

**Media Release**  
**For immediate release**  
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## **Northlands Mexican beef business mission deemed a success**

**EDMONTON, AB** – Specialists from the Northlands Agriculture Department, the Government of Alberta's International Marketing Team and Angus and Gelbveih Canadian beef producers met with their counterparts in Mexico earlier this month to talk about potential business opportunities.

The mission, from May 3 to 8, included visits to farms and industry meetings, as well as fruitful discussions with the states of Jalisco and Aguascalientes Cattlemen's Associations, which represents the states' ranchers and farmers. Discussions centered on industry practices, trade issues and trends in genetics markets.

"This mission was an excellent opportunity to learn a lot more about the agriculture business in Mexico as well as share ideas and current practices, said Paul Lucas, Northlands Director of Agriculture.

Another highlight of the trip was a visit to the San Marcos Fair, the oldest fair in Mexico, dating, dating back to 1604. Approximately seven million people attend the 406-year-old fair that lasts for three weeks.

The agriculture component of the fair is organized by the Aguascalientes State Department of Agriculture. A meeting with the Aguascalientes Secretary of Agriculture included a discussion of some of the innovative incentives the State offers to further the industry in genetics and marketing their cattle. The group also visited the Mexican National Angus Show, which was hosted by the San Marcos Fair.

Plans are already well underway to bring a similar mission from Mexico to Farmfair International, which takes place Nov. 5 to 14, 2010 at Northlands.

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