

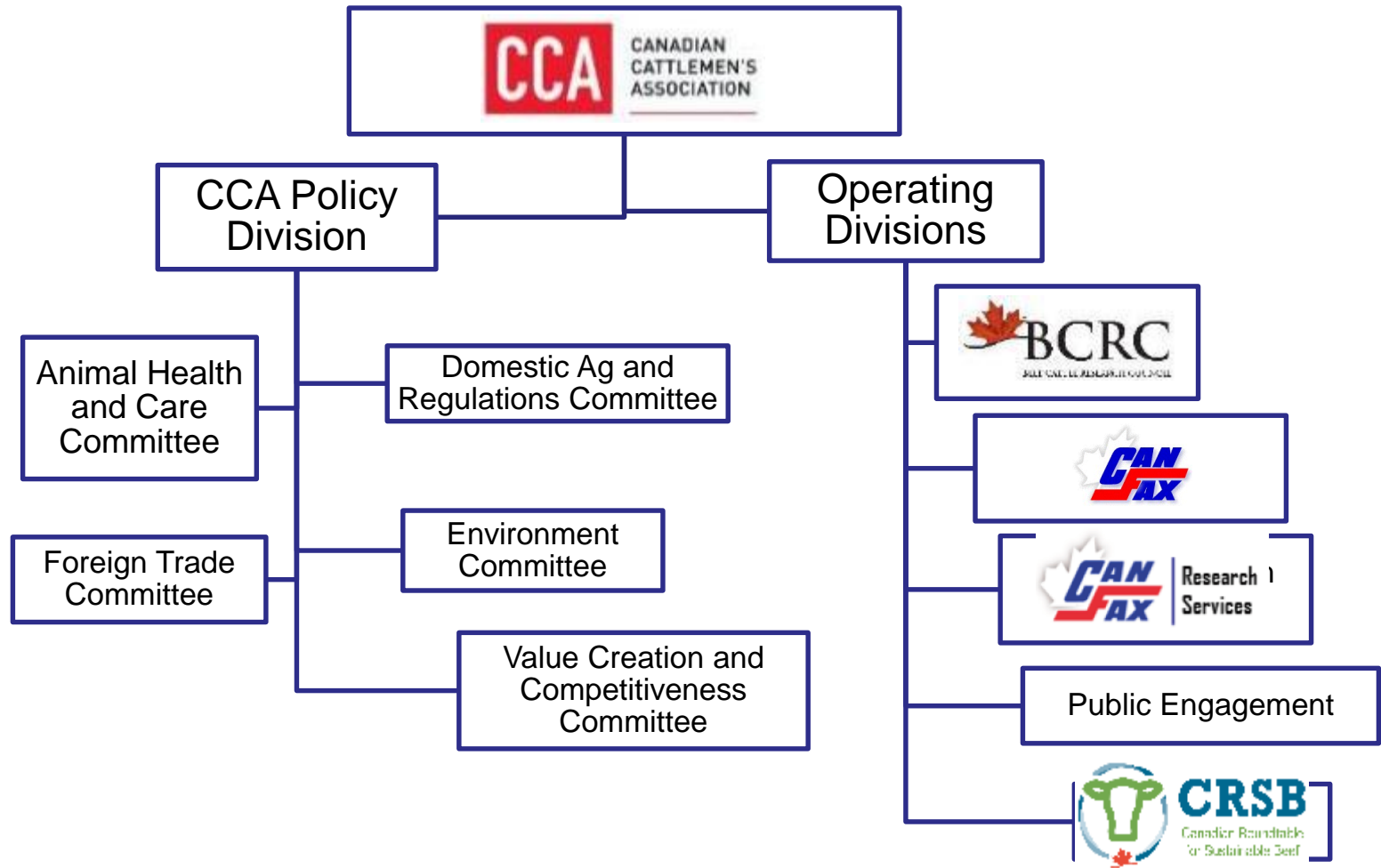
AGRICULTURE SCIENCE ASSOCIATION KILDARE 2018



CANADIAN
CATTLEMEN'S
ASSOCIATION

National Voice Of Cattle Producers

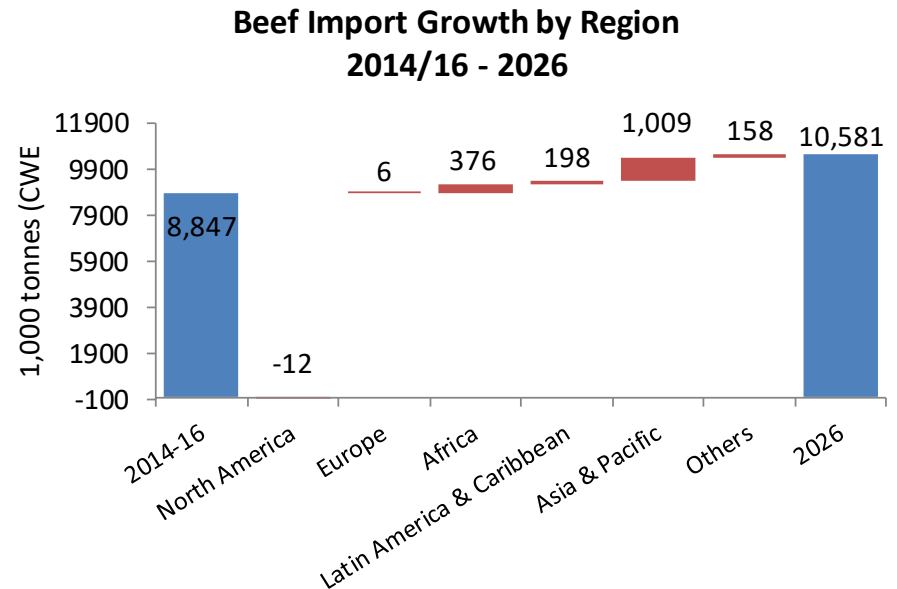
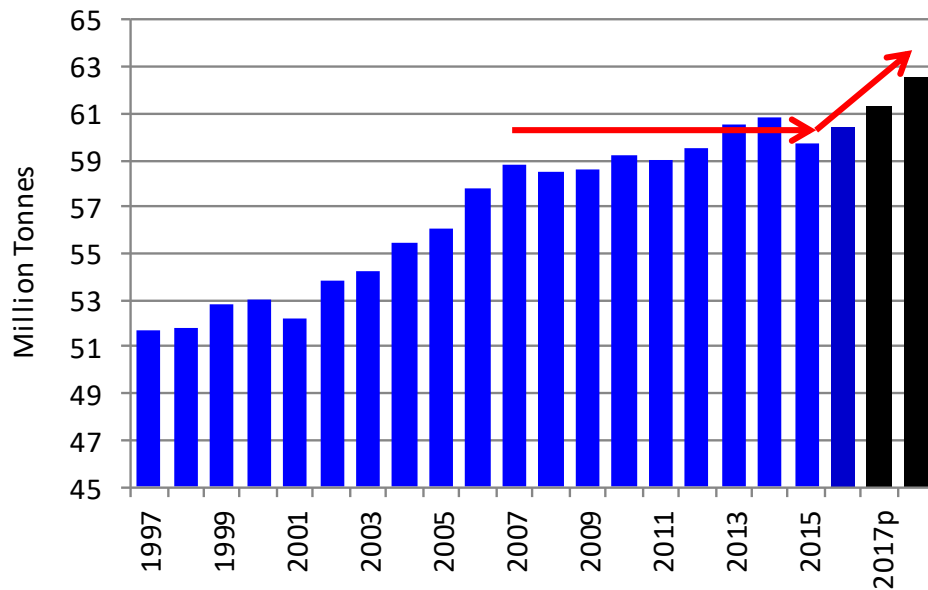




Global Trade Opportunities

- GDP growth concentrated in Asia over next 5 years
- Import demand is strong from developing countries
- Global beef prices continue to signal expansion

Global Beef Production



Source: OECD-FAO Agricultural Outlook 2017

- Global Beef Production – growing again after a decade of being stable.
- More competition ahead as exporters fight for market share



CCA Trade Priorities

- Seeking preferential market access to the highest value markets for every product

