



Canada Beef Export Federation

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NEWS RELEASE

FOR IMMEDIATE RELEASE

CBEF PRESENTS FIRST-TIME JIM GRAHAM AWARD TO AGRICULTURE MINISTER RITZ

Calgary, Alberta, September 22, 2009 –

The 2009 Annual General Meeting of the Canada Beef Export Federation (CBEF), held September 17th in Calgary, Alberta, saw Agriculture Minister Gerry Ritz become the first recipient of the CBEF Jim Graham Award.

The award was established earlier this year by the CBEF Board of Directors. It will be presented each year in recognition of the greatest contribution made to Canadian beef and veal exports. The Board, with the permission of Mrs. Joan Graham, saw it fitting that it be named in the memory of Jim Graham as a tribute to his extraordinary industry leadership – and as a measure of the excellence for which it is awarded.

The award was presented to Minister Ritz during the CBEF Annual General Meeting by Mrs. Joan Graham.

“The great work of Minister Ritz in going out to the international markets and actively and aggressively pursuing commercially-viable access for Canadian beef and veal has been outstanding,” says Gib Drury, CBEF Board Chair. “The Minister has put a new impetus on our market access efforts, and we are proud that his great contribution is the first to be recognized by the Jim Graham Award.”

“Jim Graham was dedicated to achieving a strong voice for Canada’s cattle producers on all levels,” says Ted Haney, President of CBEF. “He worked passionately and tirelessly on behalf of the cattle industry, serving as Chairman of the Alberta Cattle Commission, President of the Canadian Cattlemen’s Association and Board Chair of the Canada Beef Export Federation. We are proud to honour both Minister Ritz and our Past Board Chair Jim Graham with this new award.”

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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