

# E-Newsletter

*An update from Manitoba Beef Producers*

## Province Expands 'Back to Work' Wage Subsidy Program

*(July 15, 2020 Government of Manitoba News Release)* As part of #RestartMB, Manitoba's roadmap to recovery, the Manitoba government is expanding its 'Back to Work' wage subsidy program and providing additional financial support for businesses to bring more Manitobans back, Premier Brian Pallister announced.

"Since the beginning of this pandemic, we knew we had to create opportunities for young Manitobans and we've created them," said Pallister. "We have supported the creation of 8,200 additional positions for young people and now we lead the country, but there is still work to do. Today, I am proud to announce the expansion of our Back to Work wage subsidy program to provide more opportunities for businesses to offer the services Manitobans depend and rely on."

The enhanced Back to Work program will reimburse up to \$5,000 for up to 10 new workers to a maximum of \$50,000 per business, not for profit or charity. Businesses that have already benefited from provincial summer wage subsidies are eligible for this new wage subsidy benefit to hire or bring back an additional 10 employees. The program will now reimburse half of all wages for those newly hired to Oct. 31. Employers that have received financial support from other various provincial and federal programs are all eligible, the premier noted.

Over the past month, more than 300 Manitoba businesses have applied for approximately \$5 million to support 1,000 positions.

"Many retailers are only now beginning to slowly rebuild their staffing to their levels prior to the onset of COVID-19," said John Graham of the Retail Council of Canada. "The extension of this job creation incentive will play a critical role in helping many business owners lessen the risk of expanding their workforce in anticipation of business growth."

The application deadline is Oct. 1, with a deadline to submit proof of wages of Jan. 4, 2021. Businesses can apply for the wage subsidy starting July 16 at noon at <https://manitoba.ca/covid19/business/btwmp.html>.

Although Manitoba posted the second-best job recovery statistics in the country last month, Pallister noted there are still more than 69,000 Manitobans looking for work.

"Getting people back to work safely is job number one for our government," said Pallister. "We are leading the country in putting in place the most generous and most comprehensive job creation programs our province has ever seen and any province has put in place."

As an additional support for Manitoba businesses, the government also announced today that it will be extending the Manitoba Gap Protection Program deadline for applications to Aug. 31 from July 31. Businesses that are ineligible for federal support can also apply for an immediate \$6,000 under this program, which has already provided more than \$45 million in COVID business relief to over 7,600 employers who otherwise had no government support.

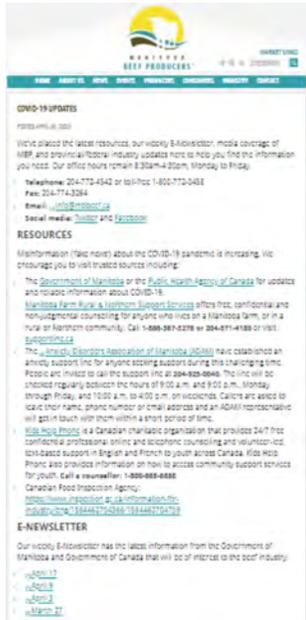
"Our suite of job creation programs is designed to give Manitoba workers and employers the right support at the right time for the right job opportunity," said Pallister. "We are looking ahead to build our economy back even stronger."

More than 2,500 Manitobans have already applied for the Manitoba Job Restart Program, which provides up to \$2,000 to those who safely return to work and voluntarily stop collecting the federal Canada Emergency Response Benefit (CERB) or Canada Emergency Student Benefit (CESB). The program application deadline is July 31.

### #RestartMB ECONOMIC SUPPORT PROGRAMS

**The Back to Work Manitoba Initiative** is a key component of Manitoba's economic restart. The program is open to all

For reliable information and resources please visit:



**COVID-19 UPDATES**  
 19/03/2020  
 We've placed the latest resources, our weekly eNewsletter, media coverage of MBP, and provincial/federal industry updates here to help you find the information you need. Our office hours remain 8:30am-4:30pm, Monday to Friday.

