

MANITOBA BEEF PRODUCERS

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NEWS RELEASE

For immediate release

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Manitoba Beef Producers Applauds Livestock Price Insurance Program

WINNIPEG – Manitoba Beef Producers (MBP) welcomes the announcement of a new livestock price insurance program that will be available to Manitoba producers this spring.

Today's announcement assures Manitoba producers that they will be fully part of the Western Livestock Price Insurance pilot program that was first announced by the federal government and three western provinces on January 24, 2014. The unveiling of the program in Manitoba was delayed due to the recent provincial by-elections.

"We want to thank Hon. Ron Kostyshyn, Minister of Manitoba Agriculture, Food and Rural Development and Hon. Gerry Ritz, Minister of Agriculture and Agri-Food, for their support for this new program," said Heinz Reimer, MBP president.

"The announcement of this innovative programming is an example of the positive developments that can be delivered when the federal and provincial governments work together and directly engage the industry. The leadership shown by Minister Kostyshyn, Minister Ritz, and the provincial ministers from British Columbia, Alberta and Saskatchewan is appreciated," said Reimer.

"MBP has been asking for a program like this for some time. This new management tool will reduce the cost of risk and will put beef production on a more level playing field, when compared with other commodities," noted Reimer.

MBP also thanks Manitoba Agricultural Services Corporation (MASC) staff for the work they have dedicated to the new program. MASC staff, along with their counterparts in the other western provinces, deserve the beef industry's appreciation for the co-operative work carried out in the development of this innovative program.

"The combination of the new livestock price insurance and the revisions to forage insurance that was announced this past fall will give beef producers a strong and bankable risk management package. This could fundamentally change beef production in Manitoba," said Reimer.

MBP encourages all beef producers to investigate the new programming to determine what level of insurance is best for their operation. Beef producers can learn more about the new price insurance program by contacting their local MASC representative, visiting www.wlpip.ca or by calling MBP at 1-800-772-0458.

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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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