

**ALBERTA BEEF PRODUCERS
MINUTES OF THE BOARD OF DIRECTORS MEETING
MONDAY JUNE 7, 2010 1:00 p.m.
AT THE DELTA SOUTH HOTEL, EDMONTON, ALBERTA**

Present: Chuck MacLean - *Chair*
Doug Sawyer - *Vice Chair*
Dave Solverson - *Finance Chair*
Brad Calvert - *Zone 1*
Brent Carey - *Zone 2 (at large)*
Bob Lowe - *Zone 2*
John Bland - *Zone 3*
Judy Fenton - *Zone 4*
Charlie Christie - *Zone 5*
Greg Bowie - *Zone 6*
Kelly Olson - *Zone 7 (at large)*
Ben Schrader - *Zone 7*
Brian Chomlak - *Zone 8*
Roland Cailliau - *Zone 9*
Ted Ford - *CCC Chair*
Howard Bekkering - *CFC Chair*
Larry Delver - *CIC Chair*

Staff: Rich Smith - *General Manager*
Adrienne Waller - *Legal Counsel*
Laura Procnier - *Controller*
Lori Loree - *Comm. Manager*
Barb Sweetland - *Promotion Manager*
Fred Hays - *Policy Analyst*
Rosanne Allen - *Executive Assistant*
Katelyn Laverdure - *Comm. Coordinator*

Absent: Rick Burton - *Past Chair*

Guests: Ben Graham - *AdFarm*
F. Molenkamp-Oudman - *Marketing Council*

The Chair called the meeting to order at 1:00 p.m.

1. Adoption of Agenda

(a) Approval of Agenda:

Additions: 4(f) LIS membership meeting; 4(g) Semi-AGM
Location: 6(d) Bar Code tags; 6(f) Cross Border Animal Health

Motion by Olson/Delver:

“That the Agenda be approved with the changes discussed.”

Carried

2. Approval of Minutes

(a) Minutes of the April 15, 2010 Meeting:

Motion by Bland/Fenton:

“That the Minutes of the April 15, 2010 Board of Directors meeting be approved with changes.”

Carried

3. Financial Report

(a) Financial Statement ending May 31, 2010:

Solverson and Procnier met with the Auditors this morning and ABP received a very clean audit.

Solverson was asked about the direction from the last Board meeting regarding the security of ABP’s current investments. Procnier has supplied Solverson with an accounting of the investments but has not had the opportunity to study it. Solverson will brief the directors at the August Board meeting.

Motion by Solverson/Ford:

“That the Financial Report be accepted as presented for information purposes.”

Carried

4. Decision Items

(a) Governance Excellence Model (GEM) Assessment:

Freda Molenkamp-Oudman presented the first phase of results from the Governance Excellence Model (GEM) Assessment. Three members of the Executive, along with Carey and Smith, had attended a Board Governance Workshop in February at which ABP won the GEM assessment. There are four parts to the GEM assessment, these being self reflection (Board survey), group reflection (Board debriefing), self and group learning, and defining next steps. Molenkamp-Oudman noted that the assessment done by the directors showed a number of areas for improvements, but also a number of strengths and no critical weaknesses. She will be guiding the Board through the remaining stages of the assessment in a longer session that will be held just before the August Board meeting.

(b) Alberta Beef Producers Loyalty Program:

Ben Graham, of AdFarm, presented the joint Promotion/Communication Committee proposal on the ABP Loyalty Program. The Board discussed the proposal and agreed to present the program to the delegates at the Semi-AGM for their input and direction.

Motion by Ford/Lowe:

“That the ABP Board of Directors supports presenting the Producer Loyalty Program to the delegates at the Semi-Annual meeting.”

Carried

(c) National Check-off Strategy:

Quebec has signed the National Check-off agreement and PEI will be signing very soon. The ABP Executive met with the Alberta Cattle Feeders Association Executive in an effort to come to an agreement on the National Check-off. MacLean and Fenton met with MLA Doug Griffiths and raised the issue of reinstating a non-refundable national check-off. There is recognition among many industry and government people that the current Alberta position on the National Check-off is embarrassing and difficult to defend, but we have still not seen the political will to go against the wishes of a small number of influential producers.

The Board discussed the idea of having the Executive work with the Communications Chair to coordinate a lobby effort for a non-refundable National Levy (Check-off) and move on it immediately. ABP will prepare background information, identify key MLAs, and pursue the strategy strongly. Meetings would be coordinated through the office and arrangements made between the zone directors and the MLA's to put together meetings.

