



January 6, 2017

mbbeef.ca

E-Newsletter

An update from Manitoba Beef Producers

Sharing Our Story theme of MBP's 38th AGM

The stage is set for Manitoba Beef Producers' 38th Annual General Meeting. Scheduled for Feb. 2-3, 2017 at Brandon's Victoria Inn, the theme is Sharing our Story as the beef industry continues to focus on highlighting the great work being done in areas such environmental stewardship, sustainability and animal welfare.

"Our industry has a great story to tell," said MBP President Heinz Reimer. "There are so many rea-

sons for our producers and those working within the industry to be proud of the work they do. However, many of those same individuals are humble, hard-working people who don't realize they have a major role to play in making sure our customers, and the public at large,



Dr. Cody Creelman

understand we produce a safe and nutritious product and that our practices are among the best in the world.

"Our goal at the AGM is to not only highlight these stories, but also to encourage our members and give them some tools to be part of the discussion on their industry."

The AGM officially kicks

off at 9 a.m. on Feb. 2 with registration and the opening of the tradeshow. As in past years interest in the tradeshow is high and MBP expects a wide variety of businesses and organizations for the show.

The first session on day one begins at 10 a.m. and in keeping with the theme is entitled Industry Answers Social License. Tentatively scheduled to be part of the panel discussion are

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Upcoming Events

**Feb. 2-3 Manitoba Beef Producers
38th Annual General Meeting and
President's Banquet**
Where: Victoria Inn, Brandon

Early Bird Registration

Deadline Jan. 6!



\$90

Regular Registration
includes Banquet ticket

\$50

Single Banquet
Tickets

\$40

Meeting Only
no Banquet

\$75

Early Bird Special before January 6, 2017 - includes Banquet ticket

MBP Members are encouraged to mentor and register a young producer (ages 18 to 39). The young producer receives a complimentary registration with a mentor's registration.

**REGISTER
TODAY!**



38th Annual General Meeting & President's Banquet

SHARING OUR STORY

February 2-3, 2017 | Victoria Inn, Brandon, MB

REGISTER AT WWW.MBBEEF.CA OR CALL 1-800-772-0458.

Call 1-800-772-0458 or email info@mbbeef.ca for further details

In the News

A look at the news and articles of interest
to Manitoba's Beef industry

- [Get ready for super efficient cattle and a better relationship with customers](#)
- [Learn when to stop doing things](#)
- [Missing facts in R-Calf, Tomi Lahren Videos](#)
- [CCA President looking forward to 2017](#)
- [Community Pastures can play huge role in herd expansion](#)
- [Text message: your cow is about to calf](#)

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VBP Transitions to VBP Plus

What is VBP Plus (VBP+)?

Beef producers like yourself care greatly about your animals, the product you produce and the environment in which you farm. It's just common sense.

In today's world the majority of people consuming your product are far removed from the farm, and often don't understand what it is you do. Combine that with negative stories, misplaced myths and uncertainty about what to buy, only increases the need to trust. This is true of all commodities: from vegetables and fish production to raising beef.

To bring transparency and reassurance back to their buying choices, the industry and marketplace has increasingly adopted verification programs to reassure all levels of buyers that what we say we do – we are doing!

Buyers concerns cover a wide range of topics from food safety, animal health and welfare, the environment and even your well-being and survivability. Being "sustainable" is a popular term in the marketplace to describe all this with consumers wanting to make sustainable choices when purchasing goods and services.

Why VBP Plus (VBP+)?

The Verified Beef Production (VBP) program, known in Canada for on-farm food safety, has been helping producers meet industry standards for food safety for over a decade. VBP coordinators and auditors are available to help you meet those standards in every province and are field proven, and trusted suppliers of information and audit services.

It makes sense to add animal care, biosecurity and environmental stewardship components to enhance the program and provide the entire sustainability package. The resulting program is cost effective and utilizes existing tools and programs wherever possible (e.g. programs such as animal care codes and environmental farm plans). This successful formula is aligned with other industry efforts, such as

the Canadian Roundtable for Sustainable Beef.

Verified Beef Production Plus (VBP+) is building on the strong base of VBP by making it into a valuable program that will be a global leader in providing education and verification of ALL the good things you do.



Funds to build VBP+ come from Agriculture and Agri-Food Canada's AgriMarketing Program - Assurance Systems Stream of Growing Forward 2

Growing Forward 2
A federal-provincial-territorial initiative

Canada

How do I become VBP+ registered?

New producers to VBP+

For those not registered in the VBP program now it's still an easy entry process:

1. Learn about the program – through various educational media (e.g. self-assessment tool, online materials, webinars, teleconferences or by attending a regional workshop where offered).
2. Implement the program – review your practices, update your records where necessary and complete the self-assessment checklists making changes where and if necessary.
3. Complete the voluntary verification audit – this takes approximately 3.5 hours, and involves a trained auditor who is knowledgeable in the beef industry. To be ready for the audit, a cow/calf producer must have the applicable records for at least 6 months, while a feedlot operator needs 3 months. The program is easily adaptable to any size of cow-calf or feedlot operation.

