



MANITOBA BEEF PRODUCERS

POLICY MANUAL

my farm, your family, our future

154 Paramount Road, Winnipeg, Manitoba, Canada R2X 2W3
www.mbbeef.ca E info@mbbeef.ca P 204.772.4542 F 204.774.3264

MANITOBA CATTLE PRODUCERS ASSOCIATION



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Manitoba Beef Producers Mission

To represent all beef producers through communication, advocacy, research, and education within the industry and to governments, consumers and others, to improve prosperity and ensure a sustainable future.

The Association

Manitoba Beef Producers is a non-profit organization with a producer-elected board that consists of 14 directors, each representing cattle producers in a specific region or district of our province; along with four full time staff.

The role and mission of MBP is to represent our cattle producers through communication, research, advocacy and education—within industry, to government, and to consumers.

These efforts takes place to strengthen our industry viability, improve prosperity and ensure a sustainable future for the beef industry in Manitoba for the benefit of our beef producers and all Manitobans.

To represent our Manitoba beef producers and their well-being is more than a job –it is work that we are passionate about and to which we are deeply committed.

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INTRODUCTION TO MANITOBA BEEF PRODUCERS' POLICIES

Manitoba Beef Producer's Place in the Economy

Agriculture is an economic driver in Manitoba. The industry makes up a significant portion of the province's GDP and is one of Manitoba's single largest wealth-generating activities.

Beef production represents Manitoba's single largest agricultural sector in terms of the number of individual farm operations. Our industry plays a vital role in the maintenance of Manitoba's economic and environmental sustainability.

The economic impact of Manitoba's beef producers is large. Approximately 98% of individual commercial beef cattle operations in Manitoba are cow-calf producers. Feedlots make up the remaining 2% of commercial beef operations. On an annual basis Manitoba's beef cattle industry purchases more than \$300 million worth of feed. Beyond feed, beef producers purchase \$225 million in operating inputs each and every year. The value of goods and services demanded by Manitoba's beef operations is about \$635 million annually.

Our industry's demand-creation power of \$635 million per year means that not only can our rural communities continue to survive but also that Winnipeg, Brandon, and other major urban centres can continue to receive the extensive economic derivatives of our industry's wealth creation.

Our industry's economic spin-offs help lead the growth of the rest of the province's business community.

Manitoba Beef Producers has designed a series of policy positions that will help drive investment into Manitoba and ensure the economic health of one of our province's most important sectors.

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Public Good Initiatives

DRAFTED: September 2011

“Public goods” are the individual things that we do that benefit the public as a whole. Manitoba’s beef producers deliver many public goods, especially in the preservation of the environment.

Governments often expect farmers to deliver public goods for free, yet the costs to producers can be significant. Programs to encourage public goods are often developed in isolation without input from farmers, resulting in programs that do not meet the realities of the land and do not accomplish society’s goals.

Manitoba Beef Producers believes there is a better way. Public goods should be developed in full cooperation with producers and delivered by the industry (not government) to ensure maximum effectiveness. Producers who take on the responsibilities for delivering public goods should not be forced to bear the costs alone – there should be full compensation for the costs they incur.

Key Principles

1. All public goods programs must be voluntary;
2. All public goods programs must be controlled and delivered by producers; and
3. Producers must be compensated for the costs of delivering programs that benefit society as a whole.

Public Good Programs

- Public Good Programs include:
 - Traceability
 - Biosecurity
 - Verified Beef Program (VBP)

All of these programs are designed to deliver benefits to society as a whole, as well as producers.

All programs must remain voluntary. In order to be cost effective and to meet the needs of farmers, these programs must be designed in cooperation with farmers and delivered by them. Producer delivery of public good programs will also maximize industry support and increase the potential of uptake by producers.

- It is necessary for the provincial government to commit to long-term funding for programs that benefit society as a whole.

Example: Verified Beef Program

- VBP is a grassroots driven and industry-led national program. Delivery of the VBP program in Manitoba should be returned to producers.
- Funding commitments past one to two years are currently not in place. The provincial and federal governments must make a long term commitment to funding the VBP.

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Water Management

DRAFTED: September 2011, Updated October 2012

For the past number of years, regions across Manitoba have been hard hit with flooding and excess moisture that have created economic hardship on beef producers. It is imperative that the provincial government make a budgetary commitment to responsible drainage and water management, such as the creation of new drains, maintenance of existing drains, and new, long-term flood mitigation efforts.

Manitoba Beef Producers strongly urges the provincial government to implement MBPs' recommendations on long-term flood mitigation to alleviate future flooding and excess moisture in Manitoba, and to avoid another 2011 flood.

