



Canadian Cattlemen's Association

News Release

Canadian Cattlemen's Association Discusses Contingency Plan with Assistant Deputy Ministers

July 20, 2004

The Canadian Cattlemen's Association (CCA) met with Federal and Provincial Assistant Deputy Ministers of Agriculture to discuss the CCA's contingency and adjustment planning for the Canadian beef cattle industry.

While re-opening the U.S. border to live cattle exports remains the primary goal for recovery of the industry, it has been recognized that cattle producers must also develop a blueprint for the Canadian industry that will place the industry in a more sustainable position regardless of the timing of trade resumption to the United States. Options being examined address measures to improve market stability and facilitate long-term stability in the industry.

While details continue to be developed, including attaining government support necessary to carry out the proposed measures, five key areas are under discussion:

1. increasing slaughter capacity for Canadian cattle
2. a delayed marketing strategy (set aside program)
3. a directed surveillance initiative targeting healthy cull cows to assist the Canadian Food Inspection Agency in meeting its surveillance targets
4. alternate tax strategies
5. loan guarantees

Further information on these key areas is available on the CCA website at www.cattle.ca.

"The Assistant Deputy Ministers showed a great deal of concern over the ongoing BSE issue," says Stan Eby, President of the CCA. "We expressed to them the urgency of making decisions quickly on these issues. We're confident that they'll take the information we provided back to their respective governments so that we may continue these discussions and be able to provide producers with greater detail in the very near future."

For further information:

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www.cattle.ca

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