Telephone: 204-770-4342 or toll-free 1-800-770-0432  
 Fax: 204-770-2284  
 Email: [info@mbp.ca](mailto:info@mbp.ca)  
 Social media: [Twitter](#) and [Facebook](#)

**RESOURCES**  
 As information (fake news) about the COVID-19 pandemic is increasing, we encourage you to visit trusted sources including:

- The [Government of Manitoba](#) or the [Public Health Agency of Canada](#) for updates and reliable information about COVID-19.
- [Manitoba Farm, Rural & Agriculture Support Services](#) offers free, confidential and non-judgemental counselling for anyone who lives on a Manitoba farm, or in a rural or farmtown community. Call 1-888-367-4276 or 204-671-4188 or visit: [Support421.ca](#)
- The [Canadian Cattlemen's Association \(CCA\)](#) have established an advisory support line for anyone seeking support during this challenging time. Please call to call the support line at 204-830-0666. The line will be open on regular business hours of 9:00 a.m. and 5:00 p.m., Monday through Friday, and 10:00 a.m. to 4:00 p.m. on weekends. Calls are asked to leave their name, phone number or email address and an ADAMI representative will get in touch with them within a short period of time.
- [Vital Voice Project](#) is a Canadian charitable organization that provides 24/7 free confidential professional online and telephone counselling and volunteer-led text-based support in English and French to youth across Canada. Vital Voice Project also provides information on how to access community support services for youth. Call a resource line: 1-800-668-6868
- Canadian Food Inspection Agency: <http://www.inspection.gc.ca/information/fr/2020/03/19/covid-19/20200319>

**E-NEWSLETTER**  
 Our weekly eNewsletter has the latest information from the Governments of Manitoba and Government of Canada that will be of interest to the beef industry.

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**COVID-19  
NOVEL CORONAVIRUS**

Manitoba 



**FOR MORE INFORMATION ON CORONAVIRUS:**

 1-833-784-4397       [@canada.ca/coronavirus](https://canada.ca/coronavirus)

 Public Health Agency of Canada      Agence de la santé publique du Canada      

← For the latest Manitoba industry news:  
<https://www.mbbeef.ca/news/covid-19-updates/>

← The Canadian Cattlemen's Association is collaborating with industry stakeholders and the Government of Canada to ensure both stable beef production and trade during and following the COVID-19 pandemic. <https://www.cattle.ca/ccaresources/covid-19/>



## HEADLINE NEWS

**Debate heats up over dangers of saturated fat**

**Have gun will travel**

Coronavirus at meat plants builds demand for mobile butchers



**Meating your needs**  
 Skip the grocery store and have fresh meat delivered right to your door with online butcher

**US farmers' beef with Burger King over cow fart ad**

**'Huge spike' in young new gardeners has Manitoba's horticultural community blooming**

# Wage subsidy program continued from page 1

private-sector and non-profit employers and covers 50 per cent of wage costs between July 15 and Oct. 31. Employers can be supported to hire up to 10 workers to a maximum of \$5,000 per worker and \$50,000 per employer. This program is open to applicants of the Summer Student Recovery Jobs program and Back to Work this Summer Program. The application deadline is Oct. 1.

**The Summer Student Recovery Jobs Program** offers a wage subsidy to Manitoba employers to support the hiring of high school and post-secondary students. Eligible employers can apply for an hourly \$7 wage subsidy, up to a maximum of \$5,000 per student to hire up to five students, ages 15 to 29. The maximum amount of funding an employer can receive is \$25,000. Employers have until Sept. 4 to apply.

**The Non-Profit Summer Student Incentive Grant** is available to eligible charities and non-profit organizations that apply for the Summer Student Recovery Jobs Program. The grant provides an additional \$6,000 to approved non-profits/charities that hire at least one full-time equivalent student under the jobs program for at least eight weeks, with \$3,000 paid upfront and the remainder paid at the end of summer employment. Organizations that have already applied under the Summer Student Recovery Jobs Program do not need to re-apply.

**The Manitoba Gap Protection Program** for businesses provides a one-time, \$6,000 non-interest bearing forgivable loan to Manitoba small and medium-sized businesses that have experienced hardships in Manitoba as a result of the COVID-19 pandemic and related public health orders. The loan is forgiven on Dec. 31 if recipients declare at that time that they have not received any non-repayable COVID-19 federal supports greater than \$6,000. Application deadline is Aug. 31.

