



# Canada Beef Export Federation

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## NEWS RELEASE

FOR IMMEDIATE RELEASE

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### **CANADA BEEF EXPORT FEDERATION WELCOMES MARKET ACCESS TO CHINA FOR CANADIAN BEEF AND TALLOW**

*Calgary, Alberta, June 24, 2010 –*

The Canada Beef Export Federation congratulates and thanks The Right Honorable Prime Minister Stephen Harper, Agriculture Minister Gerry Ritz and International Trade Minister Peter Van Loan on securing a breakthrough agreement with Mainland China to allow market access for Canadian beef and tallow. The Federation expects that the agreement, which calls for a staged approach leading to full market access, will see sales of Canadian bovine products to the combined markets of Mainland China, Hong Kong and Macau increase by \$110 million to \$175 million when full access has been achieved.

The Federation welcomes this breakthrough and recognizes the strong and ongoing efforts of the Canadian Government to normalize trade in Canadian beef in all global markets.

“The Federation welcomes this breakthrough as a sure sign of the dividends resulting from strengthened political and trade relationships between Canada and Mainland China,” says Ted Haney, President of the Canada Beef Export Federation. “These strengthening ties will contribute tremendously to the prosperity of the Canadian cattle and beef industry and to Canada as a nation. This is the latest trade success brought home by Agriculture Minister Gerry Ritz – following previous successes over the last two years. The Federation recognized Minister Ritz at its 2009 Annual General Meeting in presenting him with the first annual Jim Graham Award in recognition of the greatest contribution to Canadian beef and veal exports.”

“This is a historical day where the barriers are coming down for Canada in Mainland China in advance of other countries who have diagnosed BSE in their markets,” says Haney. “Mainland China was one of the last two countries to maintain a complete ban on Canadian beef.”

Prior to BSE, Canada in 2002 sold a peak \$35 million of bovine tallow to the Mainland China market alone; and \$3.5 million in beef and veal products to the combined markets of Mainland China, Hong Kong and Macau.

“Our primary clients in Hong Kong and Macau are telling us that they will be able to double their current \$65 million in sales to Hong Kong and Macau when the Mainland market fully opens,” says Haney. “This indicates that an additional \$65 million will move

directly to Mainland China – bringing total Canadian beef and veal sales to the combined Mainland China, Hong Kong and Macau markets to approximately \$130 million.

“On the tallow side, recovering previous export levels in tallow to Mainland China will – based on today’s prices – result in sales of approximately \$45 million.

“When taken together, we therefore expect to see sales of bovine products to the combined markets of Mainland China, Hong Kong and Macau increase by \$110 million to \$175 million when this market access has been normalized,” he says.

Access to the tremendous and growing market of Mainland China will benefit the entire Canadian industry. The additional value earned by Canadian beef and veal processors and exporters will support stronger Canadian cattle prices, contributing to stability and prosperity for cattle producers across Canada.

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

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