



## **The CCA helps promote Canadian beef at Shanghai 2010 Expo**

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Calgary, AB – Canada Day celebrations hold a special meaning for the Canadian Cattlemen's Association (CCA) President Travis Toews this year, as high quality Canadian beef will once again be enjoyed in China.

Delicious Canadian beef will be on the menu at the Canada Pavillion at the Shanghai 2010 Expo, where Toews, Agriculture and Agri-Food Minister Gerry Ritz and Governor General Michaëlle Jean, will celebrate Canada Day as Expo visitors dig in to the best beef in the world.

"Canadian cattle ranchers are committed to producing high quality, safe beef that we are proud to share with consumers in China and around the world," Toews said. "To be able to share this story, which is just as much about our producers' commitment to protecting the environment through sustainable management practices, with consumers in China as they enjoy our beef on Canada Day, is truly an honour."

The Shanghai 2010 Expo will be the first opportunity for Chinese citizens to eat Canadian beef since May 2003. In June, China announced it will initiate a process aimed at restoration of full access for Canadian beef in a historic agreement that marked the first time China has resumed imports of beef from a country that has had a case of bovine spongiform encephalopathy (BSE).

The commitment of the Canadian cattle and beef industry to ensure the safety of its beef and confidence in Canada's robust regulatory controls were key to inking the China deal, said Toews.

Once fully realized, the agreement will represent annual exports of \$110 million for Canadian cattle producers. The first stage of the agreement sees China resume imports of tallow and boneless beef from cattle under-thirty-months (UTM) of age.

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