

## MANITOBA BEEF PRODUCERS

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# NEWS RELEASE

## For immediate release

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## Manitoba Beef Producers Welcomes Price Insurance Program

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

MBP recognizes that the livestock price insurance announcement today did not explicitly include Manitoba. This is due to the byelections in Morris and Arthur-Virden. MBP is confident that beef producers in Manitoba will have the same access to the new program that producers in the other western provinces will have. MBP eagerly anticipates the announcement of details applicable to Manitoba.

“Price insurance has been a long-standing request from beef producers,” said Trevor Atchison, MBP president. “This new risk management tool will be a critical component to help the industry develop the confidence we need to re-build Manitoba’s beef herd and be competitive on the landscape with other sectors.”

“Beef producers require strong, bankable risk mitigation tools,” Atchison continued. “The combination of the new livestock price insurance and the revisions to forage insurance that were announced this past fall will give beef producers a strong and bankable risk management package. This could fundamentally change beef production in this province.”

Beef producers can learn more about new insurance programming by attending MBP’s Annual General Meeting which will be held Feb. 4-5, 2014 at the Victoria Inn, Brandon. MBP has dedicated a special breakout session to the new risk management tools. Producers are reminded that the deadline to sign up for forage insurance is March 31, 2014.

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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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