

# E-Newsletter

*An update from Manitoba Beef Producers*

## Online Provincial Pandemic Response System Launched to Inform, Guide Manitobans on COVID-19

*(August 19, 2020 Province of Manitoba News Release)*

The Manitoba government has launched the #RestartMB Pandemic Response System, a new public health online tool that connects Manitobans with clear, timely, and more detailed and localized information about the current risk of COVID-19 and the specific measures being taken to reduce its spread, Premier Brian Pallister announced today.



“Keeping Manitobans safe is our government’s top priority in these uncertain times,” said Pallister. “Equipping Manitobans with the information they need to stay safe while restarting our economy will help ensure we are better prepared to navigate through the COVID challenges ahead. That is what our new Pandemic Response System is designed to do.”

This new online tools allows public health officials to apply and effectively communicate with Manitobans specific changes and related pandemic containment measures by localized site, region or sector as needed. This will allow targeted measures focused on containing any outbreaks, instead of applying provincewide restrictions. This ensures public health remains a top priority while minimizing impacts on the economy and services for Manitobans.

The #RestartMB Pandemic Response System, the first of its kind in Canada, is based on a series of COVID-19 indicators monitored by public health officials to give Manitobans a clear and detailed picture of the situation throughout the province at all times. Those COVID-19 indicators include health system capacity, public health capacity, risk of outbreaks in vulnerable settings and risk of importation of cases.

The four colour-coded response levels are:

- (red) critical – community spread of COVID-19 is not contained and/or there are significant strains on the health-care system;

- (orange) restricted – community transmission of COVID-19 is occurring, public health measures are being taken to manage the negative impact on human health and/or the health system;
- (yellow) caution – community transmission of COVID-19 is at low levels; and
- (green) limited risk – the spread of COVID-19 is broadly contained and a vaccine and/or effective treatment is available.

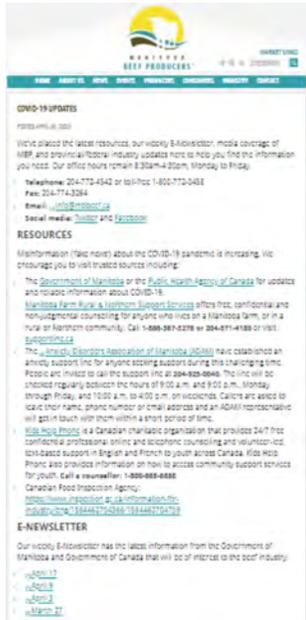
The system launched with a provincewide level of ‘caution’, meaning COVID-19 is still a threat across Manitoba, but community transmission levels are low. There are multiple and isolated clusters of cases which are mostly contained. For more information on the COVID-19 indicators and the four response levels, visit <https://manitoba.ca/covid19/prs/system.html>.

“We must learn to live with this virus, and be prepared to both respond and adapt to changes in the transmission risks COVID-19 presents,” said Dr. Brent Roussin, chief provincial public health officer. “The Pandemic Response System is a key preparedness tool setting out what Manitobans must do, at each response level, to help reduce risks and minimize the spread of this virus.”

The site outlines steps Manitobans should be taking at each response level, as well as public health orders and guidance for businesses, service providers and other sectors.

At all response levels, Manitobans should continue to follow the public health fundamentals. Those include: *cont. on page 3*

**For reliable information and resources please visit:**



**COVID-19 UPDATES**  
 2020-08-16 09:00  
 We've placed the latest resources, bi-weekly e-Newsletters, 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: 204-773-4342 or toll-free 1-800-773-0482  
 Fax: 204-773-2284  
 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, Food, & Agribusiness Support Services](#) offers free, confidential and non-judgmental counselling for anyone who lives on a Manitoba farm, or in a rural or Northern community. Call 1-888-367-4378 or 204-671-4188 or visit: [Support418.ca](#)  
 • The [Manitoba Agriculture Association of Manitoba \(MAAM\)](#) have established an advisory support line for anyone seeking support during this challenging time. Peeps are invited to call the support line at 204-693-0606. 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 Saturdays. 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.  
 • [Kids Help Phone](#) 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. Kids Help Phone also provides information on how to access community support services for youth. Call a counsellor: 1-800-668-6868.  
 • Canadian Food Inspection Agency: [www.inspection.gc.ca/information/fr/covid-19/2020/08/16/164457424](http://www.inspection.gc.ca/information/fr/covid-19/2020/08/16/164457424)  
**E-NEWSLETTER**  
 Our weekly e-Newsletters has the latest information from the Governments of Manitoba and Government of Canada that will be of interest to the beef industry.  
 • [eNews 17](#)  
 • [eNews 16](#)  
 • [eNews 15](#)  
 • [eNews 14](#)



