

MANITOBA BEEF PRODUCERS

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NEWS RELEASE

For immediate release

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Nominations Open for New Beef Industry Award

WINNIPEG – Nominations are open for Manitoba Beef Producers' (MBP) new award highlighting an outstanding beef producer in the province.

"The Manitoba Beef Producers Lifetime Achievement Award was developed to recognize Manitoba beef producers who have made significant contributions to the beef industry and their commitment to excellence, exemplifying leadership and involvement in their community and province," said Cam Dahl, MBP general manager.

Individuals and families are eligible for the award. Nominations will be judged by a selection committee and the recipient will receive an award with the honour and their name inscribed on it. The recipient's name will be added to a Manitoba Beef Producers Lifetime Achievement Award plaque at the Manitoba Beef Producers office.

Nominees for the Manitoba Beef Producers Lifetime Achievement Award will be considered in the following areas:

- Must be a current or past member of Manitoba Beef Producers;
- Active Beef Advocate with a genuine interest in the beef industry;
- Achievements and lasting benefit of their contribution to the beef industry;
- Excellence in being involved in the beef industry as a leader, mentor, volunteer;
- Their use of innovation and strategies for successful business.

"We are excited to offer this new award to pay tribute to the admirable work beef producers do," said Dahl. "The first recipient of the Manitoba Beef Producers Lifetime Achievement Award will be recognized at the President's Banquet during the 35th Annual General Meeting on February 4, 2014."

Nominations are due on Monday, December 2, 2013. Nomination forms are available from the MBP office by calling 1-800-772-0458 or online at www.mbbeef.ca.

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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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