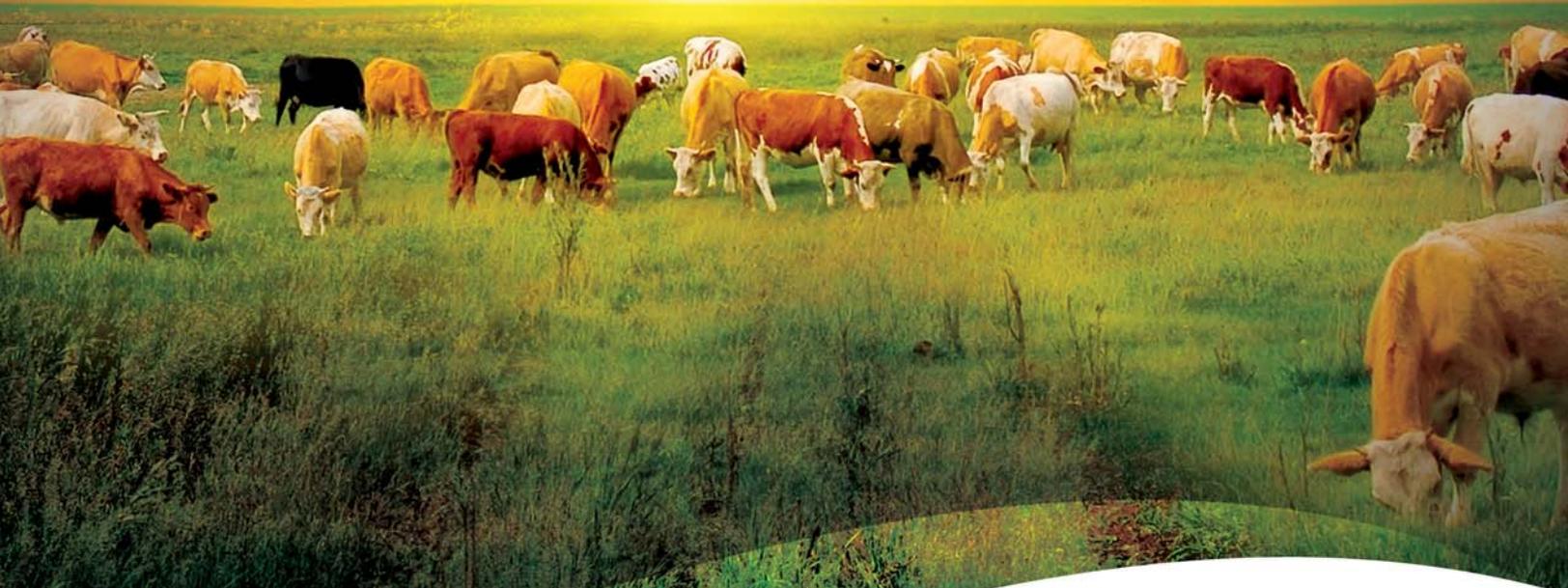




July 6, 2012

NEWSLETTER

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MBP Welcomes WTO Decision on COOL

Manitoba Beef Producers (MBP) applauds the decision by the World Trade Organization (WTO) Appellate Body regarding mandatory Country of Origin Labelling (COOL).



The ruling found that COOL legislation discriminates against Canadian livestock in the U.S. market. This means the U.S. must now amend its legislation.

“We are extremely pleased with this outcome,” said Cam Dahl, MBP general manager. “In Canada, COOL has hit Manitoba livestock producers the hardest due to the fact that we send a high percentage of our animals south.”

While this is not the end of the process, MBP welcomes comments made by U.S. officials which indicate that the U.S. will comply with the ruling. MBP is hopeful the U.S. will make amendments to COOL legislation to allow for efficient trade.

The next step in the process is for the WTO Dispute Settlement Body to adopt the ruling. The U.S. will have 30 days from adoption to announce its intention regarding the ruling.

COOL was implemented in 2008 and since then it has cost beef producers in Manitoba and the rest of Canada approximately \$150 million per year. On both sides of the border COOL has affected billions of dollars of commerce in cattle and beef products.

Upcoming Events

July 12: The Cattlemen’s Best Ball Golf Tournament, Oak Island Resort. Proceeds after expenses are in support of the Major Jay Fox and Sheldon Nicholson Family trust funds. To enter, call 204-748-3775.

July 28: Manitoba Angus Pen Show and Field Day, Neepawa Ag Complex, Neepawa, MB. [Website](#)

August 3-5: Manitoba Youth Beef Round-Up, Beautiful Plains Ag Society, Neepawa, MB. [Schedule](#)

September 11-13: AITC-M [Amazing Agriculture Adventure](#). AAA is a hands-on, interactive ag event geared to the Grades 4 and 5 Science curriculum. Volunteers are still needed! If you are interested in volunteering please [email AITC](#).

Trust Fund Donations

Memorial donations may be made in memory of Major Jay Fox to a trust fund for his children Devon, Charlee, Porter and Major. Donations may be made at any branch of TD Canada Trust.

Producers Must Speak Up on Trade

By Cam Dahl, MBP General Manager

Trade negotiations. I can almost hear the pages turning as people turn to other things that seem more relevant.

For years everyone involved in agriculture has been subjected to the strong arguments on both sides of this issue. And yet, very little seems to change. For example, since 2001, the World Trade Organization (WTO) Doha round of negotiations has tried to break through the entrenched interests, to no avail. Many find this rather tiring.

Why should I pay attention? Do these negotiations have anything to do with what happens on my ranch or farm? Is there anything I can do about it? These are three of the most common questions I hear from producers when trade negotiations are discussed.

The fact is trade negotiations matter a great deal and we are seeing progress. Perhaps not at the WTO, but we are seeing results through bilateral deals and entry into the Trans-Pacific Partnership (TPP) negotiations. These deals are very important to producers. We should be paying attention and we should ensure that our politicians are hearing the voices from the end of the gravel roads.

Trade is vital for the beef sector in particular because approximately 50 per cent of Canadian beef production is destined for export markets.

Beef producers have always understood the significance of international trade. However, the importance of open markets was hammered home in 2003 when a case of BSE slammed our borders shut. The loss of markets was devastating to our industry and has cost the Canadian economy billions. [READ MORE HERE](#)

Field Clinic in Soil and Manure Management

August 10, 2012, 9 a.m. to 4 p.m.
U of M Glenlea Research Station



Admission: \$50, Producers and Students pay \$25
Contact: Mitchell.Timmerman@gov.mb.ca
or call 793-8288.

16TH ANNUAL WESTERN CANADA FEEDLOT MANAGEMENT SCHOOL THE MANAGER'S EDITION

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