



Canada Beef Export Federation

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NEWS RELEASE

FOR IMMEDIATE RELEASE

FIRST CANADIAN BEEF IN CHINA FOR CANADA BEEF EXPORT FEDERATION SEMINAR

Calgary, Alberta, June 30, 2010 -

The first Canadian beef in China in nearly a decade will be served to approximately 90 guests attending a Canada Beef Export Federation Demand Building Seminar and Canadian Beef Sampling Reception being held in Beijing on Canada Day. The events are taking place at the Park Hyatt Hotel, with key industry representatives from Beijing's import and distribution sector, retail sector and the China Culinary Association participating – as well as the Canadian Embassy.

“Thanks to special permission from the Chinese Government allowing this shipment of Canadian beef into China, participants in our Demand Building Seminar will be able to actually sample safe, high quality Canadian beef,” says Ted Haney, President of the Canada Beef Export Federation. “These participants are vital to re-building demand and sales for Canadian beef in this market, and we are grateful for this opportunity to reacquaint them with the great taste and tenderness of our beef.”

On June 24, 2010, the Government of Canada announced that it has reached agreement with China to allow access for Canadian beef in a staged approach leading to normalized trade – indicating that China acknowledges the science-based Canadian animal health and food safety systems.

“We have been bringing updates on the Canadian industry to China through all the years of market closure with our Demand Building Seminars and other informational and promotional activities carried out by our China office,” says Haney. “We have kept Chinese Government representatives as well as importers, distributors and end-users in touch with developments and informed them of the benefits of Canadian beef – and of our ongoing commitment to the China market.”

Canadian Beef Getting VIP Treatment at Shanghai World Expo 2010

A special shipment of Canadian beef will also feature at the Shanghai World Expo 2010 where Agriculture Minister Ritz is hosting a Canada Day barbeque in celebration of Canada and China's strong trade relationship. Canada Beef Export Federation Board Chair Gib Drury is with the Minister's delegation in Shanghai.

“We are grateful to Minister Ritz for his unwavering determination to forge stronger relationships between Canada and China,” says Drury. “We have seen the results in the agreement reached securing access for Canadian beef. With this access Canada becomes the first country to be allowed to enter the Chinese market after BSE. This is strong and clear affirmation of the safety and competitiveness of Canadian beef.”

"We have great cause for celebration," says Drury. "The trade barriers are coming down for Canadian beef in China. We look forward to once again serving the needs of the China market with safe, high quality Canadian beef."

BACKGROUND

40th Anniversary of Sino-Canadian Relations

This year marks the 40th anniversary of Sino-Canadian diplomatic relations, a year highlighted by an exchange of friendly visits between the countries' leaders. During the visits, government and business enterprises from both countries have signed various cooperative agreements – on natural resources, economics, the environment, quality control, culture and tourism among others. In demonstration of the positive results of cooperation between the two countries in agricultural trade, Canadian beef has gained access to the Chinese market in a staged process. The Canadian beef industry is committed to establishing cooperative relations with the Chinese beef industry and to working closely with domestic partners to meet the demand for high-quality beef and contribute to the development of China's beef industry.

The Canadian Beef Advantage

Canada's cattle and beef industry reaches back over 300 years and today is a major part of the Canadian agricultural industry. Its production of high quality beef is grounded in Canada's vast natural environment, superior beef breeds and abundant supply of premium grains. The cattle and beef industry, with its extensive experience and working in partnership with the Canadian Government, has established leading animal health and food safety systems. These systems include a National Cattle Identification System with trace-back capabilities; a world class beef grading system; and a Hazard Analysis and Critical Control Point (HACCP) food safety system that is mandatory for all Canadian meat plants exporting beef products. Canada's commitment to food safety is reflected in federal law and is enforced by the Canadian Food Inspection Agency (CFIA), which monitors all establishments that export beef and beef products to international markets. The CFIA employs over 7,000 highly trained professionals who operate from over 600 offices and laboratories across Canada.

Canada's cattle population currently stands at 13 million head, with its beef production for 2009 reaching 1.5 million tonnes. Canada is one of the top beef producing and exporting nations in the world: in 2009, it ranked tenth in beef production; and third in beef exporting. It is the world's largest grain-fed beef exporter. Seventy-four markets are effectively open to Canadian beef; in Asia, these include Hong Kong, Macau, Japan and Taiwan.

Once China officially opens the first of its staged access for Canadian beef (beef derived from cattle under 30 months of age and tallow), demand is expected to be high. In recent years, China's rapid economic development and rising level of consumption has seen a growing demand for high quality beef products in China's major cities. However, China's per capita beef consumption is just 4.7 kg as compared to the world per capita consumption level of about 10 kg – showing that the beef consumption level of Chinese people is just half that of average world consumption. There is room for development in China's beef industry, and there is great potential to increase demand in consumption. As a world-class supplier of high-quality beef products, imports of Canadian beef are bound to raise the overall standards for the domestic beef market.

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

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