**COVID-19 NOVEL CORONAVIRUS**  
 Manitoba 

**FOR MORE INFORMATION ON CORONAVIRUS:**  
 ☎ 1-833-784-4397      @canada.ca/coronavirus

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

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

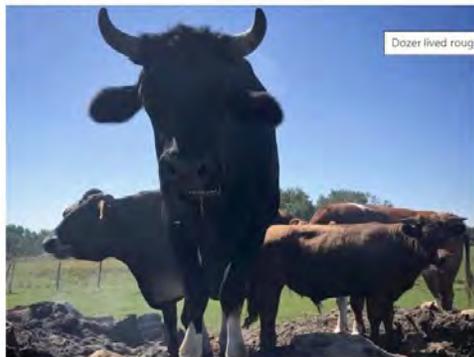
← The Canadian Cattlemen's Association is collaborating with industry stakeholders and the Government of Canada to ensure both stable beef production and trade during and following the COVID-19 pandemic. <https://www.cattle.ca/ccaresources/covid-19/>



## HEADLINE NEWS

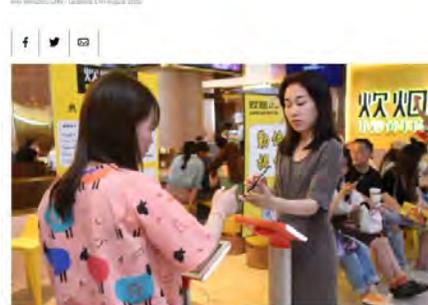
### Saying "Goodbye" To The Biggest Steer In The World

Category: Local News  
 Published: Thursday, 20 August 2020 15:05  
 Written by Connor Gerbrandt



What was very likely the biggest bovine in the world died on Tuesday in a farm just outside of Steinbach. "Dozer", a seven-year-old steer, lived and died on Kismet Creek Farm, south of the city. At his most recent measurement, he was 6'5".

### Restaurant chain in China apologizes for weighing diners to determine how much food they should eat



Hong Kong (Xinhua) — A restaurant chain in southern China has issued a public apology for weighing diners before they entered the premises as part of a national campaign to reduce food waste.

Customers going into the popular Hunan chain Chuyuan Fried Noodle, in the city of Changsha, were asked to weigh themselves on a set of scales and provide personal information. The restaurant would then suggest menu items based on their physique.

### Beef will ride protein wave, says food prof

By Barb Glen

Reading Time: 3 minutes

Published: August 20, 2020

Livestock



#### ECONOMICS WILL CHANGE CONSUMER BUYING HABITS

Food trend expert David Hughes of Imperial College, London, says eggs and chicken are in the best position to profit from economic pressures resulting from the pandemic. As money grows tight, consumers respond by changing protein purchases.



Beef remains the world's premium meat protein but there's also a clear and present danger on its plate, says a renowned professor and speaker on global food issues.

Dr. David Hughes told participants in the virtual Canadian Beef Industry Conference Aug. 11 that the beef sector must respond to criticisms about its environmental footprint and human health impact if it is to capitalize on the increasing global demand for protein.

# Pandemic response system continued from page 1

- always stay home when sick, even if mildly ill;
- enhanced hand hygiene;
- maintain physical distancing; and
- wear masks in public indoor settings where physical distancing is not possible.

The #Restart Pandemic Response System supports the Manitoba government's roadmap to recovery from the effects of the COVID-19 pandemic. For more information, visit [www.manitoba.ca/restartMB](http://www.manitoba.ca/restartMB).

## Backgrounder

#RestartMB Pandemic Response System  
COVID-19 is still a threat across Manitoba; however, transmission levels are low. The chief provincial public health officer has set the response level to Caution across the entire province.

Manitobans must:

- Stay home when sick.
- Practise social distancing, hand washing/sanitizing and cough etiquette.
- Wear a mask in indoor settings where social distancing is not possible.
- Follow public health guidance on travel and self-isolation.
- Limit group sizes to a maximum of 50 people indoors and 100 outdoors.
- Vulnerable people, such as seniors, are encouraged to exercise additional caution.

