

How to apply for funding

The council invites proposals from individuals, partnerships, corporations and co-operatives that are seeking financing for viable cattle industry enterprises. Each application will be considered on its own merits and for its potential to provide direct benefits to the province's cattle producers.

Please visit our website at **www.mancec.com** for more information on how MCEC can help you help Manitoba's cattle producers.

Or contact us directly to talk over your idea.

For more information, please contact:



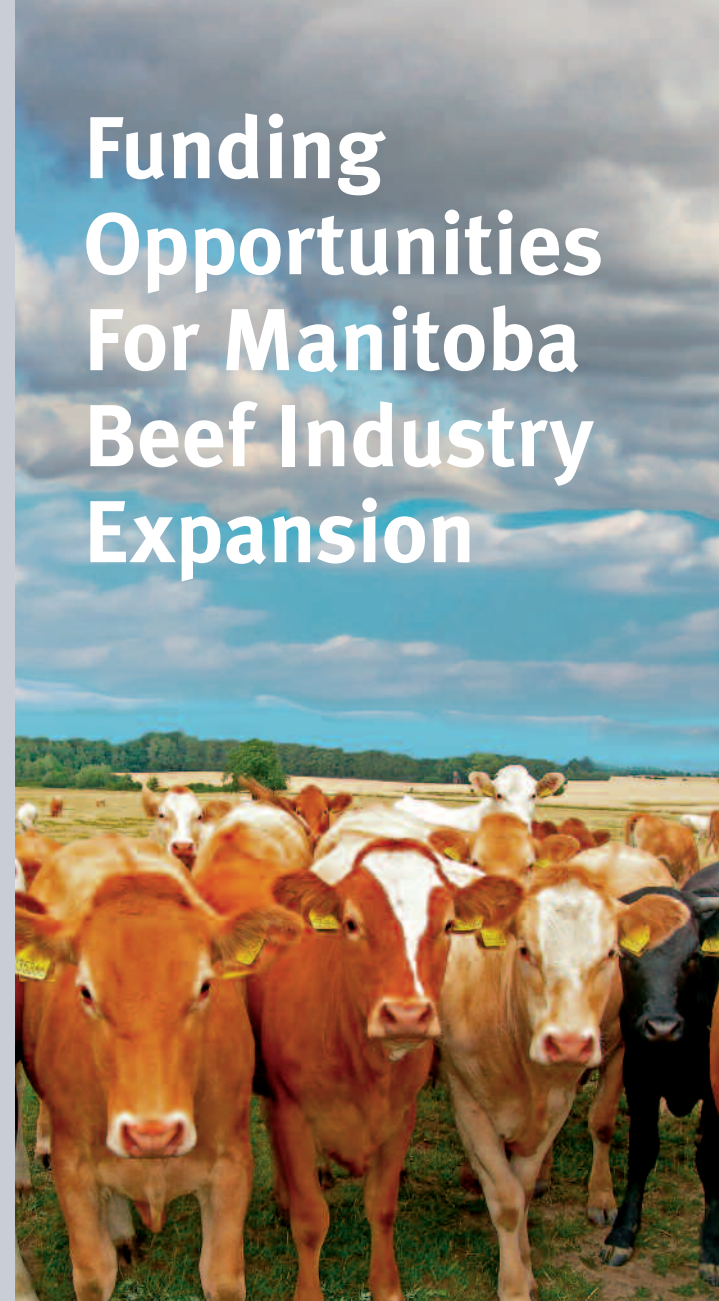
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Funding Opportunities For Manitoba Beef Industry Expansion



Manitoba Cattle
Enhancement Council

Industry Focused, Producer Responsive

Most Manitoba cattle producers agree it's time to build a made-in-Manitoba beef industry complete with in-province slaughter and processing facilities, new value-added products and local market development programs.

This need to rejuvenate our provincial beef industry was never so clear as when BSE was discovered in Canadian herds in 2003 and the U.S. border was completely closed to live Canadian cattle exports. Manitoba producers were especially hard hit as they were effectively shut out of the limited slaughter and processing facilities in Ontario and Alberta. Cattle numbers soared, prices plummeted and producers demanded assurances that they would never be caught in the same situation again.

The Manitoba Cattle Enhancement Council was created in 2006 to invest in new initiatives that can make our provincial beef industry more independent and, at the same time, more viable and better able to compete on a global scale. The council administers an investment pool funded by a compulsory, but refundable, levy of \$2 per head on all cattle produced and sold in the province. That levy will be matched dollar for dollar by the province for the first three years.

The levy must be paid on all Manitoba cattle whether the animals are sold through Manitoba or out of province livestock dealers. Dealers are responsible for remitting the fees to the council. (Producers who market their livestock directly are required to remit the levy themselves.) Any producer may have the levy refunded by applying in writing to the council. More information on the refund process is available on our website.

Investing in Independence

The council and its Investment Advisory Committee is comprised of cattle industry representatives and investment specialists who administer the fund and review investment opportunities across all parts of the value-chain from gate to plate.

We are working with other industry stakeholders, including associations, producer groups, government agencies and private enterprise, to encourage long-term made-in-Manitoba solutions for the industry. We are participating directly in a number of initiatives, such as the new Buy Local program, to bring funding and expertise to overcome the industry's challenges.

Initiatives to bring new federally inspected slaughter facilities to Manitoba are of particular interest, but the council's mission is more far-reaching: to encourage a broad range of innovative ideas to strengthen and expand opportunities for Manitoba's cattle producers.

Initiatives for the Future

MCEC will consider a wide variety of proposals for funding from many different kinds of organizations. The council's mandate is to increase development of value-added livestock products and to support research into beef marketing issues.

We are looking to invest in companies and initiatives that can bring value to Manitoba cattle producers, for example:

- New production facilities, including new slaughter and beef processing operations
- Initiatives to increase the operational efficiencies of cattle operations
- Better ways to deal with specified risk materials (SRMs)
- Programs to achieve traceability and guarantee quality of Manitoba beef products for export markets
- New wholesale and retail marketing opportunities for premium Manitoba beef

The council is not seeking a single "magic bullet" solution for the cattle industry. Instead, we expect to back a number of initiatives over a number of years.

As stewards of a producer-funded investment pool, we are committed to sound financial management. Like any investors, we are seeking returns on our investments and long-term growth for the industry at large. At the same time, our mandate gives us a unique role to play in funding opportunities that will be good for the industry but may not attract the interest of traditional lenders or public markets.

The council is committed to good governance too. We report to the Farm Products Marketing Board and file an annual report outlining our activities every year. This report and many other council documents are publicly available on our website.

INDEPENDENCE Remember when the border closed and far-off processing plants stopped taking Manitoba cattle? MCEC was created to expand Manitoba's beef processing industry... to develop more secure, more accessible and more profitable markets for Manitoba cattle producers.

