



News Release

For immediate release

\$1.15 MILLION IN FUNDING TO SUPPORT THE CANADIAN ASSOCIATION OF FAIRS AND EXHIBITIONS

OTTAWA, Ontario, August 25, 2006 – The Honourable Chuck Strahl, Minister of Agriculture and Agri-Food and Minister for the Canadian Wheat Board, today announced \$1.15 million in support to the Canadian Association of Fairs and Exhibitions (C.A.F.E.) for their *Consumer Protection Programs for Farm Animal Contact at Fairs, Exhibitions and Shows* program.

The federal funding under the Advancing Canadian Agriculture and Agri-Food (ACAAF) Program will allow C.A.F.E. to deliver training programs to communities across Canada for reducing the risk of E. coli outbreaks to help protect consumers at events promoting human contact with farm animals.

“Protecting the fair-going public from the risk of contamination while handling farm animals is a responsibility that we all take very seriously,” said Minister Strahl. “Canada’s new government is pleased to support the Canadian Association of Fairs and Exhibitions in its efforts to minimize the risk to humans and animals.”

The primary focus of the C.A.F.E. project is to deliver training workshops to individual fair, exhibition and show operators. In addition, the program will feature a continuing education component to provide resource materials as well as follow-up training for program participants.

“The issue of E. coli and other pathogen outbreaks is of great concern to the fair and exhibition industry sector in Canada,” says Gary McRae, General Manager and CEO of the Western Fair Association. “The C.A.F.E. program is a pro-active step to ensuring that potential for E. coli contamination is minimized and that animals can continue to be an integral part of Canadian fairs.”

Participants of the C.A.F.E. interactive workshops will receive basic information on consumer protection and will help to develop site-specific tools to evaluate facilities and take action to reduce the risk of E. coli and other pathogen outbreaks.

C.A.F.E is a non-profit organization that provides leadership in the growth and development of the Canadian fair industry and responds to the needs of Canadian fairs, festivals, exhibitions, and their suppliers. For more information on C.A.F.E, please visit www.canadian-fairs.ca. Information on the ACAA program can be found at: www.agr.gc.ca/acaaf.

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