



## Canada Beef Export Federation

235, 6715 - 8<sup>th</sup> Street N.E.  
Calgary, AB T2E 7H7  
Tel (403) 274-0005  
Fax (403) 274-7275  
Email [canada@cbef.com](mailto:canada@cbef.com)

# NEWS RELEASE

FOR IMMEDIATE RELEASE

December 2, 2008

---

## CBEF SEMINARS POINT TO HIGH IMPORTER INTEREST IN CANADIAN BEEF

*Calgary, Alberta, December 2, 2008 –*

The Canada Beef Export Federation's Demand Building and Differentiation Seminar series continues to underscore the high interest in Canadian beef that exists in the international beef buying community.

In the latest round of Demand Building Seminars, completed in November in Tokyo, Japan, Shanghai, Mainland China and Hong Kong, surveys completed by participants following the seminars ranked the success of the seminars in providing a better understanding of the Canadian beef industry's ability to supply safe high quality beef at over 80 percent in all three markets – and interest in the Canadian beef awareness and demand building programs for their business at well over 80 percent in all three markets. Participants in all three markets were regional and local meat importers and distributors as well as retail and food service executives.

The seminars were conducted by the local Federation offices, with Federation Board Chair Gib Drury and President Ted Haney on hand to participate.

"Our Demand Building Seminars were a resounding success in both Japan and Mainland China, and the demand for Canadian product is great," says Drury. "In Hong Kong as well it was a great success. We had participation not only from Hong Kong and Macau, but from the South China region's cities of Shenzhen and Guangzhou. We must pressure all the governments to normalize trade and let us supply the eager importers.

"I was impressed as well with the warm welcome given to us by the importer association in Japan and by the keen interest of importers in every market in once again marketing Canadian beef to their clients," he says.

"This was my first visit to our offices as Board Chair of the Federation, and I had great pleasure in meeting our fine staff representatives in all of the Asian countries and have full confidence in their abilities to do the job for us.

“I am just blown away by the changes in Asia since my last visit forty years ago in my hippy days,” says Drury. “Gone are the backward third-world nations, replaced by modern, vibrant cities and well-to-do people in incredible numbers. These are huge markets for Canadian beef.”

*Japan: In 2007, Canadian beef exports totalled 3,806 tonnes (\$24 million); from January to September 2008, exports have increased 19.5% over the same period last year to 3,194 tonnes.*

*Hong Kong & Macau: In 2007, Canadian beef exports totalled 16,790 tonnes (\$52 million); from January to September 2008, exports increased 3.3% over the same period last year to 12,986 tonnes.*

*Mainland China remains closed to Canadian beef; importer interest, however, is high.*

- 30 -

For more information, please contact:

Ted Haney  
President  
Canada Beef Export Federation  
235, 6715 - 8<sup>th</sup> Street, N.E.  
Calgary, AB T2E 7H7

Tel (403) 274-0005  
Fax (403) 274-7275  
Email [tedhaney@cbef.com](mailto:tedhaney@cbef.com)  
Website <http://www.cbef.com>

Gib Drury  
Board Chair  
Canada Beef Export Federation  
Tel (819) 459-2991