

## MANITOBA BEEF PRODUCERS

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# NEWS RELEASE

### For immediate release

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## MBP Welcomes Guy Carpenter Professorship in Agriculture Risk Management and Insurance

**WINNIPEG** – Manitoba Beef Producers (MBP) applauds today's announcement regarding the creation of a new Guy Carpenter Professorship in Agriculture Risk Management and Insurance at the University of Manitoba.

Dr. Lysa Porth was announced for the professorship role in the Asper School of Business. MBP congratulates Dr. Porth and looks forward to working with her in the future.

"Manitoba Beef Producers strongly supports the creation of this position at the University of Manitoba," said Cam Dahl, MBP general manager. "MBP especially thanks the insurance firm Guy Carpenter & Company for its considerable and ongoing investment in this project."

Beef producers face considerable risks that are not covered by current risk management programs. The development of new, innovative risk management tools will help bring greater stability and opportunity for growth to the beef sector.

MBP appreciates the work the federal and provincial governments have done to help establish the professorship.

"This announcement is a great example of the federal and provincial governments working with industry to strengthen research and development," said Dahl.

MBP applauds this effort and encourages more initiatives like this in the future.

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*Manitoba Beef Producers is the exclusive voice of the beef industry in Manitoba. Our role and mission is to represent our beef producers through communication, research, advocacy and education. Manitoba Beef Producers represents 8,000 beef producers across the province.*

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