**The Manitoba Job Restart Program** is an incentive program designed to encourage thousands of Manitobans to return to work safely and voluntarily stop collecting the Canada Emergency Response Benefit (CERB) or Canada Emergency Student Benefit (CESB). The program will provide direct payments to workers to a maximum of \$2,000 over a six-week period. The application deadline is currently July 31.

**Student Jobs MB ([www.studentjobsmb.ca](http://www.studentjobsmb.ca))** is a new online tool that matches students to employers across Manitoba. Employers looking to hire a summer student can create a profile, get matched with students interested in their industry, view student resumes and contact prospective candidates for an interview.

## Manitoba Government Further Extends State Of Emergency to Support COVID-19 Pandemic Work

*(July 14 Government of Manitoba News Release)* The Manitoba government has extended the provincewide state of emergency under The Emergency Measures Act to continue to protect the health and safety of all Manitobans and reduce the spread of COVID-19.

The extension took effect at 4 p.m., Tuesday, July 14 for a period of 30 days.

A state of emergency allows the government to take quick action to support Manitobans when they need it most. The state of emergency was first declared on March 20 by the powers set out in section 10(1) and 10(2) of The Emergency Measures Act to enable the province to respond to the COVID-19 pandemic. It was further extended on April 18, May 17 and June 15.

For additional information and to view the state of emergency and public health orders, visit [www.manitoba.ca/covid19/soe.html](http://www.manitoba.ca/covid19/soe.html).

For more information on The Emergency Measures Act and a state of emergency, visit: <https://web2.gov.mb.ca/laws/statutes/ccsm/e080e.php>.



Credit: Donalee Jones

The GTOM crew is working hard (and staying safe) on set this week to bring you some new shows for the 31st season premiering Sept 12th on CTV.



## Showcasing nutritious, affordable, delicious foods grown by Manitoba's farmers

We're gearing up to bring you season 31 of Great Tastes this fall!

Manitoba's most watched cooking show, *Great Tastes of Manitoba*, is the province's longest running, locally produced television series and reaches more Manitobans each week than anything on the Food Network.

Each week local experts representing Manitoba Farmers join our host Dez Daniels in the kitchen. They cook and share stories about how food is produced in Manitoba, and tips for choosing and preparing these locally grown ingredients.

Tune in or stream Elisabeth Harms and Manitoba Beef Producers on **September 12** ("Comforting Classics") and **October 31** ("Around the World") at 6:30pm on CTV Winnipeg or online at <http://greattastesmb.ca/>

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so we decided to do it virtually!

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JULY 2020**

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*The Voice of  
MANITOBA'S  
BEEF INDUSTRY*



**CATTLE COUNTRY**

## **COLUMN: Developmental programming**

*Developmental programming is a concept whereby events happening to the cow during critical stages of development of her fetus affect that unborn calf throughout its lifetime. Future production of the calves can be affected by herd management during gestation.*

(Dr. Tanya Anderson, DVM, writing for *The Vet Corner* on page 11 of the July 2020 issue of *Cattle Country*)

# Western Economic Diversification Canada supports women-owned businesses in Western Canada

Government of Canada to invest \$8.3 million in western Canadian women entrepreneurs

*(July 15, 2020 – Western Economic Diversification Canada News Release)*

Canadian women entrepreneurs are contributing to the economic success of our communities. At the same time, they have unique and systemic hurdles to overcome when starting and growing a business, and have been severely affected by the COVID-19 pandemic. For example, many of the sectors where women entrepreneurs tend to operate like retail, accommodation and food services, have been disproportionately impacted by COVID-19.

To help remedy this situation, Terry Duguid, Parliamentary Secretary to the Minister of Economic Development and Official Languages (Western Economic Diversification Canada), today announced \$8.3 million through the Regional Relief and Recovery Fund to support the Women's Enterprise Initiative (WEI) organizations across Western Canada. PS Duguid made the announcement on behalf of the Honourable Mélanie Joly, Minister of Economic Development and Official Languages and Minister responsible for Western Economic Diversification Canada (WD).

