



Sept. 2, 2016

mbbeef.ca

# E-Newsletter

An update from Manitoba Beef Producers

## MBP to host Bombers game September 17

Manitoba Beef Producers is proud to partner with Canada Beef as the host sponsors when the Winnipeg Blue Bombers host the Toronto Argonauts Sept. 17. As part of an agreement signed in 2014, MBP will be the host sponsor for the Bombers' game that evening when they host the Argos. Prior to the game MBP will have a booth located in the Tailgate Plaza at Investor's Group Field where anyone attending the game can stop by and learn more about Manitoba's cattle industry. The public will also have the opportunity to enter a draw where the winner will receive a steak dinner for 10 people in the

Blue and Gold Club at IGF and be joined by two members of the Bombers for the meal. The date of the supper will be determined once the winner is selected.

Also, MBP members interested in attending the game can do so at a discounted price through an agreement between the Bombers and MBP. To receive the discount go to the Blue Bombers ticket page on their website and enter the code CATTLE in the offer code area.

The three-year agreement between Canada Beef and the CFL was signed in 2014. According to a Canada Beef press release, the partnership is in conjunction

with five provincial beef producer organizations from across the country, who will represent the Canadian beef farmers and ranchers to thousands of fans at CFL games across the country. This will give consumers the opportunity to meet the people who raise beef, and bring beef to their tables.

"We're really excited to involve our provincial partners in this unique opportunity. It will allow us to leverage these partnerships with boots on the ground, highlighting local beef farmers and ranchers at their games.

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**Find Us Online**

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**[@ManitobaBeef](https://twitter.com/ManitobaBeef)**

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**Canada Beef wants to hear from producers!**

Canada Beef is looking for the stories and proof points to back what we say about producers and strengthen our sense of trust and relationship with consumers. Help tell your story, how you are committed to do the best you can do to bring quality Canadian Beef to the consumers table. We invite you to complete this 10-15 minute questionnaire that will help Canada Beef tell your story. [Begin Survey](#)

# CFL - Canada Beef partnership enters third year

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This will build brand loyalty and allow grassroots producers to interact with consumers, while sharing their passion and the benefits of enjoying Canadian beef," said Rob Meijer, President, Canada Beef.

MBP is also the sponsor of the Family of the Game promotion throughout the 2016 season. Bombers fans can enter a draw on the club's website for four tickets to a home game. The winning family will also get a

sideline experience prior to the game and will be announced as the Manitoba Beef Producers Family of the Game on the video board during the pre-game program.

**To purchase a discounted ticket to the Sept. 17  
Winnipeg Blue Bombers  
game use the the code: CATTLE**

## ***LOW STRESS CATTLE HANDLING CLINIC***

**Featuring Rory Sapergia**



*"At the point that you feel like you need to go faster, you usually just need to slow down."*

It's this philosophy that Rory Sapergia uses to guide his work with stock and these words have served him well. Rory is a lifelong stockman who has spent his life learning the patterns and behaviour of horses and cattle alike. Working his way across ranches, operations and feedlots across southern Alberta has allowed him to develop a unique style of handling cattle that make people stop and take notice. Moving on to learn from industry leaders like Dylan Biggs, Rory now communicates his theories and practices to anyone wishing to streamline their handling practices and improve their abilities working stock.

**Growing Forward 2 Funding Provided By:**



October 14 - Grunthal Auction Mart  
October 15 - Manitoba Beef  
& Forage Initiatives Brookdale  
Research Farm (Near Brandon)

Cost: \$45

Pre-Register at:

[verifiedbeefmanitoba@gmail.com](mailto:verifiedbeefmanitoba@gmail.com)

or 204-264-0294

(Space is Limited)

**Clinic Sponsors:**

**Steve's Livestock Transport  
P. Quintaine and Sons**

**Clinic Organized By:**

## Manitoba Beef Producers announces 2016 bursary recipients

**WINNIPEG** – With the start of another school year just around the corner, Manitoba Beef Producers (MBP) is pleased to announce the six recipients the MBP bursaries for 2016.

Each year MBP offers six \$500 bursaries to members, or the children of members, who are attending university, college or other post-secondary institutions. Students pursuing trades training are also eligible. Preference is given to students who are pursuing a field of study related to agriculture or those acquiring a skilled trade that would benefit the rural economy.