Additional sector-based guidance at the Caution Level follows. All activities require two metres of physical distancing except for brief exchanges, where masks are used, or if non-permeable barriers (e.g., Plexiglas) are in place.

Public Health officials may place individual sectors, regions or facilities in an elevated response level. For more detailed guidance, including restrictions and recommendations for specific workplaces, visit [www.manitoba.ca/covid19](http://www.manitoba.ca/covid19).

## Travel

- Non-essential travel outside of Manitoba is strongly discouraged. Exceptions exist for certain critical needs like health care and transporting important goods and services.
- Fourteen days of self-isolation is required people returning or coming to Manitoba from all jurisdictions except, western and northern Canada and northwest Ontario.

## Gatherings

- Indoor gatherings of up to 50 people are permitted.
- Outdoor gatherings of up to 100 people are permitted.
- Larger group sizes will be allowed where distinct groups (cohorts) of 50 (indoors) or 100 (outdoors) can be separated to prevent contact with other groups.
- For faith-based gatherings, powwows and other cultural and spiritual events, the site capacity will be a maximum of 30 per cent or 500 people, whichever is lower. Sub-groups or cohorts are not required.

## Hospitals, personal care homes and long-term residential care

- Two designated caregivers that are family or close friends with an established pattern of involvement may visit for any length of time.
- General visitors are permitted indoors for shorter periods in certain situations with precautions.
- Outdoor visits remain preferred and are only limited by the ability to maintain physical distancing.

## Kindergarten to Grade 12 Schools

- Kindergarten to Grade 8 students and students with special learning needs will participate in in-class learning five days per week.
- Students in grades 9 to 12 will be in class to the greatest extent possible. Remote learning for high school students may vary from school to school, depending on the ability to physically distance including in classrooms, hallways and other areas.

## Post-secondary Institutions

- Institutions may operate and may limit classroom size or offer online or remote learning to maintain physical distancing.

## Child Care

- Family child-care homes and child-care centres may be able to open and work toward safely increasing their operations to full regular licensing capacity while still meeting directives outlined by public health.
- Child-care centres will have maximum group sizes/cohorts within indoor settings of up to 30 people, including children and staff. Cohorts are allowed as long as there is a physical barrier or if at least four metres of space is maintained when a non-permeable barrier is not possible.

## Retail

- Retail businesses may be able to open. However, they must ensure that members of the public are reasonably able to maintain a separation of at least two metres, except for brief exchanges.

## Restaurants and Other Public Food Establishments, and Bars, Beverage Rooms, Brew Pubs, Micro-breweries and Distilleries

- Businesses may fully operate within normal occupancy levels indoors and outdoors; however, there may not be self-service buffet services.
- Measures must be put in place to ensure two-metre separation between tables and seating, or a temporary or permanent physical barrier.
- Walk-up counter service is not generally permitted.

## Fitness Clubs, Gyms and Training Facilities

- Fitness clubs, gyms and training facilities, martial arts, gymnastic clubs, yoga studios and dance, theatre and music schools must remain at occupancy levels of 50 per cent or one person per 10 square metres, whichever is less.

## Casinos

- Facilities able to open with a maximum occupancy of 30 per cent of the site's capacity, including staff. Sub-groups or cohorts are not required.

# SCHOLARSHIPS

MBP is pleased to make available six \$500 scholarships annually for MBP members or their children attending a university, college, other post-secondary institution or pursuing trades training. Completed applications and supporting documents are due Friday, November 6.

## **Pandemic Response System Moves to "Restricted" for Prairie Mountain Health**

### **Restrictions on Public Gatherings, Mandatory Masks Coming into Effect: Friesen**

*(Province of Manitoba news release, August 21, 2020)* Manitoba's public health officials have elevated the #RestartMB Pandemic Response System level for the Prairie Mountain Health region to Restricted (orange) effective immediately, with new measures being put in place help slow the spread of COVID-19, Health, Seniors and Active Living Minister Cameron Friesen announced today.

"As part of the new Pandemic Response System, we are able to move quickly with specific, targeted measures for this region," said Friesen. "Based on the recommendations of our public health experts, stronger restrictions are needed to put us back on track in this part of our province."

As of Monday, Aug. 24, masks will be mandatory in all public indoor places and at all indoor and outdoor public gatherings in the region. Public gatherings will also be restricted to 10 people, both indoors and outdoors.

