



Canadian Cattlemen's Association

News Release

Canadian Cattlemen's Association Discusses Strategy for Recovery with Minister of Agriculture, Provincial and Federal Officials

(September 2, 2004)

The Canadian Cattlemen's Association (CCA) discussed recovery and industry adjustment strategy for the Canadian beef cattle industry with Federal Minister of Agriculture and Agri-Food Canada Andy Mitchell at a recent meeting of the Beef Value Chain Roundtable in Ottawa. The Roundtable is a steering group that brings government and all sectors of the beef industry together to develop joint strategies for market success in the beef sector. The CCA represents cattle producers at the Roundtable.

"Minister Mitchell's comments gave me confidence that he clearly grasps what the CCA is seeking to accomplish with our Strategic Plan for the Beef Cattle Industry," says Stan Eby, CCA President. "Mr. Mitchell stated that while he's continuing to press for the U.S. to open the border to live cattle, building sustainable slaughter capacity in Canada is essential for repositioning our industry to get through the current crisis and be stronger in the future. Increasing slaughter capacity is a key factor in the CCA strategy.

"Minister Mitchell also spoke of the need to return rationality to the marketplace by bringing in line the supply of cattle with our ability to process them. That is the CCA's goal with the delayed marketing program for fed cattle and 2004 calves that is part of our proposed strategy. He also talked about the need to develop and diversify our markets as much as possible, which is also part of the CCA strategy. He indicated he's aware of the urgency of addressing these issues, and we look forward to further announcements in the very near future."

The complete CCA Strategic Plan for the Beef Cattle Industry is available on the CCA website www.cattle.ca.

Following the Roundtable meeting CCA representatives presented the CCA Strategic Plan for the Beef Cattle Industry to Federal and Provincial Assistant Deputy Ministers of Policy. The Assistant Deputy Ministers expressed a keen interest in the proposal and will be following up with their respective governments.

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