



E-Newsletter

An update from Manitoba Beef Producers



CCA President Visits

CCA President Dave Solverson (right) was in Winnipeg Thursday for a meeting with the Manitoba Beef Producers directors. Solverson provided the directors with an update on the recent BSE case, the continuing battle with the United States over Country Of Origin Labelling (COOL) and other important industry matters. The visit was part of the monthly MBP directors meeting.

MBP conducting membership needs survey

Manitoba Beef Producers has launched a comprehensive survey of its membership.

The survey, which was officially unveiled earlier this month and will conclude on March 23, is asking members to provide their opinion on three main areas: MBP's activities and services, current challenges and risks and opportunities and challenges in the future.

"By knowing your needs, we can pursue policies and programs aimed at making Manitoba's beef

industry more sustainable into the future," said MBP general manager Melinda German. "Your opinions will help guide Manitoba Beef Producers with our ongoing strategic planning processes on behalf of Manitoba's beef industry."

MBP is hoping to reach as many producers as possible and would like to hear from all sectors involved in beef production.

All information will be kept confidential by Kelwin Consulting, a local firm that has been hired

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Upcoming Events

March 4

The BCRC is hosting the webinar how to produce and use sweet forages. To register click [here](#).

March 17

StockTalk webinar. The MAFRD farm production team produces a free monthly webinar for the livestock industry. To register for the next webinar click [here](#).

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In the News

A look at the news and other information impacting Manitoba's Beef industry

• [The first flood forecast of 2015 has been issued.](#)

• [A look at the National Beef Strategy from CCA President Dave Solverson.](#)

• [Manitoba plastic film and twine collection pilot project.](#)

• [Some great advice on creating forage stand mixtures.](#)

• [What producers can learn from wine makers.](#)

• [Worried about hormones in beef? You don't need to be.](#)

to conduct the survey on MBP's behalf. Once the survey is complete, MBP will only see the summarized final results so producers are encouraged to speak candidly. The surveys will be destroyed once the results are analysed.

More than one member of an operation can complete the survey which can be found online or in the March issue of *Cattle Country*. The online survey can be found at: www.surveymonkey.com/s/MBP-Needs-Survey

At the end of the survey, there is an optional section where participants can fill in their contact information if they wish. MBP is seeking to build a closer relationship with its members and would like to have the ability to reach out to producers on matters where it's important to get information to them quickly.

To encourage participation, every person who completes the survey will be entered to win a two-night stay for two at the Holiday Inn in Winnipeg or the Canad Inn in Brandon.

If anyone has questions regarding the survey they are asked to call the MBP office at 1-800-772-0458.

Funding to conduct the needs survey was provided to MBP through Growing Forward 2.

Groeneveld new CEO of Canadian Gelbvieh Association

The Canadian Gelbvieh Association has announced the appointment of Gaylene Groeneveld as its new chief executive officer. Groeneveld took over the reins following the passing of Wendy Belcher in January.

"Gaylene has worked with the Canadian Gelbvieh Association for ten years, and she was a natural fit for the job," says Darcy Hrebenuik, President of the CGA.

"We respect her confidence and knowledge of the beef cattle industry, along with her publishing knowledge and work she does in producing the Canadian Gelbvieh Guide magazine," he remarks. "A beef breed organization is only as strong as the members in it," Groeneveld said.

"Gelbvieh breeders are passionate about their cattle and their customers."

"Gelbvieh cattle have been in Canada for 43 years, and the future of the breed looks very bright going forward," Hrebenuik added.

Schweitzer named new chairman of National Cattle Feeders' Association

Former Manitoba Beef Producers President Larry Schweitzer was elected as the new chairman of the National Cattle Feeders' Association (NCFA) at the organization's Annual General Meeting held in Red Deer on Feb. 18.

The Hamitoba native moves into the position after serving as vice-chairman previously.

Schweitzer is well known throughout the province's beef industry having served on the MBP board from 2001 to 2006. He also served as MBP president in 2005.

"MBP would like to congratulate Larry on being elected as NCFA chairman," said MBP General Manager Melinda German.

"Larry has long been a strong advocate for the beef industry and we look forward to working with him as NCFA chairman."

