



Canadian Meat Industry Welcomes Conclusion of Negotiations on New Meat Export Certificates for Mexico

Oct 7, 2016 [Ottawa, ON] – The Canadian meat industry welcomes the conclusion of negotiations on new meat export certificates that will permit expanded trade with Mexico. Announced earlier today during a visit to that country by Agriculture and Agri-Food Minister Lawrence MacAulay, agreement on the terms of the new certificates fulfills a commitment made during a June 28 meeting between Prime Minister Justin Trudeau and Mexican President Enrique Peña Nieto.

“Mexico ranks consistently as one of Canada’s top tier export markets for beef and veal products,” said Canadian Meat Council President Troy Warren. “Confirmation of access to the Mexican market for Canadian beef products derived from animals 30 months and older as well as for ground meat and various specialty meats normalizes bilateral trade and is consistent with recommendations from the World Organization for Animal Health (OIE),” added Warren.

It is estimated that the resumption of full access for beef and veal products to the Mexican market will result in incremental sales valued at \$10 million annually for Canadian livestock producers and meat packers. Incremental value occurs when a new export market is prepared to pay more than current purchasers.

Business sustainability in the intensely competitive international marketplace for meat products requires access to those destinations that offer the highest value for each of the numerous components of a carcass. Expanded access to Mexico will increase market opportunities for several beef products, including specialty meats that are in higher demand by consumers in that country.

Canada’s meat processing industry includes some 400 federally registered establishments, providing safe, high quality protein for Canadian consumers as well as creating jobs and bringing economic activity to rural and urban communities across Canada. With annual sales of \$24.7 billion, exports of \$5.7 billion, and 65,000 jobs, the Canadian meat industry is the largest component of this country’s food processing sector.

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MEAT...
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GOOD FOR CANADA.

LA VIANDE...
BONNE POUR VOUS.
BONNE POUR LE CANADA.

The Canadian Meat Council has been representing Canada's federally inspected meat processing industry since 1919.

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