



May 10, 2019

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E-Newsletter

An update from Manitoba Beef Producers

Links between Mental Health and Farm Management explored

Farm Management Canada — A University of Guelph study released in 2016 found farmers are among the most vulnerable when it comes to mental health, reporting higher levels of stress, depression, emotional exhaustion and burnout than the general population. The same study found 40 per cent of agricultural producers would feel uneasy getting professional help due to the stigma that exists around the issue.

We know that mental health impacts farm business decision-making, but to what extent? What other management practices are influenced by mental health, and how does farm business management impact mental health?

Farm business management practices can help reduce risk, increase certainty and increase confidence. Through the business planning process, farmers create a vision and learn to set realistic goals. They assess the risks and opportunities they may encounter along the way and put measures in place to mitigate and manage what is in, and

outside of their control. Planning solidifies the farm team, creating a support network including family, business partners, and advisors. It is our belief that in this way, farm business management facilitates mental preparedness, reducing stress and the physical, mental, emotional and behavioural consequences thereof. However, farm business management can also be stressful in and of itself, and the thought of improving your business acumen, rather daunting.

To help examine this issue further, Farm Management Canada (FMC) is embarking on a research project that is exploring the connection between mental health and farm business management. This will include factors influencing mental health, and how we can support mental health through business management, support business management through mental health, and the critical path forward. We further seek to explore whether demographic differences exist between Canadian regions, production

sectors, gender and age, and steps we can take to meet these individual needs.

Since requesting expressions of interest from agricultural stakeholders in February, Farm Management Canada has received incredible support for this project including those keen to help guide the project and provide financial support toward it.

Our sincere thanks go to Manitoba Beef Producers for their contribution to the project. With this support, FMC is pleased to announce we will be working with Wilton Consulting Group to research the connection between Mental Health and Farm Business Management.

We welcome any interested partners to come forward to ensure diverse representation from across the agricultural sector.

Stay tuned for further information on how you can get involved and help us continue to support farmers and their well-being for a sustainable and truly remarkable agricultural industry. For more information about FMC visit: www.fmc-gac.com.

Farm, Rural and Northern Support Services

1 (866) 367-3276



2019 MBP BURSARIES

Manitoba Beef Producers (MBP) will again award six \$500 bursaries to deserving Manitoba students in 2019.

The bursaries are available to MBP members, or their children, who are attending a university, college or other post-secondary institution. Students pursuing trades training are also eligible. Preference will be 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.

“It is our pleasure and privilege to be able to recognize deserving students who are from beef producing families and pursuing further education,” said Manitoba Beef Producers President Tom Teichroeb. “Each year these bursaries go to outstanding people, many of whom have returned to rural Manitoba following graduation and made substantial contributions to their communities.”

Those applying must be at least 17 years old as of Jan. 1, 2019 and be an active beef producer or the child of one. Applicants must use the bursary within two years of receiving it and the program they are attending must be at least one year in duration.

Interested students are required to submit an essay no more than 600 words in length discussing what the beef industry means to them, their family, community and Manitoba at large. Students are also asked to include the reasons they enjoy being involved in agriculture.

Applicants must also submit either a high school or post-secondary transcript, proof of enrolment in a recognized institution, a list of their community involvement and three references. The application can be found at www.mbbeef.ca/producers/mbp-bursary/. The winners are selected by a group of MBP directors. The names of applicants are redacted from the essays to ensure fairness in the selection process.

Completed applications must be submitted to MBP by Monday, June 3, 2019. All entries will be reviewed by the selection committee and the winners will be notified by July 31, 2019. The winning essays will also be reprinted in the September issue of *Cattle Country*.

In the News

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

- [CCA Report: Focusing on beef export markets and domestic issues](#)
- [Canadian livestock genetics exporters face delays in export permit renewal to China](#)
- [Traceability making its mark on food systems](#)
- [High River Western Feedlots Officially Sold](#)
- [Virden brothers share cowhand traditions](#)
- [Keep an eye out for scours](#)

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Province reviews Disaster Financial Assistance program

Province of Manitoba News Release — An improved provincial disaster financial assistance (DFA) program will result from recommendations made following an extensive program review done in collaboration with municipalities, Infrastructure Minister Ron Schuler, minister responsible for emergency measures, said today.

“When natural disasters strike, DFA helps Manitobans and municipalities recover while eliminating unreasonable financial burdens,” Schuler said. “By working together with municipalities on this review, we are ensuring the DFA program works best for Manitobans when they need it most.”

The review was conducted in collaboration with Association of Manitoba Municipalities (AMM) and the Manitoba Municipal Administrators Association. The review group conducted direct and meaningful consultations with municipal, federal and industry stakeholders to gain a better understanding of their unique perspective on the DFA program.

Recommendations to improve DFA included:

- providing more training and information on the DFA program in a variety of formats so that people better understand what is needed when navigating through a DFA claim,
- enabling online access to check on submitted

claims and digital methods for submitting documentation,

- improving the timeliness of municipal inspections so they occur sooner after a disaster, and
- providing clear criteria for when a DFA program is established.