A Holistic Approach

- Long-term flood mitigation and water management must be a holistic approach.
- When creating outflows or increasing water capacity, the province's entire water structure must be reviewed.
- This includes, but is not limited to: the Portage Diversion, Shoal Lakes, Lake Manitoba, Lake Winnipeg, Lake Winnipegosis, Lake Dauphin, Lake St. Martin, Oak Lake, Souris River Basin, Assiniboine River Basin, and the Red River Valley.
- Impacts and unintended consequences must be considered before permanent structures or dikes are put into place (e.g. the impacts seen this in 2011 from the Portage Diversion).
- Lake outflows need to match inflows. Existing infrastructure and control structures do not allow for the appropriate upstream and downstream water level management. As a result, accumulated water takes a significant amount of time to recede, unnecessarily creating and preserving flood conditions.
- Outflows and inflows must to be taken into account when opening and closing the Shellmouth Dam. There needs to be better operational timing and notifying landowners when this takes place.

Specific Example: Lake Manitoba

- Flood mitigation must permanently address the need for an outflow from Lake Manitoba into Lake Winnipeg.
- Significant infrastructure investments in various watersheds are required, beginning with addressing inadequate outflow capacity at Fairford Dam.

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- **Specific Example: Assiniboine Valley Flooding** Producers downstream from the Shellmouth Dam have repeatedly faced excessive flooding and associated losses due to the unplanned and unscheduled release of water. The unpredictability of flooding in the Assiniboine Valley is making it impossible for these producers to manage their businesses and plan their future operations. Short and long-term solutions are needed:

a) Short Term

Producers in the Assiniboine Valley require immediate processing of their applications for assistance from emergency measures. Significant infrastructure has been destroyed and compensation should be forthcoming.

Producers deserve adequate compensation for their losses, even if they have production in areas not impacted by the flooding. MBP requests the Province instruct Manitoba Agricultural Services Corporation to make assessments on the basis of spot losses in areas flooded by the Assiniboine River.

MBP requests that the “needs based” forage shortfall and transportation assistance developed for areas around Lake Manitoba be made available to producers in the Assiniboine Valley.

b) Long Term

Producers in the Assiniboine Valley deserve predictability on the operation of the Shellmouth Dam. This is required to plan operations and practical land use.

MBP has requested that, beginning in 2013, the Province of Manitoba work with other jurisdictions to publish an operating plan for the Shellmouth Dam. This plan would include planned and published operating levels for the Shellmouth Reservoir and the Assiniboine River. This plan would also estimate when water might be released from the structure based on flood and water flow forecasts.

Producers operating within the Assiniboine Valley would have access to immediate compensation should they be impacted by flooding caused by the release of water from the Shellmouth Reservoir when that release is outside of the published plan.

Specific Example: Shoal Lakes

- The Province must work towards the creation of an outlet relief to bring the Shoal Lakes back down to their natural level.

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Manitoba Cattle Enhancement Council

DRAFTED: September 2011

Background:

- Since its creation in 2006 the Manitoba Cattle Enhancement Council (MCEC) has collected millions of dollars from Manitoba's beef producers.
- To date the funds collected by MCEC have not expanded Manitoba's slaughter facilities and have not benefited Manitoba's beef producers.
- The funds currently collected by MCEC would be put to far better use if the provincial government were to end the per head MCEC check-off and let farm families keep these funds in their own pockets.
- Manitoba Beef Producers does not believe that check-off dollars should be used to support commercial for-profit ventures. If they so choose, producers are able to participate in commercial ventures through normal market transactions, like share/equity purchases.

Policy Position - Manitoba Cattle Enhancement Council Check-off

- Manitoba Beef Producers is calling on the Government of Manitoba to eliminate the per head check-off collected on sales of Manitoba cattle that is currently going to the Manitoba Cattle Enhancement Council.

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Animal Health and Protection

DRAFTED: September 2011

Adequate Compensation for Producers

- Manitoba beef producers face significant costs when they participate in mandatory testing programs. Producers are not fully compensated for these costs.
- Manitoba beef producers face significant losses if a reportable disease is found in their herds. Producers are not fully compensated for these losses.
- Manitoba beef producers should be fully compensated for the costs that they incur when they participate in mandatory testing programs.
- Manitoba beef producers should be fully compensated for the losses they face when a reportable disease is found in their herds. This includes marketing losses during quarantine periods.

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Bovine Tuberculosis in the Riding Mountain National Park Ecosystem

Manitoba's beef producers have taken on significant costs and responsibility to help ensure the control and eradication of bovine TB in Riding Mountain National Park ecosystem. These efforts are preserving Canadian export markets and are therefore delivering significant benefits to entire Canadian livestock sector and the Canadian economy as a whole.

