



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@cbef.com

NEWS RELEASE

FOR IMMEDIATE RELEASE

CBEF Holds First Canadian Beef Seminars in Russia

Calgary, Alberta, December 11, 2009 –

On December 7 and 8, 2009, the Canada Beef Export Federation (CBEF) held its first Canadian Beef Demand Building Seminars in Russia. The seminars took place in Moscow and St. Petersburg respectively, with close to 60 Russian meat industry executives participating in each city.

CBEF Board Chair Gib Drury and President Ted Haney travelled to Russia to bring the message of the Canadian Beef Advantage to the Russian industry.

“The message of safe, high quality Canadian beef and the state-of-the-art industry that produces it was very well received in both Moscow and St. Petersburg,” says Haney. “Our Russian guests showed great interest, wanting to know more about importing Canadian beef – and the CBEF programs designed to support them in promoting Canadian beef in their market.”

Interest is also high on the part of Canadian exporters in the Russian market. Participating in the seminars were CBEF Export Members Cargill, Export Packers Ecolait Ltee, Wagyu Canada, Canadian American Boxed Meat and Ronald A. Chisholm Ltd. Each member gave a presentation on their company and their capabilities to serve the Russian market. Following the presentations, a taste sampling of Canadian Prime rib eye, AAA tenderloin and AAA strip loin beef supplied by Cargill met with enthusiastic approval.

The Federation’s series of technical brochures, which provide information on the Canadian cattle and beef industry, animal health and food safety systems, Cattle Identification System, beef grading system and how to import Canadian beef, had also been translated into Russian and were distributed to seminar participants.

“Our members have directed the Federation to increase its focus on developing the Russian market,” says Gib Drury. “We are pleased with how swiftly we have been able to respond. In 2009, we had a booth at the ProdExpo Food Show in Moscow followed by an incoming VIP Mission from Russia – and have now delivered our first Canadian beef seminars in Russia.

“We will be building on these initiatives in 2010,” says Drury.

Canada currently has access for boneless and bone-in beef derived from cattle under 30 months (U30M) of age and boneless beef derived from cattle over 30 months (O30M) of age. Canadian beef exports to Russia are expected to reach over 10,000 tonnes in 2009, almost all offal products. With initiatives such as the Demand Building Seminars, the Federation hopes to broaden the demand to include high value muscle cuts.

The Federation operates offices in the key international 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 - 8th Street, N.E.
Calgary, AB T2E 7H7
Tel (403) 274-0005
Fax (403) 274-7275
Email tedhaney@cbef.com
Website <http://www.cbef.com>

Gib Drury
Board Chair
Canada Beef Export Federation
Tel (819) 459-2991