“Municipal officials are on the frontlines protecting local communities when responding to natural disasters and extreme weather events,” said Ralph Groening, president, AMM. “The recommendations in this report identify several opportunities to streamline the provincial Disaster Financial Assistance program and make it more responsive to local needs during times of emergency.”

When a natural disaster occurs, the Manitoba government may declare the event eligible for DFA. The Manitoba Emergency Measures Act allows the government to provide financial assistance if the event meets the criteria outlined in the act and the Manitoba Emergency Measures Organization (EMO) administers DFA.

The Manitoba government will look at the impacts and circumstances of an event to determine if it meets the DFA program requirements. DFA programs are established after evaluation on a per event basis.

**THE REPORT CAN BE VIEWED
IN ITS ENTIRETY AT:**

**[WWW.GOV.MB.CA/EMO/
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Red River Floodway bridge work, consultations required for Hwy. 59

Province of Manitoba Press Release — The Manitoba government is moving ahead with detailed design work and a public engagement session for a new bridge on PTH 59 North over the Red River Floodway, Infrastructure Minister Ron Schuler announced.

“The bridge over the Red River Floodway on PTH 59 is a gateway to so many great experiences that Manitoba is known for – from Birds Hill Provincial Park to Grand Beach – and some of the great gems in cottage country,” Schuler said. “We have determined a cost-effective solution to replace the existing bridge and we look forward to consulting with Manitobans on this exciting project.”

Construction on the project is slated to begin in the fall of 2020, with completion slated for November 2023, he added.

The bridge was built in 1964 and has reached the end of its service life, and was also damaged in a vehicle collision last summer. Manitoba Infrastructure has selected the most cost-efficient replacement design, with no private property acquisition required. No alternatives under

consideration would require the acquisition of any private homes, the minister noted.

North and southbound bridges will be built to replace the existing structure and some roadway realignments will take place. The existing bridge will remain open during construction. Detailed design will lead to construction starting in the fall of 2020 with construction work to be completed and the roadway and bridges fully open to traffic by the fall of 2023. Construction will be staged to accommodate the operation of the Red River Floodway.

A public information session on the project will be held on May 22 at the East St. Paul Curling Club 260 Hoddinot Rd., East St. Paul.

The minister noted the Manitoba government’s responsibilities include water management, drainage and transportation infrastructure management, the construction, maintenance and operation of 19,000 kilometres of all weather roads, 2,200 km of winter roads, and over 21,000 bridges and culverts that keep traffic moving smoothly across the province.

Myles Masson wins first ever Manitoba Livestock Marketing Association Member of The Year Award

Submitted Story — Myles Masson was presented with a Member of The Year Award in Steinbach after being selected by his Manitoba Livestock Marketing Association peers at the annual Man-Sask Auctioneer and Cattle Convention. His peers, which consist of 35 auction mart operators, owners and order buyers, selected him based on a variety of new initiatives. The Ste. Rose Auction Mart introduced the “show list” method of selling cattle by auction approximately seven years ago. This new platform in Manitoba allows producers to maintain their represented identity and herd management skills while decreasing length of sale times. With the introduction of tractability, premise ID, and farm to plate awareness, this was a “win-win” for both the seller and the buyer.

Ste. Rose Auction Mart maintains a

well-kept, clean market with a large number of feed and water pens, while doing yearly structural changes for improved procedures while maintaining employee safety.

Ste. Rose also uses social media to promote their sales and consignors for each upcoming sale. Buyers are sent a full listening of the show list the night prior to the sale, which will be directed to their feedlots or backgrounding lots to Eastern and Western Canada, with all cattle pre-weighed before sale. This gives contacts a headstart on implementing their strategy to purchase load lots.

Masson also developed Cattle Connect, an online cattle marketing platform. The network was set up to compete with other electronic marketing companies operating outside Manitoba. His vision was to keep the

revenues from these sales in Manitoba for both the company that lists the cattle and the buyer, by allowing only trusted Manitoba buyers to purchase cattle on their PC or right from their mobile device. While still in its infancy stages compared to other internet sale companies now fully established in Western Canada, it will hopefully have potential to compete on same level in the near future. Although he is very honoured to receive this award, Masson also gives credit to his employees that have accepted the harder work required to implement these changes and initiatives.

Ste. Rose Auction Mart is active member in MLMA, Masson has served as President and has competed at both the LMAC and Man/Sask Auctioneering competitions and has also judged at the LMAC level.

HAVE **YOUR** VOICE HEARD



The Government of Manitoba started a consultation process on Feb. 19, on how Manitoba producers can increase protein production across the province. [Producers and stakeholders can read the position paper](#), and offer written comments on the proposal to ensure their perspective is considered. Written submissions will be accepted up to May 15, 2019.

You may send your submission by email to:

mbproteinadvantage@gov.mb.ca

Or mail it to: Manitoba Agriculture, 13 - 59 Scurfield Blvd.,
Winnipeg MB R3Y 1V2