CANADIAN BEEF MERCHANDISING GUIDE

CANADIAN BEEF VARIETY MEATS MERCHANDISING GUIDE

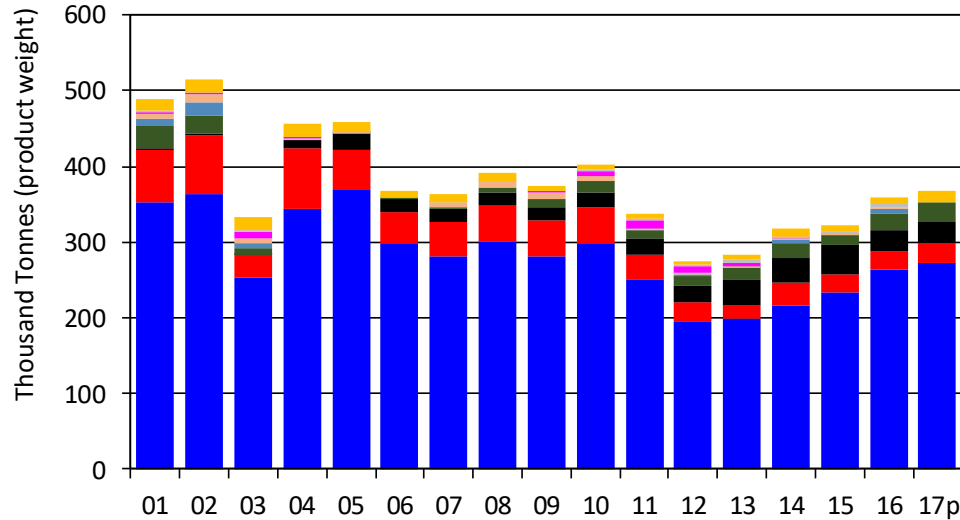
The image displays two comprehensive merchandising guides for Canadian beef. The left guide, titled 'CANADIAN BEEF MERCHANDISING GUIDE', details primal cuts including Hip, Loin, Rib, Chuck, Flank/Plate, and Brisket/Shank. It features detailed illustrations of various cuts, their respective quality grades, and processing methods. The right guide, titled 'CANADIAN BEEF VARIETY MEATS MERCHANDISING GUIDE', provides a detailed breakdown of variety meats, categorized into Head/Neck, Fancy Meats, Viscera, and Variety. This guide also includes illustrations, quality grades, and processing methods for each variety meat product. Both guides include a section on 'Standards Used for Quality Grade Determination' and 'The Yield Grades'.



Canada Beef Exports:

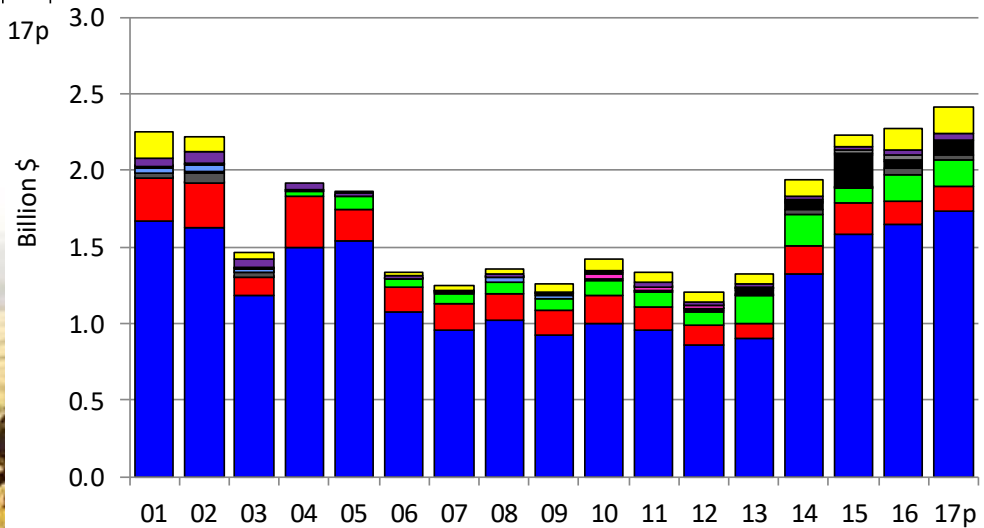
Canadian Beef Export Volume

- U.S.
- Mexico
- China +HK
- Japan
- S. Korea
- SE Asia
- Russia
- MENA
- Other



Canadian Beef Export Value

- U.S.
- Mexico
- HK&Macau
- S. Korea
- China
- SE Asia
- Russia
- MENA
- Other
- Japan



Source: Statistics Canada, CFIA

Source: Statistics Canada, CFIA

