

**ALBERTA BEEF PRODUCERS
MINUTES OF THE BOARD OF DIRECTORS MEETING
MONDAY, DECEMBER 10, 2007
AT THE SHERATON CAVALIER, MCKNIGHT EAST, CALGARY, ALBERTA**

PRESENT: Erik Butters - *Chair*
Rick Burton - *Vice-Chair*
Kelly Olson - *Finance Chair*
Darcy Davis - *Past Chair*
Gerald Maser - *Zone 1*
Brent Carey - *Zone 2*
Ernie Israelson - *Zone 3*
Judy Fenton - *Zone 4*
Millie Boake - *Zone 5*
Doug Sawyer - *Zone 5*
Diane Panrucker - *Zone 6*
Rick McKnight - *Zone 7*
Darcy Eddleston - *Zone 8*
Shelley Morrison - *Zone 9*
Donna Noullett - *Zone 9*
Stuart Thiessen - *CFC Chair*
Chuck MacLean - *CFC*
Dave Solverson - *CFC*
Steve Primrose - *CIC Chair*
Tony Saretsky - *CIC*

STAFF: Rich Smith - *General Manager*
Laura Proconier - *Controller*
Barb Sweetland - *Promo Manager*
Rosanne Allen - *Exec Assistant*
Heather McCready - *Shipping clerk*

GUESTS: Greg Bowie - *Zone 6*
Randy Kaiser - *Zone 6*
Mike Cook - *BIC*
Frank Murphy - *Zone 4*
Gordon Graves - *Zone 8*
Harvey Hagman - *Zone 7*

Chairman Butters called the meeting to order at 8:00 a.m.

1. Approval of the Agenda

Motion by Boake/McKnight:

"That the Agenda be adopted as presented."

Carried.

2. Minutes of Previous Meeting

(a) Minutes of the November 14-15, 2007 Meeting:

Motion by Israelson/Maser:

"That the Minutes of the November 14-15, 2007 Board of Directors meeting be approved as amended."

Carried.

3. Finance Report

Olson spoke to the Board regarding the current state of the budget.

Motion by Olson/Boake:

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

Carried.

4. Items for Decision

(a) Selection of Nomination Committee:

Motion by Thiessen/Fenton:

"That Ernie Israelson, Darcy Davis and Shelley Morrison be appointed as the 2007 Nomination Committee."

Carried.

(b) Ratification of Appointment of Lyndon Mansell, Cattle Feeder Council Representative for Zone 8:

Motion by Eddleston/Olson:

"That the Alberta Beef Producers Board of Directors ratify the appointment of Lyndon Mansell as the Zone 8 Cattle Feeder Council Representative."

Carried

(c) Ratification of Appointment of Craig Ference, Cattle Feeder Council Representative for Zone 4:

Motion by Fenton/Thiessen:

"That the Alberta Beef Producers Board of Directors ratify the appointment of Craig Ference as the Zone 4 Cattle Feeder Council Representative."

Carried

(e) Letter of Support for AFSC Act Change:

Rich Smith spoke to the Board regarding the insurance program that AFSC was proposing. In the September Board meeting it was agreed to support AFSC in their intent to provide the insurance for producers. In order to provide livestock production insurance, they need to change their Act. Smith is questioning whether ABP wants to endorse AFSC's Act change without first knowing what type of insurance they will be providing.

The Board discussed the pros and cons of supporting a program without first knowing what they were supporting.

Burton was concerned about not supporting AFSC's Act change after supporting them in the past and informing them that we would give them our support. Burton feels that this will set any changes back. McKnight agreed with Burton. Smith says that they have not shown any indication that AFSC is going in a different direction than previously indicated. Morrison asked if we were being inconsistent with this letter. Eddleston agreed that since we supported AFSC in a past meeting we could be contradicting ourselves if we don't support an act change.

Motion by Burton/Carey:

“That Alberta Beef Producers write a letter of support for Alberta Financial Services Corporation's Act change provided that we have input into the design of the insurance program.”

Carried

5. In Camera Session

6. Items for Discussion

(a) Review of Agenda for AGM:

(i) Industry Strategy Task Teams:

Smith spoke briefly on the Task Teams explaining that members of the Task Team would be presenting a report at the AGM tomorrow.

