



NEWS RELEASE

MCPA to hold 32nd AGM and PRIME BEEF EVENT

October 29, 2010 (WINNIPEG, MB) – The Manitoba Cattle Producers Association (MCPA) will hold its 32nd Annual General Meeting on Friday, November 5 and Saturday, November 6, 2010 in Brandon, Manitoba. The event will take place at the Keystone Centre and will be held conjunctively with the Manitoba Livestock Expo, under the fitting banner of ‘The Prime Beef Event of the Year’!

“This will be the first joint Tradeshow and AGM event to ever take place between the MCPA and MLE and we’re very excited about what’s in store for all participants and attendees through this joint collaboration,” said Sheila Mowat, General Manager of MCPA.

The AGM itself will kick off on November 5th at 1:00 p.m. with an address from the President, rolling into an exciting presentation on MCPA’s new communications initiative and launch!

The MCPA’s AGM will once again offer an excellent program of informative sessions, moderated by Mr. Kevin Hursh, a consulting agrologist, journalist, broadcaster and farmer who, with his wife Marlene run Hursh Consulting & Communications. The keynote speakers will share their expertise and cover industry issues, as follows:

- 1) Steve Kay – Editor and Publisher of Cattle Buyers Weekly speaking on Current Global Livestock Issues;
- 2) Marion Chan – Principal of Trend Spotter Consulting speaking on Consumer Trends;
- 3) Steve Verheul – Department of Foreign Affairs and International Trade, Canada’s Chief Trade Negotiator for negotiations between Canada and the European Union who will be speaking on the Canada EU Trade Agreement;
- 1) Ryan Taylor of Cowboy Logic, featured regularly in AgWeek and the Western Producer.

We also will be featuring an excellent producers' panel of guest speakers, each discussing their respective “Innovative Successes”, and what has worked for them. The speakers are Kevin Woods, Dean Gamache, Don Guilford and Don Green.

Other highlights of this event include the Grant Moffat Breeds Auction, 4-H Youth Workshops, the MLE Expo along with 10,000 square feet of indoor tradeshow space and much more.

Resolutions made this fall at the 2010 District Meetings will be up for debate on Saturday, November 6th, which will include the issue of 'Brand Inspection'. All MCPA members are eligible to vote on these resolutions and have their say in shaping the direction of these industry issues.

"This year's Prime Beef Event is not to be missed," said Sheila Mowat. "We have planned an extremely well-rounded event. It promises to be an informative, interesting, educational and entertaining AGM, with the added benefit of a tradeshow truly relevant to the cattle industry. This will be an event that we are certain will be enjoyed by all – beef producers, industry champions, students and all others who choose to attend! We look forward to a great turn out and a truly successful PRIME BEEF EVENT."

For a complete agenda, full list of sponsors and tradeshow participants and for registration information, visit www.mcpa.net.

The Manitoba Cattle Producers Association is 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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