Unfortunately governments have not met their commitments and responsibilities. This has resulted in an ongoing failure to eradicate TB from Riding Mountain National Park ecosystem. Further, Manitoba's beef producers are carrying costs resulting from government imposed testing requirements. Producers are also incurring market losses. Producers are not fully compensated for these costs, despite the "public good" benefit of their actions.

Steps Required for the Eradication of TB in the Riding Mountain National Park Ecosystem

- A lack of coordination between government departments combined with no clear mandate and accountability for the eradication of TB in the Riding Mountain National Park ecosystem has led to critical failures and missed objectives. For example, the provincial government has failed to meet its commitments to sample elk and white-tailed deer in and around Riding Mountain, a crucial element in the control and eradication of the disease.
- Because eradication responsibilities have not been met, Manitoba Beef Producers is requesting that Manitoba Agriculture Food and Rural Initiatives should take over management of the eradication and control programs. This should be done under Section 4 of the *Animal Diseases Act (Destruction of diseased animals)*.
- MBP believes a TB Coordinator should be appointed and given the mandate to eliminate TB from the Riding Mountain National Park ecosystem. The TB Coordinator should report directly to the federal and provincial ministers who share jurisdiction and responsibilities in this area.
- Producers must be adequately compensated for the cost they incur for carrying out TB eradication efforts (see "Adequate Compensation").

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Anaplasmosis

Anaplasmosis is a disease caused by a micro-organism that is a parasite of red blood cells. An anaplasmosis outbreak can cause significant financial losses to the cattle industry. However, there is no risk of transference of the disease to people.

Canada maintains a disease free status for anaplasmosis. This is accomplished by:

- the regular periodic testing of the national cattle herd; and
- investigating any suspected occurrence of the disease.

Anaplasmosis is a "reportable disease" under the *Health of Animals Act*. This means that all suspected cases must be reported to the Canadian Food Inspection Agency (CFIA) for immediate investigation by inspectors. Any animals found to be infected are destroyed.

It is necessary the CFIA continues to test previously positive herds for anaplasmosis. Producers need confidence that herds are anaplasmosis-free.

Manitoba Beef Producers does not object to keeping anaplasmosis as a reportable disease. However we do acknowledge that many countries, including the United States, do not treat anaplasmosis as a restricted disease. A systemic transition must be followed if anaplasmosis is to be removed from the list of reportable diseases. This includes:

- ensuring that provincial laboratories are certified to test for anaplasmosis and have adequate resources to meet potential testing demand;
- ensuring that no regional herds will be singled out as potential anaplasmosis carriers and therefore suffer economic loss; and
- ensuring that effective treatments are licensed for use in Canada. No treatment for anaplasmosis is currently licensed for use in Canada.

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Drafted October 2012

Deer Liver Flukes

Liver flukes are a growing problem for livestock producers in Manitoba. The issue has spread to Saskatchewan and is a serious program in northern Ontario. The problem spreads in three ways:

- The area where liver fluke infestation is found is growing in size;
- The number of incidents within this area is increasing; and
- The problems for individual animals infested with liver flukes are increasing.

The drug Fasinex (or Fasinex 240) produced by Novartis is the most effective product for liver flukes. Not only does the product deal with the mature flukes, it kills the larval stage, which will limit future infestations. Fasinex is not registered for use in Canada.

The Veterinary Drug Directorate (VDD) has been making Fasinex available through emergency drug release. An Emergency Drug Release must be applied for through a veterinarian.

It is critical to note that because Fasinex is unapproved in Canada, we have no maximum residue limit for the product. This means that there is zero tolerance for residue of this product. If producers make use of the product under an emergency drug release they must very carefully adhere to the withdrawal period. The withdrawal period for drugs prescribed under emergency drug release **90 days** because of this zero tolerance.

Animals infested with liver flukes are subject to *Clostridium hemolytica* infection. This is a common cause of death in areas infested with liver flukes. Producers are encouraged to vaccinate using 8-way instead of 7-way Clostridial vaccines to address this problem.

Options For Producers Today

- Access through the Emergency Drug Release Program is the best option for producers today.
- It is our understanding that approvals Emergency Drug Release for Fasinex received shortly after application.
- An application for an Emergency Drug Release must be made through a veterinarian.
- Multiple names may be used on a single application. This is most helpful as not all producers will be able to make use of a single order. The ability to list multiple names on a single EDR application should also reduce cost.

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- It is critical that producers meet or exceed the withdrawal period for drugs prescribed under the Emergency Drug Release System because there is a zero tolerance for residues of non-registered product. The withdrawal period for Fasinex released under an EDR is 90 days.
- Producers are encouraged to vaccinate using 8-way instead of 7-way Clostridial vaccine in areas subject to liver fluke infestation.

