



E-Newsletter

An update from Manitoba Beef Producers

Manitoba to host CCA semi-annual meeting in August

The eyes of Canada's cattle industry will be on Winnipeg in August.

The Canadian Cattlemen's Association (CCA) along with Manitoba Beef Producers (MBP) is holding its 2015 semi-annual meeting in Winnipeg from August 11-14.

The convention will bring together producers and industry affiliates for networking, information sessions and policy setting.

Along with the business portion of the meeting, those attending will have the chance to tour a local beef operation and

the Bruce D. Campbell Farm & Food Discovery Centre.

The event will also feature a uniquely Manitoban evening of entertainment as guests will be treated to a twist on

a local tradition, a Manitoba Social.

Scheduled for Aug. 13 at Anderson's Hitch'N Post, the evening will feature a banquet/social and fundraising raffle, with the proceeds being donated equally to the Canadian 4-H Council & 4-H

Manitoba. At last year's event, the most popular items included local artwork and items of local interest, which resulted in significant funds being raised.

The fundraising raffle and social is open for producers, industry and gov-

ernment to attend. Tickets can be purchased by contacting Manitoba Beef Producers at 1-800-772-0458 or info@mbbeef.ca. The event will include a full course meal, a short program, cash bar, and

an amazing selection of prizes to be won. Tickets are \$40 and must be purchased in advance by July 31.

If you would like to contribute to this event through a social prize, financial donation or a food/drink donation for the tour please contact Esther Reimer at MBP at 1-800-772-0458 or ereimer@mbbeef.ca. All donations will be recognized in the CCA semi-annual publication and on the CCA's website, and through MBP's publication Cattle Country and on the MBP Website.



CANADIAN
CATTLEMEN'S
ASSOCIATION

National Voice Of Cattle Producers

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To purchase a ticket to the CCA Semi-Annual 4-H Fundraiser and Entertainment Evening please call the MBP office at 1-800-772-0458

In the News

A look at the news and other information impacting Manitoba's Beef industry

- [Cattle Producers implement new grazing options](#)
- [Applications are being accepted for new onfarm fuel storage BMP](#)
- [The rewards of mentorship and six grazing tips](#)
- [Five foot hay crop near Altamont](#)
- [BeefTalk: Pounds of calfs weaned per acre](#)

MBP receives funding for research project

Government Press Release

The governments of Canada and Manitoba are investing more than \$2 million over three years to support 24 research and development projects in Manitoba's agriculture and agri-food sector, Federal Agriculture Minister Gerry Ritz and Manitoba Agriculture, Food and Rural Development Minister Ron Kostyshyn announced today.

"Research and development continue to be key to driving innovation in Canada's agriculture and agri-food industry," said Minister Ritz. "Investments in new research such as these will help create further economic opportunities for our producers and processors."

The funded projects cover a range of agricultural issues including animal and human health, on-farm production technologies and opportunities for value-added industries. Manitoba Beef Producers has been approved for \$261,234 to study the long-term market effects of feeding and vaccination strategies for beef cattle,

"By strategically investing in research and development, we can encourage new opportunities and a more diverse economy in rural areas," said Minister Kostyshyn. "Manitoba's agriculture and agri-

food sector will certainly benefit from the findings of these projects. Adopting the new ideas generated from this work will lead to further economic growth in the province." In addition to the federal and provincial funding, applicants and funding partners are providing cash and in-kind contributions of approximately \$3.6 million. Partners include agricultural businesses, commodity groups, the Western Grains Research Foundation and university and government researchers.

These projects are funded through Growing Innovation – Agri-Food Research and Development Initiative (GI-ARDI) under Growing Forward 2. For more information about GI-ARDI, visit www.gov.mb.ca/agricultureunder Growing Forward 2.

The federal and provincial governments are investing \$176 million in Manitoba under Growing Forward 2, a five-year, federal-provincial-territorial policy framework to advance the agriculture industry, helping producers and processors become more innovative and competitive in world markets.

For more information on Manitoba's agricultural programs and services, follow the Twitter account at www.twitter.com/MBGovAg.

MBP to host Bombers game in August; sponsoring Family of the Game promotion

Manitoba Beef Producers and Canada Beef will continue to fuel the Canadian Football League in 2015. As part of an agreement signed in 2014, MBP will be the host sponsor for the Winnipeg Blue Bombers game Aug. 29 when they host the defending Grey Cup champion Calgary Stampeders.

Prior to the game MBP will have a booth located in the Tailgate Plaza at Investor's Group Field where anyone attending the game can stop by and learn more about Manitoba's cattle industry. MBP members will also have the opportunity to enter a draw where someone will win a steak dinner for 10 people in the Blue and Gold Club at IGF where they will be joined by two members of the Bombers for the meal. The date of the supper will be determined once the winner is selected.

The agreement also provides the opportunity for MBP to highlight a Manitoba family for their contributions to the industry. The winners of 2015 The Environmental Sustainability Award

(TESA), Kristine Blair and Graham Tapley, will be the featured family in recognition for capturing the award.

Also, MBP members interested in attending the game can do so at a discounted price through an agreement between the Bombers and MBP. A code for the discounted seats, which are located in the two end zones, will be announced at a later date on the MBP website - mbbeef.ca - and Twitter and Facebook feeds.

The three-year agreement between Canada Beef and the CFL was signed in 2014. According to a Canada Beef press release, the partnership is in conjunction with five provincial beef producer organizations from across the country, who will represent the Canadian beef farmers and ranchers to thousands of fans at CFL games across the country. This will give consumers the opportunity to meet the people who raise beef, and bring beef to their tables.

