



**Canadian Cattlemen's Association**

## **News Release**

March 22, 2004

### **Canadian Cattle Industry Expresses Appreciation To Federal Government**

On behalf of cattle producers across Canada the Canadian Cattlemen's Association (CCA) is expressing sincere appreciation to the Federal Government for the financial assistance announced today by Prime Minister Paul Martin. The Prime Minister has announced that a \$680 million Transitional Industry Support Program will be made available to help Canadian beef producers recover from loss of markets due to BSE.

"This is the single greatest financial support that the Canadian beef industry has ever received," says Neil Jahnke, President of the Canadian Cattlemen's Association. "The Federal Government has clearly recognized the depth that this crisis has reached in rural communities across Canada. While the assistance is being directed to beef cattle producers, it will also benefit the rural communities in which those beef producers work and live.

"The CCA has appreciated all the efforts of the Federal Minister of Agriculture and the Federal Government to get this situation resolved. While the financial assistance announced today will help keep our industry afloat, we know that ultimately we must regain access to our export markets, particularly the U.S. market for live cattle, in order for our industry to recover.

"We're grateful to the Federal Government for its work in harmonizing animal health and food safety regulations with those in the U.S., especially the changes that will permit year-round access of U.S. feeder cattle. The beef market is a North American market and we must continue to work together," adds Jahnke.

"The CCA will continue to work closely with Prime Minister Martin, Minister of Agriculture Bob Speller and their officials to get Canadian cattle and all our beef products back into the world marketplace."

**For Further Information:**

Canadian Cattlemen's Association 403-275-8558

**[www.cattle.ca](http://www.cattle.ca)**

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