Longer Term

- MBP will continue to work with the other livestock groups to encourage Novartis to apply for full registration in Canada.
- MBP will continue to work with other producer groups to look for ways of decreasing the cost of registration and to encourage the Veterinary Drug Directorate of Health Canada to adopt these measures (e.g., accept data packs from other OECD countries).

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Business Risk Management Programs

DRAFTED: September 2011

Business Risk Management Programs, such as AgriStability and AgriRecovery, were designed to protect producers from temporary market downturns or interruptions. They were not designed to mitigate the impacts of natural disasters.

These programs were utilized to deal with the 2011 spring floods because the current Disaster Financial Assistance Program is outdated and does not meet the needs of modern agriculture operations.

The reforms outlined below will allow the province the opportunity to move away from ad hoc emergency assistance and provide greater security and stability to farm families.

Disaster Financial Assistance Programming

- The provincial and federal governments must work together to revise the Disaster Financial Assistance (DFA) program to meet the needs of modern agriculture operations.
- Key amendments include the removal of eligibility restrictions based on a producer's revenues and potential artificial geographic restrictions that would have rendered some Manitobans ineligible, had the program been applied to the 2011 spring flood.

Cattle Insurance Program

- A program must meet the needs of all sectors of the beef industry, cow/calf, backgrounder or grasser and finisher.
- Governments are looking at the feasibility of livestock production insurance coverage.
- MBP – along with the CCA and other provincial organizations -- has vigorously lobbied for a Cattle Price Insurance Program that is bankable and affordable for producers and government.
- A proactive insurance program would do a great deal to close the gap between the effectiveness of existing BRM programming and the need for stabilization in the cattle industry.
- MBP is providing input into what shape such a program should take. It could be available for feeder cattle in fall of 2013. It is expected that the earliest producers could see benefit from an insurance program is the 2014 calf crop.

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Manitoba Beef Producers and the Environment

DRAFTED: September 2011

Manitoba's producers are natural stewards of the land. It is the natural state for beef producers to be environmentally conscious.

Manitoba beef producers strongly hold that the most effective stewardship programs are those that are developed in cooperation with the producers who manage the land and water. Programs designed to be voluntary are most cost effective for Manitoba taxpayers, will be most successful in delivering long term environmental results and will encourage the growth and development of Manitoba's economy.

Ecological Goods and Services (EG&S)

- Manitoba has been a leader in the development of an EG&S Program. However, the provincial government has yet to implement any of these initiatives, thus falling behind other provinces such as PEI, Alberta, and Ontario. The Government of Manitoba must commit to working with other stakeholders to implement these important initiatives.
- Manitoba Beef Producers supports the initiation of EG&S programs in Manitoba under key conditions.
 1. MBP is a full participant in the determination of targets and/or assets for an EG&S Program;
 2. Any program must ensure equitable access to funding across the province;
 3. An EG&S Program should differentiate between long-term water management (i.e. wetlands, water storage, etc.) and short-term flood mitigation efforts. This would require analysis of the Canadian Wetland Classification System;
 4. An EG&S program should include support for: natural water filtration and nutrient cycling, carbon sinks that mitigate climate change, essential wetland & grassland habitat for plant and animal biodiversity, biosecurity and soil conservation; and
 5. No projects under an EG&S program should be held in perpetuity. That is, all projects should have a contractually-defined termination date.

Beneficial Management Practices

- MBP promotes beneficial management practices to mitigate potentially negative environmental impacts and to effectively manage any nutrient flows into the environment.
- It is imperative that producers control the delivery programs in order to ensure unified delivery and administration and to ensure programs remain practical and cost effective.

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Potential Restrictions on Pesticide Use

Drafted: April 2012

Strong Science-Based Regulations

MBP is concerned that we may be seeing a growing trend whereby environmental and health regulations are based on the perception of public opinion and not grounded in sound science.

MBP will strongly object to any health or environmental regulations that are not based on sound, peer-reviewed science. Inappropriate, non-science based reactions to environmental and health issues may result in significant losses by our producers and by the Manitoba economy without furthering the goals of protecting citizens or the environment.

It is our view that it is the responsibility of federal parliamentarians and provincial legislators to develop, set up and maintain strong science-based processes to ensure oversight for health and environmental impacts of the products necessary for the business of modern agriculture.

This role does not, nor should it; extend to political involvement in the approval or disallowance of individual products.

Key Positions and Recommendations

1. Manitoba Beef Producers encourages the Government of Manitoba to not place additional limits on the use of pesticides approved by the Pest Management Regulatory Agency. The recommendation applies to all pesticides no matter if they are to be used in an urban/residential environment or in a rural/agricultural setting.
2. MBP does not accept the artificial distinction between “commercial” and “cosmetic” pesticide use. We submit that the safety of a product does not depend on where it is used and if a product is safe for use in rural Manitoba it is safe for use in urban Manitoba.
3. MBP is concerned that new restrictions on the use of pesticides by the Government of Manitoba will undermine the science-based regulatory system upon which agriculture is based.
4. MBP is concerned that a ban on the sale or use of pesticides in urban/home settings will send mixed and dangerous messages to Manitoba’s citizens regarding the safety of modern pesticides.

