



▲ Canada Beef Export Federation President Ted Haney (left) and Board Chair Gib Drury (right) present Agriculture Minister Gerry Ritz with his personal Jim Graham Award cup in Ottawa, Ontario, on October 6, 2009. The announcement of Minister Ritz as the first recipient of the annual Jim Graham Award was made at the Federation's Annual General Meeting.

## JIM GRAHAM AWARD

*The 2009 Annual General Meeting of the Canada Beef Export Federation (CBEF) held September 17th in Calgary, Alberta, saw Agriculture Minister Gerry Ritz become the first recipient of the CBEF Jim Graham Award.*

**T**he award was established earlier this year by the CBEF Board of Directors. It will be presented each year in recognition of the greatest contribution made to Canadian beef and veal exports. The Board, with the permission of Mrs. Joan Graham, saw it fitting that it be named in the memory of Jim Graham as a tribute to his extraordinary industry leadership – and as a measure of the excellence for which it is awarded.

Mrs. Joan Graham announced the awarding of the Jim Graham Award to Minister Ritz at the CBEF Annual General Meeting.

“Jim Graham was dedicated to achieving a strong voice for Canada’s cattle producers on all levels,” said Ted Haney, President of CBEF. “He worked passionately and tirelessly on behalf of the cattle industry, serving as Chairman of the Alberta Cattle Commission, President of the Canadian Cattlemen’s Association and Board Chair of the Canada Beef



▲ Mrs. Joan Graham and son George with the Jim Graham award at CBEF AGM.

Export Federation. We are proud to honour both Minister Ritz and our Past Board Chair Jim Graham with this new award.”

“The great work of Minister Ritz in going out to the international markets and actively and aggressively pursuing commercially-viable access for Canadian beef and veal has been outstanding,” said Gib Drury, CBEF Board Chair. “The Minister has put a new impetus on our market access efforts, and we are proud that his great contribution is the first to be recognized by the Jim Graham Award.”

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## AGM ATTRACTS RECORD TURNOUT

*The Canada Beef Export Federation's 2009 Annual General Meeting, held September 17th and 18th in Calgary, Alberta, drew a record turnout of 70 members and interested parties to hear about the gains made in the past year – and the challenges going forward. Along with the Annual General Meeting, the two-day event featured an International Marketing Seminar and Strategy Conference.*

Gib Drury, the Federation's Board Chair, told the AGM gathering that, "All the low-hanging fruit of easy market access has been picked and we are now having to build a scaffold to harvest more."

"We have had several successes," said Drury. "Gerry Ritz, our Federal Minister of Agriculture is on our side and committed to our goal of reopening world markets. At our urging and on our advice, he has traveled extensively to foreign markets – Asia, the Middle East, Europe, South America and the

Caribbean have all been visited in the past year. CBEF has accompanied Minister Ritz on all of these missions.

"Notable have been our success in the Middle East and in Hong Kong. Great has been our frustration in South Korea and China."

Drury said he looks forward to 2010 with optimism. "We have made great strides at home with the creation of the Agriculture Market Access Secretariat which should become the centre of excellence in negotiating Canada's access to global markets. We have

demonstrated that we will not be bullied or ignored by launching WTO proceedings against the US Country-of-Origin Legislation and South Korea's ban on Canadian beef and veal. We are engaging Europe on tariff-free access and continuing to negotiate Free Trade Agreements while pursuing a successful conclusion to the Doha round of WTO negotiations.

"We can be tremendously successful," he said, "by concentrating our energies and working together." ■



▲ There was keen interest from industry at the Federation's AGM and International Marketing Seminar where the focus was on the international beef export marketplace – the gains made and the challenges still ahead.

# CBEF 2009-2010 BOARD OF D

*The Federation's Board of Directors for the 2009-2010 fiscal year, elected at the AGM, represents all sectors of the Canadian*

## **GIB DRURY**

*Board Chair*

"I really look forward eagerly to working with the CBEF Team for another year and getting the job done right."



## **BEN THORLAKSON**

*Past Board Chair*

"The need to normalize trade remains the highest priority of CBEF. We are moving forward in market access. We are moving forward in recovering export sales. We are focussed on regaining export opportunities and export prosperity for Canadian beef."



## **JEFF CLINE**

*Vice Chair*

"Cargill's Canadian beef export sales to key markets such as Mexico, Japan and Hong Kong grew in 2008-2009. Coordination of sales promotions between CBEF, Cargill and our key customers is vital to our continued success. We are looking forward to increased activity in new markets such as Russia, where CBEF will be holding marketing seminars at the end of the year."



## **WILLIE VAN SOLKEMA**

*Vice Chair*

"At XL Foods, the acquisition of the Tyson facility in Brooks has thrust our company into the export marketplace in a significant way. We understand the value that export markets bring to the Canadian beef industry and we will be focusing our efforts in growing this very important sector of our business. We also know these efforts will be enhanced by fully utilizing the assets of the Canada Beef Export Federation and look forward to a strong collaboration with them. This teamwork approach is critical to our future success in the export markets."



