

MANITOBA BEEF PRODUCERS

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NEWS RELEASE

For immediate release

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Manitoba Beef Producers 35th Annual General Meeting

WINNIPEG – Beef producers from across the province will gather for Manitoba Beef Producers' (MBP) 35th Annual General Meeting and President's Banquet next week.

The meeting will be held Feb. 4 to 5 at the Victoria Inn in Brandon, Man. This event is an opportunity for beef producers, the feedlot sector, industry stakeholders and government participants to engage in discussion and set policy.

This year, resolutions concerning changes to MBP's \$2 per head check-off were brought forward at MBP's district meetings. These resolutions will be debated at the AGM.

There are a number of sessions for producers to take part in including:

WITH VISION, THERE IS HOPE. AG ADVOCACY AS A BUSINESS LINE ITEM. - Bruce Vincent, Libby, Montana. www.brucevincentspeaking.com

WHAT DOES SUSTAINABILITY MEAN FOR OUR SOCIAL LICENSE AND THE FUTURE OF BEEF MARKETING AND PRODUCTION? - Dr. Kevin Ellison, World Wildlife Foundation-U.S. Northern Great Plains Program; Jeffrey Fitzpatrick-Stilwell, McDonald's Restaurants of Canada Ltd.; and Cherie Copithorne-Barnes, CL Ranches Ltd.

REVISED BEEF CODE OF PRACTICE: WHAT DOES IT MEAN FOR YOU? - Dr. John Campbell, University of Saskatchewan; Ryder Lee, Canadian Cattlemen's Association; and Dr. Joyce Van Donkersgoed, National Cattle Feeders' Association.

NEW FORAGE INSURANCE PROGRAMS - Rheal Bernard, Manitoba Agricultural Services Corporation.

REPORTS FROM NATIONAL ORGANIZATIONS - Chuck MacLean, Canada Beef Inc.; Jeff Warrack, National Cattle Feeders' Association; Dr. Pat Burrage, Canadian Cattle Identification Agency; and Martin Unrau, Canadian Cattlemen's Association.

All media are invited to attend. For more information, please see the attached program book which includes the agenda, resolutions and biographies.

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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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