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5. MBP is concerned that new restrictions on the sale and use of pesticides in urban/home settings will create reservoirs of pests, including noxious weeds and invasive species, within urban areas and on municipal land. These could spread and adversely affect agricultural production.
6. MBP supports current requirements for certification and licensing for retailers who sell pesticides and for commercial applicators. MBP also supports education and awareness programs that are designed to increase the public's understanding of the proper use of pesticides. MBP believes that notification requirements would help individual citizens make personal choices regarding their use of public places when pesticides have been recently utilized.

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Herd Protection Program

DRAFTED: September 2011

The increase in predation has been harmful to livestock producers. Statistics show the current provincial predator program does not keep up with the increasing population of predators and increasing livestock deaths. The lack of adequate population management threatens the welfare of our livestock as well as the beef industry in general.

Manitoba's beef producers need a long-term commitment from the provincial government to improve the protection of beef cattle herds from predators, such as wolves and coyotes.

Adequate Incentives for Trappers

- Manitoba Beef Producers has a longstanding request that the provincial government create a payment incentive program for the trapping of problem wolves and coyotes.
- MBP has recommended an incentive of \$300/wolf and \$50/coyote would provide an adequate incentive for trapping, while also covering the costs to do so.
- The provincial government must eliminate the 24-hour limit on the trapping permit, which would provide a more practical schedule for trappers. MBP recognizes a 16-hour extension is possible on the limit "on a per claim basis". However, this procedure is cumbersome and unnecessarily reduces the ease by which licensed trappers can remove problem predators.

Adequate Compensation for Producers

- Every animal killed by predators is a loss for producers. The prevalence of harmful predators near cattle herds is outside of the control of beef producers.
- Manitoba Beef Producers is advocating 100% compensation for lost livestock. Compensation should be based on the cost of raising the lost animal.

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Crown Land Management

DRAFTED: September 2011

Many Manitoba beef producers lease Crown land for grazing and forage. Use of this land by beef producers often benefits the ecosystem of the land, improving the habitat for wildlife. It also returns funds to the provincial treasury and improves the livelihoods of beef producers. Improvements need to be made to the management of Crown land to protect the environment, the health of Manitoba's beef herds and to help ensure the ongoing viability of the producers who manage this important resource.

Informed Access

- Members of the public are not required to gain the expressed consent of the producer managing Crown land prior to access as is required before entering any privately owned land. This presents a number of environmental, herd health and public safety issues:
 - The spread of disease can be limited of disease through active biosecurity measures on farms. These efforts are negated on Crown lands if the public is not required to request permission before access. A breach of biosecurity measures increases the possibility of disease spread.
 - Wildlife health is also put at risk if access to Crown lands continues to occur without the consent of the producer managing the land.
 - Both wildlife and domestic animals can present risk to the public if they are approached in an inappropriate manner. These risks can be reduced if the public contacts the producer managing the land prior to access.
 - The spread of invasive species, such as leafy spurge, also threatens agriculture.
- MBP recommends changes to the provincial Crown Lands Policy as follows:
 1. Members of the public wishing to access agricultural Crown land be required to provide notice to the lessee of their intention to access;
 2. Members of the public wishing to access the land be required to obtain permission from the lessee prior to entering during periods when the land is in direct agricultural use; and
 3. Lessees of Crown land be granted the ability to discourage members of the public from entering pastures where there is high risk to public safety.

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Facilitation of the Purchase of Crown Land by the Lessee

- Both the provincial government and the beef producer can benefit if the leased Crown land is purchased by the lessee. However, there are significant bureaucratic barriers in place that often prevent this transaction from occurring. The process can take years before final approval is obtained.
- Manitoba Beef Producers is requesting that the Department of Agriculture, Food and Rural Initiatives be given the sole responsibility of approving the sale of Crown Lands to the lessee, when the land is being rented for agricultural production.

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MANITOBA CATTLE PRODUCERS ASSOCIATION



DRAFTED: September 2011

Background

Federal and provincial governments have indicated they want full traceability in place for all livestock industries. Governments want to ensure they can track an animal's movement throughout the whole value chain.

In the event of a disease emergency, a full traceability system will provide timely, accurate and relevant information on where diseased animals have come from and what other livestock they might have come into contact with while they were contagious. This will help containment and eradication efforts, limiting the spread of the disease and minimizing the economic fallout. Rapid containment and eradication will also help limit market closures, such as those experienced as a result of BSE.

