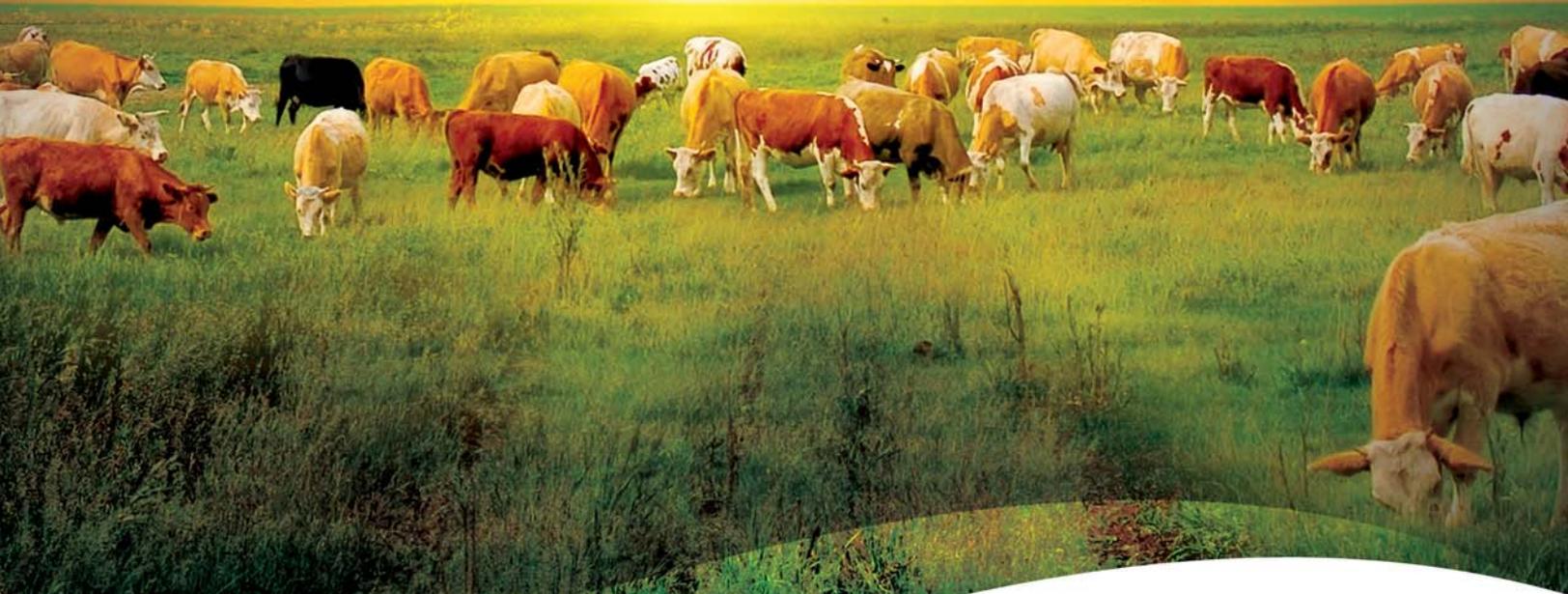




March 16, 2012

NEWSLETTER

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Discover Agriculture in the City This Weekend

Visit the MBP booth for recipes, beef info and fun activities for the kids



Discover Agriculture in the City returns to the heart of Winnipeg from Friday, March 16 to Sunday, March 18 at the historic Forks Market.

This free, three-day event offers a rich, colourful glimpse inside one of Canada's most vibrant industries through interactive [exhibits](#), presentations, activities and cooking demonstrations. Discover the impact agriculture has on our daily lives.

The weekend will feature sights and sensations for everyone seeking to learn about the food we eat and the industry that brings it to your plate. Innovation, environmental sustainability and food safety play a huge role in modern agriculture, and that's just the beginning. MBP welcomes everyone to join in the fun this weekend. Check out the [schedule of events](#). Photo: MBP Field Rep Tara Fulton at the booth

Former MBP President Acclaimed CCA President

MBP congratulates our former president Martin Unrau on his new role as president of the Canadian Cattlemen's Association.

The Canadian Cattlemen's Association (CCA) board of directors acclaimed Martin Unrau as president and Dave Solverson as vice president at the annual general meeting held March 6 to 9 in Ottawa.

Unrau, from MacGregor, takes over from outgoing CCA President Travis Toews. Having completed a two-year term, Toews remains an officer of the CCA, and will serve as past president. Solverson is a CCA director from Alberta.

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BIXS Provider

Did you know that MBP is a [Third Party Service Provider](#) for the [Beef InfoXchange System](#) (BIXS)?

MBP will provide workshops on the system in the near future.

Contact MBP for more information on upcoming learning workshops at info@mbbeef.ca.

Upcoming Events

March 16 to 18: Discover Agriculture in the City, The Forks Market, Winnipeg, MB. www.aginthecity.ca

March 26 to 31: Royal Manitoba Winter Fair, Brandon, MB. www.brandonfairs.com

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.

CCA Annual Meeting continued

Unrau has been involved with the CCA since 2007 and said he is honoured to be elected president. Going forward, he intends to focus on maximizing the opportunities for Canada's beef cattle industry and safeguarding infrastructure. Producers can expect a continued focus on market access and the rebuilding of the Canadian cow herd in order to become a solid player on a global scale. Maintaining the cohesion that CCA past presidents have built up between the sectors of the industry, particularly feeders and processors, is another key piece, Unrau said.

"I'm big on vision for the future. The Canadian cattle industry is in a really good situation right now, however I am concerned about infrastructure dropping off because herd numbers are down. It's one of those underlying issues that are always there when numbers are down," he said. "I'm concerned that we might lose some slaughter and processing capacity, along with feeding capacity, in Canada and in the U.S. That's a huge concern down the road, so we'll have to look at that and deal with that."

Unrau has taken on a variety of roles at the CCA over the past five years, most recently as CCA vice president and member of the executive committee. He has served as chair of the Foreign Trade Committee, co-chair of the Animal Health Committee, and as a member the Domestic Agriculture and Policy Regulation Committee.

Unrau operates Bar 88 Ranch along with his wife Roxie and their son Garrett, one of the couple's four children. The Unrau's calve 550 cows and background some calves, and grow grain crops including corn, canola and barley.

The CCA also welcomes the following new directors appointed by the provincial members to the board: Cathy Sharp and Pat Rutledge (Alberta); Brent Griffin and Kevin Woods (Saskatchewan), **Heinz Reimer (Manitoba)**, Tom Wilson and Matt Bowman (Ontario); and George Smith (Nova Scotia). New this year is Byron Templeton (Alberta) representing the Canadian Beef Breeds Council.



Above (left to right): Heinz Reimer, CCA Director, MBP District 4 Director; MBP GM Cam Dahl and CCA President Martin Unrau at the AGM in Ottawa.

-from CCA release

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