

# The PRIME BEEF EVENT

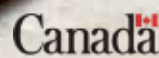
of the YEAR!

**IMPORTANT EVENT**

**UNITE IN THE FIGHT**

**FOR MANITOBA BEEF PRODUCERS**

You won't want to miss our Kick-Off Presentation!



DON'T MISS OUR SECOND JOINT TRADESHOW &

# ANNUAL GENERAL MEETING

BETWEEN MANITOBA BEEF PRODUCERS AND MANITOBA LIVESTOCK EXPO

## FIGHTING FOR MANITOBA'S BEEF PRODUCERS



The Manitoba Beef Producers will once again be hosting its 33rd Annual General Meeting at the same time and same location as the Manitoba Livestock Expo! Last year's event, dubbed Manitoba's PRIME BEEF EVENT, was a great success, and this year is going to be even better! As often is the case with inaugural events, much can be learned and improved upon! And that's exactly what we've done this year! Our second joint tradeshow and AGM event between the MLE and MBP is going to provide more opportunity for interaction between these events with tradeshow space planned for a natural flow of foot traffic—right in the hub of activity!

### KEYNOTE SPEAKERS:

- **Fred Gorrell** / Director General, Market Access Secretariat, Agriculture and Agri-Food Canada
- **Martin Unrau** / VP, Canadian Cattlemen's Association  
*Topic: CCA Update/Report*
- **Cargill**  
*Topic: Beef Outlook for Manitoba, Canada and the World*

### EXPERT INDUSTRY PANEL:

#### HERE'S THE BEEF ON TRACEABILITY

- **Ms. Barbara Jordan** / Associate VP, Policy, Canadian Food Inspection Agency
- **Dr. Wayne Lees** / Chief Veterinary Officer, Manitoba Agriculture, Food and Rural Initiatives
- **Mr. Darcy Eddleston** / Chair, Canadian Cattle Identification Agency
- **Mr. Rick Wright** / Vice-Chair of the Livestock Marketing Association of Canada
- **Mr. Trevor Atchison** / VP, Manitoba Beef Producers



Great Sponsorship & Tradeshow Opportunities still available!

### WE WOULD LIKE TO THANK THE FOLLOWING SPONSORS:

- |  |   |  |   |  |  |  |
|--|---|--|---|--|--|--|
| <p><b>DIAMOND:</b></p> <ul style="list-style-type: none"> <li>• Growing Forward</li> <li>• Alltech - Cafe Citadelle</li> <li>• Canad Inns</li> <li>• Cargill Animal Nutrition &amp; Cargill Meat Solutions</li> <li>• Farm Credit Canada</li> <li>• Keystone Centre</li> <li>• Manitoba Cooperator</li> <li>• The Western Producer</li> </ul> <p><b>PLATINUM:</b></p> <ul style="list-style-type: none"> <li>• Manitoba Agriculture, Food and Rural Initiatives</li> <li>• Manitoba Livestock Marketing Association</li> </ul> | <ul style="list-style-type: none"> <li>• Pfizer Animal Health</li> <li>• Scale Solutions Inc.</li> <li>• Golden West Radio</li> </ul> <p><b>GOLD:</b></p> <ul style="list-style-type: none"> <li>• Agroforestry Development Centre - AESB/AAFC</li> <li>• Allflex Canada &amp; Kane Veterinary</li> <li>• Bio Agri Mix Ltd.</li> <li>• Canadian Cattle Identification Agency (CCIA)</li> <li>• Canadian Hereford Association</li> <li>• Sunrise Credit Union</li> </ul> | <ul style="list-style-type: none"> <li>• Compass Animal Health Inc.</li> <li>• Delmar Commodities</li> <li>• Elanco Animal Health</li> <li>• Enns Brothers</li> <li>• FeedRite, A Division of Ridley Inc.</li> <li>• Heartland Livestock Dealers</li> <li>• Kelln Solar and Minnagro</li> <li>• Landmark Feeds</li> <li>• Manitoba Angus Association &amp; Canadian Angus Association</li> <li>• Manitoba Charolais Association</li> <li>• Manitoba Habitat Heritage Corporation</li> </ul> <p><b>BREAKFAST:</b></p> <ul style="list-style-type: none"> <li>• MNP</li> </ul> <p><b>LUNCH:</b></p> <ul style="list-style-type: none"> <li>• Bank of Montreal</li> </ul> | <ul style="list-style-type: none"> <li>• Manitoba Hydro</li> <li>• Manitoba Veterinary Medical Association</li> <li>• MASC</li> <li>• Merck Animal Health</li> <li>• TD Bank, Portage</li> <li>• Viterra Feed Products</li> <li>• Westhawk Lake Zoning Initiative</li> <li>• Westway Feeds (Steads Farm Supply)</li> </ul> <p><b>BREAKFAST:</b></p> <ul style="list-style-type: none"> <li>• MNP</li> </ul> <p><b>LUNCH:</b></p> <ul style="list-style-type: none"> <li>• Bank of Montreal</li> </ul> | <ul style="list-style-type: none"> <li>• Agroforestry Development Centre - AESB/AAFC</li> <li>• Allflex Canada &amp; Kane Veterinary</li> <li>• Boehringer-Ingelheim</li> <li>• Canadian Cattle Identification Agency (CCIA)</li> <li>• Canadian Manitoba Hereford Association</li> <li>• Carberry International</li> <li>• Compass Animal Health</li> <li>• Cutco Cutlery</li> <li>• Delmar Commodities</li> <li>• Elanco Animal Health</li> <li>• Enns Brothers</li> </ul> | <ul style="list-style-type: none"> <li>• Feedrite, A Division of Ridley Inc.</li> <li>• Growing Forward</li> <li>• Heartland Livestock Dealers</li> <li>• Kelln Solar and Minnagro</li> <li>• Landmark Feeds</li> <li>• Manitoba Charolais Association</li> <li>• Manitoba Cooperators</li> <li>• Manitoba Angus Association &amp; Canadian Angus Association</li> <li>• Manitoba Conservation Districts Association</li> <li>• Manitoba Farm and Rural Stress Line</li> </ul> | <ul style="list-style-type: none"> <li>• MASC</li> <li>• Merck Animal Health</li> <li>• Pfizer Animal Health</li> <li>• Scale Solutions Inc.</li> <li>• Sterling Truck &amp; Trailer Sales</li> <li>• Sunrise Credit Union</li> <li>• Verified Beef</li> <li>• Viterra Feed Products</li> <li>• Westhawk Lake Zoning Initiative</li> <li>• Westway Feeds (Steads Farm Supply)</li> </ul> |
|--|---|--|---|--|--|--|