Full traceability will also assist in increasing consumer confidence and market acceptance - the market is beginning to demand full traceability. For example, Walmart, the world's biggest retailer, is moving strongly towards a full traceability requirement for all of its meat products. Implementation of traceability will help Canadian beef producers penetrate markets that might have otherwise have only provided limited access or remained closed altogether.

Key Elements of Traceability

There are three basic pillars of a full traceability system – animal identification, premise identification and tracking of animal movement.

The beef industry in Canada has addressed the first element. Animal identification is effectively accomplished through the use of RFID tags used by the Cattle Identification Program, which is administered by the Canadian Cattle Identification Agency (CCIA).

The industry is not well advanced on the two remaining pillars of traceability -- premise ID and animal movement.

The development of a premise ID system is the responsibility of the provincial governments. Legally every livestock producer in Manitoba must have a premise ID number issued by the province. However, the premise ID system developed by the Government of Manitoba is not compatible with the database held by the CCIA. This situation cannot remain if we are going to implement an efficient and effective system. Manitoba Beef Producers is demanding that these two systems be brought into compatibility before any additional steps are taken towards full traceability.

Manitoba Beef Producers strongly maintains that a traceability system cannot impede the speed of commerce. For example, a cattle producer cannot be made to wait in the auction mart because of traceability requirements. An efficient traceability system will not require you to handle your cattle any more than you do today. There are large technology gaps to be surmounted before these basic efficiency and effectiveness requirements can be met.

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Cost Burden

Governments are behind the drive towards full traceability. It is the position of the Manitoba Beef Producers, and the beef industry at large, that governments must therefore pay for the additional costs imposed by traceability. Governments have not yet agreed to the support that is needed to fully implement traceability.

Policy Position on Traceability

1. A national premise ID system must be operational before additional steps are taken on traceability. Producers should only be required to have one Canadian premise ID and this premise ID must be accessible to all relevant national and provincial agencies in the event of a crisis.
2. There should only be one “read” required per movement. An example of a single movement might be calves moving from a cow-calf operation, through an auction mart, purchased by an order buyer and delivered to a backgrounding operation.
3. The owner of the cattle at final destination is responsible for ensuring that cattle are “read” for each movement and the required reporting is accomplished. Examples of who might carry out the reading and reporting requirements include:
 - The owner of the cattle;
 - An auction mart on a fee for service basis.
4. Traceability must be implemented in a way that does not impede the speed of commerce.
5. Federal and provincial governments must carry the responsibility for the costs incurred by the industry in order to accomplish full traceability. This includes the initial capital costs of equipment and ongoing maintenance and training costs.

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Manitoba Beef Producers Policy Position – National Cattle Movement Document

Drafted October 2011

The CCIA Cattle Implementation Plan (CIP) Committee has formed the Cattle Movement Reporting Working Group. The purpose of this committee is to work toward developing a national (preferably electronic) cattle movement document and a goal is to have participation from industry and government across the country.

Manitoba Beef Producers is a participant on this working group.

As outlined during the September 2011 industry wide “Traceability Summit” in Saskatoon, the use of a National Manifest will be a “key component” of a functional national traceability system.

Manitoba Beef Producers has outlined critical conditions that need to be met prior to the implementation of a national cattle movement document. These principles are intended to help guide the development of the document. MBP’s principles are:

1. Movement out of one premise into another should be accompanied by a national cattle movement document.
2. The national cattle movement document will be electronic, if possible.
3. Producers and industry will not be required to list specific RFID tag numbers in the national cattle movement document.
4. The national cattle movement document will include the Premise ID of the location the animals originated from and the number of animals being shipped.
5. Existing livestock inspection services or the CCIA’s Canadian Livestock Traceability System will be responsible for accepting the national cattle movement documents (not provincial governments, not the CFIA).
6. A national cattle movement document will be “retired” when the shipment reaches the premise of destination. If the animals are subsequently shipped out of the new (destination) premise, they will be accompanied by a new national cattle movement document that is not linked to the original “move in” document.
7. For greater emphasis, the national cattle movement document must be developed in a manner that does not violate the traceability principle of “one read per movement.”

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Biosecurity

DRAFTED: September 2011

Biosecurity practices are intended to prevent or mitigate disease from entering, spreading within or being released from livestock operations.

There is an increased focus on biosecurity in all livestock industries. The initiatives are more advanced for confined livestock like hogs and dairy. However there is a growing focus, both within industry and government, on increasing the beef industry's awareness and use of biosecurity measures.

Why should beef producers care about biosecurity? Decreasing the risk of disease spread can save the industry millions of dollars. For example:

- Respiratory disease accounts for 16% of calf losses;
- Diarrhea in neonatal calves results in 5% of all calf losses;
- Diarrhea in older calves causes up to 25% of losses; and
- Uncontrolled emerging diseases or a foreign animal disease could cost billions. For example, a Foot-and-Mouth Disease outbreak could cost the Canadian industry in excess of \$50 billion.

