



Have your say on Canada's new food guide

By Beef Advocacy Canada

Health Canada is revising Canada's Food Guide and your input is needed!

Canadian beef is a responsibly raised, nutrient-dense part of a healthy diet and that should be reflected in the recommended healthy eating strategies. It's up to individual Canadians to speak for science, nutrition, and healthy living for themselves and their families

So what can you do?

1. Find out about the revision process for Canada's Food Guide at <https://www.canada.ca/.../canada-food-g.../revision-process.html>

2. Submit your thoughts to the second open consultation BY AUGUST 14 at <http://www.foodguideconsultation.ca/>

Want some points to highlight in your submission?

Try these:

- Beef is an excellent source of 14 essential nutrients including protein, iron, zinc and B vitamins.
- Protein-rich foods like beef keep you feeling full and discourage overeating.
- Canadians are not getting enough protein. Beef is low in calories but high in protein per

Continued to Page 2

IMPORTANT NOTICE

Due to a delay in the Farm Products Council of Canada processes, the National Check-Off increase will not be implemented in Manitoba on September 1. An announcement on a new date for the increase will take place when final approval is received.

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serving size.

- Not much beef is needed to gain the nutritional benefits, including iron, vitamin B12, zinc, and it can be an affordable way for families deficient in these areas to meet their dietary needs.
- As with many foods, adhering

to suggested serving sizes and avoiding over-processing is the best way to include beef in your healthy diet.

- Beef is healthiest when combined with other whole foods like fruits and vegetables. In fact, adding a vegetable side to your

beef dish can help increase the nutrients absorbed from both.

- Canadian beef is a local product that responsibly uses our cold climate and native grasslands to produce high-quality food while protecting the environment.

Find Us Online

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mbbeef.ca

[Facebook.com](https://www.facebook.com/ManitobaBeef)



In the News

A look at the news and articles of interest
to Manitoba's Beef industry

• [Stack hay bales properly to help maintain quality](#)

• [Cattle futures rise on stronger beef](#)

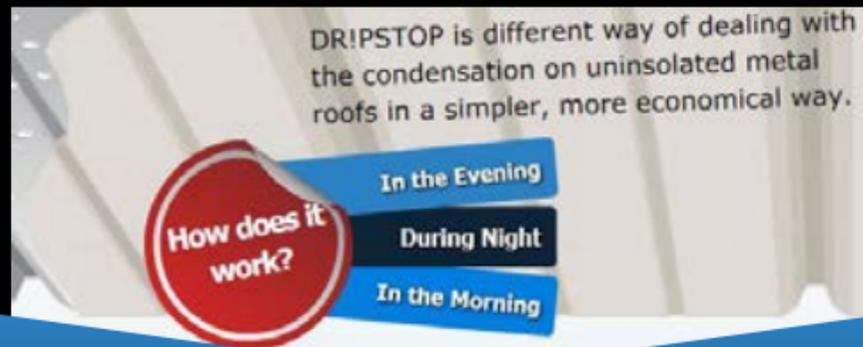
• [Native forages offer resilience against Mother Nature](#)

• [Beef Market Update: Canadian dollar, feed costs, & Japanese tariffs](#)

• [Drought management strategies for producers](#)

• [CCA pushing for solution to Japanese beef tariffs](#)

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Save the Date for Upcoming Events at MBFI

- Sunday, September 17, 2017 –
Open Farm Day
- Friday, October 20, 2017 –
Low Stress Livestock Handling Clinic
- Thursday, December 7, 2017 –
Extended Grazing Tour

**For more information, contact
MBFI at 1-800-772-0458 or visit
their website at www.mbfi.ca.**

[MBP E-Newsletter](#)



Manitoba Beef & Forage Initiatives

Manitoba Beef & Forage Initiatives (MBFI) is a Brandon-based collaborative effort between Manitoba Beef Producers, Ducks Unlimited Canada, Manitoba Forage & Grassland Association and Manitoba Agriculture, with input and leadership from producers, academia and other industry stakeholders across Canada.

MBFI is the result of industry demand for change and the need for strategic long-term partnerships for the agricultural sector.

**For more information on MBFI,
visit their website at www.mbfi.ca.**

Summer Pasture Tour

**9:30 a.m. – 4:00 p.m.
Wednesday, August 30, 2017**

The annual pasture tour is back and packed with information you need to manage your cattle operation.

Among the topics to be discussed:

- measuring animal performance, forage productivity and soil health using two different grazing practices
- assessing riparian areas
- demonstrating two shelterbelt designs including an Eco-Buffer
- comparing different seed mixes for pollinator habitat
- using different phosphorus application rates to improve alfalfa profitability and produce a higher quality protein feedstuff
- measuring forage quality and growth characteristics of four high energy dense forages
- dealing with the effects of extreme drought



**Cost is \$25 (must register);
lunch is provided**

**To register, call Manitoba Agriculture
at 204-726-6482**



2 Day Workshop with Dr. Allen Williams

August 14 and 15 - Brandon Research Station

Agenda:

