

# MCEC NEWS

Manitoba Cattle Enhancement Council

FALL 2009

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## MCEC Producer Forum seeks input from cattle farmers

### Prelude to Grazing School November 30 in Brandon

We've come a long way since the BSE crisis shut the U.S. border to Canadian cattle in 2003. A lot has been learned.

There is room for real optimism for the future of the beef industry in Manitoba if we identify our common challenges and capitalize on our strengths. This fall, the Manitoba Cattle Enhancement Council

will ask the province's cattle producers and other industry stakeholders to help it identify the key issues to be addressed in the years ahead.

"We've had some success in our first three years in an especially tough environment. We've invested in some new initiatives, reviewed many opportunities and lobbied hard on behalf of producers. As a result, we're closer than ever to bringing federally-certified slaughtering and processing capacity back to the province," said 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."

MCEC is hosting the special half day forum for producers on November 30 at the Victoria Inn in Brandon, just prior to Grazing School. 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 participate in workshops that will help guide MCEC's strategic planning and to exchange information.

"We've always done our best to meet with and listen to producers informally and at regional meetings. This is a chance for producers to have more direct input into our planning," said Kate Butler, MCEC's executive director.

MCEC continues to welcome new proposals for funding on projects that will strengthen the provincial cattle industry. The forum is an opportunity for interested proponents to learn more about MCEC's funding process.

MCEC thanks its sponsors for helping to defray the cost of the forum, including Grazing School for providing the meeting space.

### MCEC PRODUCER FORUM

November 30,  
1:30 to 6:00 p.m.

Victoria Inn  
Brandon, Manitoba

Cost: free

Register:  
(204) 452-6353 or  
[info.mcec@mts.net](mailto:info.mcec@mts.net)

Register  
Today.  
Admission  
is free.

*Building a solid future for Manitoba's beef producers*