

MANITOBA BEEF PRODUCERS

P. (204) 772-4542 220-530 Century Street
(800) 772-0458 Winnipeg, MB R3H 0Y4
F. (204) 774-3264 www.mbbeef.ca



NEWS RELEASE

For immediate release

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Manitoba Beef Producers Announces New General Manager

WINNIPEG – The Board of Directors of Manitoba Beef Producers (MBP) is pleased to announce the hiring of Carson Callum to the position of general manager.

Callum comes to MBP with extensive education and experience in agriculture. He grew up on a mixed grain and beef cattle farm south of Miami, Manitoba. He has a Bachelor's of Science Degree in Agriculture and a Master's of Science from the University of Manitoba where he majored in Animal Science. Most recently he was the Market Manager, Grains & Oils with Corteva Agriscience (formerly Dow Agrosiences).

MBP President Tom Teichroeb said the board is excited to have someone with Callum's qualifications working on behalf of Manitoba's beef industry.

"Callum has an array of personal, academic and work experience and training related to agriculture that will be very beneficial to our organization and to our membership, including advocacy work related to policy issues and trade," Teichroeb said. "We believe he will be a valuable addition to the MBP team."

Callum thanked MBP's board of directors for this opportunity and noted he is looking forward to working on issues and opportunities affecting Manitoba's cattle industry.

"I am looking forward to meeting with beef producers, industry and government officials and many others in the weeks ahead to talk about matters such as trade, growing conditions, wildlife management, traceability, public trust and more," Callum said. "I recognize there will be challenges from time to time, but there is also the potential for growth as we produce a high quality, nutrient-dense protein product sought after in markets inside Canada and well beyond our borders."

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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 6,500 beef producers across the province.

For more information, please contact:

Maureen Cousins
MBP Office: 204-772-4542