



Canada Beef Export Federation

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NEWS RELEASE

FOR IMMEDIATE RELEASE

CANADIAN BEEF EXPORTS SHOWING SIGNS OF COMEBACK IN CENTRAL, SOUTH AMERICAN MARKETS

Calgary, Alberta, June 7, 2010 –

Exports of Canadian beef to Central and South American markets have started to make a comeback.

Pre-BSE, trade to these markets peaked at 6,000 tonnes (\$5.8 million). Over half of this trade was to Peru, and with almost 20% going to Colombia. Other markets included Venezuela, Equador, Panama, Costa Rica and Guatemala.

Hondorus, Guatemala and El Salvador are open to under-30-month Canadian boneless beef. In 2009, Colombia and Panama normalized trade, and early export results in 2010 are signalling the comeback of Canadian beef in these important markets.

“Having these traditional markets for liver, heart and kidney open adds much needed value to the Canadian industry,” says Ted Haney, President of the Canada Beef Export Federation.

“It was the active lead of Agriculture Minister Gerry Ritz in going to these markets that has led to this normalization of trade,” he says. “The Federation has supported the Canadian Government in this process – participating in trade missions to Colombia and Panama, as well as meeting with those countries’ local beef importers, animal health authorities and cattle industry associations.”

Normalization of Trade With Peru Anticipated as Next Development

“We believe we are now in the final stages leading to normalized trade with Peru as well,” says Haney. “The Canadian Food Inspection Agency is communicating with its counterpart SENASA in Peru regarding the technical protocols requisite for market opening.

“Peru will substantially add to our export potential in South America. Canadian beef exports to Peru reached a high of 3,000 tonnes in 2001 (\$3.5 million). Peru is not a big producer of beef and depends upon imports to meet its beef demand. Our exports to that market prior to market closure were mostly offal products. It appears as we’re going forward there’s going to be a larger proportion of high value cuts in addition to our traditional offal going to these markets.”

CBEF is facilitating a mission with twelve Peruvian buyers to Canada representing the companies responsible for approximately 90 percent of Peru's total meat import transactions. We are also supporting the Canadian Food Inspection Agency and hosting an incoming regulatory mission from Peru. We believe that the Peruvian Government clearly received the message when their industry publicly made the decision to come to Canada to investigate supply opportunities: it was time to open their market to Canadian beef.

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

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