VBP Registered Producers

For those producers registered in the VBP program now, they can transition into VBP+ on their next renewal

1. Continue to maintain the food safety records and practices as before.
2. Complete the VBP+ Supplemental Self-Assessment for the new components (biosecurity, animal care and environment), review your practices, update your records making changes where and if necessary.
3. The VBP+ program will be seamlessly integrated into your current audit cycle. Depending upon where you are at in your audit cycle, you will be required to submit:
 - a VBP+ self declaration or records assessment and,
 - a verification interview or VBP+ on-farm audit.
4. Feedlots will be required to complete a feedlot cattle chute side handling and pen condition assessment.

Producers who successfully complete the above steps will receive a VBP+ certificate, and can market themselves as VBP+ registered. In some provinces VBP+ farm gate signs are also provided.



For more information on VBP+

To learn more about VBP+ workshop schedules, module information, self-assessment checklists and program costs please contact your provincial coordinator or visit our websites:

Verified Beef Production Plus is an initiative of the Canadian Cattlemen's Association and the Beef Cattle Research Council

CCA
CANADIAN
CATTLEMEN'S
ASSOCIATION
National Voice Of Cattle Producers

BCRC
BEEF CATTLE RESEARCH COUNCIL

Verified Beef Production+ and VBP Workshops to continue in 2017

Workshops are being delivered by webinar during the evening using two formats

- One for existing registered producers who have been through the VBP program before
- One for producers completely new to the program
- Webinars take place in the evenings so producers aren't taken away from their daily chores
- The interactive webinars are delivered using web-based video conferencing software
- Participants can interact during the presentations, hear the presenters, and ask questions or make comments in real time
- Also available via app for smartphone and android

Webinars FOR EXISTING REGISTERED PRODUCERS

– 2nd and 4th Monday of each month at 7:00 pm

- VBP registered producers or those who have attended a VBP workshop in the past can sign up for the VBP+ added module webinar
- VBP+ enhanced module webinars will be held the 2nd and 4th Monday of each month at 7:00 pm

Webinars FOR NEW PRODUCERS

– 1st and 3rd Wednesday of each month at 7:00 pm

- Producers who have not attended a VBP workshop in the past can sign up for the VBP+ full program
- VBP+ training for new producers will be held the 1st and 3rd Wednesday of each month at 7:00 pm

LIVE Workshop on February 3, 2017 in Brandon

- Live Workshop - February 3, 2017 Victoria Inn Hotel and Convention Centre, Brandon, Manitoba
- Workshop will follow Manitoba Beef Producers 38th Annual General Meeting

How to register for webinars or LIVE workshop

- To sign up to attend a webinar or the LIVE workshop, please contact Melissa Atchison or email at verifiedbeefmanitoba@gmail.com
- Alternate times and days can be arranged based on producer demand

Sharing Our Story ...

Continued from Page 1

a representative from the Verified Beef Production Plus program, Brenda Bazylewski of Manitoba Egg Producers, and Russel Hurst from CropLife. Kelly Fitzpatrick of NutriScience Solutions will serve as the facilitator of the discussion. "Our goal with this discussion is to have a cross-section of individuals from other agriculture industries that have dealt with social license questions of their own," Reimer said. "We feel it will be beneficial for our members to hear the beef sector isn't the only industry facing growing interest in its production practices and also to hear how those industries responded." In an effort to engage more young producers in the AGM, a Young Producers' Forum will be held from 12 to 1:30 p.m. Marty Seymour, the former CEO of the Canadian West Agribition and current Director, Industry and Stakeholder Relations at Farm Credit Canada will be the featured speaker for the forum. Producers 35 and under are invited to take part in the forum.

The business portion of the AGM will be held on the afternoon of day one. Members will hear reports on MBP's activities from the past year and review the association's financial report. An update on Manitoba Beef & Forage Initiatives and a discussion about growing the herd will also take place.

Rounding out the afternoon will be the resolutions session where members will have the opportunity

to debate the 20 carried resolutions arising from the fall district meetings. Late resolutions will be accepted until noon on February 2. Please contact the MBP office if you wish to bring forward a late resolution.

The evening will be highlighted by the annual President's Banquet. Included on the banquet agenda is the awarding of The Environmental Sustainability Award for Manitoba and a presentation to retiring MBP District 11 director Caron Clarke.

The keynote speaker for the banquet is Dr. Cody Creelman of Airdrie, Alberta. Creelman, who works as veterinarian with Veterinary Agri-Health Services in Airdrie, has become well known in social media circles as an advocate for the agricultural industry and will speak about the importance of producers speaking out for their industry, as well as his experiences in this area.

"We are excited to have Creelman speak at the banquet," Reimer said. "He is a passionate advocate for agriculture and has become an important voice on social media and through his blog."

