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## NEWS RELEASE

**For immediate release**

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### **MBP Applauds Market Access to South Korea**

**WINNIPEG** – Manitoba Beef Producers (MBP) applauds the news that South Korea will resume imports of Canadian beef, after a ban that stretched eight years. MBP congratulates the Government of Canada, Hon. Gerry Ritz, Minister of Agriculture and Agri-Food, and Hon. Ed Fast, Minister of International Trade, on achieving this outcome for producers and the entire beef sector.

“By restoring market access for Canadian beef, the federal government has added support to our growing market,” said Cam Dahl, MBP General Manager. “This victory confirms we have now turned a corner—after almost a decade of restricted markets due to BSE border closures.”

Korea is the last major export market in Asia to uphold a ban on imports of Canadian beef. Today’s announcement is welcome news for Manitoba’s beef producers as this additional market access provides another reason to hope the strong prices we have been experiencing will continue.

“This is not only a win for producers, but also for science-based agricultural trade,” said Dahl. “It is very important that export requirements are based on sound science. This is perhaps one of the most important lessons we have learned from BSE restrictions.”

Canada Beef Inc., the market development arm of the beef industry, estimates that South Korea will represent \$30 million in exports by 2015. MBP thanks the federal government, including the Market Access Secretariat, for helping open markets, and looks forward to this opportunity for our beef producers.

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*Manitoba Beef Producers is the exclusive voice of the beef industry in Manitoba. Our role and mission is to represent our beef producers through communication, research, advocacy and education. Manitoba Beef Producers represents 8,000 beef producers across the province.*

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