

Canadian cattle producers welcome the Government of Canada's announcement of the first Indo-Pacific Agriculture and Agri-Food Office

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Ottawa, ON - The Canadian Cattle Association (CCA) welcomes yesterday's announcement of the progress in establishing the first Indo-Pacific Agriculture and Agri-Food Office (IPAAO) that will be located in Manila, Philippines by the Honourable Marie-Claude Bibeau, Minister of Agriculture and Agri-Food at the Canadian Agri-Food Trade Alliance (CAFTA) board meeting. The IPAAO will be resourced by Agriculture and Agri-Food Canada and the Canadian Food Inspection Agency.

"Cattle producers are encouraged to see the progress in establishing the IPAAO and look forward to seeing the office enhance market access opportunities in the region," stated Nathan Phinney, CCA President. "Following the signing of the Comprehensive and Progressive Trans-Pacific Partnership (CPTPP), we've seen the tremendous growth potential in the Indo-Pacific region for Canadian beef exports—we are excited for future export growth opportunities in the region."

The IPAAO is a long-standing request from both CCA and CAFTA that will support Canadian agricultural trade in the region. CCA will continue to collaborate on the office's development including a strategic workplan. The IPAAO will offer technical expertise, support to Canadian exporters in the whole Indo-Pacific region, and a stronger diplomatic presence to help bolster the growth of Canadian beef exports.

CCA continues to support securing meaningful market access through free trade agreements (FTAs) in the Indo-Pacific, including the Indonesia and Southeast Asian Association Nations FTAs. The ongoing negotiations are an opportunity to also address non-tariff barriers so Canadian beef exports have the best opportunity of long-term success in the region.

Trade Quick Facts

- Trade supports the livelihoods of Canadian beef producers with approximately 40 per cent of the value of each head coming from international trade.
- Since the CPTPP was signed and the removal of tariffs that followed, Canadian beef exports increased 70 per cent to Japan.
- About 20 per cent of Canada's beef exports are destined for the Indo-Pacific market, with the top five markets being Japan, Mainland China, South Korea, Vietnam, and Hong Kong.
- The economies in the Indo-Pacific region with the highest beef export growth potential include Vietnam, Indonesia, Thailand, and the Philippines.

- Vietnam is a fast-growing market for Canadian beef in the Indo-Pacific growing from \$8 million CDN in 2019 to \$129 million CDN in 2022.
- Canadian beef exports to the Philippines grew from \$5 million CDN in 2020 to \$13 million CDN in 2022.

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