

News Release

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GOVERNMENTS INVEST IN APPLIED RESEARCH FOCUSED ON SUSTAINABLE BEEF PRODUCTION

BRANDON-Governments will invest more than \$3.1 million to support applied research and develop information and resources focused on sustainable beef production, Manitoba Agriculture, Food and Rural Development Minister Ron Kostyshyn and Member of Parliament Larry Maguire (Brandon-Souris), on behalf of Federal Agriculture Minister Gerry Ritz, announced here today.

"Manitoba's beef producers are committed to managing the health and sustainability of their animals and the land," said Minister Kostyshyn. "Working together with a focus on farm-level research will create valuable information for producers and result in the greatest benefits for the long-term future of the beef sector in Manitoba."

Over the next three years, government and industry partners will:

- * launch a research program focused on beef and grassland management;
- * re-establish demonstration farms to share knowledge with farmers and other stakeholders about grassland management, animal feed efficiency and herd health, and
- * create an industry-led committee to coordinate innovative research and extension activities.

"The Canadian beef industry is a global leader in innovation, quality and food safety," said MP Maguire. "Our government supports a strong and vibrant Canadian beef sector and will continue to work hard to improve the industry's competitiveness and sustainability by creating more opportunities for growth and prosperity for our producers."

Manitoba Beef Producers (MBP), a non-profit organization representing more than 8,000 farmers and ranchers, will lead the project and contribute nearly \$100,000 per year in funding and in-kind support. Manitoba has the third-largest cow herd in Canada, with cattle and calf sales generating between \$400 and \$600 million in farm income annually.

"We are extremely pleased with the provincial and federal governments' investment in the future of the beef and forage industry in Manitoba," said Heinz Reimer, MBP president. "We know the value of research that our universities do and we also see the value in applying these concepts on the farm and extending the knowledge to producers. The projects conducted under this initiative will be of value to producers, industry and the public, both here in Manitoba and beyond our borders."

Other industry partners include the Manitoba Forage and Grassland Association and Ducks Unlimited Canada, which will be donating the use of one of the demonstration farms located near Brandon.

Government funding is provided under Growing Forward 2's Growing Innovation - Capacity and Knowledge Development. The federal and provincial governments are investing \$176 million in Manitoba under Growing Forward 2, a five-year, federal-provincial-territorial policy framework to advance the agriculture industry, helping producers and processors become more innovative and competitive in world markets. For more information about Growing Innovation, go to www.gov.mb.ca/agriculture/growing-forward-2 under Strategic Initiatives.

For more information about Manitoba Beef Producers and the province's beef sector, visit www.mbbeef.ca.

For more information on Manitoba's agricultural programs and services, follow the Twitter account at www.twitter.com/MBGovAg.