(b) Review of Hosting List for AGM:

Smith explained that he and Butters would be hosting the Minister Groeneveld tonight and Butters asked that everyone be gracious to the various guests who will be attending the AGM.

(d) Review of Resolutions for AGM:

Butters briefly explained the protocols for lifting resolutions from the Board or Committees. Panrucker asked if there was a cut-off time for the resolution debate tomorrow and Butters explained that we would discuss resolutions until 5:00 pm and take up the remaining resolutions, if any, on Wednesday morning. Smith brought the Rules of Procedure to the attention of the Board.

(e) Auditor Resolution:

Olson explained that he would be bringing the motions for the Budget and the Auditor to the AGM tomorrow.

(f) Committee Reports:

(i) Technical:

Panrucker told the Board that she met with Shell Oil and the Sundre producers (SPOG). They told her they were no longer interested in supporting the program.

Cheryl Wagner said that she is no longer finding the samples that she needs.

(ii) Government Affairs:

Eddleston told the Board that the CITI bred heifer forms are out. The AFRP payments will be out by next year unless the producer calls to have their form expedited. Olson told the Board that he will phone Wayne MacDonald to find out the status of the cheques. Some of the Board members have received their CITI bred heifer forms but feel that the deadline to complete the forms is unrealistic.

Motion by Morrison/McKnight:

“That Alberta Beef Producers request an extension from Alberta Financial Services Corporation of the CITI Bred Heifer reallocation until February 29, 2008.”

Carried

(iii) Cattle Feeder Council:

Thiessen said that the trip to Nebraska was good. Except for one exception the delegates were friendly and supportive.

(iv) Cattle Industry Council:

Primrose had questions for the Board regarding the trip to Ottawa. Butters, Burton, Olson and Eddleston were in Ottawa last week to meet with the Alberta MP's. Butters said that it was his impression that they understood the money problems that were facing producers. Waller spoke to the Board regarding Rule 2. CCA has filed to intervene last week but she has not heard anything else since then. Thiessen said that the Judge will be away and it is unlikely that there would be any ruling until the end of February.

(v) Promotion Committee:

The Promotion committee had a meeting last week. Fenton explained that Joanne Lemke and Larry Clausen from National Public Relations contracted Marc Trembley of Leger to conduct some focus groups to see if the Promo committee was still on track. All of the focus groups came back with the same clear message. The committee believes it may be time to focus on some new campaigns and they will be having further discussions with Lemke and Clausen. Bowie suggested that we need to utilize the ESA winners as well.

(vi) Public Affairs:

Sawyer said that there was nothing to report.

(vii) Producer Liaison:

Maser had nothing to report

(viii) BIC:

Cook said that they are currently working on their 2008/2009 budget. He did comment that they have decided that the past chair will be allowed to sit in his own right. If Cook does not run ABP would be able to appoint six people to the BIC and Cook would be able to sit in his own right. Butters asked Cook for his recommendation and he suggested that he run from the floor for the position. Whether he sits as past chair or not ABP will still only have 6 votes on the BIC Board.

(ix) Quality Starts Here:

Boake spoke to the Board on the Management Team meeting she currently attended. Boake passed along her thanks for allowing QSH to use the ABP network.

(g) Bill 46:

Waller spoke to the Board about the letters that ABP received from Ted Morton and Kevin Taft regarding our comments on Bill 46. Waller said that the Bill has passed with some small changes. The Board asked her to keep an eye on the Bill and inform them of anything that she felt they needed to be aware of.

7. General Information

- (a) Resolution Tables;
- (b) Beef Supply at a Glance;
- (c) Ltr from T.Morton re: Bill 46
- (d) Ltr from K.Taft re: Bill 46

8. Next Meeting Dates

- (a) Board of Director Orientation – Wednesday, January 16, 2008, ABP Board Room, Calgary, Alberta
- (b) Board Meeting – Thursday, January 17, 2008, ABP Board Room, Calgary, Alberta
- (c) Board Meeting – Thursday, February 20, 2008, Capri Hotel, Red Deer, Alberta
- (d) Board Meeting – Thursday, March 20, 2008, ABP Board Room, Calgary, Alberta

9. Adjournment

The meeting was adjourned on a motion by Morrison at 10:05 a.m.

CHAIRMAN

GENERAL MANAGER