"These new steps are in direct response to the spread of the virus through large, family and other gatherings, which is why we are restricting gathering sizes and mandating masks in all indoor public settings," said Dr. Brent Roussin,

Manitoba's chief provincial public health officer.

"If public health begins to see other forms of transmission, additional steps may be required to contain the spread." These restrictions will remain in place for a minimum of two weeks. Further direction or additional restrictions may be put in place by public health at any time. Enforcement will begin effective Aug. 24.

As of Aug. 20, there were 217 COVID-19 cases in the Prairie Mountain Health region. When considered in combination with a number of other indicators announced as part of the #RestartMB Pandemic Response System, public health officials believe an increased response level is required to help slow the spread of COVID-19.

Previous provisions in place for all other sectors in this region remain in place, however public health officials will be closely monitoring the situation should further restrictions be needed. The remainder of the province remains at Caution (yellow).

*Please see backgrounder on the following page*

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SEPTEMBER 2020**

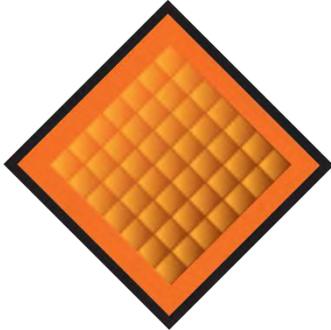
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*The Voice of*  
**MANITOBA'S  
BEEF INDUSTRY**



# CATTLE COUNTRY



**PRAIRIE MOUNTAIN HEALTH REGION MOVES TO RESTRICTED (ORANGE) LEVEL OF #RESTARTMB PANDEMIC RESPONSE SYSTEM**

Community transmission of COVID-19 is occurring across much of the Prairie Mountain Health region. New clusters are occurring, but can be controlled through self-isolation, testing and contact tracing so they do not spread further. The health care system is currently able to manage COVID-19 case levels, however changes in restrictions and behaviours are required to prevent further level changes.

Individuals in the Prairie Mountain Health region must:

- Wear a mask in all indoor public places and at all public gatherings (indoor and outdoor).
- Limit public gatherings to a maximum of 10 people indoors and outdoors.
- Stay home when sick.
- Practice social distancing, hand washing/sanitizing and cough etiquette.
- Follow public health guidance on travel and self-isolation.
- Vulnerable people, such as seniors, are encouraged to exercise additional caution.

Previous provisions in place for all other sectors in this region remain in place. Further direction or additional restrictions may put in place by public health at any time.

The rest of Manitoba remains in the Caution (yellow) level. Public health officials may place the province or other regions or facilities in an elevated response level at any time.

For more detailed guidance, visit [www.manitoba.ca/restartmb](http://www.manitoba.ca/restartmb).

# Reminder: Province Conducting Online Public Engagement for Manitoba's Agriculture Industry

As a reminder, on August 4 the Manitoba government issued a news release announcing the launch of an online public engagement opportunity seeking feedback on a broad range of agricultural sector issues and opportunities from Manitoba's producers and industry.

"Engaging with farmers allows us to collect important information and make informed decisions and recommendations with my provincial and federal colleagues across the country this October at the annual conference of ministers of agriculture," said Manitoba Agriculture and Resource Development Minister Blaine Pedersen in making the announcement. "We are committed to bringing the voices of farmers forward."

The news release stated as follows:

The province is seeking public input in four areas: business risk management, market opportunities, innovation and technology, and resiliency.

Business risk management programs are important tools that help producers manage their risk. For the past two years, producer feedback has suggested that existing programming is not effective for some sectors, leading to federal and provincial governments to explore changes.

Manitoba's agriculture industry continues to be export driven. The province wants to ensure that producers and processors have continued access to current and new market opportunities.

Innovation is becoming increasingly ingrained into the agriculture and agri-food sector. Technology has the capacity to prepare for and mitigate risk, address labour shortages, improve animal health and welfare and build increased sustainability into the sector. Input from the public will help shape Manitoba's capacity through the use of Ag Action Manitoba programs.

COVID-19 has impacted all Manitobans as well as food supply chains. Public input will help ensure the sector continues to be resilient in the face of future disruptions and crisis.

This engagement complements an in-person, week-long tour by the minister that included multiple stops in rural Manitoba in an open dialogue format.

To take part in the online engagement, visit <https://engagemb.ca/engaging-mb-ag-industry>.