Manitoba Beef Producers' Principles for Biosecurity Programs

1. Programs must be voluntary.
2. Programs must be controlled and delivered by producers.
3. To be supported programs must:
 - a. Reduce producers' costs and/or
 - b. Increase producers' revenue and/or
 - c. Demonstrably increase consumer confidence.

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Dealer Defaults

DRAFTED April 2012

Past defaults by a very small number of licensed livestock dealers have impacted the viability of some beef producers in Manitoba. Producer concerns have been raised at a number of venues since the last significant event in 2011. These events not only cause financial difficulty for those who do not receive payment, they can harm the industry as a whole because of a decline in trust between members of the value chain.

Manitoba Beef Producers (MBP) believes the Province of Manitoba should take a leadership role in addressing this issue by improving the oversight of licensed dealers.

It is our position that the provincial policies should be adjusted to allow for the suspension or revocation of a license, prior to bankruptcy of the license holder, if the reasons for this action documented and warranted. Our position on this issue is defined by a number of basic principles:

1. MBP does not want new legislation, regulations, or policies put in place that would materially inhibit commerce within the beef value chain or create barriers to entry for livestock dealers in Manitoba.

It is our assessment that the necessary legislative and regulatory authorities exist today and the implementation of new licensing policies would generally accomplish the desired goals, with perhaps the exception of establishment of a “dealer trust”.

2. Provincial licensing policies for livestock dealers should be universally applied and enforced for all dealers purchasing or selling cattle in Manitoba. It is our assessment that this is currently not the case and some dealers from outside the province are dealing in livestock without a Manitoba license.
3. Clear guidelines should be created that would allow the Province of Manitoba to suspend or revoke a license if there is credible evidence of non-payment or non-compliance with the *Livestock and Livestock Products Act*. Some items that may trigger an investigation leading to the suspension or revocation of a licenses may include:
 - a. Failure to collect and submit legislated fees;
 - b. Failure to pay within the time period specified by regulation;

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- c. Substantiated complaints from industry or producers of non-compliance with the *Livestock and Livestock Products Act*; or
- d. Insolvency.

It is MBP's position that if an investigation is triggered by complaints by producers or industry, these complaints should be verified by written submissions. Easy to access avenues for registering confidential complaints (e.g., website, toll free number) should be made available to producers and industry and well advertised by the Province of Manitoba.

- 4. The suspension or revocation of a licenses should be immediately communicated to the industry and producers through electronic means (i.e., email, website notices). Follow-up notification should be make in traditional media, such as the rural and farm newspapers and local radio stations.

Clear delineation must be made between voluntary changes in a licensee's status, such as the choice not to renew a license, and revocation and suspension. While notification of all changes to the status of a license must be communicated to both producers and industry, the communication of voluntary changes is not as urgent as suspensions or revocations.

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Drafted: September 2011

Manitoba Beef Producers is involved with various research projects across the province with different organizations and research agreements. MBP has developed a research analysis template to ensure our financial and in-kind contributions fit in line with our research priorities and benefit our beef producers. This template will also help Manitoba Beef Producers communicate to our members about the research supported by the Association and how that research is benefiting individual producers.

The questions below will be applied to all ongoing and potential research projects.

Key Questions in Analyzing Research Projects:

1. Outline of the research project and an executive summary of the major findings.
2. Was the research project initiated by the Manitoba Beef Producers or a third party?
3. Did Manitoba Beef Producers carry the majority of the costs of research or was our funding leveraged with funding from other parties? What was the percentage split on funding?
4. Was Manitoba Beef Producers the only private (i.e., non-governmental, non-university) funder for the project?
5. Did the research produce results that will be directly beneficial to Manitoba's beef producers?
6. Is additional research necessary before results will be directly beneficial to Manitoba's beef producers?
7. Did, or will, the research directly benefit the formation of public policy in Manitoba and/or Canada?
8. Is it possible to estimate the direct financial benefits that may occur if an individual producer were to apply the results of the research (e.g. cost savings per animal, increased rate of gain, decreased calf mortality, etc.)?
9. Have the results of the research project been communicated to Manitoba's beef Producers?
10. What additional costs are necessary in order to (a) complete the research and (b) effectively communicate this research to Manitoba's beef producers?
11. Are there partners willing to share the costs outlined in (10)?

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Manitoba Beef Producers Protocol for Policy Development

Policy

The Board of Directors of Manitoba Beef Producers believes that well developed and articulated policies provide both the Board and staff with a framework in which to further accomplish their duties and responsibilities.

