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NEWS RELEASE

For Immediate Release

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Things Get Real at MBFI

Local Firm's Generous Donation Will Bolster Ag Research Farm's Innovative Efforts

BRANDON — Moving cattle around for innovative research at Manitoba Beef & Forage Initiatives (MBFI) is getting a real boost thanks to a generous partnership with Real Industries.

"Real Industries Ltd. is based south central Manitoba and works across Western Canada with many of the industry leaders and audiences that are vitally important for both of our interests," says Ramona Blyth, MBFI chair. "Our direct interactions and relationships with the agricultural community provided a great foundation for this partnership. We are very pleased to have Real Industries on board with our MBFI efforts."

The agreement with Real Industries will allow MBFI to be fully equipped with handling and transportation equipment necessary to conduct the day-to-day management of the herd, handle cattle for research studies, and for extension and demonstration purposes. According to Jamie Rea, Real Industries saw a great fit for their business on the MBFI farms and in support of the ongoing MBFI research. Rea says the win-win scenario was a key reason for Real Industries to step forward with MBFI.

Real Industries Ltd.

"Real Industries Ltd. has been in business since 1977, providing a range of manufactured livestock handling equipment to farmers across Western Canada and North Central United States," says Rea. "From panels and cattle feeders to squeeze chutes, alleyway, crowding tubs and portable systems, our products have been developed for use in the harsh and varied climates of Canada, and attention has been paid to durability and reliability. We are proud to help MBFI conduct leading livestock research and exemplary animal care and comfort with our products."

MBFI will officially announce the agreement at the Manitoba Beef Producers Annual General Meeting on February 2, 2017. As soon as the weather warms up, MBFI will be showcasing the Real Industries equipment in various on-farm demonstrations as well as on the MBFI website and via social media.

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