November  
4<sup>th</sup> & 5<sup>th</sup> 2011  
KEYSTONE CENTRE  
BRANDON, MANITOBA

## DON'T MISS THESE HIGHLIGHTS

### GRANT MOFFAT BEEF BREEDS AUCTION

SEE AGENDA AND AD IN THIS ISSUE OF *Cattle Country* FOR MORE INFORMATION!



### MANITOBA LIVESTOCK EXPO NOVEMBER 3<sup>rd</sup> - 6<sup>th</sup>



WESTOBA CREDIT UNION LTD.  
AGRICULTURAL CENTRE OF EXCELLENCE

- Manitoba's Largest All Breeds Cattle Show
- Featuring the National Angus Show
- DON'T MISS THE TASTE OF BEEF NOV. 3/11, 6:30PM Advance Ticket Sales only \$15.
- [www.brandonfairs.com](http://www.brandonfairs.com)

- **MNP Disaster Planning Workshop**  
**MNP**
- **Feeder Breakout Session**
- **Verified Beef Workshop**



### BE SURE TO ATTEND THE RESOLUTIONS SESSION

Have your voice heard!

Resolutions this year to include:

- **Dealer Bankruptcy**
- **Manitoba Cattle Enhancement Council**
- **Mandatory Check Off**

Call 772-4542 or visit [mbbeef.ca](http://mbbeef.ca) for everything you need to know about this year's Prime Beef Event!

EARLY BIRD  
Registration -  
Extended by 2  
Weeks! NOW  
OCT. 21/11!

To register for the 33rd MBP Annual General Meeting on Nov. 4th and 5th, 2011 at the Keystone Centre in Brandon, please complete this registration form to give us an idea of how many people will be attending.

MANITOBA CATTLE PRODUCERS ASSOCIATION  
154 PARAMOUNT RD,  
WINNIPEG, MB. R2X 2W3  
P: 204.772.4542  
F: 204.774.3264

E: [info@mbbeef.ca](mailto:info@mbbeef.ca)

