



Public Good Initiatives

“Public goods” are the individual things that we do that benefit the public as a whole. Manitoba’s Beef Producers deliver many public goods, especially in the preservation of the environment.

Governments often expect farmers to deliver Public Goods for free, yet the costs to producers can be significant. Programs to encourage Public Goods are often developed in isolation without input from farmers, resulting in programs that do not meet the realities of the land and do not accomplish society’s goals.

Manitoba Beef Producers believe there is a better way. Public Goods should be developed in full cooperation of producers and delivered by the industry (not government) to ensure maximum effectiveness. Producers who take on the responsibilities for delivering Public Goods should not be forced to bear the costs alone – there should be full compensation for the costs they incur.

Key Principles

1. All Public Goods Programs must be voluntary;
2. All Public Goods Programs must be controlled and delivered by producers; and
3. Producers must be compensated for the costs of delivering programs that benefit society as a whole.

Public Good Programs

- Public Good Programs include:
 - Traceability
 - Biosecurity
 - Verified Beef Program.

All of these programs are designed to deliver benefits to society as a whole, as well as producers.

All programs must remain voluntary. In order to be cost effective and to meet the needs of farmers, these programs must be designed in cooperation with farmers and delivered by them. Producer delivery of public good programs will also maximize industry support and increase the potential of uptake by producers.

- It is necessary for the provincial government to commit to long-term funding for the programs that benefit society as a whole.

Example: Verified Beef Program

- VBP is a Grass-roots driven and industry-led national program. Delivery of the VBP program in Manitoba should be returned to producers.
- Funding commitments past one to two years are currently not in place. The Provincial and Federal Governments must make a long term commitment to funding the VBP.

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154 Paramount Road, Winnipeg, Manitoba, Canada R2X 2W3
www.mbbeef.ca E info@mbbeef.ca P 204.772.4542 F 204.774.3264

MANITOBA CATTLE PRODUCERS ASSOCIATION