The online public engagement will close Tuesday, Sept. 1.

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**LAND, WATER, & AIR**  
is a prerequisite to raising healthy cattle  
.....  
SUSTAINABILITY IS NOT A BUZZWORD  
IT'S A *Way of Life*



Applications for Manitoba's Environmental Stewardship Award (TESA) are being accepted until **December 4.**



# Government of Canada announces plan to help support Canadians through the next phase of the recovery

*(Employment and Social Development Canada News release, August 20, 2020)*

Since the beginning of the COVID-19 pandemic, the Government of Canada has put Canadians first, providing the support they need to continue to make ends meet while staying safe and healthy. As we gradually and safely restart our economy, the government is continuing to support Canadians through the next phase of the recovery.

Deputy Prime Minister and Minister of Finance, Chrystia Freeland, and the Minister of Employment, Workforce Development and Disability Inclusion, Carla Qualtrough, today announced changes to the Employment Insurance (EI) program and new income support benefits that will better support all Canadians. They also announced that in preparation for this transition and to ensure support continues for Canadians whose employment has been impacted by the pandemic, the Canada Emergency Response Benefit (CERB) will be extended by an additional four weeks to a maximum of 28 weeks. This means that for the many Canadians expecting to exhaust their CERB benefits at the end of August, they will now be able to access an additional month of support.

When Canadians needed support the most, the government introduced the CERB, which helped more than 8.5 million people pay their bills during this challenging time. As we safely restart our economy, many of those Canadians will still need support while they continue to look for work. That is why the government will transition people who have been receiving the CERB to a more flexible and generous EI program for those who qualify, which will provide them additional features and tools to get back into the workforce.

The COVID-19 pandemic may have had a negative impact on a worker's weekly earnings, either because they lost their job or saw their hours of work reduced. To give Canadians seeking employment the support they need to get back on their feet, the government is making changes to the EI program. EI will now be available to more Canadians, including those who would not have qualified for EI in the past, adding more than 400,000 people into the program. Those receiving EI will be eligible for a taxable benefit rate of at least \$400 per week, or \$240 per week for extended parental benefits, and regular benefits will be accessible for a minimum duration of 26 weeks. The government will continue to work with provinces and territories to ensure Canadians receiving EI benefits have access to skills training and employment supports, to help them get back to work.

The government will also freeze the EI insurance premium rates for two years, so Canadian workers and businesses will not face immediate increases to costs and payroll deductions due to the additional expenses resulting from the pandemic.

Additionally, to ensure Canadians receive the support they need during these challenging times, we are proposing implement three new benefits:

- The Canada Recovery Benefit (CRB) will provide \$400 per week for up to 26 weeks, to workers who are self-employed or are not eligible for EI and who still require income support and who are available and looking for work. This benefit will support Canadians whose income has dropped or not returned due to COVID-19. The benefit will allow Canadians to earn more income while on claim as well as include links to Job Bank, Canada's national employment service, with career planning tools for those seeking employment. In addition, the government will be working with provinces and territories to share information to ensure that Canadians have access to tools and training opportunities to successfully return to the workforce.
- The Canada Recovery Sickness Benefit (CRSB) will provide \$500 per week for up to two weeks, for workers who are sick or must self-isolate for reasons related to COVID-19.
- The Canada Recovery Caregiving Benefit (CRCB) will provide \$500 per week for up to 26 weeks per household, for eligible Canadians unable to work because they must care for:
  - a child under age 12 due to the closures of schools or daycares because of COVID-19.
  - a family member with a disability or a dependent because their day program or care facility is closed due to COVID-19.
  - a child, a family member with a disability, or a dependent who is not attending school, daycare, or other care facilities under the advice of a medical professional due to being at high-risk if they contract COVID-19.

The Government intends to introduce new legislation to support the implementation of the new benefits.

By returning to the EI program, and introducing new complementary recovery benefits, we are ensuring Canadians have access to better supports that will help them through the next phase of our recovery. As we gradually and safely restart our economy, the Government of Canada will continue to put Canadians first, so we can move forward and build a Canada that works for everyone.

