



Manitoba Chicken Producers, Exceldor Cooperative, and Sunrise Farms Celebrate Five Years of Partnership with Harvest Manitoba to Support Families in Need

January 31, 2024 – Manitoba Chicken Producers, on behalf of its farm families and industry partners Sunrise Farms and Exceldor Cooperative, is pleased to announce its continued Caring for Communities partnership with Harvest Manitoba for the fifth consecutive year.

The Caring for Communities program helps to stabilize Harvest Manitoba's protein needs by providing an on-going supply of safe, healthy, and nutritious Manitoba farm family-raised chicken. As of November 2023, Harvest provides food for more than 108,000 Manitobans each month, and Manitoba Chicken Producers is proud to play a part in supporting Harvest Manitoba and the greater community.

"With the incredible continued generosity and support of our farm families, Sunrise Farms, and Exceldor, we are proud to continue our Caring for Communities partnership with Harvest Manitoba into year five," said Jake Wiebe, Chair of Manitoba Chicken Producers. "Through this program, we will continue to help feed hungry neighbours in communities across Manitoba."

The Caring for Communities partnership began in July of 2020, when Manitoba Chicken Producers farm families began donating 1,000 chickens a week, and Sunrise Farms and Exceldor donated processing services for those chickens for distribution by Harvest Manitoba.

"Food bank use in Manitoba has never been higher than it is today" said Vince Barletta, President and CEO, Harvest Manitoba. "The continued support of Manitoba Chicken Producers, their industry partners and farm families in Manitoba is an integral part of how Harvest Manitoba feeds over 50,000 people who need food banks every month in communities across our province."

"During these challenging times, the work that Manitoba Chicken Producers, Sunrise Farms, and Exceldor Cooperative are doing is making a real difference in the lives of our most vulnerable citizens" said Ron Kostyshyn, Minister of Manitoba Agriculture. "Providing Harvest Manitoba with high quality protein will help ensure Harvest can continue to feed hungry Manitobans and their families during this increased time of need."

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