

For Immediate Release

## **Building successful value-based beef plants**

### **MCEC forum to explore attributes of successful beef plants and update producers on 2010 activities**

**Winnipeg, December 1, 2010** – The Manitoba Cattle Enhancement Council is hosting its second annual producer forum on Monday, December 6 at the Victoria Inn in Brandon to discuss the attributes needed for successful new beef packing plants.

"It's important that we continue to talk with producers about what it will take to make new federally-inspected beef plants successful," said MCEC Executive Director Kate Butler. "The forum will also give us an opportunity to provide an update on our activities as a council over the past year."

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 help guide MCEC's strategic planning. The Forum runs from 1 to 5 p.m.

Speakers for the event include:

- **Jerry Bouma - Toma and Bouma Management Consultants - *Building Successful Value-based Beef Plants***
- **John Saunders - CEO of IMI Global - *How Data Collection is Changing Beef Production and Marketing***
- **Kate Butler - Executive Director of MCEC - *2010 MCEC Update***

Butler noted that in 2010 the council helped recruit a new management team with deep international experience to oversee the start-up phase of the plant at 663 Marion St. Throughout the year, the council has continued to work closely with the provincial and federal governments to support the plant.

Additionally, MCEC continues to work with other project proponents to help them pursue options to upgrade existing facilities to federally-inspected certification.

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.

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](mailto:info.mcec@mts.net). Space is limited, so register today.

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