## Quotes

*Canadians have shown tremendous strength in the face of the COVID-19 pandemic. As we begin to safely reopen our economies and businesses, our government is committed to supporting Canadians. We are helping businesses and workers get back on their feet, while making sure Canadians have the income supports they need. Together, we will get through this, and build a stronger Canada."*

— The Honourable Chrystia Freeland, Deputy Prime Minister and Minister of Finance

*continued on page 8*



Canfax Research Services is proud to present the **Canadian Cow-calf Cost of Production Network (CDN COP Network)** funded by the Beef Cattle Research Council and delivered with our provincial partners. The CDN COP Network will host 26 cow-calf producer **focus groups** across Canada to establish baseline cost of production statistics and develop future farm scenarios. This will provide national benchmarking data for the first time across Canada.

Network information is now live for producers and the general public. Please check out our website: <http://www.canfax.ca/COPNetwork.aspx>.

We're actively recruiting participants for focus groups over the next several months and we want to encourage as many producers to sign-up as possible. We invite you to share our social media messages on your social media platforms and encourage you to engage with us to get the word out about this initiative. Producers can find additional information and sign-up at our [website](#).

Producers who sign-up and are selected to participate will receive a \$500 honorarium. Selection will be based on several criteria identified in the intake form as producers are grouped based on: region, production systems, etc. Please contact [crs@canfax.ca](mailto:crs@canfax.ca) to answer any questions you may have.

## Next phase of recovery continued from page 7

*“At a time of great uncertainty, the Canada Emergency Response Benefit has provided millions of Canadians with the financial support they needed to get by. As we carefully and gradually reopen parts of our economy, we are transitioning to more nimble and flexible programs that will help get Canadians back to work, while ensuring we are able to quickly respond to any further labour market impacts due to the ongoing pandemic. We will get through these challenging times together and will not leave anyone behind in the process.”*

— The Honourable Carla Qualtrough, Minister of Employment, Workforce Development and Disability Inclusion

*“Canadians have had to show incredible resiliency in the face of a global pandemic and the worst economic crisis of our generation. Today’s announcement demonstrates our government’s commitment to supporting the health and safety of Canadians while the economy rebuilds. Since the earliest days of this crisis, the Canada Revenue Agency has made serving Canadians our priority. The CRA stands ready to help Canadians through this next phase by delivering the new Canada Recovery benefits.”*

—The Honourable Diane Lebouthillier, Minister of National Revenue

### Quick facts

On April 6, the CERB was launched to help Canadians who had to stop working for reasons related to COVID-19, or who were eligible for EI regular or sickness benefits.

On June 15, the CERB was extended by eight weeks, providing up to 24 weeks of benefits for those who still could not go back to work safely.

As of early August, 8.5 million individuals have benefitted from the CERB, and more than 4 million individuals have transitioned off the CERB and returned to work.

Effective August 9, the government has established a minimum unemployment rate for the EI program of 13.1 per cent across Canada.

The program will allow Canadians with 120 hours of insurable work or more to meet these new requirements by providing a temporary, one-time credit of 300 insurable hours for those claiming EI regular and work-sharing benefits. Canadians claiming EI special benefits – including maternity, parental, sickness, compassionate care, and family caregiver – they will be provided with a temporary, one-time credit of 480 insurable hours.

The CRB, CRSB, and CRCB will be in effect for one year, following the end of CERB payments. Canadians will be able to apply for these benefits through the Canada Revenue Agency. More details on how Canadians can get ready to apply will be available in the coming weeks at [www.canada.ca/coronavirus](http://www.canada.ca/coronavirus).

Canadians should note that CERB payments are made in advance for pay periods, while EI and the new benefits are paid in arrears. More details will be communicated to Canadians shortly.

The government is also implementing temporary measures to support self-employed fish harvesters who rely on EI fishing benefits in the off-season. These measures will allow EI fishing benefits for these workers to be calculated using either their fishing earnings for their current claim, or their fishing earnings from their claim for the same season from the previous year, whichever is higher.

As the Province of Quebec delivers maternity, paternity, parental, and adoption benefits through the Quebec Parental Insurance Plan, Quebec residents are not eligible for the measures relating to maternity and parental benefits.

Quebec residents would be eligible for the new measures relating to EI regular, fishing, sickness, family caregiver, or compassionate care benefits. They would also be eligible for the three new recovery benefits.

For more information: <https://www.canada.ca/en/employment-social-development/news/2020/08/government-of-canada-announces-plan-to-help-support-canadians-through-the-next-phase-of-the-recovery.html>



CANADIAN  
CATTLEMEN'S  
ASSOCIATION

National Voice Of Cattle Producers

# News Release

## Cattlemen's Young Leaders (CYL) Mentorship Program announces 2020 finalists

*August 18, 2020*

Calgary, AB – The Cattlemen's Young Leaders (CYL) Mentorship Program, a national youth initiative of the Canadian Cattlemen's Association (CCA), is pleased to announce the 16 finalists for the 2020-2021 program year.

