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For immediate release

Canadian Cattle Feeders strongly support federal government's ambitious TPP negotiation strategy

Calgary (May 13, 2015) — The National Cattle Feeders' Association (NCFA) would like to reiterate its support for the Harper government's ambitious approach to trade negotiations. Our members are particularly pleased that the government's strategy of using the TPP negotiations to open markets in the Pacific region, to improve the prospects for Canadian exporters, is coming close to fruition.

Access to Pacific Rim markets — and particularly the Japanese market — is of vital importance to the Canadian beef industry. In 2013, Canada exported food and agricultural products to Japan worth in excess of \$4.1 billion. This market is even more significant for Canadian agriculture than the market of the European Union, to which the Canadian agri-food industry exported \$2.8 billion in 2013.

“Comments that somehow the US might seek to exclude Canada from TPP benefits are alarming. Being discriminated against in the Japanese market would be disastrous for the future of the Canadian beef and cattle industry,” said Larry Schweitzer, NCFA chair.

It is critical that Canadian producers of meat and livestock products have access to TPP markets that is at least as good as the access enjoyed by our competitors from other TPP countries including in particular the United States. We look forward to continuing to support the government's efforts in the final phase of this important negotiation.

“Free and fair trade to access and compete in the lucrative Japanese market will contribute to a more prosperous beef and cattle industry in Canada. For us it is the major prize in the government's ambitious program of free trade negotiations,” stated Bryan Walton, NCFA general manager.

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