



Canada Beef Export Federation

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NEWS RELEASE

FOR IMMEDIATE RELEASE

PHILIPPINES BEEF IMPORTERS IMPRESSED WITH CANADIAN INDUSTRY

Calgary, Alberta, July 8, 2009 –

From June 21 to 28, 2009, the Canada Beef Export Federation (CBEF) conducted a VIP Beef Buyers' Awareness Mission for key beef importers and distributors from the Philippines. The mission brought seven top executives to Canada for a first-hand look at the Canadian cattle and beef industry.

"The entire team was overwhelmed by the reception we received," says Mr. Jesus Cham, Managing Director of Mayon Consolidated Inc., a major Manila-based import-distribution company with clients in the retail, restaurant and hotel, food service and food processing sectors. Cham is also President of the Meat Importers and Traders Association (MITA) – and acted as mission leader for the Philippine delegates.

The mission was undertaken in response to the expressed interest of the Federation's Export Members to further develop the Philippines market for Canadian beef. Led by CBEF Vice President of Export Services Cam Daniels, the mission travelled to Ontario, Quebec and Alberta, visiting packers, processors, trading companies, feedlots, ranches, cattle associations and government agencies.

"We will certainly bring to our association a most favourable report," says Cham. "The Canadian industry appears to be well organized and vibrant. Of particular interest, we found that the beef grading system has features that are not found in the US.

"If properly promoted, Canadian beef can take a substantial market share," he says. "The mission most certainly gave us a better understanding of the Canadian industry, and I am looking forward to developing closer ties and relationships with Canada."

The Philippines has normalized trade in Canadian beef, granting access for all edible beef and veal products derived from all ages of Canadian cattle. In 2008, Canadian beef exports to the Philippines totalled 7,380 tonnes (\$18.4 million).

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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