

CONTACT INFO

P. (204) 772-4542
(800) 772-0458
F. (204) 774-3264

154 Paramount Road
Winnipeg, MB R2X 2W3
mbbeef.ca



NEWS RELEASE

For immediate release

March 5, 2012

MBP to Represent Producers at National Meeting

WINNIPEG – Manitoba Beef Producers (MBP) officials are heading to Ottawa this week to bring the voice of Manitoba producers to the Canadian Cattlemen’s Association annual general meeting.

As a member of the CCA, MBP serves as a link between Manitoba producers and their national organization. MBP representatives sit on the CCA board of directors to provide leadership on issues such as government policy, foreign trade, business risk management, food safety and the environment.

“By bringing our issues to the CCA table we have the opportunity to improve the business environment for our producers in Manitoba and to help shape policy that will benefit the entire beef sector in Canada,” said Cam Dahl, MBP general manager.

Delegates include MBP President Ray Armbruster, District 1 Director Ted Artz and District 4 Director Heinz Reimer. GM Cam Dahl and Policy Analyst Lauren Stone will also attend the meeting which runs March 6 to 9, 2012.

“We are fortunate that Manitoba issues are also being highlighted on the national scene by CCA Vice President Martin Unrau, a MacGregor producer and former MBP president,” said Dahl.

GM Cam Dahl will be available for interviews regarding the meeting and issues affecting beef producers in Manitoba. Please contact the MBP office to arrange a call at 204-772-4542. More information about the CCA annual general meeting is available at www.cattle.ca.

-30-

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.

For more information, please contact:

Cam Dahl, General Manager
Office: 204.772.4542

Kristen Lucyshyn, Communications
Office: 204.772.4542 Cell: 204.771.0909