

Harper Government Helps Promote Canadian Agriculture to Foreign Markets

Regina, Saskatchewan, November 12, 2013 - Canadian farmers will benefit from increased exposure and enhanced competitiveness in international markets thanks to an investment from the Government of Canada. Agriculture Minister Gerry Ritz made the announcement today at Canadian Western Agribition (CWA), the largest annual purebred beef show in Canada.

“Our Government is making strategic investments to increase international trade for Canadian agricultural exports,” said Minister Ritz. “We are proud to support the Canadian Western Agribition in promoting our first-class products and facilitating connections between Canadian companies and international buyers.”

This AgriMarketing investment of up to \$664 000 over five years to the CWA will allow the show to boost its reputation as a world-class promoter of Canadian livestock and agriculture, attracting new international buyers and establishing new trade opportunities in the process. The CWA will also improve the International Business Centre, which serves as a hub to connect international buyers with Canadian exporters. Exports of cattle in 2012, as a result of business relationships established at Agribition, were estimated at \$5 million.

“Canadian Western Agribition works hard to promote Canadian products to the international market,” noted Marty Seymour, Chief Executive Officer for the event. “This funding will help us open doors to international markets and maintain Canada’s foothold selling high-quality genetics and technologies to investors around the world.”

Agribition’s primary focus is livestock, hosting competitions to showcase beef genetics and other livestock species such as bison, sheep, goats, and horses. Agribition also offers the second-largest agriculture tradeshow in Canada with products such as dry land farming equipment, livestock handling and feeding technologies. The international nature of Agribition contributes to the branding of Canada as a centre of agricultural excellence.

Today’s investment comes on the heels of Prime Minister Stephen Harper announcing that Canada and the European Union (EU) have reached an agreement in principle on a comprehensive trade agreement that will significantly boost trade and investment ties between the two partners, and create jobs and opportunities for Canadians. Upon entry into force, Canada will gain unlimited duty free access to almost 94 per cent of the EU’s agricultural tariff lines.

This investment is part of Agriculture and Agri-Food Canada’s AgriMarketing Program, a five-year, \$341-million initiative under Growing Forward 2. The Market Development stream seeks to build and promote Canada’s ability to expand domestic and export markets by undertaking promotional activities to help position and differentiate Canadian products and producers, and ensure industry’s ability to meet market requirements.

The new Growing Forward 2 policy framework, which came into effect on April 1, 2013, will continue to drive innovation and long-term growth in Canada. In addition to a generous suite of business risk management programs, governments have agreed to invest more than \$3 billion over five years in innovation, competitiveness, and market development.

For more information on the Growing Forward 2 agreement and the AgriMarketing Program, please visit www.agr.gc.ca/growingforward2.

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