

**ALBERTA BEEF PRODUCERS**  
**MINUTES OF THE BOARD OF DIRECTORS MEETING**  
**THURSDAY JANUARY 21, 2010 8:30 a.m.**  
**AT THE ABP BOARD ROOM, CALGARY, ALBERTA**

---

Present: Chuck MacLean - *Chair*  
Doug Sawyer - *Vice Chair*  
Dave Solverson - *Finance Chair*  
Rick Burton - *Past 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*

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

Absent: Larry Delver - *CIC Chair*

The Chair called the meeting to order at 8:30 a.m.

### 1. Adoption of Agenda

(a) Approval of Agenda:

Additions: 4(l) CCIA; 6(i) CAFTA; 6(j) Wood Buffalo Park update; 6(k) LIS update;

Motion by Lowe/Carey:

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

Carried

### 2. Approval of Minutes

(a) Minutes of the December 7, 2009 Meeting:

Motion by Sawyer/Carey:

**“That the Minutes of the December 7, 2009 Board of Directors meeting be approved.”**

Carried

(b) Minutes of the December 8, 2009 Meeting:

Motion by Carey/Fenton:

**“That the Minutes of the December 8, 2009 Board of Directors meeting be approved.”**

Carried

(c) Minutes of the December 9, 2009 Meeting:

Motion by Bland/Ford:

**“That the Minutes of the December 9, 2009 Board of Directors meeting be approved with changes.”**

Carried

(d) Business Arising:

There had been a motion by Sawyer and Schrader to apply to ALMA for funding to do an analysis of the deficiencies in the current forage and pasture insurance programs and make recommendations to improve these programs. Now there is evidence that AFSC is actively seeking producer input on the programs and is willing to include ABP in work on improving the programs. Sawyer recommended that no action be taken on this resolution while this process is developing.

### 3. Financial Statement

(a) Financial Statement ending December 31, 2009:

Solverson presented the financial statements to the Board and spent some time explaining the purpose of the various line items.

Motion by Solverson/Bowie:

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

Carried

(b) Review of Projected Finances and 2010/2011 Budget:

The Board examined the new reduced budget and members of the Executive will be meeting with CCA to discuss funding commitments. One issue of concern is the amount paid for rent and whether there is an option to move to less expensive property. We are in a lease for another four years and Procnier is exploring the option of renting out unused space.

Further discussion included the allocation of any surplus from the 2009/2010 budget. It appears that marketings will exceed the projected number on which the budget was based and there could be a significant surplus as a result of this change. Smith offered the option of using some of the

surplus to fund a Semi-Annual General Meeting, with the balance directed toward key sponsorships, increase council and committee project funding for 2010/2011, or the 2011/2012 operating fund as the directors wish. The directors reviewed the current sponsorships, including the Red Meat Reception, and made the following motion.

Motion by Olson/Lowe:

**“Subject to having a sufficient surplus that ABP approve \$95,000 for a Semi-Annual meeting and \$5000 for the International Livestock Congress sponsorship in the 2010/2011 budget.”**

Carried

The frequency of Board meetings was considered with the idea of possibly reducing the number of meetings, but the directors recognized that in the past the Board has had full agendas every month. Reducing the frequency could be part of a process that is introduced over time but right now reducing the number of meetings was not something that the Board felt they should do.

There was a recommendation that for the 2010/2011 budget, councils and committees be provided with only base funding to support operations at this time with decisions on project funding to be made by the Board at the March meeting. The directors accepted this direction and Solverson suggested that committees meet before the end of February or middle of March to set priorities for their project spending.

#### **4. Decision Items**

##### **(a) ABP Committees and Working Groups including budget discussion:**

Smith announced that Larry Delver was the new chair of the CIC. The Board reviewed the recommendations from the 2009 Standing Committee Working Group and agreed to keep the standing committees named in these recommendations. The Board proceeded to elect chairs for each committee.

##### **(i) Audit Committee:**

Bowie nominated Dave Solverson.

Nominations ceased.

Solverson was declared the Audit Committee Chair by acclamation.

