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## NEWS RELEASE

**For immediate release**

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### **MBP on Newly Appointed Minister of Agriculture, Food and Rural Initiatives**

**WINNIPEG** – Manitoba Beef Producers (MBP) congratulates Hon. Ron Kostyshyn on his appointment as Minister of Agriculture, Food and Rural Initiatives announced today by Premier Greg Selinger.

MBP looks forward to working with Minister Kostyshyn on the issues concerning beef producers and the beef sector in Manitoba.

“We are committed to working with the Minister and continuing a positive working relationship with the government,” said Ray Armbruster, MBP President.

MBP is dedicated to working to advance the beef sector and welcomes the expertise and experience Minister Kostyshyn will bring on key issues affecting producers across the province.

“We are eager to collaborate and work with the province on the opportunities and challenges that are ahead in 2012 to ensure the long-term viability of beef producers and their operations in Manitoba,” said Armbruster.

MBP congratulates all of the Ministers appointed today and also looks forward to working with Hon. Gord Mackintosh, Minister of Conservation and Water Stewardship.

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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. We provide this representation within industry, to government, the beef consumer and general public. These efforts take place to strengthen our industry viability, improve prosperity and ensure a sustainable future for the beef industry in Manitoba for the benefit of all producers. Manitoba Beef Producers represents 8,000 beef producers across the province.*

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