



NEWS RELEASE

MCPA to Hold 31st Annual General Meeting

December 3, 2009 (WINNIPEG, MB) – The Manitoba Cattle Producers Association (MCPA) will hold its 31st Annual General Meeting on Wednesday, December 16, and Thursday, December 17, in Brandon, Manitoba. The event will take place at the Victoria Inn Hotel & Convention Centre and will feature an exciting line up of guest speakers, a marketing panel, trade show, President’s Banquet, and resolutions debate.

The marketing panel will feature Jeff Kroll, Senior Vice-President, McDonald’s Restaurants of Canada Ltd.; Larry Thomas, National Coordinator, Canadian Beef Advantage; Bernie Kotelko, President, Highland Feeders Ltd.; Rick Wright, Head Buyer, Heartland Order Buying Company; and will be moderated by Rae Groeneveld, Host, GX92.

Other guest speakers include Lyndsay Smith, Gateway Livestock Marketing; Don Flaten, Chair, National Centre for Livestock and the Environment, the University of Manitoba; Michael Trevan, Dean, Faculty of Agriculture and Food Science, University of Manitoba; Anne Anderson, Agriculture Business Entrepreneur; Steve Primrose, Chair, Canadian Cattle Identification Agency; and John Gillespie, Chair, Beef Information Centre.

The Honourable Stan Struthers, Minister of Agriculture Food and Rural Initiatives, and Dave Burgess, Mayor of Brandon, will bring greetings at the President’s Banquet on December 16. Outgoing MCPA Directors will be honoured at the Banquet, including outgoing MCPA President Joe Bouchard. The 2010 MCPA Board of Directors Executive Committee will be elected earlier that day and introduced at dinner.

Resolutions made this fall at the 2009 District Meetings will be up for debate on December 17. All MCPA members are eligible to vote on the resolutions and have their say in shaping the future mandate of the Association and the direction of the industry.

“The times are changing rapidly for the beef industry. Our Annual General Meeting will highlight some of these changes as topics for discussion,” says Greg Johnson, Chair, Annual General Meeting Committee. “We have planned an informative, interesting and entertaining event, one that we hope all cattle producers and industry supporters will enjoy.”

For a complete agenda, full list of sponsors and list of trade show participants please visit www.mcpa.net.

The Manitoba Cattle Producers Association aims to be the exclusive voice of the cattle industry in Manitoba through communication, advocacy, research and education within industry and to government, consumers and

others, to improve prosperity and ensure a sustainable future. The Association represents 10,000 cattle producers across the province.

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