



For Immediate Release

Cattle producers welcome support

(Calgary, Alberta) May 17, 2010 – Alberta Beef Producers (ABP) believes that the cattle producers of Alberta will appreciate the Age Verification Incentive Program announced by Agriculture and Rural Development Minister Jack Hayden today. In our view, this incentive indicates recognition by the Government of Alberta that the regulation requiring mandatory age verification in Alberta affects primary producers. The incentive also is acknowledgement that age verification information has value. In these tough economic times, producers welcome Alberta government support of our industry.

ABP believes that a good solution to the issues caused by mandatory age verification is to remove the regulation and allow the market to set the value of age verification. Voluntary age verification has always been supported by ABP and many producers as a valuable marketing tool.

The nearly 28,000 beef producers in this province have an organization which represents their collective interests – the Alberta Beef Producers. Run by producers for producers, ABP is dedicated to supporting a truly sustainable, competitive and profitable cattle and beef industry for the benefit of all Albertans.

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