



# Canada Beef Export Federation

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## NEWS RELEASE

FOR IMMEDIATE RELEASE

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### **CBEF RUSSIA MISSION BRINGS HIGH PRAISE FOR CANADIAN INDUSTRY**

*Calgary, Alberta, June 17, 2009 –*

A one-week visit by Russian meat industry executives to Canada wrapped up on Sunday, June 14, 2009, with high praise for the Canadian cattle and beef industry. For all delegates on the mission, it was their first trip to Canada and their first look at the Canadian industry.

“First, I have to say that the Canadian beef industry is a large-scale industry and one that is very technologically advanced,” said mission delegate Sergey Yushin, Chief Executive Officer of the National Meat Association in Moscow, Russia. “When you look at Canada’s competitiveness compared to many other countries, Canada produces and supplies high quality beef to customers all over the world.

“In regard to Canada’s cattle operations, I was very much amazed and surprised by the knowledge and experience of the Canadian industry,” he said.

The Russian visit was one of a regular series of VIP Beef Buyers Awareness Missions conducted by the Canada Beef Export Federation (CBEF) as part of its strategy to expand international sales of Canadian beef. Led by Cam Daniels, Federation Vice President of Export Services, the VIP Missions bring key foreign meat importers and trade executives to Canada to gain first-hand knowledge and understanding of the Canada industry.

The Russia VIP Mission, made up of seven high-level representatives from Russia’s food service and retail sectors as well as importers and distributors, travelled to Ontario, Quebec and Alberta, visiting packers, processors, trading companies, feedlots, ranches, cattle associations and government agencies.

Asked about the opportunities for Canadian beef in Russia, Yushin said that Russia is a big importer of beef, last year importing more than 800,000 tonnes of boneless beef.

“We also increased our imports of prime cuts for restaurants, hotels and retail,” he said. “The Russian people are becoming more aware of high quality beef; they want this product, and I think this is one of the areas where we can find much in common with the Canadian industry and where we can find ways to cooperate.

“Certainly the Russian market is not easy for any country,” he said. “Russian national veterinary standards are very strict, and only qualified suppliers can be approved to supply our country.

“But I think most of the plants I’ve seen here are absolutely ready to supply beef to Russia. My message to Canadian suppliers would be to respect the national standards and rules and always be in communication with your buyers and importers from Russia. Together you must find niche products for our customers. It’s difficult to compete against Argentina or Brazil, but I see that Canada can beat many countries on high quality prime cuts, and that’s where your strong side is.

“So,” said Yushin, “let’s try and find a way to do business in this area.”

In response to the increasing interest of the Federation’s members in the Russian market, the Federation has increased its market development activities in that country – participating in the ProdExpo Food Show in Moscow in 2009 and again in 2010; conducting the Russia VIP Mission; participating in the Canada-Russia Business Summit in Moscow this June 19th to 27th; and conducting a Demand Building Seminar in Moscow and St. Petersburg later this year.

“Judging by the reception our Export Members across Canada gave the Russian delegates, it was a testimony to the interest and commitment of our members to export Canadian beef and veal to Russia,” says the Federation’s Cam Daniels. “For both parties, Canadian and Russian, the mission provided the opportunity to move further along this road.”

The Federation’s Export Members have set the goal of exporting 10,000 tonnes of Canadian beef to Russia in 2009; 15,000 tonnes by 2010; and 20,000 tonnes by 2015.

Canada gained access for boneless beef and selected offal derived from under-30-month cattle on October 31, 2007. The Federation continues to request the Government of Canada to re-engage Russian officials in order to expand market access.

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

- 30 -

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