- | | |
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| <ul style="list-style-type: none"> I. Principles of Adaptive Grazing <ul style="list-style-type: none"> a. Principle of Compounding b. Principle of Diversity c. Principle of Disruption II. Practical implementation of adaptive grazing <ul style="list-style-type: none"> a. Daily observations and adjustments b. Fencing and water systems c. Paddock layout & forage DM calculation d. What to expect e. Benefits & challenges III. Data & Economics <ul style="list-style-type: none"> a. Real Farm/Ranch Case Studies b. Peer-Reviewed research c. Economic Calculators d. Market Opportunities | <ul style="list-style-type: none"> IV. Principles of Soil Health <ul style="list-style-type: none"> a. The livestock of the soil b. Building a farm from the foundation up c. Indicators and indicator species d. On farm assessment e. Benefits & economics V. Cover Crops & Livestock <ul style="list-style-type: none"> a. Why incorporate cover crops and/or livestock? b. Case studies & research c. Economic benefits d. How to practically implement e. Cover Crop Mix design f. Incorporation into cash crop programs VI. Soil Analytics & Testing <ul style="list-style-type: none"> a. Bio-Profile analysis b. Recent testing results and what they mean for the farmer c. How to use soil bio-profile testing VII. Where is Agriculture headed and How Can Farmers/Ranchers prepare & adjust |
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- We will also spend an afternoon in a local pasture.

Registration is \$100 per person and is limited to 30 producers.

Check out this link for articles written by Dr. Allen Williams on grass fed beef, grazing management, soil health and the future of agriculture: <https://joyce-farms.com/pages/dr-allen-williams>

For more details call Michael at 204-365-6334 or email mthiele@mymts.net



NEWS RELEASE

CRSB seeks public's feedback on sustainability indicators for beef processing.
60-Day consultation open June 29 to August 29, 2017

For Immediate Release
June 29, 2017

The Canadian Roundtable for Sustainable Beef (CRSB) has launched a 60-day public consultation to solicit feedback on its sustainability indicators for beef processing to ensure sustainability challenges and opportunities for this sector are addressed.

The consultation runs from June 29 to August 29, 2017. All relevant materials can be found at <http://crsb.ca/public-consultation-english>. Comments will be reviewed, and written responses to each comment will be summarized in a report posted on the CRSB website following the consultation. Following refinement, a subsequent 30-day round of consultation is expected this fall.

“With guidance from a committee of diverse industry expertise, the CRSB has developed sustainability indicators for beef processing that nicely complement the work already done for beef production”, said Cherie Copithorne-Barnes, Chair of the CRSB and cattle producer west of Calgary, AB. “I am sure we will continue to receive a broad range of feedback that will help us build a robust framework that is practical for the industry, and satisfies consumer demand.”

Page Stuart, an Alberta cattle feeder and Tim Hardman, Beef Director with the World Wildlife Fund, co-chaired the committee that developed the indicators. “Committee members from across the beef value chain contributed diverse perspectives. Dynamic discussions enabled us to reach consensus on a series of indicators encompassing all five principles of sustainable beef that will help the processing industry to continually improve its sustainability practices,” says Hardman. “Based on previous feedback, we have incorporated guidelines in the indicators that show how the scoring system is applied. We hope this will help users assess their level of performance and facilitate continuous improvement,” commented Stuart. “I look forward to the feedback we receive over the next 60 days,” she added.

Since 2014, the CRSB has worked collaboratively through its multi-stakeholder membership to promote sustainability across the beef industry. Developing a verification framework is part of this work, and the indicators reflect what will be measured to verify sustainable practices. With the completion of public consultation on sustainability indicators for beef production completed earlier this year, the focus has shifted to indicators for beef processing. Note that the current scope of the indicators applies to primary processors only.

-30-

The Canadian Roundtable for Sustainable Beef (CRSB) is a multi-stakeholder initiative developed to enhance sustainability efforts within the Canadian beef industry. It has defined “sustainable beef” and is setting the framework for producing and sourcing verified sustainable beef in Canada.

Fed Cattle Price Reporting Alternatives

Introduction

Fed cattle prices are critical for trade disputes and business risk management programs. In August 2014 the Canadian Cattlemen's Association published the Price Discovery Task Force Report and passed a motion "That fed cattle price reporting to a third party (e.g. Canfax, BFO, FPBQ) become a program requirement for all federal/provincial programs that require fed cattle price data to operate." This does not make a cash market for fed cattle, but provides an incentive for reporting trade (cash, formula, contracts) through the mechanisms already in place that producers are familiar with.

While the Federal Government recognizes the importance of fed cattle cash prices for trade disputes and business risk management programs they have concerns with an approach where fed cattle price reporting is a program requirement. As such they have encouraged industry to explore alternative options for fed cattle price reporting.

The "Canadian Fed Cattle Price Reporting Alternatives" survey is open to all feed-lots across Canada. This will allow greater consultation with those who will be impacted by these options and assist in communicating the support for each option.

The survey has 11 questions and should only take 10-15 minutes. The longer time is needed to read through all the pros and cons presented for each option.

[To take the survey please click here](#)

To learn more about the Manitoba projects taking place under the Species at Risk on Protected Agricultural Lands (SARPAL) program, click the photo below to be directed to the new web page.



Cattle producers make a difference when it comes to the environment.



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