"We're really excited to involve

our provincial partners in this unique opportunity. It will allow us to leverage these partnerships with boots on the ground, highlighting local beef farmers and ranchers at their games. This will build brand loyalty and allow grassroots producers to interact with consumers, while sharing their passion and the benefits of enjoying Canadian beef," said Rob Meijer, President, Canada Beef.

MBP is also pleased to announce it will be the sponsor of the Family of the Game promotion throughout the 2015 season. Bombers fans will be able to enter a draw on the club's website for four tickets to a home.

The winning family will also get a sideline experience prior to the game and will be announced as the Manitoba Beef Producers Family of the Game on the video board during the pre-game program.

"We are very excited to sponsor the Family of the Game promotion and support the Manitoba families that purchase the beef produced by our members," said MBP General Manager Melinda German.

[Click Here to Become The Manitoba Beef Producers Family of the Game At An Upcoming Winnipeg Blue Bombers Game](#)



Featuring
Chef Darryl Crumb

Eat Like An Athlete

Presented By Manitoba Beef Producers

All Kinds of Beef Meatballs

Meatballs are a versatile and healthy way to eat delicious ground beef. This recipe provides some great flavour options and is a perfect way to get that boost of protein before, or after, your workout.

- 1 lb (500 g) Lean Ground Beef Sirloin or Lean Ground Beef
- 1 egg, lightly beaten
- ½ cup (125 mL) dry bread crumbs
- ½ cup (75 mL) EACH finely grated carrot and shredded onion
- 1 tbsp (15 mL) Worcestershire sauce
- ½ tsp (2 mL) EACH salt and pepper

Lightly combine all ingredients; form into about thirty 1" (2.5 cm) balls.

Bake on lightly oiled foil-lined baking tray in 400°F (200°C) oven for 15 min, until digital rapid-read thermometer inserted into centre of several meatballs reads 160°F (71°C).

Variations try adding the following to the basic recipe for a flavour kick:

Italian: 2 tbsp (30 mL) pizza sauce and 1 tsp (5 mL) dried oregano. Serve with extra pizza sauce or spaghetti sauce.

Asian: 2 tbsp (30 mL) hoisin sauce and 1/2 tsp (2 mL) ground ginger. Serve with peanut sauce or sweet and sour sauce.

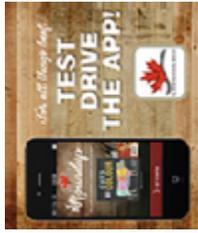
Mexican: 1 tbsp (15 mL) chili powder and 2 garlic cloves (minced). Serve with salsa.



[Recipe Courtesy of Canada Beef](#)

Nutritional Information

Per Serving (4 meatballs): Calories 170, Protein 14g
Fat 10g, Carbohydrates 6g



MANITOBA
BEEF PRODUCERS®

Animal Care Is Not Just A Buzzword

Manitoba's beef producers care about their animals — for a number of reasons. Financially, it is in their best interest to ensure cattle are healthy, safe, well-managed and not stressed. However, beef cattle producers are in this line of work because they care about their animals and treat them well because it is the right thing to do. Animal Care is not just a buzzword, in the livestock sector it is everything!

If You Can't Play Like An Athlete You Can Still Eat Like One!



Province announces consultation schedule for risk management task force

Government press release

Manitoba farmers and other agricultural stakeholders are invited to provide their input about agricultural risk management programs at a series of upcoming public consultations or through an online questionnaire, Agriculture, Food and Rural Development Minister Ron Kostyshyn announced today. “The task force appointed earlier this year is making good progress and we now want to hear directly from those most affected by agricultural risk management programs and climate-related challenges,” said Minister Kostyshyn. “This is important work that will guide our government’s direction in the years to come and the task force provides the best platform to hold discussions with industry stakeholders and the public.”

The minister noted Manitoba farmers have said existing business risk management programs do not adequately address the risks that arise from climate-related challenges such as spring flooding and excess rainfall. “We are following through on our commitment to review existing programs and consider options that

will be more predictable, comprehensive and sustainable for farmers and governments,” the minister said. “I look forward to hearing from Manitobans as part of the task force’s work.”

The Agriculture Risk Management Review Task Force will focus its consultations on the ability of current programs to protect and provide a foundation for Manitoba’s agriculture industry as it deals with a changing climate, Minister Kostyshyn said. Seven public consultations have been scheduled:

- Melita, Town Hall, July 9, 9:30 to 11:30 a.m.;
- Swan River, Westwood Inn, July 13, 7:30 to 9:30 p.m.;
- Dauphin, St. Viator’s Roman Catholic Church, July 14, 1:30 to 3:30 p.m.;
- Arborg, Arborg Bifrost Community Centre, July 20, 1:30 to 3:30 p.m.;
- Portage la Prairie, Canad Inns Destination Centre, July 21, 1:30 to 3:30 p.m.;
- Beausejour, Sandy-Salteaux Spiritual Centre, July 27, 1:30 to 3:30 p.m.; and
- Morris, Morris United Church,

July 28, 1:30 to 3:30 p.m.

Written submissions will be accepted until Sept. 30 and should focus on gaps or challenges with current risk management programs and any adjustments or alternatives to current programs that could be considered, the minister said. An online questionnaire will also be available. The questionnaire and additional information on how to send written comments will be posted online shortly in the Quick Links section at www.gov.mb.ca/agriculture.

The task force has been asked to review the ability of current tools to effectively manage risk and identify gaps. They have also been asked to identify new policy and program opportunities that may advance the ability of the agriculture sector and government to manage risk issues and the economic effects of a changing climate.

The task force’s members are Bill Uruski (chair), Derek Brewin, Doug Chorney, John DeVos, Frieda Krpan and Goldwyn Jones.

A final report with recommendations will be submitted to government by the end of the year, the minister said.

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