## MANITOBA BEEF PRODUCERS' 33<sup>rd</sup> ANNUAL GENERAL MEETING

# ★ EVENT AGENDA ★

KEYSTONE CENTRE, BRANDON MANITOBA

### FRIDAY, NOVEMBER 4<sup>th</sup> / 2011

10:00 AM - 6:00 PM	REGISTRATION
10:00 AM - 12:00 PM	FEEDER BREAKOUT SESSION - SALON A VERIFIED BEEF WORKSHOP - SALON B
11:00 AM - 6:00 PM	TRADESHOW OPEN
1:00 - 2:30 PM	OPENING REMARKS / PRESENTATION Approval of Agenda MBP President's Report Video Presentation - "Unite in the Fight" AGM Minutes Audited Report Introduction of MBP Board of Directors Appointments/Ratification of Directors (DISTRICTS: 2, 4, 6, 8, 10, 12, 14, and 5)
BARN 1 2:30 PM - 3:15 PM	COFFEE BREAK <small>All coffee breaks taking place at the same time as MLE</small> SPONSORED BY: ALLTECH/CAFE CITADELLE
3:15 PM - 4:15 PM	FRED GORRELL - Director General, Market Access Secretariat, Agriculture and Agri-Food Canada
4:15 PM - 4:45 PM	MARTIN UNRAU - VP, Canadian Cattlemen's Association <small>Topic: CCA Update/Report</small>
6:00 PM	HAPPY HOUR / CASH BAR
6:30 PM - 8:00 PM	PRESIDENT'S BANQUET - UCT Pavilion SPONSORED BY: CARGILL ANIMAL NUTRITION & CARGILL MEAT SOLUTIONS Dinner Minister Greetings Dessert Retiring Directors Speeches
8:00 PM	GRANT MOFFAT BEEF BREEDS AUCTION

### SATURDAY, NOVEMBER 5<sup>th</sup> / 2011

BARN 1 8:30 AM - 9:30 AM	BREAKFAST <small>SPONSORED BY: MNP</small>
8:30 AM - 11:00 AM	REGISTRATION
8:30 AM - 5:00 PM	TRADESHOW OPEN
9:30 AM - 11:30 PM	EXPERT INDUSTRY PANEL <small>Topic: Here's The Beef on TRACEABILITY</small>
BARN 1 11:30 AM - 12:30 PM	LUNCH <small>SPONSORED BY: BANK OF MONTREAL</small>
12:30 PM - 1:30 PM	CARGILL <small>Topic: Beef Outlook for Manitoba, Canada and the World</small>
BARN 1 1:30 PM - 2:00 PM	COFFEE BREAK <small>All coffee breaks taking place at the same time as MLE</small> SPONSORED BY: ALERT AGRI DIS. & P. QUINTAINE LTD.
2:00 PM - 2:30 PM	MNP Disaster Planning Workshop
2:30 PM - 4:30 PM	RESOLUTIONS SESSION
4:30 PM	PRESIDENT'S CLOSING REMARKS Door Prizes

## 33<sup>rd</sup> Annual General Meeting & Conference Registration

PLEASE CHECK ONE **BOOK EARLY TO GET YOUR BEST VALUE**



#### EARLY BIRD REGISTRATION \$75 PER PERSON

Package includes admission to all MBP meetings, all coffee breaks, Saturday lunch, 1 FREE Banquet ticket.

- Non-refundable. Must be purchased prior to Friday, October 7th at 4:00pm.



#### GENERAL REGISTRATION \$95 PER PERSON - AFTER OCT. 7

Package includes admission to all MBP meetings, all coffee breaks, Saturday lunch, and 1 Banquet ticket.



#### EARLY BIRD UNIVERSITY OR COLLEGE STUDENTS \$38 PER PERSON

Package includes admission to all MBP meetings, all coffee breaks, Saturday lunch, and 1 Banquet ticket.

- Non-refundable. Must be purchased prior to Friday, October 7th at 4:00pm. Students will be required to provide Student ID number to qualify.



#### UNIVERSITY OR COLLEGE STUDENTS \$48 PER PERSON - AFTER OCT. 7

Package includes admission to all MBP meetings, all coffee breaks, Saturday lunch, and 1 Banquet ticket.

PLEASE PRINT

NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY/TOWN: \_\_\_\_\_

PROV. \_\_\_\_\_ POSTAL CODE: \_\_\_\_\_

PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_

SPOUSE: \_\_\_\_\_

Payment by cheque payable to:  
MANITOBA BEEF PRODUCERS  
154 Paramount Rd, Winnipeg, MB. R2X 2W3  
P: 204.772.4542 F: 204.774.3264

Please note: Banquet is non-refundable. Additional Banquet tickets may be purchased for \$50 per person.

TO RESERVE A ROOM: please call 204.727.1422 and quote booking number MBP #207595. AGM guests will receive a discounted rate of \$99.00 for a Queen deluxeroom/King leisure room when you book before October 24.

DOWNLOAD THIS FORM FROM OUR WEBSITE: [MBBEEF.CA](http://MBBEEF.CA)