“Ensuring that our rural communities have the services and trades they need to thrive is of utmost importance to MBP,” said President Heinz Reimer. “A number of our past bursary recipients have gone on to careers in rural Manitoba and are making significant contributions to their respective communities. We are pleased to play a small role in helping these students reach their goals.”

The students were asked to submit a 600 word essay on what the beef industry means to them, their family, community and Manitoba at large. Students were also asked to include the reasons they enjoy being involved in agriculture. The winning essays will be published in the September issue of *Cattle Country*.

The six recipients of the MBP bursaries for 2016 are:

- Marianne Sytnyk – Oakburn, MB, District 7
- Dawson Procter – Woodlands, MB, District 9
- Emily Barteaux – Birtle, MB District 7
- Rebecca Zimmer – Inglis, MB District 13
- Josey Millward – Garland, MB, District 13
- Sheena Meggison – Goodlands, MB, District 1

“These deserving recipients were chosen from a field of over 30 strong candidates,” Reimer said. “On behalf of MBP I wish the students all the best in their academic endeavours in the upcoming school year.”

# Province to consult Manitobans on the use of cosmetic pesticides

## Provincial Government Media Release

Manitoba is entering the second year of implementation of the Non-Essential Use of Pesticides Regulation and the province wants to hear from Manitobans about their experiences with this legislation, Sustainable Development Minister Cathy Cox announced today.

“The purpose of the legislation is to reduce the exposure of people and pets to herbicides used in lawn care for non-essential or cosmetic purposes,” Cox said. “We are committed to finding the right balance between protecting the environment, minimizing the impact, and providing usable, aesthetic green spaces in our communities.”

Manitobans can email submissions to [pesticide.review.2016@gov.mb.ca](mailto:pesticide.review.2016@gov.mb.ca) or respond through an online survey at:

[www.gov.mb.ca/conservation/envprograms/initiatives/cosmetic\\_pesticides/](http://www.gov.mb.ca/conservation/envprograms/initiatives/cosmetic_pesticides/) until Sept. 12.

## Call for Proposals

**Growing Innovation – On-Farm** is accepting applications for innovative agriculture research on Manitoba farms and ranches.

Application deadline is **October 1, 2016**.

Learn more. Apply today.

## In the News

A look at the news and articles of interest to Manitoba's Beef industry

- [Five simple and inspiring back to school recipes](#)
- [Sanfoin's forage potential tested](#)
- [The Manitoba Beef & Forage Initiatives Fund is accepting applications](#)
- [Pain mitigation: just one more way to show producers care](#)
- [Reasons for optimism in the beef trade](#)

# Cattlemen's Young Leaders announces 2016 mentorship recipients

Calgary, AB – The Cattlemen's Young Leaders (CYL) program is pleased to announce its 2016 national mentorship recipients. The 16 recipients were selected following the final selection round at the Canadian Beef Industry Conference (CBIC), held in Calgary on August 9, 2016. A total of 23 semi-finalists vied for a spot in the national youth initiative of the Canadian Cattlemen's Association (CCA).

Among the 2016 mentorship recipients were two Manitobans, Kristy-Layne Carr of Marchand and Wilco van Meijl of Brandon.

The CYL Selections at CBIC brought together the semi-finalists, current graduates, and industry leaders for a week of networking and learning. The event included the five-year reunion celebration of the CYL national launch, where over 60 alumni mentors and mentees gathered for the graduation of the current group and acknowledgement of the success of the program.

"Before the creation of the CBIC, CYL selections were held in the spring as a standalone event and with so many people attending the conference in August, it just made sense to combine the two" said Jill Harvie, CCA Programs Manager. "In the end, it was both a huge attribute to the conference and a considerable benefit to the semi-finalists and graduates. Between the speakers, sessions, and ample networking opportunities, these young cattlemen and women gained a lot from the experience, whether they were chosen as finalists or not. Many positive comments were also made by other CBIC delegates about the amount of young faces in the crowd and the strong representation by the future of Canadian beef."

Congratulations to the 2016 recipients, who will soon be paired with an industry mentor to guide them over the next eight months. The CYL Program provides industry-specific training and mentorship opportunities to young producers. CYL participants have the opportunity to explore a potential career choice or involvement with a provincial/national producer organization, while gaining the expertise and business acumen necessary to sustain the cattle industry into the future.

