

## MANITOBA BEEF PRODUCERS

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# NEWS RELEASE

## For immediate release

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## Beef Producers Encouraged to Apply for New Western Livestock Price Insurance Program

WINNIPEG – Manitoba Beef Producers (MBP) encourages producers to explore the new Western Livestock Price Insurance Program and consider it as a risk management tool for their use.

The Government of Manitoba announced that applications are now available to purchase price insurance options for calves, feeder cattle and fed cattle. Price insurance is available year-round for feeder cattle and fed cattle. The deadline to purchase calf price insurance is May 29, 2014.

“MBP is pleased to see this programming which beef producers can use as a new management tool to reduce the cost of risk,” said Heinz Reimer, MBP president. “This programming puts beef production on a more level playing field when compared with other commodities and we encourage producers to investigate how this tool can work for their operations.”

By purchasing price insurance, producers could gain protection against an unexpected drop in prices over a defined period of time.

“The combination of livestock price insurance and the revisions to forage insurance announced in 2013 will give beef producers a strong and bankable risk management package,” said Reimer.

Producers can apply for the Western Livestock Price Insurance Program by contacting their local Manitoba Agricultural Services Corporation insurance office. All forms and the contract of insurance are available online at [www.wlpip.ca/ManitobaForms](http://www.wlpip.ca/ManitobaForms). For more information on the program, visit [www.wlpip.ca](http://www.wlpip.ca) or call 1-844-782-5747 (toll free).

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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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