



Canada Beef Export Federation

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NEWS RELEASE

FOR IMMEDIATE RELEASE

CBEF SEMINAR MAKES MAJOR IMPRESSION IN MEXICO RESORT MARKET

Calgary, Alberta, July 17, 2009 –

“It was an excellent seminar with great dynamics that kept people fully engaged through the entire event. The cutting demonstration was outstanding, as was the information presented. There is no question that information like this really helps to strengthen the position of Canadian beef in the region.”

Abraham Arrona, Executive Chefs, Banquets, Fiesta Americana Hotel, Los Cabos

As one of Mexico's premiere tourist destinations, the resort of Los Cabos and its five-star restaurants and hotels is a prime market for high quality Canadian beef.

On July 8, 2009, the Canada Beef Export Federation (CBEF) demonstrated the high quality attributes of Canadian beef to 150 of the area's hotel and restaurant owners, directors, food and beverage managers and chefs, with the presentation of a *Canadian Beef Differentiation Seminar and Cutting Demonstration*.

“We are building our presence in Los Cabos,” says Mauricio Ruiz, General Manager of the CBEF Mexico office. “This is our second such event this year – in January we attracted over 100 of the area's hotel and food service people, and this time an even greater number turned out to learn about the advantages that differentiate Canadian beef from the competition.”

Information about the Canadian industry was presented by Ruiz as well as Mr. Juan Roberto Jiménez, Mexico Representative of CBEF Export Member Cargill Solutions, CBEF Vice President International Programs Chenier La Salle and CBEF Vice President Export Services Cam Daniels.

Highlight of the event was a cutting demonstration, performed by Cam Daniels. “Canadian cattle are larger than Mexico's domestic cattle, so the focus of the demonstration was to show new ways to merchandise Canadian sub-primal beef cuts such as Top Sirloin, Rib Eye and Striploin into consistent final cuts of the same thickness and portion size,” says Daniels. “This allows our clients to utilize high quality Canadian beef in a way that gives them control in quality, purchasing, and cooking.”

Two cameras projected the close-up cutting action onto a large screen, assuring the details were visible to all. Following the demonstration, seminar participants were invited to enjoy cooked samples of the same Canadian beef cuts they had seen in the

demonstration.

HIGHLIGHTING THE GROWING INTEREST IN CANADIAN BEEF

“We truly appreciated being at the CBEF event. The interest generated by Canadian beef continues to grow remarkably in the region and, most importantly, in the gastronomic community. One of the most important things I learned – and that meant a significant change of mind to me – were all the comparisons between Canada’s product and its competitors and what makes Canadian beef a more reliable and superior option. This seminar helped open my eyes and makes me put more emphasis on the yield and quality factors. I am truly interested in doing a promotion of some kind with CBEF within the next months.”

Ulises Mendez Mejia, Restaurant owner and President of the Baja California Sur State Chamber of Restaurants (CANIRAC).

“We in Los Cabos have very few opportunities to attend Seminars like this. Getting all this information provides chefs like me with excellent tools to demand Canadian beef from our meat suppliers in the region. There is definitely an opportunity to think of doing a joint promotion with CBEF.”

Renán González Aguirre, Corporate Chef, Hotel Group: Playa Grande, Grand Solmar, Quinta del Sol, Los Cabos.

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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