Funding for the CYL Program is made available through its foundation partners, UFA Co-operative Ltd., the Alberta Livestock and Meat Agency (ALMA), Cargill, and MNP. The program also receives support from Gold Sponsors Farm Credit Canada and New Holland.

# The economics of pregnancy testing: webinar Sept. 15

## By the Beef Cattle Research Council

Producers are invited to join this free webinar to better understand the economics of choosing to pregnancy check and whether it is more profitable for your operation to cull cows in the fall or spring.

### When

The webinar begins at 8 p.m. in Manitoba.

### Watching on a tablet or mobile device?

If you plan to join the webinar using your tablet or mobile device, you will need to download the appropriate receiver. We recommend that you join the webinar 15 minutes early as you will be prompted to download the receiver once you log in, which may take several minutes to complete. To download the receiver ahead of time, visit: <http://www.citrix.com/go/receiver.html>

### Interested but aren't available that evening?

Register anyway! This webinar will be recorded and posted online at a later date. All registrants will receive a link to the recording and additional learning resources. By attending the live event, you'll have the opportunity to interact and ask questions too.

### Duration

Approximately 1 hour.

### Cost

BCRC webinars are available and free of charge thanks to guest speakers who volunteer their time and expertise to support advancements in the Canadian beef industry, and through the Knowledge Dissemination and

Click here to  
**Register**

Technology Transfer project funded by the National Check-off and Canada's Beef Science Cluster.

### Speakers

#### **Brenna Grant – Manager at Canfax Research Services**

Brenna has a Master's of Science in Applied Economics, Professional Agriologist designation and nine years' experience with Canfax Research Services (CRS). As manager of CRS, Brenna provides industry with statistical information, economic analysis and market outlooks focusing on both the Canadian and global beef markets.

#### **Jessica Gordon D.V.M., D.V.Sc. – Assistant Professor at the Ontario Veterinary College**

Dr. Gordon focuses her teaching on beef cattle health and management. Her most recent research involved parasite control in cow-calf herds. She completed her BS in Animal Science at Michigan State University. After graduation from veterinary school, she held a position in a food animal practice in Wisconsin servicing mostly dairy and cow-calf producers. She left the practice after 3 years to pursue a DVSc at the University of Guelph in Ruminant Health.

#### **Reynold Bergen, Ph.D. – Beef Cattle Research Council Science Director**

Dr. Bergen provides scientific and industry expertise to the BCRC, Beef Science Cluster and Canadian Cattle-

men's Association (CCA). He works with industry to identify research priorities, reviews research proposals and scientific reports, and engages with industry and research experts on an ongoing basis. To ensure producers have access to current research information, he develops fact-sheets for projects funded through the BCRC, and writes articles that are available through the CCA, provincial beef organizations, various ag media outlets and BeefResearch.ca.

### What is a webinar?

Webinars are just like attending a workshop or conference, but from the comfort of your own home or office. We bring the presentation right to you. They're easy to join and participate in. A reliable, high-speed internet connection is required.

All you need to do is register beforehand, and about 5-10 minutes before the webinar is scheduled to begin, click the link you were provided when you registered. Then turn up your computer speakers or call the phone number provided. That's it! Sit back and enjoy. As a participant, you can anonymously answer polls and surveys, and will have the opportunity to ask questions near the end of the webinar.

You can find more beef research-related webinars hosted by other organizations on our events calendar.

### Don't have high-speed internet?

Consider calling a neighbor that does and watch the webinar together, or call your regional ag office to ask whether arranging a group viewing is possible.

# Manitoba AG EX Launches a New Lineup for 2016

Submitted by Karen Burton,  
Provincial Exhibition of Manitoba

Manitoba Livestock Expo, Fall Fair, Manitoba AG EX, no matter what the name the Provincial Exhibition has been successfully hosting a fall fair to celebrate traditional agriculture practices for over 130 years. "Our fall cattle show has gone through a few different names and looks over the years. "Said Ron Kristjansson, General Manager of the Provincial Exhibition of Manitoba. "The one thing that hasn't changed though is the support. Even through the severe financial setbacks in the beef industry during the BSE crisis, this show has continued to be a significant event for local cattle producers and the city of Brandon."

In early 2015, the Provincial Exhibition released a new corporate logo and focused on growing their fall cattle event to include more agriculture components. The name Manitoba AG EX was chosen to reflect the vision of an agricultural event in Brandon that would appeal to a broader audience. The Provincial Exhibition signed a 3-year agreement with the Manitoba Rodeo Cowboys Association in the fall of 2015 to host the Manitoba Finals Rodeo (MFR).

