

4.1.1 Canada Beef

The Canada Beef Export Federation (CBEF) was established in 1989 as a non-profit association committed to promoting the sale of Canadian beef in export markets in Japan and Asia. The CBEF has 56 members which include beef packers, processors, exporters, cattle producers, non-profit associations and societies, associate members (e.g. Canadian Airlines), and provincial and federal governments. CBEF's operations include offices in Calgary and Tokyo. The organization employs six staff, with a volunteer executive of ten.

The CBEF has a goal of capturing 10 per cent of the Japanese market for beef by the year 2000. The 1989 market share was less than 1 per cent.

In order to achieve this goal the organization focuses on linking Canadian exporters with importers and end-users in Asian (mainly Japanese) markets, plus providing for a local presence in the market, and generic promotion of Canadian beef⁶. In addition it provides market intelligence to its members, and runs a Partner's Program on a cost-sharing basis with its members to allow members to develop business and personal relationships in Asia.

CBEF has made significant progress in meeting its own objectives and those of the PBS in general. It has contributed to increasing Canada's share of Japan's beef imports to 1.5 per cent. Volumes of beef exported to Japan have increased from 3,992 tons, valued at \$17.3 million, in 1990 to a projected 6,000 tons, valued at \$30 million, for 1993. In addition it has expanded Canada's exports of processed meats to precisely targeted end-users in Japan, in comparison with the previous practice of exporting whole carcasses. There is thus a trend to increased value-added.

Pacific 2000 key sector funding contributed to approximately 10 percent of CBEF's 1992/93 total revenues of \$1.85 million. Other federal government sources contributed 27.4 per cent and provincial governments 34.3 percent (Alberta 32.5 per cent, and Saskatchewan 1.8 per cent). About 25 per cent came from membership and other private sources. Although the Pacific 2000 key sectors sub-program did not initiate the CBEF idea, Alberta government and other sources indicate that the key sector's money acted as a catalyst in releasing Alberta government funding for the CBEF, and in getting the project going. Governments' share of funding is gradually declining from year to year.

CBEF members are pleased by the fast feedback and service provided by DFAIT officers both in Tokyo and in Ottawa HQ.

⁶Including seminars on cooking, cutting, and advertising.