



News Release

For immediate release

New Market Access to Serbia and Malaysia for Canadian Sheep and Goat Industry

Ottawa, Ontario, Sept 23, 2011– Canadian breeders of sheep and goats will now benefit from new market access to the Serbian market and the Canadian livestock genetics industry will also get new opportunities to export sheep and goat genetics to Malaysia. Agriculture Minister Gerry Ritz announced that trade can start immediately now that the Government of Canada has reached new agreements on export certificates with the Serbian and Malaysian governments.

“Through hard work and direct intervention, Canada was able to negotiate these agreements with Serbian and Malaysian governments for the benefit of Canadian livestock producers,” said Minister Ritz. “These latest deals are two more great examples of our ongoing work to expand trade so that our farmers can sell more products to more customers around the world.”

The Government of Canada’s top priority is the economy in which the agriculture trade plays a vital role. New market access will help ensure the agriculture industry remains strong and competitive. The Canadian Livestock Genetics Association (CLGA) estimates the total value market for exports of sheep and goats to Serbia and of genetics to Malaysia could initially be worth close to \$300,000 annually.

“CLGA welcomes the news that we have access for sheep and goats to Malaysia and Serbia and we thank the Government for being proactive,” said Rick McDonald, Executive Director of Canadian Livestock Genetics Association. “Our members can now actively pursue business opportunities knowing that the basic issue of market access has been resolved in these markets.”

The Government of Canada and Canadian industry are pursuing collaboration with Malaysia to develop its domestic livestock sector and this new access will allow Canada to supply sheep and goat semen and embryos in support of these projects.

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