



Statement to Media

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CCA Statement on Agreement to Open South Korea to U.S. Beef

SACRAMENTO – April 18, 2008 – Today, in Seoul, South Korea, U.S. Trade Representative Susan C. Schwab announced that South Korea and the United States have reached an agreement to fully open South Korea's market to U.S. beef exports.

The agreement to reopen the Korean market to all U.S. beef and beef products from cattle of all ages is consistent with international standards and those from the World Animal Health Organization, Schwab said. It believed that South Korea could begin receiving beef and beef products from cattle 30 months of age and younger as early as mid-May, with beef from cattle of all ages being authorized for export to South Korea following sometime thereafter.

California Cattlemen's Association (CCA) President Bruce Hafenfeld, a Weldon, Calif., beef cattle producer, made the following statement in response to the announcement:

“We at the California Cattlemen's Association are very pleased with the progress that has been made to open the critical Korean market to our safe, affordable, high quality beef. California's cattle producers have been looking forward to this announcement and believe this latest development, along with last month's opening of Mexico to U.S. breeding cattle, is a sign that consumers around the world are eager to receive our products.

Beef exports to Korea have potential to reach \$1 billion and regaining access to the valuable South Korean market is a result of long hours and much effort by CCA, NCBA and other organizations throughout the industry. We also owe a big thanks to U.S. negotiators and Congress for holding the line and seeing that this important goal was reached.

Internationally recognized scientific standards show that U.S. beef and beef products are safe, just as we have always known. We are hopeful that other export markets will follow suit and that terms of this agreement will be adopted in markets throughout the world that maintain unjustified restrictions on U.S. beef.”

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Founded in 1917, the California Cattlemen's Association (CCA) represents California's 1.35 billion dollar beef cattle industry in legislative and regulatory affairs, and remains the number one voice for the industry today. CCA is an affiliate of the National Cattlemen's Beef Association, which represents America's cattle farmers and ranchers.