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## NEWS RELEASE

### For immediate release

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### MBP Supports Moving Canada-EU Free Trade Forward

**WINNIPEG** – Manitoba Beef Producers (MBP) announced today that it is encouraged by the work the Government of Canada is doing to move toward concluding negotiations of a Canada-EU Comprehensive Economic and Trade Agreement (CETA).

MBP appreciates the efforts of the Government of Canada, and in particular International Trade Minister Ed Fast, to move this file forward. MBP supports free trade with the EU which would bring significant benefits to the beef sector in Manitoba and Canada.

"We thank the Government of Canada for recognizing that trade is vital to ensuring the profitability of our beef sector in the long-term and we look forward to the conclusion of a Canada-EU trade agreement which will benefit producers and other stakeholders throughout the value chain," said Ray Armbruster, MBP president.

CETA is one of Canada's most significant opportunities to create new market access for beef exports. Annual beef consumption in the EU is at approximately 8 million tonnes but at this time Canadian beef exports are minimal due to layers of tariff and technical barriers.

"Increased trade will help every link in the beef production chain from the sale of calves to cull cows," said Armbruster. "New markets will help us build the infrastructure necessary to support the growth and development of beef production in Manitoba."

Armbruster stated that MBP supports reaching an agreement with the EU that will eliminate the steep beef tariff and any quotas.

"We also hope several technical issues will be addressed so that the beef we export can realize its potential in the significant EU market."

As Canada's second-largest trading partner, the EU represents a lucrative market that consists of more than 500 million consumers with a GDP of over \$17 trillion. Accessing this market through free trade will help maximize the value of the beef Manitoba producers raise.

*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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