The final selection took place through a virtual event held on August 10, 2020, where 24 semi-finalists from across Canada competed for a spot in the CYL program through judged roundtable discussions. The finalists will be awarded a \$2,000 travel budget and be paired with a hand-picked industry leader for a nine-month mentorship in their specific area of interest.

Through the virtual selections event, the semi-finalists participated in roundtable discussions by breaking off into smaller virtual meetings each facilitated and judged by CYL Foundation Partners, Cargill, McDonald's Canada and MNP, and Gold Sponsors, Farm Credit Canada and New Holland. They participated in thought provoking discussions about timely topics in the beef industry such as the COVID-19 pandemic, sustainability, adopting precision agriculture technology, financial and operational metrics, increasing beef consumption, and more.

Congratulations to all the semi-finalists who attended the virtual selections and did a tremendous job showcasing their knowledge and passion for the Canadian beef industry. The CYL Program is also grateful for the continuous support of Foundation Partner, Zoetis.

The 2020 finalists in no particular order are:

- **British Columbia:** Andrea van Iterson (Westwold), and Laura Code (Vernon)
- **Alberta:** Aydon Almberg (Czar), Iva Harberg (Hay Lakes), Claye Harsany (High River), Dave Slingerland (Coaldale), Mackenzie Argent (Cremona), Katie-Jo Stehr (Lethbridge) and Kaylee Chizawsky (Edmonton)
- **Saskatchewan:** Scott Gerbrandt (Swift Current) and Matt Hildebrandt (Rosthern)
- **Manitoba:** Sarah Jensen (Arborg) and Laura Plett (Stead)
- **Ontario:** Charlene Yungblut (Thorold) and Grace Kuhl (Keady)
- **Prince Edward Island:** Greg Stavert (Freetown)

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*The CCA is the national voice for Canada's beef cattle industry representing 60,000 beef farms and feedlots.  
Visit [www.cattle.ca](http://www.cattle.ca)*

The 2020-2021 program year will have a slightly different look as the 2020 finalists will be joining the 2019 CYL program participants whose time in the program has been extended by one year due to COVID-19. We look forward to the additional opportunities this will provide CYLs to connect with like-minded young people from across Canada passionate about the success of the beef industry.

Read more: [2019 Cattlemen's Young Leaders program year extended](#)

This year also marks the 10-year anniversary of the CYL Program which has seen over 120 graduates since the program was founded in 2010. A special anniversary celebration was hosted at the virtual Canadian Beef Industry Conference on August 11, 2020.

### **About the CYL Program**

*The CYL Program is a national initiative of the Canadian Cattlemen's Association which provides young people ages 18-35 with industry specific training and mentorship opportunities. Through networking, travel and mentorship, participants are equipped with the skills they need to further the success of the Canadian beef industry in the future.*

### **For further information, please contact:**

Jessica Giles

Youth Leadership Coordinator

Canadian Cattlemen's Association

[gilesj@cattle.ca](mailto:gilesj@cattle.ca) | 403-336-2146

[www.cattlemensyoungleaders.com](http://www.cattlemensyoungleaders.com)

# COMPETITIVE FEED COSTS

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#### **BROKEN CORN**

(Similar nutrient value to whole kernel corn)

No grinding or rolling required to feed!

#### **HIGH FAT EXPELLER CANOLA MEAL**

(Approx. 37% Protein, 12% Fat, 8% Moisture – As Fed)

#### **WHEAT PELLETS**

(Approx. 19% Protein, 6% Fat, 77 TDN – As Fed)

#### **BARLEY PELLETS**

(Approx. 10% Protein, 3% Fat, 67% TDN – As fed))

#### **GROUND OAT HULLS**

(Great for stretching silage)

#### **OAT SCREENINGS**

***OTHER FEED INGREDIENTS AVAILABLE!!***

**For Prices Delivered to Your Area  
PLEASE CONTACT US**

Feed Ingredients from a Name that Delivers!!

*Quality, Reliability and Value*

Jan or Heather

(204) 822-6275

1 (877) 999-6604



**SHAFER**  
Commodities Inc