



Canada Beef Export Federation

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NEWS RELEASE

FOR IMMEDIATE RELEASE

February 9, 2009

CBEF WELCOMES NORMALIZED TRADE WITH JORDAN FOR CANADIAN BEEF

Calgary, Alberta, February 9, 2009 –

The Canada Beef Export Federation congratulates the Government of Canada on achieving full market access for Canadian beef and cattle exports to Jordan.

“As a country with a population of over six million people and a significant affluent sector, Jordan represents a market of potential for high quality Canadian beef,” says Gib Drury, Board Chair of the Canada Beef Export Federation. “Jordan is the twelfth market to officially opened to Canadian beef derived from over-30-month (O30M) cattle – a level of access that is commercially significant to our industry.

“Following upon the expanded access achieved in Hong Kong in January, we are encouraged that the Canadian Government is continuing to focus its efforts on normalizing trade for Canadian beef,” he says. “Each market regained helps to facilitate the next. Each market regained offers the Canadian cattle and beef industry the potential to recapture lost value.

“The secret to Canada’s success is the new market access policy which replaced the all-or-nothing approach and now accepts whatever the importing country is willing and able to offer,” says Drury. “Combined with Minister Ritz’ willingness to undertake high level missions to those markets still closed to Canadian cattle and beef, this double whammy is opening the borders around the world.”

The Federation operates offices in the key international markets of Japan, South Korea, Taiwan, Mainland China, Hong Kong and Mexico

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