Motion by Delver/Bowie:

“That the ABP Executive and Brent Carey, Communications Chair, work together to coordinate the lobby effort for the National Check-off and move on it immediately.”

Carried

(d) Traceability Principles and Resolution:

Smith discussed the Guiding Principles for Beef Cattle Traceability that had been prepared by an industry – government group and approved by the Board. Smith suggested that these principles be presented to the delegates at the Semi-AGM for their consideration and approval. Approval of these principles would provide the basis for delegates to pass an amended version of the resolution from the AGM directing ABP to oppose mandatory RFID tag tracking. The Board agreed to present the principles to the delegates and if these are approved, to present a resolution directing ABP to “oppose mandatory RFID tag tracking that does not meet these principles.”

(e) ABP Appointment to 2011 ILC Committee:

Greg Bowie is currently the ABP representative on the ILC committee and he agreed to continue if no one else wished to fill the position.

Brian Chomlak nominated Greg Bowie to continue in this position and the Board agreed with this nomination.

Greg Bowie will represent ABP on the 2011 ILC committee.

(f) LIS membership meeting:

The LIS AGM will be held on July 19th and there will be a Special General Meeting to amend the LIS by-laws. Brent Carey is ABP's representative on the LIS board, but ABP traditionally sends its Chair or another Board member to the meeting as our voting representative.

Motion by Sawyer/Olson:

“That Chuck MacLean be the voting representative for ABP at the LIS Annual General Meeting and Special General Meeting on July 19, 2010.”

Carried

(g) Future Semi-Annual General Meetings:

The point was raised that ABP could possibly save money by holding future Semi-AGMs in Calgary near the office and using the same hotel as we use for the AGM. However, there was concern about the reaction among producers across the province to having both general meetings held in Calgary.

DIRECTION that the staff look at the overall cost of holding the semi in Edmonton or Red Deer or Calgary and return to the Board in August with solid numbers.

5. In Camera

6. Discussion Items

(a) AgriRecovery Announcement:

On May 31st, the governments of Canada, Alberta and Saskatchewan announced the delivery of AgriRecovery funding for producers in Alberta and Saskatchewan affected by the disastrous drought. The 2010 Pasture Recovery Initiative will provide producers in affected areas with \$114 million for breeding cattle to help deal with recovery of pastures. ABP will be sending a letter to Minister Hayden and Minister Ritz thanking them for this support. Ford expressed concerns that the payments under this program could be applied against other payments that might be owed to government, but are not overdue now. This issue will be addressed with AFSC and ARD.

(b) Age Verification Incentive Program:

On May 17th, the government announced a three-year \$15 million program that will provide an incentive for cow calf producers to age verify their calves. Producers age verifying calves will receive a discount of up to \$3.00 per age verified animal on the subsequent purchase of RFID tags. ABP was not consulted on this program, but believes that producers will appreciate the recognition that there is a cost to primary producers for age verification and that age verification information has value. This incentive program

does not eliminate concerns about mandatory age verification, ownership of the age verification information, and the legality of this information being shared without a producer’s consent. ABP is still working on the resolution from the AGM to investigate the ownership of proprietary information and the legality of sharing the information collected under the Animal Health Act.

(c) CBEF/BIC Consolidation:

The CCA, CBEF and BIC Boards have agreed to sign a letter of intent supporting the work of the autonomous transitional Working Group on the proposed consolidation of BIC and CBEF. The CBEF members will be attending a special meeting later this week to review the letter of intent. Waller explained to the Board that because of the structure of the two organizations, they cannot be merged, but they could be consolidated if both organizations agree to dissolve and allow a new organization to assume their assets, liabilities, and operations. Chuck MacLean will be a member of the Working Group.

(d) Bar Code tags:

The CFIA recently announced that bar code (dangle) tags would be de-listed as of July 1, 2010. ABP supports the use of RFID technology, but did not support the de-listing of bar code tags. We believed that these tags would disappear through attrition and there was no need for producers to go to the trouble and expense of applying RFID tags to mature breeding animals that already had a bar code tag. However, CCIA supported the move to de-list bar code tags and this action makes the application of RFID tags to all cattle a requirement under the Health of Animals Regulations.

(e) Committee and Council Reports:

(i) Cow/Calf Council:

The next meeting is on Wednesday. Ford and Smith briefly discussed the Wildlife Sub-Committee suggestion regarding transportation of firearms in vehicles during hunting season.

CCC dealt with a series resolutions from the fall meeting. There were six that were passed by CCC and Ford brought them forward to the Board for their consideration.

1. Motion by Calvert/Fenton:

“Be it resolved that ABP lobby the provincial and federal governments to continue to promote hide branding (hot or freeze) as an effective and economical method of livestock identification.”

