



Canada Beef Export Federation

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NEWS RELEASE

FOR IMMEDIATE RELEASE

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CANADA BEEF ELECTS NEW BOARD, SOLICITS MEMBER INPUT INTO 2009-2010 BUSINESS PLAN

Calgary, Alberta, October 3, 2008 –

The Canada Beef Export Federation's 2008 Annual General Meeting (AGM) attracted a high level of interest from industry as over 60 members and interested parties gathered in Calgary September 18th to hear Federation Directors report on the opportunities and constraints that continue to mark the Canadian industry's return to the global marketplace.

Key speaker at the meeting was Alberta Minister of Agriculture, the Honourable George Groeneveld, who spoke about the newly-formed Alberta Livestock and Meat Agency – its goals and strategies and its relationship to the Canada Beef Export Federation. The Minister also spoke about the Alberta Government's perspective on the Canadian cattle and beef industry's challenges and its path forward.

New Board of Directors Elected

The AGM also saw the Federation membership elects its Board of Directors for the 2008-2009 fiscal year. For the first time, the Board of Directors will be led by a cattle producer from Eastern Canada.

"I welcome the challenge to be the new Chair of the Federation," says Gib Drury, a cow-calf producer from the Ottawa Valley in western Québec. "It is a steep learning curve as I have not been in the inner circle of Canadian cattlemen's politics – but my outsider status is an advantage as I am not aligned with any specific group in Western Canada.

"I believe that the table has been set by past Chairs and Directors of the Federation," he says. "The cooking has been done by our excellent staff, and I will have the pleasure of presiding over the feast of renewed and abundant Canadian beef exports all over the world."

Mr. Drury's past and current involvement in the cattle and beef industry is extensive. He was a founding Director of the National Check-Off Agency and, for the past eight years, has been a Director of the Canadian Cattle Identification Agency. He has been a

spokesperson for the Québec cattle industry with provincial and national industry associations and all levels of government throughout his 35-year career as a producer.

Also elected to the 2008-2009 Board of Directors were: Brett Campbell (XL Foods) as Vice Chair; Arthur Batista (Ecolait Ltee.) as Vice Chair; Jeff Cline (Cargill Foods) as Vice Chair; Jeff Rosgen (Lakeside Farm Industries) as Finance & Audit Chair; Roland Baumann (B.C. Cattlemen's Association) as Promotion Committee Chair; Brian Read (Levinoff Meat Products) as Membership Committee Chair; and Dr. Scott Wooding (Canada Agra Trading) as Technical Committee Chair. Also represented on the Board are provincial producer associations from Ontario, Manitoba, Saskatchewan and Alberta, as well as the Canadian Cattlemen's Association.

International Marketing Seminar, Strategy Conference, Explore Global Opportunity for Canadian Beef

An International Marketing Seminar and Strategy Conference held September 19th in conjunction with the AGM also drew record-level attendance. Close to 70 members and interested parties attended the International Marketing Seminar to hear key speakers address the global opportunity for Canadian beef from several different perspectives: the Middle East and North Africa; Japan and the opportunities associated with additional traceability and age verification; Brand Canada's Environmental Indicators Study; XL Foods' proposed acquisition of Lakeside Farm Industries; and the New Russian Market.

The members-only Strategy Conference provided the forum for member discussion and input into the Federation's Strategic Business Plan for 2009-2010. Fifty-five members participated in the conference, which focussed on the branding of Canadian beef in international markets and the geographic focus and funding of the Federation's market development programs.

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