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MEDIA RELEASE

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Manitoba Beef Producers Convene 41st AGM and President's Banquet

'Where beef fits in an evolving marketplace' is theme of Brandon-based event

WINNIPEG – Manitoba Beef Producers' (MBP) 41st Annual General Meeting is taking place February 6-7 at the Victoria Inn Hotel & Convention Centre in Brandon, MB. with the theme *Where Beef Fits in an Evolving Marketplace*.

"We are pleased to return to the 'Wheat City' where we will look back at our 41 years representing beef producers and look ahead to what the future may hold for the sector," said MBP General Manager Carson Callum. "This is an important time for delegates to glean knowledge about topics and trends affecting the beef industry, to debate resolutions, recognize retiring directors, acknowledge environmental stewards, network and to share fellowship."

Thursday highlights include two industry knowledge sessions. First up is Michael Young of Canada Beef who will discuss Canadian beef's place in the global marketplace. Thereafter Dr. Kim Ominski of the University of Manitoba and Dr. Reynold Bergen of the Beef Cattle Research Council will talk about research and technology to advance the beef industry. Other Day 1 speakers will cover topics such as succession planning, as well as the National Beef Strategy. There will be a screening of two new MBP videos, as well as the critically acclaimed short documentary, *Guardians of the Grasslands*.

Capping off Day 1 of the AGM is the annual President's Banquet. Along with remarks from the Hon. Blaine Pedersen, Minister of Agriculture and Resource Development, there will be the presentation of *The Environmental Stewardship Award* and five retiring/non-returning directors will be recognized. Comedian Dan Verville will cap off the evening with some entertainment.

Friday's panel discussion is based on the theme "How does beef stack up in a competitive protein marketplace," with speakers from government and the value chain. There will also be presentations by representatives from the Canadian Cattlemen's Association Public Engagement and Issues Management Program and the Beef Cattle Research Council, along with a market update from Canfax staff. A VBP+ workshop is available at the conclusion of the AGM for interested producers.

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 6,500 beef producers across the province.

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