Further, well developed policy positions help the association better communicate with beef producers in Manitoba, governments, other stakeholders and the general public.

Definitions

Policy: A goal-oriented statement that broadly establishes the direction for future action.

Key Positions: Declarations of the Manitoba Beef Producers' stance with regard to specific proposals and concepts, developed internally or externally. Key positions are consistent with policy.

Action Items: Specific strategies and activities (e.g. lobbying, communication) to be carried out by Manitoba Beef Producers to advance and/or implement MBP policy and key positions. Policy, key positions and action plans are to be consistent and mutually supportive.

Guidelines and Procedures

1. Manitoba Beef Producers will develop and maintain written policy statements that will be made available to members from MBP's website and at district and Annual General Meetings.
2. Manitoba Beef Producers' policy, key positions and action plans will flow from the strategic direction given by the Board of Directors.

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3. Manitoba Beef Producers' members may present new policy and position statements for consideration at their local district meeting (e.g. through resolutions), at the Annual General Meeting or by contacting the Director from their local district. Members of MBP's Board of Directors may bring forward suggestions for new policy and positions at a meeting of the Board. If accepted by the members (or Board Members) present at the meeting, the policy development process (Phases 2 through 6 as described below) will be followed.
4. As a guideline, Manitoba Beef Producers policy will be developed using a six-phase approach. The six phases are: 1) Issue Identification, 2) Research and Analysis, 3) Stakeholder Input, 4) Initial Policy Development, 5) Policy Approval, and 6) Monitoring and Evaluation.

Phase 1 - Issue Identification

As Manitoba Beef Producers becomes aware of new matters that may affect the beef industry, the first step is to clearly identify the issue and bring it to the attention of MBP's General Manager.

The General Manager will consider whether or not MBP has an existing policy, or if a new policy would need to be developed. The General Manager may seek advice from the President, the Executive Committee, and/or the Chair of the relevant standing committee in making this determination.

If it is determined that the Manitoba Beef Producers has a relevant **existing policy statement** then the following will occur:

- a) If the issue involves the development of a new Key Position:
 - i. the General Manager will bring the issue to the Board of Directors, who will decide whether a new key position is warranted. If the Board decides a new position is not warranted, the issue is dropped and the General Manager will inform the initiating party. If it is decided that a new position is necessary, then;
 - ii. the General Manager will bring the issue to the Chair of the relevant standing committee,
 - iii. the General Manager and Chair will decide if the issue should be brought to the standing committee to develop a position,
 - iv. new positions will be brought forward as a recommendation to the Board of Directors for final approval.

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- b) If the issue involves a new or revised item within the Action Plan:
 - i. the General Manager may (at his/her discretion) discuss or seek feedback on the issue with MBP's Executive, Directors, or Committee Chairs.
 - ii. Decision on this will reside with the General Manager, unless there are financial implications for MBP.

If it is determined that the Manitoba Beef Producers **does not have an existing policy statement**, then the remaining phases will be followed to develop new policy.

Phase 2 - Research and Analysis

Once the issue has been identified and it has been determined that a new policy must be developed, then research and analysis will be conducted on the issue. Depending on the complexity of the issue, the General Manager may conduct the research and compile into a discussion paper. On more complex issues, the General Manager may – through discussions with the relevant committee Chair – elect to have the standing committee conduct various aspects of the research. Based on the research results the General Manager will develop an analysis and an initial policy concept.

Phase 3 – Stakeholder Input

The background, analysis and initial policy concept will be circulated to the relevant MBP standing committee for their input. The General Manager (and/or Committee Chair) will collect the comments from the Board Members and, if relevant, other industry stakeholders (e.g. Canadian Cattlemen's Association, provincial beef associations, government departments) and incorporate it into the background, analysis and policy concept where pertinent.

Phase 4 – Policy Development

Following the stakeholder input, the initial draft policy will be presented for consideration by the standing committee (or if appropriate an ad-hoc committee) who will provide direction on the finalization of a draft Policy Statement(s) and possibly some initial Key Positions. A final draft policy and position statement(s) will then be prepared as a policy/position option(s) for consideration by MBP's Board of Directors.

Phase 5 – Policy Approval

The Manitoba Beef Producers Board of Directors determines policy for the organization. When a policy has been approved by the Board of Directors it will be incorporated into MBP's Policy Manual, communicated to members (see (1) under Guidelines and Procedures) and used to form the basis of key positions and action items.

Phase 6 - Monitoring & Evaluation

The General Manager and the Board of Directors will, on an ongoing basis, measure and monitor the effectiveness of policy statements, key positions, and associated actions plans. The Board of Directors will formally review each policy at least every two years.

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**Exhibit 1:
Two-Track Policy Development**

Track 1: Refinement to Existing Policy



Track 2: New Policy

