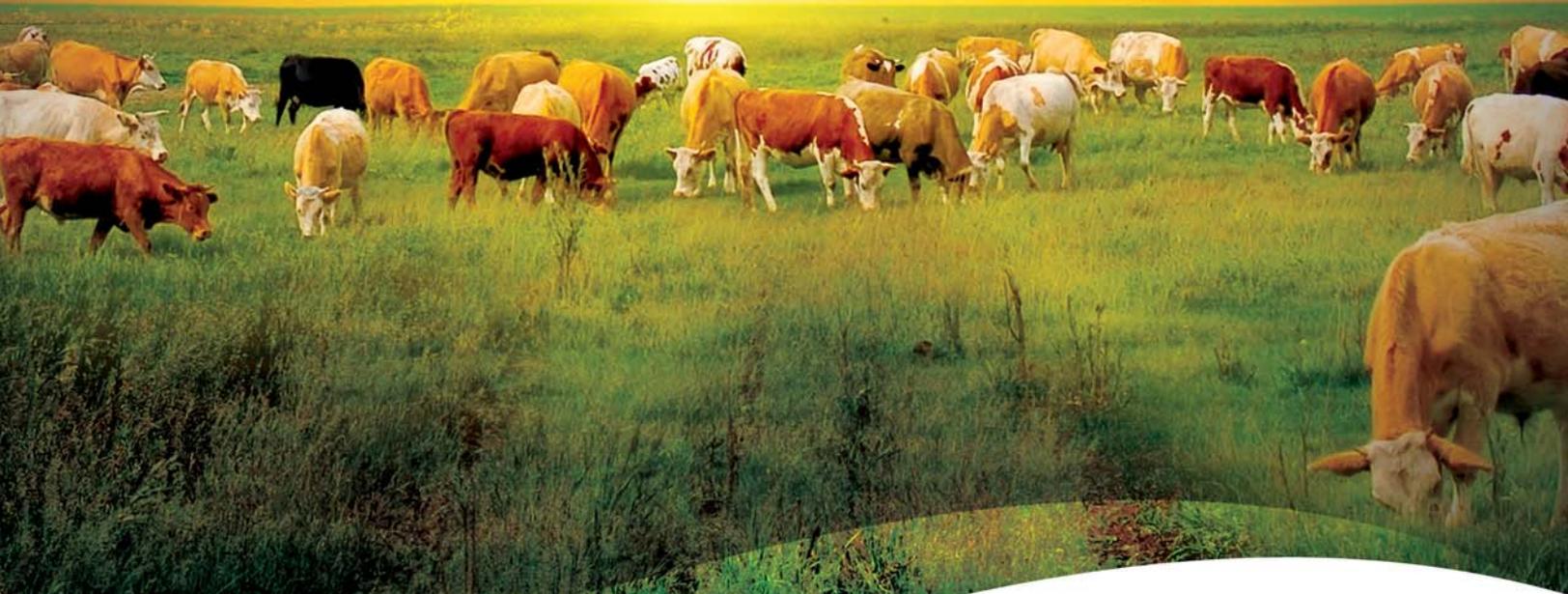




June 28, 2013

# NEWSLETTER

PUBLISHED BY THE MANITOBA BEEF PRODUCERS



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## Flood Information for Beef Producers

Flooding can have a serious impact on your operation and the health and safety of your cattle.

Manitoba Beef Producers (MBP) reminds producers about the measures to put in place in the event that flood water threatens their area.

As part of being prepared, beef producers can assess the risks, make a plan, and safeguard their animals and property.

It is important for all workers and family members on the farm to discuss emergency situations ahead of time so everyone is aware of the plan.

[This Manitoba Agriculture, Food and Rural Initiatives \(MAFRI\) Fact Sheet](#) offers information on how to prepare for a flood event when managing cattle. It includes topics such as information on which level of government to contact about flood issues, caring for livestock, and returning home.

### In the News

[Flood Warning](#)  
Government of Manitoba

[Pesticide Ban Update](#)  
Government of Manitoba

[High River Beef Plant Back Offline](#)  
Manitoba Co-operator

## 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.



 VISIT US AT [WWW.MBBEEF.CA](http://WWW.MBBEEF.CA).

### Upcoming Events

**July 27:** 2<sup>nd</sup> Manitoba Angus Gold Show and Pen Show, Neepawa, MB. Everyone Welcome! [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](#)

## MBP OFFERS AGE VERIFICATION

Age Verification is associating a birth date with an animal that was born on your farm and tagged with a Canadian Cattle Identification Agency (CCIA) RFID button tag.

To age verify, you must set up and activate an account on the Canadian Livestock Tracking System

(CLTS) website [www.clia-livestockid.ca](http://www.clia-livestockid.ca). This site contains detailed instructions.

If you do not have access to a computer or the internet, you can have a third party, such as Manitoba Beef Producers (MBP), submit your information on the Canadian Livestock Tracking System (CLTS).

Manitoba Beef Producers provides this service free of charge. MBP requires a minimum of 24 hours notification in order to process requests. Age Verification information should be faxed to (204) 774-3264 or emailed to [info@mbbeef.ca](mailto:info@mbbeef.ca). Both the producer and MBP must

complete a Third Party User Application.

Information required for Age Verification:

- Name
- CCIA account number
- Phone number
- Where to send the birth certificate (back to the producer, auction mart etc.)

• Indicate if you would like a copy of the birth certificate

- Tag numbers
- Birth date (yyyy/mm/dd)
- Indicate whether birth date is an AB (actual birth date) or CS (calving start date)

For more information and to age verify your cattle,

please contact Lacé Hurst at Manitoba Beef Producers at (800) 772-0458 or [info@mbbeef.ca](mailto:info@mbbeef.ca).

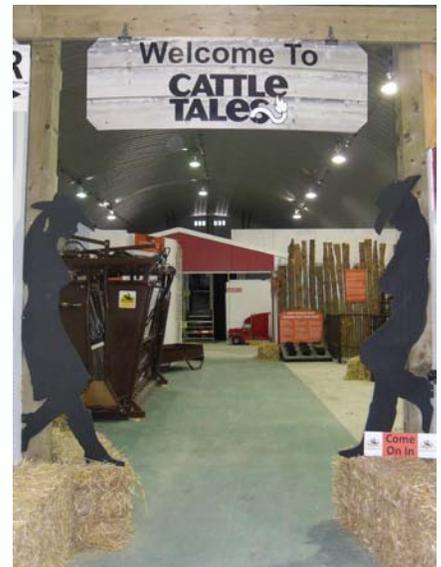


## Telling Cattle Tales in the City Touch the Farm - Red River Exhibition

Manitoba Beef Producers was excited to present Cattle Tales for a second year at Touch the Farm at the Red River Exhibition from June 14 to 23. Thousands of visitors had the opportunity to enjoy this interactive exhibit about the beef chain from pasture to plate. Each year MBP is proud to collaborate with the Red River Exhibition and beef industry partners to present this valuable showcase which provides knowledge to urban consumers on beef industry practices.

Thank you to all Cattle Tales partners for another great year!

- Red River Exhibition
- Hi-Qual
- Masterfeeds
- Steve's Livestock
- Superior Technologies Weighing & Controls Inc.



Thank you to the following MBP directors for staffing the booth: Cheryl McPherson, Glen Campbell, Ted Artz, Ramona Blyth, and Dave Koslowsky and family. Special thanks to Karen Emilson, MBP Tradeshow Spokesperson, and Harold Unrau, Grunthal Auction Mart, for their time and energy; and for supplying and managing the two cow-calf pairs for the exhibit throughout the entire 10 day show.