The Women's Enterprise Centre in British Columbia, Alberta Women Entrepreneurs, Women Entrepreneurs of Saskatchewan, and the Women's Enterprise Centre of Manitoba will each receive \$2 million in additional loan funds for women entrepreneurs. In addition, \$300,000 in operating funding will be divided equally among the four WEIs to meet the increased demand for advisory services and business supports.

## Targeted support for women entrepreneurs in Western Canada

These organizations will use the funds to assist Canadian women-owned businesses unable to access larger federal relief funding programs by providing them with immediate liquidity to face COVID-19-related challenges. WEI organizations have extensive experience working with women entrepreneurs, assisting them to overcome barriers and challenges in building their businesses. They also have a proven track record in providing loans and after-care services to women entrepreneurs to ensure their long-term success.

Supporting businesses during this unprecedented time of crisis is an integral part of Canada's COVID-19 Economic Response Plan. These businesses are the backbone of our economy—they provide good jobs that support families across the country. By supporting employers today, Canada will be in a stronger position as we come out of this crisis.

## Quotes

*"Women entrepreneurs and women-owned businesses are facing unique challenges in Canada and across the West. I'm pleased the Government of Canada is able to provide these supports so they can continue operating and building Canada's economic future. Women entrepreneurs want to go back to building their businesses, and we will be there to help them build back better."*

- **The Honourable Mélanie Joly, MP for Ahuntsic-Cartierville, Minister of Economic Development and Official Languages and Minister responsible for Western Economic Diversification Canada**

*"Western Canadian women entrepreneurs make incredible contributions to our economy and communities every day. Their economic empowerment is essential for a thriving economy and will be crucial for the economic recovery of western Canadian communities. With WD's assistance and other Government of Canada supports women-led businesses will come back stronger than ever."*

- **Terry Duguid, Parliamentary Secretary to the Minister of Economic Development and Official Languages (Western Economic Diversification Canada) and to the Minister of Environment and Climate Change (Canada Water Agency)**

*"The RRRF will assist in amplifying the supports provided by WESK (and other members of the Women's Enterprise Initiative) to women entrepreneurs in our province. Women entrepreneurs leveraging the new loan fund can also utilize the wrap around services of WESK to address business recovery in a strategic fashion."*

- **Prabha Mitchell, Chief Executive Officer, Women Entrepreneurs Saskatchewan**

## Quick facts

- On May 13, 2020, the Government of Canada launched the \$962 million Regional Relief and Recovery Fund—including \$304.2 million for Western Canada—to support businesses economically impacted by the COVID-19.
- The funding announced today is provided through WD, which strategically invests in projects that promote sustainable community economic diversification, enhance business development and growth, and facilitate innovation.
- In 1995, WD established the Women's Enterprise Initiative (WEI), creating an independent non-profit organization in each western province to support women entrepreneurs to start and grow their businesses. The WEI organizations provide business advisory services, loans (up to \$150,000), mentorship and networking opportunities to support women entrepreneurs.
- The Government of Canada is advancing women's economic empowerment with the Women Entrepreneurship Strategy, a nearly \$5-billion investment that seeks to double the number of women-owned businesses by 2025.

## Related products

- [COVID-19: Western Economic Diversification Canada launches Regional Relief and Recovery Fund to support local economy](#)



EVERY TUESDAY FROM JULY 7 TO AUGUST 25, 2020  
12:00 PM TO 12:45 PM ET

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**JOIN US** for a Facebook Live *Let's Make Lunch*  
summer cooking camp for kids!

*Let's Make Lunch* is a series of 8 FREE weekly summer camp sessions.  
Classes will run on the Canadian Beef Facebook page: @loveCDNbeef.  
Hosted by: Andrea Villneff, nutrition and food skills educator, BASc, PHEc, Chef



### **EACH CAMP LESSON INCLUDES:**

- a featured recipe that kids can cook along with – kids make lunch!
  - recipe card & shopping list posted in advance
- how-to video lesson for reference before/after the Camp Lesson  
[canadabeef.ca/lets-make-lunch-summer-camp](https://canadabeef.ca/lets-make-lunch-summer-camp)

**For more recipes, order your free copy of *Let's Make Lunch* resource booklets at  
[thinkbeef.ca/order-centre](https://thinkbeef.ca/order-centre)**

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the segment!](#)