## **ARTHUR BATISTA**

*Vice Chair*

"The continued efforts of CBEF to regain trade in established markets and explore opportunities in emerging markets is vital to the viability of Canada's beef and veal industry."



## **ROLAND BAUMANN**

*Finance & Audit Chair*

"I appreciate the members' confidence in electing me as Finance Chair, after having served for three years as Promotion Chair. My focus will be entirely on securing the financial future for CBEF so we can fulfill our stated goals and can expand our operations – including into new markets such as Russia and ultimately Europe."



## **CHUCK MACLEAN**

*Promotion Committee Chair*

"CBEF staff and board are focused on positive results. This was apparent at our AGM and I'm confident that this dedication will stand the Federation in good stead for the upcoming year. There are always challenges and they can be considered opportunities. It is a privilege to start my third year as the ABP delegate to CBEF, and I look forward to serving as the new Promotion Committee Chair. All retiring Board members have left large shoes to fill; thanks to these folks for their service."



## **WAYNE PORTERFIELD**

*Membership Committee Chair*

"Canada is a net exporter of beef products. Among many things, CBEF clearly assists in helping Canadian beef companies network and develop contacts in international markets. Without CBEF, exporting beef products would be more onerous and therefore we would likely see the industry shrink. My goal is to see the industry grow. This can be accomplished if beef companies support and work closely with CBEF."



## **DR. CHRISTOPH WEDER**

*Technical Committee Chair*

"If you want to have change, you have to be part of it. That's why we joined CBEF, to help move the industry forward."



# DIRECTORS

*cattle and beef industry.*



## **BRIAN ROSS**

*Director Saskatchewan*

"A lot of producers out here are pretty frustrated with the low prices. We need to be picking up markets to help increase prices. We need organizations such as CBEF to market our high quality product world wide."



## **DANE GUIGNION**

*Director Manitoba*

"We're working hard at CBEF to export Canadian beef with input from all sectors of the cattle industry."



## **PAUL SHARPE**

*Director Ontario*

"CBEF is an important link to the prosperity of the Canadian beef industry. The Federation provides market promotion and critical market intelligence to its members to aid in the development of their export beef business."



## **KEVIN BOON**

*Canadian Cattlemen's Association Representative*

"Canada is a world leader in producing high quality beef that is raised in a clean natural environment, fed the best fattening rations, and processed under the safest and most regulated conditions in the world. This is the story that CBEF is able to share with the world to assure customers we have what they want."



## THE TASTE OF KOREAN BEEF



▲ A delegation of Korean officials and producers from Hoengseong County, home of the Korean beef sample, paid a timely visit to Canada to pursue the export of Korean beef to Canada. Said Hoengseong County Director Sin-sang Jang: "Our visit is a first major step in exploring the possibility of exporting Korean domestic beef to Canada and to turning the number one Korean domestic brand into an internationally recognized brand. We hope Korea and Canada will be able to develop a relationship as partners in the beef business." The visit to Canada received good coverage in the Korean media.

**E**ach year as part of the CBEF AGM, we hold a blind taste testing of beef samples. In past years, this has included beef samples from Mexico and Japan. This year, we decided to include a sample of Korean domestic beef along with four high quality Canadian beef grades.

As the Canadian market is still closed for Korean beef, CBEF submitted a special importation request to the Canadian Food Inspection Agency. The CFIA issued an import permit, and then Korea's health authority issued an export health certificate. The Federation had to push hard to ensure that the sample of high quality 'Hoengseong Hanwoo' beef, hand carried by the Federation's Director Korea, Amos Kim, was legally allowed entry to Canada. CBEF is proud to be the first Canadian importer of Korean beef.

The results of the taste test? The Korean Hanwoo beef placed first, with Canadian Prime placing second. We were impressed by the taste and quality of this beef from Korea. ■



▲ CBEF became the first Canadian importer of Korean beef when it imported a sample for inclusion in a 'beef tasting test'.

## STRATEGY CONFERENCE

Each year in conjunction with its AGM, CBEF conducts a Strategy Conference and invites its members to provide input into Federation programs and services, priority markets and funding allocations. This is the first step in formulating the Federation's Strategic Business Plan for the upcoming fiscal year.

This year, 22 members participated in the conference, representing all sectors of the industry from producers to feedlots, packer/processors and government. Here's a look at some of the results of this year's Strategy Conference.

### IN KEY EXPORT MARKETS

In the key beef export markets of Japan, South Korea, Taiwan, China, Hong Kong and Mexico, where the Federation has local representation, conference participants identified expanded market access as being the top indicator of success. The exception was South Korea, which remains closed to Canadian beef; here participants identified success as maintaining a favourable opinion of Canadian beef by Korean consumers to prepare for re-entry.

Increased trade advocacy, increased promotional programs and increased education regarding Canada's cattle identification, traceability and food safety systems were also all identified as ways to enhance CBEF programs in these markets.

### IN EMERGING MARKETS

**RUSSIA** – 19 of the participants thought CBEF should allocate more funds at efforts targeting the Russian market. Asked whether it is time for representation in Russia, 10 agreed and 11 disagreed. Next steps identified by the participants included the building of partnerships, possible local agent representation or co-representation with

the EU or Canada Pork International, outgoing missions to Russia and participating in food shows and seminars.

