

Subject: Cdn cattle, sheep and goat producers gain market access to Philippines

PRESS RELEASE Jan. 24, 2012, 2:13 p.m. EST Canadian Cattle, Sheep and Goat Producers Gain Market Access to Philippines

OTTAWA, ONTARIO, Jan 24, 2012 (MARKETWIRE via COMTEX) -- Canadian cattle, sheep and goat producers will benefit from new access to yet another international market. Agriculture Minister Gerry Ritz and International Trade Minister Ed Fast announced today that the Government of Canada has secured live ruminant market access to the Philippines.

"The Philippines' market is now open for Canadian exports of live cattle, sheep and goats," said Minister Ritz. "Step by step, market by market, the Harper Government is working closely with industry to increase market access for Canada's safe, high quality products, in turn driving profitability for our producers and growing our economy."

"Canada welcomes this decision by the Philippines. This is yet another win for Canadian workers and producers and their families," said Minister Fast. "Our government understands the importance for our farmers and producers to gain access to new markets. We will continue to work on their behalf because we know that free and open trade is the best way to create jobs and prosperity for hardworking Canadians."

The Philippines imports \$9 million annually worth of cattle and nearly \$300, 000 of sheep and goats. Canadian producers now have the ability to compete for sales in this market. This new market access further strengthens the trade relationship between Canada and the Philippines. The Philippines is an important commercial market for Canada, importing more than \$235 million worth of Canadian agricultural and agri-food products in 2010.

Following the announcement made last week that Canadian beef under 30 months of age can re-enter the South Korean market, today's announcement demonstrates the continued efforts of the Harper Government to diversify international markets and maximize trade opportunities for the benefit of Canadian producers.