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NEWS RELEASE

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MBP Welcomes Canada's Participation in Trans-Pacific Partnership Trade Talks

WINNIPEG – Manitoba Beef Producers (MBP) welcomes today's announcement that Canada will be participating in the negotiations for a Trans-Pacific Partnership (TPP). The TPP seeks to enhance economic growth among participating countries and it could provide an opportunity for the beef industry to further strengthen its export markets.

"We thank Prime Minister Stephen Harper, Minister Gerry Ritz and Minister Ed Fast on achieving this outcome and bringing us one step closer to greater market access for Canadian beef products," said Ray Armbruster, MBP president. "Manitoba Beef Producers supports the TPP partnership and the removal of trade barriers, both tariff and non-tariff, for the growth of Canadian beef export markets.

Canada joins the United States, Australia, Brunei, Chile, Malaysia, New Zealand, Peru, Singapore, Vietnam, and Mexico at the table, with Japan also expressing interest to join in the TPP negotiations.

Manitoba Beef Producers emphasizes the importance of eliminating import tariffs. Countries must follow the science-based guidelines established by the World Organisation for Animal Health (OIE), and MBP encourages the TPP countries to remove those tariffs on Canadian beef and beef products.

"Open trade strengthens the industry as a whole creating opportunity for renewal and growth," said Armbruster. "We believe there is significant room to expand our beef trade because the high quality of our product meets the needs of those customers. Barrier-free trade would create a level playing field with our international competitors. I know we can compete on quality."

Through Canada's participation on the Trans-Pacific Partnership, there is an opportunity to strengthen relationships with importing countries. The beef industry depends on trade and open access, and eliminating these tariff barriers through partnerships like the TPP will increase the competitiveness of our products and decrease the cost of exporting Canadian beef.

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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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