



## Canada Beef Export Federation

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# NEWS RELEASE

FOR IMMEDIATE RELEASE

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## CANADIAN BEEF BIG DRAW AT JAPAN'S FOOD EX SHOW

*Calgary, Alberta, April 3, 2008 –*

Close to 92 kilograms of Canadian beef was served in taste samples to visitors to the Canada Beef Export Federation booth at FOOD EX 2008, held March 11<sup>th</sup> to 14<sup>th</sup> in Makuhari, Japan. Held annually, FOOD EX is Japan's premier food and hospitality show. According to event organizers, visitors to this year's show reached 98,000 over the four days.

"We conducted taste testing of Canadian beef three times a day during the event," says Tomoshige Sakamoto, Director of the Federation's Japan office. "Each time, there was a big line in front of our booth and big smiles from the visitors to show they were enjoying the great taste of Canadian beef."

"Several of the Federation's Export Members participated in the Federation booth, displaying their products and talking to visitors about Canadian beef and their companies capabilities to supply the Japan market," he says. "Many of the visitors to FOOD EX were importers and distributors as well as end users, such as retail and restaurant executives, and important contacts were made. Not least were the Japanese consumers, and the opportunity to provide them with a taste of Canadian beef is one that can turn into sales at the supermarkets."

The line ups at the Federation booth rated a photograph in the *Japan Times* newspaper, with the caption: "Canadian beef is served Tuesday to visitors at FOOD EX Japan 2008, the annual food exhibition, at Makuhari Messe convention hall."

Ted Haney, President of the Canada Beef Export Federation, underlines the importance of Federation participation in international food shows. "The exposure we can generate for Canadian beef and the Canadian industry at shows such as FOOD EX is tremendous," says Haney. "Shows of this caliber attract top buyers in the region as well as large numbers of consumers. In a few short days, we can showcase Canadian beef and the Canadian industry, reinforcing our international presence and building demand and recognition."



CBEF booth FOOD EX #1



CBEF booth FOOD EX #2



Japan Times photo

High resolution photos suitable for print are available on our Web Site newsroom at:

<http://www.cbef.com/newsroom.htm>

For more information, please contact:

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