



Canada Beef Export Federation

235, 6715 - 8th Street, N.E.
Calgary, Alberta
CANADA T2E 7H7

Tel: (403) 274-0005 Fax: (403) 274-7275 E-mail: canada@cbef.com

NEWS RELEASE
For Immediate Release

TAIWAN OPENS TO CANADIAN BEEF

Calgary, Alberta, June 23, 2007 –

Officials in Taiwan announced today that Taiwan has reestablished trade in Canadian beef. The announcement ends a four-year ban on Canadian beef imports to that market.

Access has been granted for Canadian boneless beef derived from cattle under 30 months of age. This access has been granted on a system-wide basis, meaning all federally-inspected Canadian beef processing establishments are eligible for export to Taiwan.

“This is long-awaited and very exciting news,” says Arno Doerksen, Chairman of the Canada Beef Export Federation. “There is great expectation in our industry for our return to the Taiwan market, which has historically offered the highest value per kilo for Canadian beef.”

Taiwan represents a sizeable market for beef exports. Last year, Taiwan imported approximately 100,000 tonnes of beef products, with Australia, the US and New Zealand being the dominant suppliers. Export volumes of Canadian beef to Taiwan reached their highest level in 2002, with 8,000 tonnes of beef being shipped for a value of \$42 million. The Federation’s Export Members have forecast Canadian beef exports to Taiwan to grow to 10,000 tonnes for a value of \$62 million by 2015.

With this new market access, local market leaders believe sales volumes of Canadian beef will match and surpass previous volumes in the short term. Federation President Ted Haney, currently in Taiwan, is meeting with local importers, who are expressing strong commitment to resuming import and sales of Canadian beef. The Federation’s Taiwan Office, initiating a strong reentry strategy, will immediately launch an extensive campaign of planned promotions to reestablish Canadian beef in the Taiwan market.

The Federation welcomes the announcement of Taiwan’s market opening, and urges the Governments of Canada and Taiwan to immediately begin negotiations on access for all edible beef products derived from Canadian cattle of all ages in accordance with OIE guidelines.

The Federation would like to thank key Canadian and Taiwan Government officials who have worked for this market access. The Federation would also like to recognize the

efforts of Pierre Chang, the Federation's representative in Taiwan, for his persistence and effective advocacy of the past four years.

The Federation operates offices in the key international markets of Japan, South Korea, Taiwan, the People's Republic of China (including Hong Kong) and Mexico.

For more information, please contact:

Ted Haney
President
Canada Beef Export Federation
235, 6715 - 8th Street, N.E.274-0005
Calgary, AB T2E 7H7
Tel (403)
Fax (403) 274-7275
Email thaney@cbef.com
Website <http://www.cbef.com>

Arno Doerksen
Chairman
Canada Beef Export Federation
Tel (403) 633-0535 or
(403) 641-2498