



Canada Beef Export Federation

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NEWS RELEASE

FOR IMMEDIATE RELEASE

CBEF CONGRATULATES MINISTER RITZ ON TRADE MISSION TO KOREA

Calgary, Alberta, March 20, 2009 –

The Canada Beef Export Federation extends congratulations to Federal Agriculture Minister Gerry Ritz on his trade mission to Seoul, South Korea.

“We congratulate Minister Ritz and support him in his efforts to pursue access for Canadian beef and veal in this very important market,” says Gib Drury, Board Chair of the Canada Beef Export Federation. “In traveling to Korea and directly engaging with senior Korean Government officials, Minister Ritz has demonstrated the very serious intent of the Canadian Government to resolve this impasse in a non confrontational manner.”

“He has also demonstrated our commitment to the Korean meat import sector,” he says. “Our Korea office reports that all of the importer representatives who met with Minister Ritz were very impressed with the Minister’s assertive and business-friendly attitude. This will stand our industry in good stead upon our return.”

The Federation believes that Korea will only resume trade in Canadian beef if Canada takes the step of putting further pressure on by initiating WTO dispute settlement consultations. In this light, the Federation believes that Canada must proceed to initiate the consultations - a process that can be halted should Korea agree to the resumption of trade. Canada's strategy must be dedicated to the goal of resuming trade in all edible beef and veal products derived from cattle less than 30 months of age in the Spring of 2009.

The Canada Beef Export Federation’s members have established the goal of exporting 21,000 tonnes (\$97 million) of beef to Korea by 2015. In 2002, our last full year of trade with Korea pre-BSE, Canadian beef exports to Korea totaled 17,000 tonnes (\$60 million).

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

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