Saskatchewan cattle feeder Ryan Thompson (Vice Chair, Ceylon, SK) and Alberta cattle feeder Herb Groenenboom (Officer-at-Large, Coalhurst, AB) were also elected to the 2015 executive. Jeff Warrack will continue to serve on the board as the past chair, a position vacated by Bill Jameson of JGL Cattle of Moose Jaw. Jameson served as Chair from 2010 to 2012.

Schweitzer takes the reins from



Larry Schweitzer

Warrack, a Strathmore area cattle feeder who chaired the NCFA for the past two years. Under Warrack's leadership, a new five-year strategic plan was approved and implemented.

The plan calls for NCFA to strengthen the cattle feeding sector in Canada by focusing on research and programs to promote growth and sustainability of cattle feeding in Canada, improved competitiveness, and strong industry leadership. According to the new NCFA chair, this trio of priorities will continue as a primary focus, as will the concerted effort

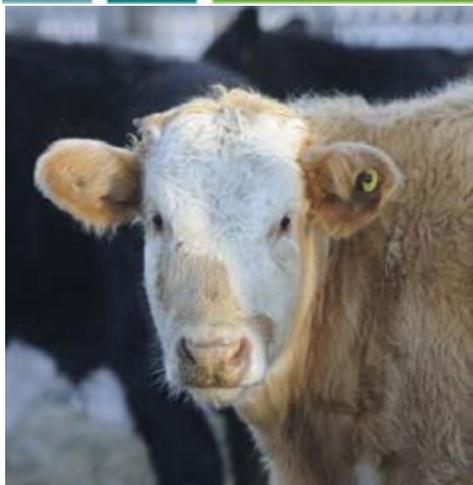
against issues like COOL.

"We have pushed hard against U.S. mandatory country-of-origin labeling and we will continue to do so," said Schweitzer. "Last year, NCFA contributed \$165,000 to the Canadian Cattlemen's Association to battle COOL, and we have consistently urged the federal government to remain firm on retaliation." In October 2014, the WTO issued yet another ruling against COOL. "This is the third WTO ruling in favour of Canada. NCFA expects to see this issue permanently resolved in 2015," added Schweitzer.

The National Cattle Feeders' Association was established in 2007 to serve as a unified voice for Canadian cattle feeders and to represent the sector on national issues. NCFA will continue to build awareness among government leaders and ensure a strong voice at the table for cattle feeders through strengthened communications with its members, stakeholders, and consumers.



Verified Beef Production Workshops



MAFRD together in partnership with Manitoba Beef Producers will be hosting Verified Beef Production workshops by video conference throughout the winter at a number of MAFRD locations in the province.

VBP is Canada's verified on-farm food safety program for beef – a dynamic program to uphold consumer confidence in the products and good practices of this country's beef producers.

Grass-roots driven and industry-led, the program is part of a broad effort by Canada's food providers to ensure on-farm food safety. The overall result is stronger competitiveness for Canada's beef industry, as food safety continues to grow as a major factor in consumer buying decisions.

Verified Beef Production Video Conference Workshops

All workshops will take place from 1:00 pm – 4:00 pm

Date	Location	Pre-register by
Thursday, March 19, 2015	MAFRD Video conference site	Thursday March 12, 2015
Thursday, April 16, 2015	MAFRD Video conference site	Thursday April 9, 2015

For more information on the training, to find your closest video location site or to pre-register, call your local MAFRD office.



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Kirstine Stewart

Managing Director and Head of Twitter Canada, Toronto, Ontario

The Role of Women as Leaders

Traditional leadership traits almost universally stem from the masculine point of view. But that's changing very quickly, especially as more women than ever before enter the corporate and political realms. Kirstine Stewart shows us that it has never been a better time to be a driven woman, ready to subvert stereotypes and take your rightful place as a leader.



Susan Blair

Executive Director, Boehringer Ingelheim (Canada) Ltd, Burlington, Ontario

Transition from Grassroots to Corporate Boardroom

Lessons learned and critical success factors in a journey from Saskatchewan grain and cattle producer, to the head of Boehringer Ingelheim's Canadian Animal Health business.



Courtenay Wolfe

Venture Capitalist, Chairwomen, Vital Alert & Brilliant Resources, Toronto, Ontario

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