial to achieving access that is commercially meaningful to industry," says Ted Haney, President of the Canada Beef Export Federation. "We are heartened that government is listening to industry. By working together, industry and government will be more effective in addressing the number one constraint to growth and prosperity in the Canadian beef industry – international market access."

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