



Canada Beef Export Federation

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NEWS RELEASE

FOR IMMEDIATE RELEASE

CBEF TARGETS HOTEL AND RESTAURANT TRADE AT CANCUN EXPOSITION

Calgary, Alberta, June 30, 2009 –

For the second year in a row, the Canada Beef Export Federation (CBEF) had a highly-visible presence at ExpoHotel Cancun, held June 17 to 19, 2009, in Cancun, Mexico. The show is recognized in Mexico and the Caribbean for its focus on the hotel and restaurant industry.

“The show is an opportunity to raise awareness for Canadian beef with the hotel and restaurant people in one of the major tourist destinations in Mexico,” says Chenier La Salle, CBEF Vice President of International Programs. “This industry is a promising and growing market for high end Canadian beef in general – and more specifically for middle cuts and under-valued cuts such as the Shoulder Tender.

The CBEF booth featured a large-scale version of a merchandising guide especially created by CBEF for the Mexico market. “The guide illustrates the fabrication specifications for 89 different cuts of Canadian beef merchandised to appeal to the Mexico market, along with cooking methods for the cuts,” says La Salle. “The cuts illustrated on the guide utilize the whole carcass and go a long way toward maximizing carcass value for the Canadian industry in Mexico.

On hand at the CBEF booth were representatives of Federation Export Members Cargill Foods, XL Foods/Lakeside Packers and Wagyu Canada Inc.

“For the Canadian industry, our presence at the show is one more way in which we are working to strengthen the Canadian beef image in Mexico and expand its presence across all sectors,” says Mauricio Ruiz, General Manger, Mexico office. “For our Export Members, ExpoHotel Cancun provided the opportunity to lay the groundwork for launching business in the area, strengthening distribution networks and reinforcing company brands.”

Javier Bonilla, Director of Sales for XL Foods/Lakeside Packers, credits his company’s participation in the show with sales of Canadian beef.

“We partnered with a major distributor to the hotel and restaurant industry, working along side them at the CBEF booth to showcase the benefits of Canadian beef ,” says Bonilla. “We made sure to showcase some underutilized product.

“Because of the show, we sold three loads, including some middle cuts,” he says. “The show was a complete success, and we appreciated the efforts of the CBEF Mexico office. It is a great resource to have them at these shows, and we look forward to participating with them again.”

Canadian beef exports to Mexico totalled 47,000 tonnes (\$179 million) in 2008.

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

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