Motion to amend by Bowie/Bekker:

“That the motion be amended to replace ‘to promote hide branding’ with ‘to recognize hide branding.’”

Carried

“Be it resolved that ABP lobby the provincial and federal governments to continue to recognize hide branding (hot or freeze) as an effective and economical method of livestock identification.”

Carried

2. Motion by Sawyer/Cailliau:

“Be it resolved that ABP lobby Alberta Hail and Crop Insurance to increase the dollar per acre coverage for the “Pasture Lack of Moisture” program.”

Carried

3. Motion by Fenton/Cailliau:

“Be it resolved that ABP lobby the government to ensure in future that Alberta Financial Services Corporation Crop Insurance be held accountable for prompt assessment and release of insured crops to be utilized in any manner the producers feels viable.”

Carried

4. Motion by Ford/Bowie:

“Be it resolved that due to losses of livestock to predators and cattle feed to wild animals, ABP lobby the government to bring equality throughout the province and that fair market compensation be given to producers.”

Carried

5. Motion by Lowe/Chomlak:

“Be it resolved that ABP lobby the government to allow landowners to charge a recovery fee for anyone wishing to access wildlife on their property.”

Motion to amend by Delver/Cailliau:

“That the motion be amended to replace ‘charge a recovery fee for anyone wishing to access wildlife on their property’ with ‘charge a fee for anyone wishing access to their property’.”

“Be it resolved that ABP lobby the government to allow landowners to charge a fee for anyone wishing access to their property.”

Carried

“Be it resolved that ABP lobby the government to allow landowners to charge a fee for anyone wishing access to their property.”

Carried

6. Motion by Delver/Cailliau:

“Be it resolved that ABP lobby the provincial and federal governments to achieve a higher retention in Canadian Cattle Identification Agency tags or other alternatives.”

Carried

(ii) Cattle Feeder Council:

Nothing to report at this time.

(iii) Cattle Industry Council:

Delver reported on the progress being made by Hays on the regulatory burden analysis.

(iv) Environment Committee:

Bowie met with promotion and communications staff to discuss ALMA funding for the Environmental Stewardship Award.

(v) Animal Health & Welfare WG:

Chomlak updated the Board on the progress made on eliminating the diseased buffalo from the Wood Bison National Park.

(vi) Communications Committee:

Carey spoke to the Board about the progress on the joint industry booklet and the auction mart monitors.

(vii) Research Committee:

There is not much to report at this time but the committee may be looking for funding in the future for gene marker research.

(viii) Promotion Committee:

Sweetland has submitted the second part of the ALMA application. The Committee will be meeting on Wednesday morning.

(ix) Audit Committee:

Need a resolution from the Board ratifying the Audit Committees Terms of Reference. Solverson met with the auditors this morning to discuss the final audit for the 2009/2010 year.

Motion by Carey/Lowe:

“That the Board of Directors accept the Audit Committee Terms of Reference as presented.

Carried

(x) Governance Committee:

Nothing to report at this time.

(f) Cross Border Animal Health Meeting:

Delver spoke to the board about the upcoming PNWER conference taking place in Calgary in July. Delver and Bergen attended the conference last year in Boise, Idaho. Delver will be attending on ABP’s behalf again this year.

(g) Steak for a Soldier Promotion:

The Steak for a Soldier barbecue will be held on June 19th at CFB Edmonton. CCA asked if any ABP Board members would be attending. Dave Solverson and Judy Fenton offered to attend the event and Loree will pass their names on to CCA.

7. Reading Material

(a) BOD resolutions and action items:

8. Next Meeting

- (a) ILC – August 11, 2010, Deerfoot Inn & Casino, Calgary, AB
- (b) GEM Assessment and Staff Appreciation Barbecue – August 18, 2010, at ABP Board Room and Butters Ranch
- (c) Board Meeting – August 19, 2010, ABP Board Room, Calgary, AB
- (d) Board Meeting – September 16, 2010, ABP Board Room, Calgary, AB
- (e) Board Meeting – October 21, 2010, ABP Board Room, Calgary, AB
- (f) Resolutions Committee Meeting – November 17, 2010, ABP Board Room, Calgary, AB TBD
- (g) Board Meeting – November 18, 2010, ABP Board Room, Calgary, AB TBD
- (h) New Delegate Orientation - November 24, 2010, ABP Board Room, Calgary, AB TBD
- (i) AGM – December 6-9, 2010, Sheraton Hotel, Calgary, AB

9. Adjournment

Motion to adjourn by Bland at 5:40 p.m.