

MANITOBA BEEF PRODUCERS

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NEWS RELEASE

For immediate release

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Manitoba Beef Producers Announces New General Manager

WINNIPEG – Manitoba Beef Producers (MBP) is pleased to announce the appointment of Melinda German to the position of general manager.

German comes to MBP after serving as the director of the Livestock Knowledge Centre for Manitoba Agriculture, Food and Rural Development. She holds a Master of Science from the University of Saskatchewan, specializing in Beef Animal Nutrition/Grazing and Pasture Management.

"We are very pleased to welcome Ms. German as general manager," said Heinz Reimer, MBP president. "Her passion for the beef industry and the producers who make production possible combined with her industry knowledge, experience and skills, makes her ideally suited to lead our organization."

German brings over 15 years of experience in research, extension and management to MBP.

"The board is confident that Ms. German will meet the challenge of her new position with great success and we trust that she will build on the success of MBP and its predecessors," said Reimer.

German will begin her role at MBP on March 3, 2014.

"I appreciate the opportunity to take on this position at such a pivotal time for the industry and I look forward to working with the team at MBP, beef producers and industry stakeholders," said Melinda German. "Beef production is a key economic driver in Manitoba and I will work to continue to build on the momentum MBP has created to promote the interests of producers."

The role of general manager at MBP is a key position that reports to the board of directors. The core function of this position is to provide leadership and to be responsible for implementing the strategic direction and initiatives set by the board.

The board of directors extends its sincere thanks to Cam Dahl for his leadership as general manager over the past three years. Dahl has accepted a position as president of Cereals Canada.

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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.

For more information, please contact:

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