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NEWS RELEASE

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Manitoba Beef Producers identifies priority areas in advance of provincial and federal elections

WINNIPEG, MB – With both provincial and federal elections pending, Manitoba Beef Producers (MBP) has identified a number of priority areas on which it will advocate on behalf of the province’s cattle industry.

“Manitoba’s 6,500 beef producers play a critical role in the local and national economy, creating jobs and opportunities, as well as providing valuable ecological goods and services,” explained MBP President Tom Teichroeb. “It is important that there is a policy and regulatory environment in which the industry can thrive and we want to ensure candidates are aware of the perspectives of beef producers on different matters.”

Some of the topics about which MBP will be advocating with both provincial and federal candidates include: the need for equitable and effective business risk management programs; the importance of sound water management strategies, both for times of drought or excess moisture conditions; recognition of the ecosystem services provided by managing grasslands, such as carbon sequestration and preserving habitat for many different species; exploring new trade opportunities and full optimizing existing trade deals; strategies to tackle labor shortages; and, the benefits provided to the sector through investments in beef and forage research and innovation.

“As the two election campaigns unfold in the weeks ahead we strongly encourage our members to talk to their candidates about the value of the beef industry to Manitoba and to ask the candidates about their priorities when it comes to the cattle sector,” added Teichroeb. “It is important our voices are heard by the people who could be shaping policies and programs affecting agriculture for years to come.”

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Manitoba Beef Producers is the exclusive voice of the beef industry in Manitoba, representing 6,500 producers across the province. The mission of MBP is to represent all beef producers through communication, advocacy, research, and education—within the industry and to governments, consumers and others, to improve prosperity and ensure a sustainable future.

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