



Canada Beef Export Federation

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NEWS RELEASE

FOR IMMEDIATE RELEASE

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FEDERATION VIP MISSION BRINGS TOP KOREAN MEAT EXECUTIVES TO CANADA

Feedback from a CANADA BEEF VIP Mission for high-ranking South Korean meat industry executives is that the taste of Canadian beef will be welcomed back in Korea. The mission took place from June 25 to July 2, 2006.

“This was definitely a senior mission,” says Cam Daniels, Vice President of Export Services for CANADA BEEF. “Delegates were exclusively the chairmen and presidents of some of South Korea’s largest meat import operations as well as Korea’s largest and most influential restaurant association. Of special significance was the participation of a Korean BSE expert advisor to Korean authorities.

The mission was tailored to provide a first-hand look at the Canadian industry – from cow/calf operations through slaughter, fabrication and further processing to rendering.

“The delegates saw for themselves the Canadian Cattle Identification Agency (CCIA) tagging process and the operation of feed ban protocols at a feed mill,” says Daniels. “They were given a detailed presentation by the Canadian Food Inspection Agency and met with Canadian Government officials and provincial cattle organizations. From start to finish, it was a demonstration of Canada’s animal health and food safety systems and surveillance measures at work.

“The seven-day mission gave Canada the opportunity to show these industry leaders that the Canadian beef industry is ready to get back to work in Korea,” he says. “Canadian packers and processors received a commitment from the high-ranking importers that they, too, are ready to get back to work selling Canadian beef once the market opens.

“A highlight of the trip for the delegates was the many dinners featuring Canadian beef. They expressed great pleasure at being able to taste Canadian beef again, saying that beef consumption in Korea has gone down in the absence of North American beef with consumers being forced to pay a higher price for a lower quality product.

“The feedback from all participants was that they have a far better understanding of Canada’s beef industry as it is today, an understanding they have taken back to Korea with them.”

The Federation operates offices in the key international markets of Japan, South Korea, Taiwan, the People's Republic of China (including Hong Kong) and Mexico. Prior to BSE, Canadian beef exports to Korea were approaching 20,000 tonnes annually for a value of \$99 million.

- 30 -

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