

CCA Receives AgriMarketing Funding to Expand International Markets for Beef Producers

July 8, 2024

Calgary, AB – The Canadian Cattle Association (CCA) is pleased to receive up to \$453,364 over 3 years (from 2023-2026) from Agriculture and Agri-Food Canada’s AgriMarketing Program, an initiative under the Sustainable Canadian Agricultural Partnership. The funding will be earmarked for CCA’s activities aimed at increasing awareness and demand for Canadian beef in existing and new international markets.

“We appreciate this boost from the AgriMarketing Program to help fund our ongoing efforts to tell and sell the world on the quality of Canadian beef, on behalf of our producers,” commented Nathan Phinney, CCA President.

Increasing trade in foreign markets will boost economic activity in Canada and positively impact farmers and businesses at all levels of the supply chain. “It’s CCA’s role to continue to foster markets internationally for our quality products and we are finding the world wants more of what our beef producers provide,” Phinney stated.

The Honourable Lawrence MacAulay, Minister of Agriculture and Agri-Food announced the investment today during a beef cooking demonstration at Canada Beef’s Calgary office.

“Canadian beef has earned a top spot on the world stage because of the commitment to quality and sustainability that our producers hold themselves to,” said the Honourable Lawrence MacAulay, Minister of Agriculture and Agri-Food. “By continuing to promote Canadian beef in key foreign markets, we can make the sector more competitive, put more money in the pockets of producers, and drive demand for our world-class Canadian beef.”

The Canadian Cattle Association is receiving this funding to help expand and develop market access in existing markets (e.g. United States and Japan) and emerging markets (e.g. Vietnam) for beef products by conducting a number of trade advocacy activities, such as multilateral meetings and providing support on ministerial activities.

About the Canadian Cattle Association

The Canadian Cattle Association (CCA) is the national voice of Canada’s 60,000 beef farms and feedlots. Founded by producers and led by a producer-elected board, CCA works to address issues that concern Canada’s beef producers.

[Government of Canada/AgriMarketing release LINK](#)

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