



MINERVA S.A.

Publicly-held Company with Authorized Capital – CVM No. 20931-1

CNPJ/MF No. 67.620.377/0001-14 – NIRE 35.300.344.022

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ANNOUNCEMENT TO THE MARKET

Rumors of Mad Cow Disease in Brazil

Barretos, November 18th, 2010 – Minerva S.A. (BOVESPA: BEEF3; Bloomberg: BEEF3.BZ; Reuters: BEEF3.SA), one of the leaders in Brazil in the production and marketing of fresh beef, live cattle and its byproducts and also engaging in the processing of beef, pork and poultry, in the face of some articles divulged by the press today regarding the Creutzfeldt-Jakob Disease (CJD), reports, based upon accounts of some doctors, that all cases of accelerated dementia raise suspicion of being diagnosed as CJD. The *Beneficência Portuguesa* Hospital in Campinas, state of São Paulo, informed that this neurological disease has not been confirmed and that the case is still under investigation. Moreover, the patient was travelling for some period abroad.

A connection between this suspicion and cases of Bovine Spongiform Encephalopathy (BSE), popularly known as Mad Cow Disease, in the Brazilian herd is unlikely to be established, as the nutrition of cattle in Brazil with meals of animal origin is prohibited and supervised by the Agriculture Ministry. Furthermore, all meals of bovine origin destined to the nutrition of other animals, such as poultry and pork, are subjected to a sterilization process, which eliminates the risk of contagion.

In addition, the Brazilian cattle-raising activity is fundamentally based upon an extensive system, where the herd is essentially grass-fed, making no sense, not even economical, to use animal-origin ration to feed its herd.

Minerva reinforces the thesis that this case has nothing to do with the Brazilian cattle-raising system, continuously promoting the quality of its products and safeguarding the health of all its customers.

Investor Relations

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Minerva S.A.

O Minerva S.A. is one of the leaders in Brazil in the production and marketing of beef and leather and in the export of live cattle, and it is among the largest Brazilian exporters in the industry in terms of gross sales revenue, marketing its products in approximately 100 countries. The Company has a daily slaughter capacity of 8,940 heads of cattle and processing of 1,730 tons of beef, equivalent to approximately 10,900 heads. Present in the states of São Paulo, Rondônia, Goiás, Tocantins, Mato Grosso do Sul and in Paraguay, Minerva operates eight slaughter and deboning plants, a tanning unit and seven distribution centers. In the last 12 months ending in September 2010, the Company presented net sales revenue of R\$ 3.2 billion, representing growth of 35,9% in relation to the same period in the previous year.