

For Immediate Release

Mapping the future of the Manitoba cattle industry MCEC hosting forum to seek producer, industry input for long-term plan

Winnipeg, October 8, 2009 – Manitoba’s cattle producers and other stakeholders will have a unique opportunity to shape the future of the province’s beef industry investment fund this fall. The Manitoba Cattle Enhancement Council is hosting a special producer forum on November 30 at the Victoria Inn in Brandon just prior to Grazing School where it will ask participants to help it identify key issues to be addressed in the years ahead.

“We’ve taken some important steps forward in recent years. There’s room for real optimism in the industry if we can sort out our common challenges and take advantage of our strengths,” said MCEC Chair Neil Van Ryssel. “This fall, we’re looking for producers to tell us in their own words the challenges they continue to face and how MCEC can potentially help solve those issues.”

The free event will feature some speakers who will address domestic and international value chain and trade initiatives. But primarily, the forum is an opportunity for producers to exchange information and to participate in workshops that will help guide MCEC’s strategic planning.

Speakers for the event include:

- **Charlie Gracey** – Agricultural Consultant, former head of the Canadian Cattlemen’s Association.
- **Ted Bilyea** – President of Ted Bilyea and Associates, former executive vice-president of Maple Leaf Foods.
- **Todd Churchill** – Owner of Thousand Hills Cattle Company, Cannon Falls, Minnesota, a producer of premium quality 100% grass-fed beef.

MCEC was created in 2006 to administer a unique investment pool funded by a producer levy and matching grants from the province. Its mandate is to invest in initiatives that will lead to increased slaughtering and processing capacity in Manitoba or that will enhance the market for value-added cattle products.

“We’re closer than ever to bringing federally-certified slaughtering and processing back to this province,” said MCEC Executive Director Kate Butler. “Local capacity makes sense in a world where transportation and feed costs are projected to rise, and consumer demands to control the food quality from gate to plate are growing.”

To register for this event, please call MCEC at (204) 452-6353, or toll-free at (866) 441-6232, or email info.mcec@mts.net. Space is limited, so register today.

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