**EUROPEAN UNION** – 19 of the participant thought CBEF should allocate more funding to the EU market. Next steps identified included incoming VIP Missions for EU delegates, trade advocacy, a better understanding of the regulations for exporting product and positioning for wider appeal in the mid/long term when tariffs disappear under the prospective Free Trade Agreement.

**MIDDLE EAST** – only 2 participants thought CBEF should allocate more funds to the Middle East market; the majority were in favour of CBEF maintaining its current level of activity. ■



▲ Twenty-two members participated in the 2009 Strategy Conference. CBEF staff and international Directors were on hand to provide market expertise.

## PRESENCE FOR CANADIAN BEEF AT ANUGA



▲ Export Member Pat McCarthy, Wagyu Canada Inc., CBEF Board Member Roland Baumann and CBEF Technical Director Mauricio Arcila talk to visitors about Canadian beef at ANUGA.

ANUGA, held every two years in Cologne, Germany, ranks as the largest agri-food fair in the world.

"With over 100 countries represented, this is not only the biggest opportunity to promote Canadian beef to the EU but to develop business with international buyers from around the world," says Mauricio Arcila, CBEF Director, Technical Services. Also on hand at the CBEF booth were CBEF Finance & Audit Chair Roland Baumann and Export Members Wagyu Canada, Prairie Heritage Producers, C&C Packing, Centennial Foodservice, and Les Viandes Walcovit.

"If we are serious about being a major export player then we have to demonstrate this by a larger presence at major food shows around the world," says Baumann. "This was our second appearance at the show and things are starting to move very quickly. We have two members that are EU-certified and are delivering product to Europe. Contacts made two years ago came back and were glad to hear that we now have the ability to deliver beef. Once we overcome the tariff barrier, there really is a market in Europe for us to explore."

"I'm very encouraged that CBEF has invested in both SIAL and ANUGA," says Dr. Christoph Weder, representative of Prairie Heritage Producers and CBEF Technical Committee Chair. "There are endless opportunities in Europe, especially for well-branded Canadian beef cuts. Our number one challenge is that we need to have tariff parity with the US."

## SUCCESS FOR CBEF AT ABASTUR EXPO

ABASTUR is Mexico's biggest and most important exposition for the hotel and restaurant industry. Held September 30 to October 2, 2009, in Mexico City, the show attracted close to 8,000 visitors a day. Mauricio Ruiz, CBEF General Manager, Mexico office, reports it was a very successful show for Canadian beef.

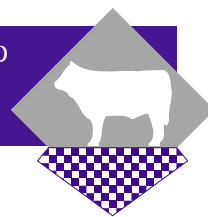


"Ours was the booth most visited by those interested in developing contacts within the meat supply chain," says Ruiz. "At least 100 people a day not only came to our booth but had business and information conversations with our participating Export Members Cargill, XL Foods and Wagyu Canada Inc. and our participating domestic clients DIPCEN and XO de Chihuahua." ■



▲ The CBEF booth attracted close to 100 visitors a day at ABASTUR, providing a high level of exposure for Canadian beef in Mexico City's hotel and restaurant industry.

### MEMBERSHIP ROUND-UP



*CANADA BEEF has 54 members comprised of beef packers, processor and exporters, cattle industry associations and government agencies.*

### NEW MEMBERS

#### EXPORT DEVELOPMENT CANADA

A Crown Corporation, Export Development Canada provides Canadian exporters with financing, insurance and bonding services and foreign market expertise.

#### DUNN'S FAMOUS INTERNATIONAL HOLDINGS

Located in Montréal, Québec, the company specializes in 'Montréal Original' smoked meats. The company operates three plants in Canada and one in the US. It also operates seven restaurants in Montréal with further expansion planned. ■

### UPCOMING EVENTS

2009

- Nov. 16      **\*\*CBEF Demand Building Seminar**    *Shanghai, PRC*
- Nov. 18 – 20    **\*\*Food & Hotel China**    *Shanghai, PRC*
- Nov. 20      **\*\* Demand Building Seminar**    *Tokyo, Japan*
- Dec. 7 – 8      **\*\*CBEF Demand Building Seminar**    *Moscow/St. Petersburg, Russia*

2010

- Jan. 15      **\*\*CBEF Differentiation Seminar**    *Hong Kong*
- Jan. 19      **\*\*CBEF Differentiation Seminar**    *Kaohsiung, Taiwan*
- Jan. 21      **\*\*CBEF Differentiation Seminar**    *Fukuoka, Japan*
- Feb. 8 – 12      **\*\*ProdExpo 2010**    *Moscow, Russia*
- Feb. 21 – 27      **\*\*GulFood 2010**    *Dubai, UAE*

*\*\* CANADA BEEF is leading the way as a principal participant. You are strongly invited to attend and participate in these events. Your active contributions will make these events more successful and will directly benefit our industry.*

*If you would like more information on our activities, please call or write:*

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