



Canada Beef Export Federation

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NEWS RELEASE

FOR IMMEDIATE RELEASE

CANADA BEEF EXPORT FEDERATION WELCOMES CHINA'S FORMAL LIFTING OF BAN ON CANADIAN BEEF

Calgary, Alberta, July 6, 2010 -

The Canada Beef Export Federation (CBEF) welcomes Minister Ritz's announcement that China has taken the regulatory step to formally lift its ban on Canadian boneless beef derived from cattle under-30-month (UTM) of age and tallow for industrial use effective July 3, 2010.

"This vital regulatory step taken just over a week following the breakthrough agreement for full staged Chinese market access for Canadian beef is exceedingly encouraging for the quick return of Canadian beef to China," says Haney. "We congratulate Minister Ritz on his continued hard work on behalf of the Canadian cattle and beef industry.

"Our China office reports that key importers, distributors and end users are now asking about a specific time line on when Canadian beef will be available in China," he says. "With the Chinese Government now having officially lifted its ban, we can tell them that the remaining steps will be to finalize the technical conditions of access followed by the writing and approval of the Export Certificate and approval for Canadian beef and veal processing establishments for export to China."

The Federation is now encouraging all beef and veal processors in Canada to contact the Canadian Food Inspection Agency to formally express interest in being approved for export to China on the basis of any upcoming regulatory inspections which will be conducted by Chinese officials in Canada.

"Both the Canadian and Chinese Governments are demonstrating great commitment to keeping this progress going and to reestablish trade," says Haney. "The momentum is generating a high level of excitement in the China market at all levels from import, distribution and end user to consumer. The China office is preparing to deliver an enhanced program of market development activities to promote, support and drive sales in this market of such tremendous potential for high quality Canadian beef."

For Canadian suppliers, the news of China's official opening to Canadian beef was also greeted with enthusiasm. According to CBEF Export Member Cargill, expectations for sales of Canadian beef in China are considerable.

“China is a growth market for Canadian beef exports,” says Jeff Cline, Senior Program Manager, International Sales, Cargill.

“Cargill already has an experienced sales staff on the ground with offices in Hong Kong and Shanghai. Both teams are extremely excited about being able to add Canadian beef to their product portfolio and to growing together with our partner customers.

“Having CBEF present and ready to roll out programs that promote Canadian beef in Mainland China is going to be tremendously helpful to us and the industry,” he says.

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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