"We know from experience that the crowds want action packed entertainment," said Kristjansson.

"There is nothing more exhilarating than the year-end rodeo competition so becoming the new home of the MFR is an excellent fit for Mani-

toba AG EX."

For the last decade, a standalone group has been organizing the rodeo and equine events that took place on a separate weekend from the Provincial Exhibition's fall cattle show.

"This isn't our first rodeo." Joked Kristjansson. "We had a partnership with the Manitoba Rodeo Cowboy Association in the early 2000's to host the MFR. We are fired up to restore this partnership and continue to expand Manitoba AG EX." said Kristjansson "An event like this has a significant economic impact on the Brandon region and gives our local producers an important opportunity to showcase their industry. "

This year's event will also include a variety of equine events as part of the free daily shows including the Manitoba Superhorse 50/50 Show & Sale, NAERIC Barrels of Cash Prospect Sale, Fall Classic Ranch

Sorting and the Hagan Performance & Ranch Horse Sale. "Every time we make one of our events bigger, that means more rental income for the Keystone Centre and more people coming in to our city to spend time in our hotels and restaurants. It's a win-win situation. " said Kristjansson.

The cattle shows will start on Wednesday, October 26 and run through until Saturday, October 29 in the Westoba Ag Centre at the north end of the Keystone Centre. The equine events, including the rodeo will start Thursday, October 27 and run through until Saturday, October 29 in Westman Place main arena.

Stalling for all of the animals will fill the north end barns as well as the Kinsmen and Enns Brothers Arenas. The Taste of Beef luncheon will pay tribute to the beef industry at the Canad Inn Road House on Wednesday, October 26. Tickets for the luncheon are \$25 and available by contacting the Provincial Exhibition office at [info@provincialexhibition.com](mailto:info@provincialexhibition.com).

As Manitoba's largest all breeds cattle show, the 2016 Manitoba AG EX event has attracted national attention. "For the first time ever, we will host the Western National Hereford Show as well as we will see a return of the Canadian National Limousin Show for this year. " said Kristjansson. "With close to 600 head of cattle at last year's show, we anticipate that the prominence of this event will attract even more animals and industry leaders." An extra day has been added to this event to accommodate the expected increase in cattle.

The daily equine and cattle shows are open to the public free of charge. Tickets for the evening rodeo are available for purchase at the Keystone Centre Box Office. Cost is \$20 for adults and \$10 for children 6-12 yrs plus the cost of the Keystone Centre ticket service fee.

Registration forms for the Cattle Show are available for download at [www.manitobaagex.com](http://www.manitobaagex.com) until October 1, 2016. Register before September 17 and you could win 2 tickets to the Manitoba Finals Rodeo.



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# Manitoba Beef & Forage Initiatives Inc.

220-530 Century Street  
Winnipeg, MB  
R3H 0Y4

Aug 25, 2016

## Research Technician

Manitoba Beef and Forage Initiatives Inc. (MBFI), has an opportunity available for someone interested in participating in leading edge beef and forage research and extension. MBFI is collaborating with multiple stakeholders to develop a made-in-Manitoba beef and forage research and extension farm in the Brandon area.

MBFI is seeking a **full-time, six-month term Research Technician**. This term position will be reviewed for an extension at the end of the six months. The candidate must be willing to work flexible hours as necessary, including weekends. Reporting to the Site Manager and the Research Coordinator, the Research Technician is responsible for: collecting, tracking and recording of research data; providing assistance on research projects; caring and handling of cattle and, operating large and small farm equipment. The Research Technician will record and maintain detailed information on farm activities including: equipment maintenance, standard operating procedures, and research results. The Research Technician will also assist in the setup and running of research experiments and extension activities. This position is based out of the Brandon area.

Class 5 driver's license is required and a Class 1 driver's license would be an asset but is not required. Physical skill, dexterity and coordination are required when handling cattle as well as for other farm activities.

For a detailed job description and list of qualifications, visit <http://www.mbf.ca/page.php?id=235>  
Please submit your resumé and cover letter by **Sept 16, 2016** to Ms. Carollyne Kehler, General Manager, [ckehler@mbbeef.ca](mailto:ckehler@mbbeef.ca).

