



# Canada Beef Export Federation

235, 6715 - 8th Street, N.E.

Calgary, Alberta

CANADA T2E 7H7

Tel: (403) 274-0005 Fax: (403) 274-7275

E-mail: [canada@cbeef.com](mailto:canada@cbeef.com)

## NEWS RELEASE

FOR IMMEDIATE RELEASE

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### **CBEF ELECTS NEW BOARD, ATTRACTS RECORD TURNOUT TO ANNUAL GENERAL MEETING**

*Calgary, Alberta, September 22, 2009 –*

The 2009 Annual General Meeting of the Canada Beef Export Federation (CBEF), held September 17<sup>th</sup> in Calgary, Alberta, attracted close to 70 members and interested parties to hear CBEF Officers and international Directors report on activities in the last fiscal year and elect Officers for the 2009-2010 year.

The turnout set a record attendance, with interest in Federation activities high.

#### **New CBEF Board of Directors**

<i>Position</i>	<i>Name</i>	<i>Representing</i>
Board Chair	Gib Drury	
Past Board Chair	Ben Thorlakson	
Vice Chair	Jeff Cline	Cargill Foods
Vice Chair	Willie Van Solkema	XL Foods Inc.
Vice Chair	Arthur Batista	Ecolait Ltee.
Finance & Audit Chair	Roland Baumann	BCCA
Promotion Committee Chair	Chuck MacLean	Alberta Beef Producers
Membership Committee Chair	Wayne Porterfield	Sunterra Meats Ltd.
Technical Committee Chair	Christoph Weder	Prairie Heritage
Director Saskatchewan	Brian Ross	SCMDF
Director Manitoba	Dane Guignon	MCPA
Director Ontario	Paul Sharpe	OCA
CCA Representative	Kevin Boon	CCA

Board Chair Gib Drury told the meeting that CBEF has been steadfast in advocating an aggressive but negotiable market access policy.

“We have clearly defined the minimum commercially viable access in each of our target markets,” he said. “CBEF was very pleased when the Government of Canada changed its negotiating strategy away from “all or nothing” to our incremental approach. We continue to advocate for World Trade Organization’s (WTO) dispute settlement panels if our trading partners are unwilling to negotiate some access for our beef and veal. We have also sought to decouple our access strategy from that of the United States and

stand on our own two feet. CBEF is planning to conquer new markets as we move ahead, notably in the European Economic Community, Russia, the Middle East and surprisingly in South America.”

CBEF President Ted Haney told the audience that market access followed by promotion have increased Canadian fed cattle prices.

“Export market openings followed by trade promotion have increased Canadian fed cattle prices by \$350 since 2004,” he said. “Normalizing market access in Asia, Mexico and Russia will increase Canadian fed cattle prices by another \$120 per head. These are massive numbers - big enough to change our focus from mere survival to the unabashed pursuit of prosperity and expansion.

“While it is true that we can not promote our way through market access barriers, I also know that market access without follow-up sales and promotion efforts do not add value,” said Haney. “The Federation’s market access and trade promotion work have significantly increased Canadian fed cattle prices.”

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

For more information, please contact:

Ted Haney  
President  
Canada Beef Export Federation  
235, 6715 - 8<sup>th</sup> Street, N.E.  
Calgary, AB T2E 7H7  
Tel (403) 274-0005  
Fax (403) 274-7275  
Email [tedhaney@cbef.com](mailto:tedhaney@cbef.com)  
Website <http://www.cbef.com>

Gib Drury  
Board Chair  
Canada Beef Export Federation

Tel (819) 459-2991