



Canadian Cattlemen's Association

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Russia expands access for Canadian beef

October 14, 2009

Calgary, AB – The Canadian Cattlemen's Association (CCA) is pleased with Russia's announcement to expand access for Canadian beef to include all beef from cattle under-thirty-months old (UTM) and boneless beef from cattle over-thirty-months (OTM) of age. Russia also agreed to continue a process aimed at achieving access for beef offal products by the end of 2009.

The announcement came today from Canada's Minister of Agriculture, Gerry Ritz, who travelled to Moscow to secure this agreement. This mission and agreement by Minister Ritz was made possible by an earlier agreement, in-principle, reached by Minister of International Trade, Stockwell Day, back in June. "I am very pleased that our Federal Ministers for Agriculture and Trade are responding to CCA's urging that they place a high priority on expanding access for Canadian beef in international markets," said President Brad Wildeman.

The Canada Beef Export Federation estimates that Canada could export \$32 million per year of beef, and a further \$10 million for beef offals, to Russia. This is a significant jump from the roughly \$4 million that Canada exported to Russia in 2002. CCA's Vice President and Foreign Trade Chair, Travis Toews, commented, "If you look at our expectations for sales to Russia compared to past history, it really demonstrates how that market has evolved in the past seven years. I am very optimistic about the potential of the Russian market for Canadian beef".

In 2006, Russia restored access for Canadian boneless UTM beef, but a series of technical hurdles and difficulty obtaining export facility approvals, kept the exports to a trickle. CCA is hopeful that Minister Ritz's mission finally resolved the technical issues and that the addition of bone-in UTM beef, plus boneless OTM, will mean that commercially significant quantities of beef will soon be on their way to Russia.

For more information on the work the CCA does to restore access to international markets for Canadian beef, visit our website at www.cattle.ca.

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**For voice clips by CCA Vice President and Chair of the Foreign Trade Committee,
Travis Toews, please refer to the following page**

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National Voice of Canada's Beef Cattle Industry representing Canadian Producers

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Clip No. 1:

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(24... "Russia.")

Clip No. 2:

Toews explains why it is expected there will be a tremendous increase in Canadian beef exports to Russia when compared to seven years ago:

(21... "products.")

Clip No. 3:

Toews agrees Russia has become a trading partner that insists on high standards:

(14... "begin.")

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