Thank-you to all interested applicants, however only those under consideration will be contacted.



# Manitoba Beef & Forage Initiatives Inc.

220-530 Century Street

Winnipeg, MB

R3H 0Y4

## Job Description for Research Technician

Work under the general supervision of the Site Manager and Research Coordinator performing standard and complex procedures. Maintain accurate and timely record of test results; apply standard quality control procedures to assure accuracy of test results; operate, calibrate and perform routine maintenance on specialized equipment; maintain supply inventory; collect data; organize and centralize files and records. The successful candidate will be expected to exhibit individual initiative, work independently; be technically proficient and accurate; effectively communicate in both written reports and presentations; initiate and ensure compliance with applicable safety procedures; and possess attention to detail.

The majority of the work will be outdoors with some in laboratories or research facilities or rural locations within Manitoba. Requires a Bachelor's degree in a related field or high school education (some college preferred) with 1-2 years of related lab experience. Must be willing to work flexible hours as necessary, including weekends.

Specific duties include:

- Conducting tests and experiments on crops and livestock.
- Gathering, inputting, interpreting, and distributing recorded data.
- Operating and maintaining computer, laboratory and field equipment.
- Analyzing specific substances.
- Ensuring research conducted is done so using the highest standards leading to quality data and the efficient use of farm resources.
- Maintaining farm and laboratory inventory records, and ordering replacements as necessary.
- Shipping forage, soil, and other types of samples using approved procedures.
- Operating small and large farm equipment during field activities and feeding/handling/hauling cattle.
- Caring for and handling of livestock, including administering certain veterinary treatments.
- Ensuring all equipment is maintained properly, and procedures recorded.
- Ensuring all Standard Operating Procedures are updated and available to staff.
- Other duties as required.

General Competencies include:

**Continued to next page**

- Ability to work independently and as a team member.
- Takes ownership and pride in their work and the image of the organization.
- Critical thinking, with an ability to identify ways of improving operational efficiencies.
- Strong attention to detail when recording and interpreting research results, and when preparing specimens and samples.
- Proficient understanding of Microsoft Excel and Word, and a quick learner of any new programs.
- Strong communication skills, including public speaking.
- Follows instructions exactly as prescribed by the researcher, in a consistent and precise manner.
- Carries out routine tasks accurately and follows strict methodologies to carry out analyses.
- Ability to maintain and operate standard laboratory/research equipment.
- Proficient in farm equipment use and maintenance.
- Keeps up to date on technical developments in the livestock and forage industry, using all tools, including conducts searches (online or otherwise) on identified topics relevant to improving the efficiency, accuracy and relevancy of research operations.
- Follows strict safety procedures and safety checks.
- A valid Class 5 driver's license (Class 1 or 3 an asset).
- The ability to travel to the job site up to 20 km from Brandon.
- Physical skill, strength, dexterity and coordination for handling cattle and other farm operations.



# Manitoba Beef & Forage Initiatives Inc.

220-530 Century Street  
Winnipeg, MB  
R3H 0Y4

Aug 31, 2016

## Casual Farm Labour

Manitoba Beef and Forage Initiatives Inc. (MBFI), has an opportunity available for someone interested in participating in leading edge beef and forage research and extension. MBFI is collaborating with multiple stakeholders to develop a made-in-Manitoba beef and forage research and extension farm in the Brandon area.

MBFI is seeking **part time farm labour**. Hours for this position will depend on need and could range from 20 to 60 hours per week. Must be willing to work flexible hours as necessary, including weekends. Reporting to the Site Manager and the Research Coordinator, the farm labourer is responsible for working with cattle, working with farm equipment, operating yard equipment, feeding cattle, helping collect research data, cleaning, maintenance of equipment, repairing and maintaining farm buildings, helping prepare the sites for tours and recording data onto a computer. This position is based out of the Brandon area. The majority of the work will be outdoors with some in farm buildings or rural locations within Manitoba.

Class 5 driver's license is required and a Class 1 driver's license would be an asset but is not required. Physical skill, dexterity and coordination are required when handling cattle as well as for other farm activities.

Please submit your resumé and cover letter by **Sept 16, 2016** to Ms. Carollyne Kehler, General Manager, [ckehler@mbbeef.ca](mailto:ckehler@mbbeef.ca).

Thank-you to all interested applicants, however only those under consideration will be contacted.