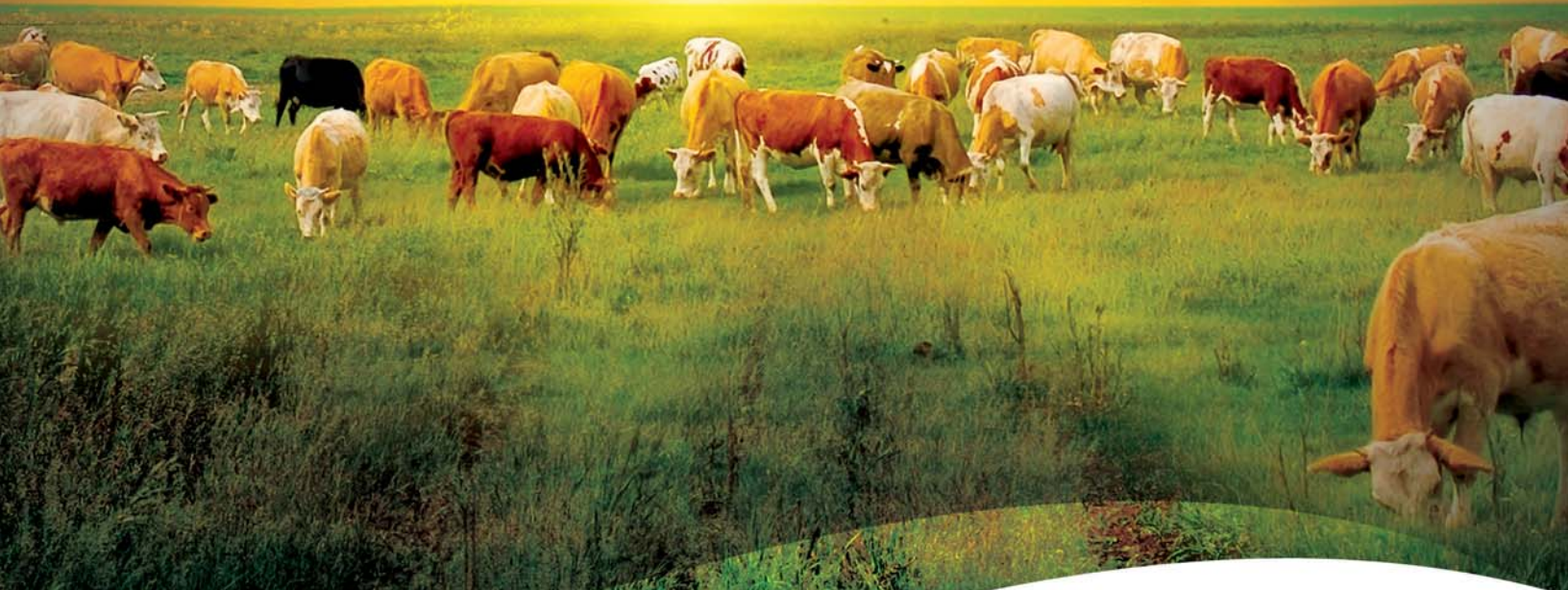




July 12, 2013

NEWSLETTER

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Legal Challenge to U.S. Mandatory Country of Origin Labeling



The Canadian Cattlemen's Association (CCA) has joined seven other groups in a court challenge against U.S. mandatory country of origin labeling.

The lawsuit was filed in order to block the implementation of the recently amended U.S. mandatory Country of Origin Labeling (COOL) regulation.

The Canadian Pork Council is the other Canadian participant in the lawsuit. U.S. litigants include:

- American Association of Meat Processors
- American Meat Institute
- National Cattlemen's Beef Association
- National Pork Producers Council
- North American Meat Association
- Southwest Meat Association

From the CCA: The complaint is made on the grounds that the U.S. Department of Agriculture's (USDA) May 23, 2013 COOL amendment violates the U.S. Constitution and the U.S. Agriculture Marketing Act, and is arbitrary and capricious. The lawsuit was filed in the U.S. District Court for the District of Columbia.

CCA President Martin Unrau said the legal action is warranted because the increase in discrimination against imported cattle inherent in USDA's May 23 amendments to the COOL rule will irreparably injure Canada's livestock producers and their U.S. customers.

[READ MORE HERE](#)

MBP Action News

This week, MBP President Trevor Atchison and General Manager Cam Dahl attended a consultation with Hon. Ron Kostyshyn, Minister of Manitoba Agriculture, Food and Rural Initiatives, held in advance of the Federal/Provincial/Territorial Agriculture Ministers meeting. Over 20 Manitoba farm groups were represented at the consultation. MBP pushed key objectives such as the development of Livestock Price Insurance.

Upcoming Events

July 13: The Manitoba Hereford Association Mark of Excellence Show takes place at the Carman Country Fair, Carman, MB. [Website](#)

July 13: The Manitoba Limousin Summer Show takes place at the Carman Country Fair, Carman, MB. [Website](#)

July 27: The 2nd Manitoba Angus Gold Show and Pen Show will be held at the Neepawa Ag Complex, Neepawa, MB. [Website](#)

August 2-4: 6th Annual Manitoba Youth Beef Round-Up, Neepawa, MB. The Round-up is an all breeds junior event offering the opportunity to participate in the cattle show, marketing, showmanship, grooming, sales talk, quiz bowl and other competitions. Contact Lois McRae at 204-728-3058 or Rilla Hunter at 204-838-2019 for information.

August 8: 12th Annual Provincial Pasture Tour, Interlake Region. [Website](#)

Promoting Manitoba Beef Great Tastes of Manitoba

Manitoba Beef Producers (MBP) is a proud partner in the TV show Great Tastes of Manitoba and it has been an exciting week of taping the 24th season.



MBP's Beef Expert Adriana Barros was on set to showcase some delicious recipes from the upcoming beef shows, which will air on the following dates on CTV Winnipeg at 6:30 p.m.:

- October 26
- December 14
- March 29
- May 17

Watch past GTOM episodes online at www.foodmanitoba.ca.

Below: Host Ace Burpee and MBP Beef Expert Adriana Barros.



In the News

[Beef producers are conservationists](#)

[Man. slaughter plant set for spring](#)

[Conflicting Reports About Beef Plant Funding](#)

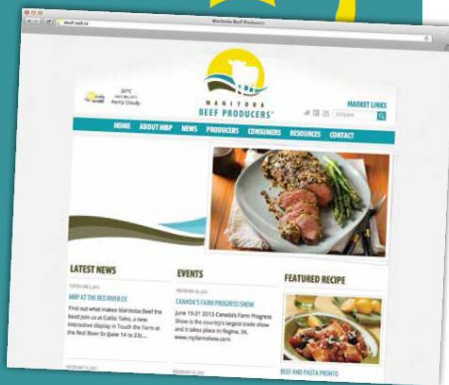
[Manitoba gov't pulls away from proposed slaughter plant](#)

[Ranchers fret as feds prepare to put grazing land program out to pasture](#)

[Southwest ranchers grapple with flooding](#)

INTRODUCING THE ALL NEW WWW.MBBEEF.CA

MBP is pleased to announce the release of our new website, designed with a fresh look and userfriendly navigation. The site features the latest information on how MBP is working for you, news on timely industry issues and consumer information.



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