



## Canada Beef Export Federation

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## NEWS RELEASE

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### Exports of Canadian Beef to Key Global Markets Up in 2009

*Calgary, Alberta, January 31, 2010 –*

A survey completed by the Canada Beef Export Federation (CBEF) of its Export Members indicates that exports of Canadian beef to key markets in Asia and Mexico increased in 2009 to mark the fourth straight year of growth in these markets. The Export Members recorded increased exports to Japan (98%), Taiwan (64%) and Russia (111%), with small decreases in Hong Kong/Macau (8%) and Mexico (2%). Exports to these markets in 2009 totalled 84,400 tonnes for a value of \$322 million for Canadian exporters.

“Despite a very difficult year which saw markets impacted by the worldwide financial crisis and H1N1, Canadian beef exports to key international markets increased or managed to hold their own,” says Gib Drury, CBEF Board Chair. “Viewed in the context that American beef exports to world markets in the first eleven months of 2009 were down ten percent, Canada’s gains represent even greater success when compared to our larger and better-funded American competitor.”

The CBEF Export Member Survey is completed each year in January by the Federation’s Export Members, who represent approximately 95 percent of Canada’s beef processing and exporting sector.

### **More Than 100% of Future Growth Will Come From Non-USA Exports**

The survey also found that Export Members again forecast that more than 100% of future industry growth will come from non-USA exports. Exports of Canadian beef and veal to all markets are forecast to grow by 36,000 tonnes (\$138 million) – from 414,000 tonnes (\$1.404 billion) in 2009 to 450,000 tonnes (\$1.542 billion) in 2020. Over the same period, exports to the USA are forecast to decline by 27,000 tonnes (\$89 million) – from 319,000 tonnes (\$1.053 billion) in 2009 to 292,000 tonnes (\$964 million) in 2020. Exports to markets outside of the USA are expected to increase by 64,000 tonnes (\$227 million) – from 95,000 tonnes (\$351 million) in 2009 to 158,000 tonnes (\$578 million) in 2020.

### **41% of Beef Export Sales Outside of US Attributed to CBEF**

In the survey, Export Members attributed a larger percentage of their exports outside the USA to the Federation's programs and service in 2009 (41%) as compared to 2008 (23%). This indicates that the Canada Beef Export Federation was directly responsible

for \$143 million in Canadian beef and veal exports in 2009. In terms of return on investment, every dollar invested in the Canada Beef Export Federation resulted in over \$19 in beef exports last year.

CBEF Export Members also reported their investment in support of exports outside of the USA and jobs created outside the USA. In 2009, they invested \$3.9 million in capital expenditure and created 236 jobs. In 2010, they expect to invest \$7.1 million and create 273 new jobs.

Asked about their satisfaction with Federation's programs including the delivery of information, services, promotions and market access support, Export Members reported a satisfaction level of over 80% in all categories.

"This is success by any standard," says Drury. "Our Export Members have validated CBEF programs and services. They have in very clear terms expressed their satisfaction with the job we are doing – and they have strongly indicated their intention of partnering with CBEF into a future of export prosperity in the international marketplace."

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

- 30 -

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