



CANADIAN CATTLEMEN'S ASSOCIATION

310, 6715 8th St N.E.
Calgary, AB T2E 7H7
Tel: (403) 275-8558
Fax: (403) 274-5686

1207, 350 Sparks Street
Ottawa, ON K1R 7S8
Tel: (613) 233-9375
Fax: (613) 233-2860

October 23, 2008

The Right Honourable Stephen Harper
Office of the Prime Minister
80 Wellington Street
Ottawa, ON K1A 0A2

Dear Prime Minister:

Congratulations on your second mandate. We look forward to continue working with you and your Government over the coming years.

Working closely with the Minister of Agriculture and the Minister for International Trade, over the years, the Canadian Cattlemen's Association looks forward to continuing these critical relationships in the 40th Parliament. However, as you select your new Cabinet, we believe the unique situation of Canada's beef industry's significant and prolonged restrictions on export access to several important markets finally warrants special action.

Thus, we request you appoint a special Cabinet-level Beef Envoy tasked with negotiating the restoration of access for Canadian cattle and beef.

In May 2003, nearly every significant export market imposed an import prohibition on Canadian beef and cattle. Five and a half years later, we still cannot ship a single pound of beef to important markets such as Korea, China or Russia. We can ship some products to Mexico, Japan, Hong Kong and Taiwan, but remaining restrictions in these markets limits our exports far below their potential. These restrictions, and others in smaller markets, continue to cost the Canadian cattle industry nearly \$1 billion per year.

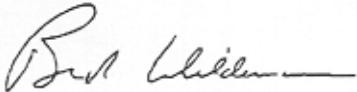
We are grateful for the efforts of successive Agriculture and Trade Ministers, as well as Prime Ministers and other Cabinet and sub-Cabinet officials, to press for restoration of access. Nevertheless, sufficient progress is simply not being made while these efforts frequently take a backseat to Ministers' other important duties. We believe that a full time effort by a Cabinet-level official is needed and we hope that you will make such an appointment.

Adding to these sustained trade barriers, the industry is now being directly attacked by the new, onerous mandatory country of origin labeling (COOL) law which took effect October 1, 2008. As forewarned in my April 17, 2008 letter to you (attached), COOL is having a damaging impact on the prosperity of the Canadian cattle industry. Some U.S. facilities no longer accept Canadian livestock, and most that still do restrict acceptance to certain days and at reduced prices.

Our preliminary estimate is that COOL is reducing the value of Canadian cattle at a rate approaching half a billion dollars per year. We fear that the next U.S. Administration may further tighten the procedures for COOL; the worst has likely not yet been seen and we anticipate the costs could grow further. Therefore, we urge you to initiate a trade challenge immediately to seek the repeal of this egregious U.S. law.

We would be pleased to meet with you directly or with any of your senior officials to further articulate either of these issues. Your leadership to assist cattle producers to realize the maximum return from the marketplace, either domestically or internationally, would help to restore confidence within our industry.

Sincerely,

A handwritten signature in black ink, appearing to read "Brad Wildeman", with a horizontal line extending to the right.

Brad Wildeman
President



CANADIAN CATTLEMEN'S ASSOCIATION

310, 6715 8th St N.E.
Calgary, AB T2E 7H7
Tel: (403) 275-8558
Fax: (403) 274-5686

1207, 350 Sparks Street
Ottawa, ON K1R 7S8
Tel: (613) 233-9375
Fax: (613) 233-2860

April 17, 2008

The Right Honourable Stephen Harper
Office of the Prime Minister
80 Wellington Street
Ottawa, ON K1A 0A2

Dear Prime Minister,

As you prepare for the trilateral leaders' summit in New Orleans, the Canadian Cattlemen's Association (CCA) would like to bring an issue to your attention that is threatening to undermine prosperity of the livestock and meat processing industry in each of the three North American countries.

Despite the objections of many Canadian, U.S. and Mexican industry associations and individual companies and the objection of President Bush himself, the United States Congress has enacted a very disruptive mandatory country of origin labeling (mCOOL) law that comes into effect on October 1, 2008. Although the Congress is currently considering some revisions that may or may not lessen the impact, the prospect of this law is already interfering with commercial decisions and diminishing the value of cattle and hogs not born in the United States.

The CCA and the hog industry jointly commissioned a legal analysis of mCOOL, on the basis of which we are convinced that whatever version of mCOOL gets implemented on October 1, will violate the U.S.' obligations under both NAFTA and the WTO. This analysis has been with officials of the Departments of Foreign Affairs and International Trade and Agriculture and Agri-food Canada since July of 2007.

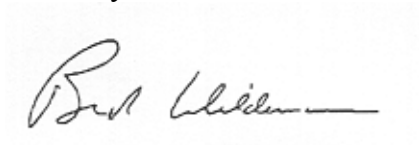
Our request is that you will indicate in very certain terms to President Bush that it is the Government of Canada's view that any requirement by the United States to label meat produced in the United States with the country where the animal was born is a violation of the NAFTA and the WTO. We request that you further tell him that Canada will initiate a trade challenge immediately upon implementation of such a requirement, if not earlier (NAFTA allows for challenge of a prospective measure).

The industry associations in the United States that represent companies that slaughter cattle have indicated that they believe President Bush would find it beneficial to hear these words from you. To date, U.S. Government officials can only report to Congress that the Canadian industry believes the provisions violate NAFTA. All they have heard from Canadian officials is that they expect NAFTA compliant policies to be implemented. We feel it is time for the Government of Canada to clearly connect these dots in no uncertain

terms. Failure to do so emboldens the Congress in their wishes to make mCOOL as disruptive as possible for imported meat and livestock.

Thank you for your attention to this issue and please accept our best wishes for a successful summit.

Sincerely

A handwritten signature in black ink, appearing to read "Brad Wildeman", is centered below the word "Sincerely". The signature is written in a cursive style with a long horizontal flourish at the end.

Brad Wildeman
President
Canadian Cattlemen's Association