

MANITOBA BEEF PRODUCERS

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NEWS RELEASE

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Manitoba Beef Producers Celebrates 40 years at 2019 AGM

'Proud Past, Promising Future' is theme of Brandon-based event

WINNIPEG – Manitoba Beef Producers' (MBP) 40th Annual General Meeting is taking place February 7-8 at the Victoria Inn in Brandon with the theme *Proud Past, Promising Future*.

"MBP's AGM is a time for delegates to glean knowledge about topics and trends affecting the beef industry, to debate resolutions, and to recognize deserving individuals for their contributions to our industry," said MBP General Manager Brian Lemon. "It is also a very valuable opportunity for networking and exchanging ideas with a wide array of people from industry, government and academia."

On Thursday, noted academic Dr. Sylvain Charlebois of Dalhousie University and Dr. Don Buckingham of the Canadian Agri-Food Policy Institute will discuss food and food policies and how they can affect the beef industry. Cargill Vice President of Canada Sales Mike Kennedy and Carl Dean of Cactus Club Restaurants will discuss where Canadian beef fits in the protein market. A luncheon targeted at young producers features Brandon lawyer Robert Johnston Q.C. discussing the area of family and farming.

There will be updates on topics affecting the industry, including movement reporting, the Verified Beef Production Plus (VBP+) Program and the Canadian Beef Sustainability Acceleration Pilot, and, business risk management programs and tools.

At Thursday evening's President's Banquet, MBP will celebrate the success of its producers with the presentation of The Environmental Stewardship Award, the MBP Lifetime Achievement Award, and will recognize retiring board directors for their contributions. The Hon. Gerry Ritz, the former federal Minister of Agriculture in the Harper government will be the keynote speaker.

Friday's panel discussion is focused on the theme "Beef belongs: We have a good story to tell" and features speakers offering an environmental perspective, a nutritional perspective and a communications perspective on beef production and consumption. Dr. Christian Artuso of Bird Studies Canada, nationally-recognized dietitian Carol Harrison and *Financial Post* columnist Toban Dyck will offer their thoughts and insights. Updates will also be provided on the work of the Beef Cattle Research Council and the Canadian Roundtable for Sustainable Beef.

A VBP+ workshop is available at the conclusion of the AGM for interested producers.

“We are so proud to be celebrating 40 years as an organization,” added Lemon. “We are appreciative of the ongoing support of the membership as we work to advance the interests of Manitoba’s beef industry and we look forward to a strong turnout for the AGM.”

For more information on the event agenda, and resolutions to be debated, please refer to 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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