



# Canada Beef Export Federation

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## NEWS RELEASE

FOR IMMEDIATE RELEASE

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### TAIWAN IMPORTS OF CANADIAN BEEF UP 65 PERCENT

*Calgary, Alberta, July 3, 2009 –*

The excellent image enjoyed by Canadian beef in Taiwan is seeing a dramatic increase in trade to that market. From January to May of this year, Taiwan imports of Canadian beef totalled 1,079 tonnes (\$4.1 million) – a 65% increase over the same period last year.

“In a country which meets most of its beef demand through imports, Canadian beef is known for its high quality,” says Ted Haney, President of the Canada Beef Export Federation. “Coupled with the established relationships between Canadian suppliers and Taiwan importers and the aggressive promotional program being delivered by our Taiwan office – we are regaining market share for Canadian beef in this important market.”

Prior to the closure of world markets in 2003, Canadian beef exports to Taiwan reached a level of 4,123 tonnes (\$21.5 million) annually. The majority of this produce was bone-in beef. Given that Canada currently has access only for under-30-month boneless beef, the growth potential with expanded access for Canadian beef is considerable.

“There is optimism at both government and industry levels that Taiwan will shortly move to expand access,” says Haney. “We believe that this will be in a phased process, with the first phase giving us access for bone-in beef from cattle under 30 months of age. This alone would see exports increase significantly – possibly double current rates.”

### Canadian Beef Draws Long Lines at Taipei Food Show

Over 4,000 foreign visitors and 47,000 local Taiwanese people attended the Taipei Food Show held June 23 to 26, 2009, in Taipei, Taiwan. With the Canada Beef Export Federation booth featuring prominently at the show, it was an excellent opportunity to highlight the high quality and great taste of Canadian beef to consumers, importers and distributors and end users alike.

“People waited in long lines for the opportunity to taste Canadian beef,” says Mauricio Arcila, Technical Director for the Canada Beef Export Federation. “Representatives of our Export Members Cypress Bay Ventures, Prairie Heritage Beef, Cargill Foods, Ronald A. Chisholm, XL Foods/Lakeside Packers were all on hand at the CBEF booth, providing product samples and meeting with established and potential buyers.

“The number of Export Members participating in the show underlines the success Canadian beef exports are experiencing in Taiwan,” he says. “If the interest shown by the Taiwan trade and consumers in Canadian beef at the show is any indication, this success will only increase.

“Our Taiwan office did an excellent job, with Director Taiwan Stella Siao and her staff presenting the message of the Canadian Beef Advantage in really innovative and effective ways.”

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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