



Canadian Cattlemen's Association

News Release

Canadian Cattlemen's Association and Agriculture Canada Discuss Contingency and Industry Adjustment Strategy

Canadian Cattlemen's Association Denies Mass Cattle Cull is Imminent

August 9, 2004

The Canadian Cattlemen's Association (CCA) met in Ottawa Friday with Agriculture and Agri-Food Canada representatives to continue discussing contingency and industry adjustment strategy for the Canadian beef cattle industry.

The CCA's contingency and industry adjustment strategy covers seven key areas:

- Increased slaughter of Canadian cattle with a high priority to increase Canadian processing capacity
- Development of a Delayed Marketing Strategy
- Alternative tax strategies
- Cash advances/loan guarantees/debt restructuring
- Canadian beef usage and export market diversification
- Increased surveillance/slaughter of cattle born prior to the feed ban
- Continued pursuit of all avenues to restore live cattle export trade

A discussion paper giving further details of these key areas has been posted on the CCA website www.cattle.ca.

"We had a frank and open discussion with Agriculture Canada officials, who were supportive of CCA's strategy," says Stan Eby, President of CCA. "I feel we made progress. We'll be hammering out the details of these proposals in the coming days and I look forward to sharing those details with cattle producers in the near future."

"I'd like to emphasize that a mass cull of cattle is not a feature of the contingency/industry adjustment strategy," emphasizes Brad Wildeman, CCA Director and chair of the contingency planning committee. "While there has been some discussion of targeting cattle born prior to implementation of the feed ban in 1997 for slaughter, the primary purpose of that proposal would be to assist the Canadian Food Inspection Agency in meeting its surveillance targets. We're confident that the necessary increase in slaughter capacity can be achieved and that this, coupled with a delayed marketing strategy until expanded slaughter capacity is available, will help us achieve the goal of industry recovery."

For further information:

Cindy McCreath, Communications Manager, Canadian Cattlemen's Association 403-275-8558

www.cattle.ca

CCA is the National Voice for the Beef Cattle Industry, representing over 90,000 Cattle Producers