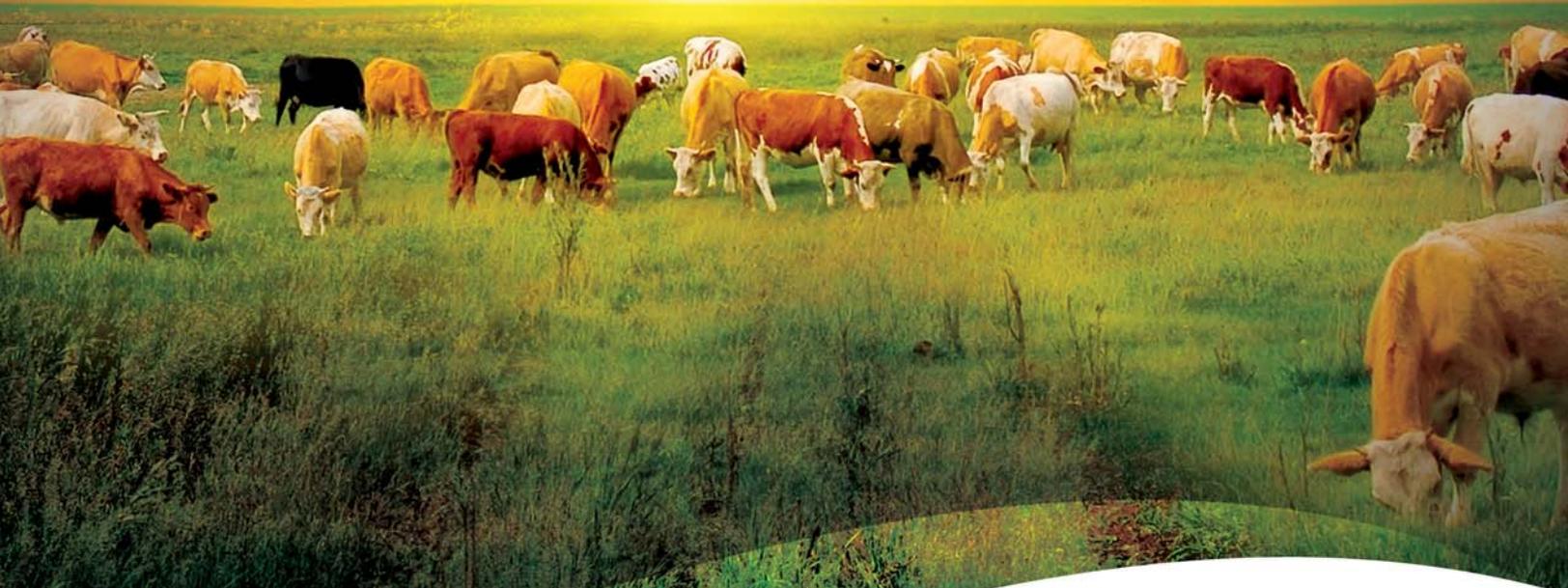




May 24, 2013

# NEWSLETTER

PUBLISHED BY THE MANITOBA BEEF PRODUCERS



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## Beef Producers Deeply Disappointed with U.S. Refusal to Comply with WTO Decision on COOL

MBP News Release May 23, 2013

Manitoba Beef Producers (MBP) is deeply disappointed with the United States government's refusal to comply with a World Trade Organization (WTO) ruling on U.S. mandatory Country of Origin Labeling (COOL).

"The U.S. government has not taken any steps to stop this discriminatory trade practice and live up to its trade obligations," said Trevor Atchison, MBP president. "In fact, its proposed 'solution' will make the situation worse and cost Canada's beef industry more."

The U.S. had until May 23 to comply with a November 2011 WTO ruling which found that the U.S. labeling legislation discriminates against Canadian livestock. Mandatory COOL has cost the Canadian beef industry between \$25 and \$40 per head, or about \$640 million annually. This cost will likely rise because of the new labeling requirements being imposed by the U.S. government.

"Our governments and our industry have invested substantial resources in trying to resolve this matter without retaliation, to no avail," said Atchison. "But Canada must protect itself if the U.S. refuses to comply with international trade law."

MBP joins other stakeholders in asking the Canadian government to swiftly publish a list of retaliation options. Manitoba has lost valuable economic opportunities and governments and industry can not rest until the issue is resolved.

"I find it ironic that 10 years after BSE, the Canadian beef industry has been making great strides in restoring market access around the globe, yet our largest trading partner is engaging in protectionist tactics," added Atchison. "This is simply unacceptable and it must stop now."



### Upcoming Events

**May 29-30:** 4-H Canada's National 100th Anniversary AGM/Gala.

[www.celebrate4h.ca](http://www.celebrate4h.ca)

**June 1:** **Deadline** for applications for the Major Jay Fox Scholarship. Info on the [MBP Facebook page](#)

**June 7:** **Deadline** for applications for [MBP Bursaries](#).

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

Hosting an upcoming beef event? Submit it to [info@mbbeef.ca](mailto:info@mbbeef.ca).

## News from the Beef Cattle Research Council

'[How do carcass processing procedures impact food safety?](#)'. Here is a preview:

Canadian beef packing plants have progressively and effectively modified their processes over time to reduce the levels of harmful bacteria contamination on product.



Studies have shown that carcass pasteurizing is generally effective in commercial practice, but cuts and trim carry more bacteria than beef in its whole carcass state. Therefore beef is being contaminated with some *E. coli* during carcass breaking. What's the source of the bacteria?

A recently-completed research project, funded by the National Check-off and Canada's Beef Science Cluster, worked to determine how

You may view the full article and comment at <http://www.beefresearch.ca/blog/carcass-processing-impact-on-food-safety/>

## Congratulations 4-H Members on celebrating 100 years of 4-H in Canada!



**4-H Fact:**  
The first club was organized in Roland, Manitoba in 1913.

**Manitoba Beef Producers salutes you!**

For 4-H 100<sup>th</sup> Anniversary events visit [www.celebrate4h.ca](http://www.celebrate4h.ca)



"Learn to Do by Doing."

## Recognizing Leadership in Conservation

The Environmental Stewardship Award (TESA) is presented by the Canadian Cattlemen's Association each year to a producer who goes above and beyond standard industry conservation practices, setting a positive example for fellow producers and the general public. All beef cattle operations are eligible to apply for the provincial/national award.

Applications are available online and can be sent to MBP.  
Deadline: July 1, 2013.



*raise the bar on raising beef*

Apply for TESA • Find out More [www.cattle.ca/what-is-tesa](http://www.cattle.ca/what-is-tesa)