

Canadian Livestock Exporters Association

P.O. Box 342, Brantford, Ontario N3T 5N3 Tel.: (519) 756-8300 Telex: 061-81139

WHAT IS C.L.E.A.?

C.L.E.A. (Canadian Livestock Exporters Association) is an association of Canadian livestock exporting firms primarily concerned with the export of live animals. The Association's aims are:

1. To gather and disseminate information on business conditions and developments within the industry.
2. To ensure a high standard of service to buyers and sellers, and to maintain high ethical standards among exporting firms, through rigorous application of standard sales practices and a code of sales ethics.
3. To represent the interests of member livestock exporters, and through them the industry, on matters of transport, health, finance, insurance, and other relevant matters. This goal is achieved through frequent and regular meetings with other appropriate organizations or groups, often including various departments and levels of government.
4. To act as an avenue of mutual assistance in the development of markets, and in the handling of large orders.

WHO ARE C.L.E.A. MEMBERS?

C.L.E.A. is composed of eleven Canadian export firms located in four provinces. For a complete list, please consult the Directory section of this issue.

WHY DEAL WITH C.L.E.A.?

C.L.E.A. offers potential international customers an opportunity to select a firm with financial integrity and extensive experience to handle their requests. The fact that several importing firms can buy for several markets from a variety of exporters assures fair pricing as dictated by prevalent conditions. A code of ethical sales practices ensures customer satisfaction and security.

EXPORT SALES BY C.L.E.A. MEMBERS

Since its inception in 1974, more than 87,825 animals have been exported to 48 countries around the world by C.L.E.A. members. This represents a high percentage of off-shore Canadian livestock export sales. The worldwide influence of C.L.E.A. members is illustrated by the data in Chart A, which shows sales results for 1985 by country and Chart B, which shows the number of animals shipped by C.L.E.A. yearly since 1974.

TRAVEL AND PROMOTION BY C.L.E.A. MEMBERS

C.L.E.A. members and their staff travel extensively to promote Canadian livestock around the world. Every effort is made to follow leads and explore possibilities in every country where there is a potential for import of Canadian livestock.

PARTICIPATION IN TRADE MISSIONS

Members of C.L.E.A. are available to participate in both federal and provincial trade missions in countries where Canadian livestock sales are on-going or in negotiation. With their knowledge of world markets and their expertise in export procedures, C.L.E.A. members have contributed significantly to the success of a great many international trade missions.

INTERNATIONAL EXPERIENCE

C.L.E.A. has exported to the following fifty countries: Angloa, Argentina, Australia, Bahamas, Belgium, Bermuda, Brazil, Bulgaria, Colombia, Chile, China, Costa Rica, Cuba, Czechoslovakia, Dominican Republic, Ecuador, France, East Germany, West Germany, Ghana, Hungary, Iran, Iraq, Italy, Jamaica, Japan, Kenya, Korea, Kuwait, Martinique, Mexico, Morocco, Mozambique, Netherlands, Nicaragua, Nigeria, Peru, Poland, Portugal, Russia, Saudi Arabia, Spain, Swaziland, Sweden, Switzerland, Tunisia, United Kingdom, United States, Uruguay, Venezuela.

CHART A - EXPORTS BY C.L.E.A. PER COUNTRY (1985)

Argentina	1	Mexico	6,678
Australia	1	Netherlands	5
Brazil	51	Nicaragua	1,518
Bulgaria	68	Peru	117
China	86	Saudi Arabia	748
Czechoslovakia	129	Spain	3
Ecuador	268	Sweden	20
France	76	Switzerland	1
West Germany	3	United Kingdom	43
Hungary	3	United States	3,070
Italy	28	Venezuela	1,458
Japan	70		

TOTAL NUMBER OF HEAD EXPORTED IN 1985: 14,445

TOTAL NUMBER OF COUNTRIES IN 1985: 23

CHART B - NUMBER OF ANIMALS SHIPPED BY C.L.E.A. PER YEAR

1974	4,991
1975	5,361
1976	9,404
1977	6,195
1978	6,778
1979	5,323
1980	2,771
1981	7,056
1982	12,904
1983	11,666
1984	6,624
1985	11,375
TOTAL	90,448

FOR MORE INFORMATION

Please direct all enquiries to:
Ms. Maria Luchtenberg
Export Manager
C.L.E.A.