Day two kicks off bright and early at 8 o' clock with the opening of the tradeshow. The panel discussion, Is the Customer Always Right begins at 8:30 a.m. Tentatively scheduled for the panel discussion are Phil Gallagher, Executive Chef for the Earls' restaurant chain, John Graham of the Food Solutions Group and Dr. Kelly Main of the University of Manitoba who

will speak about consumer trends. Tom Lynch-Staunton, Issues Manager for the Canadian Cattlemen's Association (CCA) is scheduled to serve as facilitator for the discussion.

"We are particularly excited about this panel discussion," Reimer said. "Our consumers are inundated with all kinds of information about how their food is produced and much of that information shapes their buying decisions. It can be frustrating for producers and the industry as a whole to try and keep up with rapidly evolving public preferences about food. We believe this panel will provide a look into consumer demands and how responsive as an industry we need to be."

Closing out the AGM will be reports from some of the national beef industry organizations (National Check-off Agency, CCA and Canadian Roundtable for Sustainable Beef) and a market forecast for 2017.

"We strongly encourage our members to attend the AGM," Reimer said. "This is truly their opportunity to help inform the association's future direction, to learn more about the external forces that are affecting our industry and to talk about the importance of sharing our story with the public."

To register for the AGM please see <http://www.mbbeef.ca/annual-meeting/>. If there are any questions regarding the event please call the MBP office at 1-800-772-0458.

DRAFT AGENDA

38th Manitoba Beef Producers Annual General Meeting

February 2-3, 2017

Victoria Inn, Brandon, Manitoba

Theme: Sharing Our Story

Thursday, February 2, 2017

- 9:00 Registration Begins and Trade Show Opens
- 10:00 – 12:00 Industry Knowledge Session: *Industry Answers Social Licence*
***Facilitated by Kelly Fitzpatrick, NutriScience Solutions
- i. VBP+ Program – Terry Grajczyk, Canadian Cattlemen's Association VBP National Manager
 - ii. Manitoba Egg Producers – Brenda Bazylewski, Director, Communications & Public Relations
 - iii. CropLife Canada – Russel Hurst, VP, Sustainability and Stewardship
- 12:00 – 12:55 Lunch for registered AGM delegates
- 12:00 – 1:30 Young Producer luncheon and forum featuring Marty Seymour, Farm Credit Canada's Director of Industry and Stakeholder Relations

Convention Convenes

- 1:00 – 1:05 – MBP General Manager Brian Lemon calls meeting to order
- 1:05 – 1:30 – Dr. Megan Bergman, Chief Veterinary Officer, Province of Manitoba
- 1:30 – 1:45 – Greetings from Agriculture Minister Ralph Eichler – *tentative/invited*
- 1:45 – 2:30 - Business Portion of the Annual General Meeting

- Approval of Agenda - Heinz Reimer
- Approval of Minutes from 2016 37th AGM - Heinz Reimer
- Report from the President - Heinz Reimer
- Report from the General Manager – Brian Lemon
- Report from the Finance Chair – Peter Penner
 - Approval of MBP's audited financial statement
 - Appointment of MBP auditor for the upcoming fiscal year
- Introduction and Ratification of MBP Directors – Brian Lemon

- 2:30 – 2:45 – Manitoba Beef & Forage Initiatives update – Ramona Blyth
- 2:45 – 3:05 – Coffee Break
- 3:05 – 3:40 – Growing the Herd Discussion

3:40 – 5:00 – Resolutions Debate -- Marlin Beever, Parliamentarian

5:30 – Cocktail Hour

6:30 – President's Banquet

- A) Opening Remarks from the President
- B) Hon. Ralph Eichler, Minister of Agriculture – *invited*
- C) Manitoba Environmental Stewardship Award (TESA)
- D) Dinner
- E) Dessert
- F) Retiring Directors Recognition

8:00 – Speaker – *Dr. Cody Creelman, Cow Vet, video blogger*

Friday, February 3, 2017

8:00 – 8:30 Coffee service, trade show opens

8:30 – 10:15 Panel Discussion: *Is the customer always right?*

****Facilitated by Tom Lynch-Staunton, CCA Issues Manager*

- Restaurant sector – Phil Gallagher, Executive Chef – Western Canada, Earls restaurant chain,
- Retail sector – John Graham, Food Solutions Group
- Consumer perceptions – Dr. Kelly Main, University of Manitoba Asper School of Business

10:15 – 10:35 Coffee Break

10:35 – 12:00 Reports from National Organizations

- Market report – Canfax Research Services – Brenna Grant, Manager
- National Check-off Agency – Melinda German, General Manager
- Canadian Roundtable for Sustainable Beef – Fawn Jackson, Executive Director
- Canadian Cattlemen's Association – Rob McNabb, General Manager

12:00 – President's Closing Remarks

12:10 – Adjourn

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