##### **(ii) Governance Committee:**

Fenton nominated Doug Sawyer.

Nominations ceased.

Sawyer declared Governance Committee Chair by acclamation.

##### **(iii) Research Committee:**

Olson nominated Charlie Christie.

Nominations ceased.

Christie declared Research Committee chair by acclamation.

##### **(iv) Promotion Committee:**

Lowe nominated John Bland; Chomlak nominated Judy Fenton.

Nominations ceased.

Bland was elected Promotion Chair.

##### **(v) Communications Committee:**

Cailliau nominated Brent Carey.

Nominations ceased.

Carey declared Communications Chair by acclamation.

##### **(vi) Environment Committee:**

Solverson nominated Greg Bowie.

Nominations ceased.

Bowie declared Environment Committee chair by acclamation.

##### **(vii) Animal Health and Welfare Working Group:**

Sawyer nominated Brian Chomlak.

Nominations ceased.

Chomlak declared AH&W chair by acclamation.

Committee structure was established and directors agreed that while the majority of standing committees should be made up of zone delegates the Research Committee would consist of representatives from each council. Committees will have one delegate per zone while the chair has the option to seek Board approval to add delegates if required to make the committee functional.

Motion by Sawyer/Carey:

**“That the committee membership guidelines apply only to the Promotion Committee, Communications Committee, Environment Committee and the Animal Health and Welfare Advisory Group.”**

Carried

##### **(b) ABP Political, Communication, Marketing and Producer Services Strategy:**

The Board discussed setting priorities in these areas for the upcoming year. In the past ABP has received proposals for providing producer/member services, but had not pursued them. This may be something that ABP should consider now to retain more of the refundable check-off. As an organization representing a large group of people

we would be able to negotiate deals that individuals would not be able to.

Olson suggested putting together a small sub-committee to investigate our options and then come back to the Board with the results. The Board agreed that Bland and Carey, with the assistance of the ABP staff, investigate the options.

This year, ABP will be focusing its political action efforts on furthering its relationship with elected representatives in Edmonton. The Executive and Board will create opportunities, on a smaller scale, to develop a more personal relationship with the MLAs. Arrangements will be made for the Executive to meet with new Agriculture and Rural Development Minister Jack Hayden and an open invitation for Minister Hayden to attend a Board meeting will be extended. ABP will also need to be very clear in its message when meeting with MLAs.

The Board discussed the various options for both provincial and federal communications and promotion activities. Committees and staff members will be working on strategies and will be bringing them to subsequent Board meetings.

(c) ALMA Cattle Producers Advisory Committee Appointment:

Burton suggested to the Board that MacLean be appointed as the ABP representative to the ALMA Cattle Producers Advisory Committee. Smith informed the Board that this was a decision ABP could make and we just needed to advise ALMA of the change.

Motion by Olson/Schrader:

**“That the ABP Board of Directors appoint Chuck MacLean to represent ABP on the ALMA Cattle Producers Advisory committee.”**

Carried

(d) Agri-Recovery Update and Action:

Ford, Hays, and others have met with ARD and AFSC to discuss the implementation of AgriRecovery. The government is still taking the position that AgriStability and AgriInsurance will largely cover the impact of the drought on producers. Ford has explained that because of the reduced margin coverage under AgriStability and low forage and pasture insurance uptake and payments, even producers receiving payments would not receive enough to cover rising costs. When calculating the costs ARD had not taken into consideration that producers had to start buying feed earlier than usual and may have to buy feed longer than customary as well.

ABP has one last chance to add input into the analysis before the documents are sent to the provincial and federal governments. Ford feels it would be beneficial to keep this issue in the forefront. The directors decided that ABP should continue working with the government, ensure that

we keep communicating with producers, and work with organizations in Saskatchewan on this issue.

**DIRECTION that the ABP Board support the Cow/Calf Committee’s effort to push forward with AgriRecovery.**

(e) SRM Program Letter:

A group of organizations, including CCA, have sent a letter to Minister Ritz regarding the cost of removing SRMs from OTM cattle and the regulatory disadvantage this places on Canadian processors. They are concerned about losing OTM processing capacity and have asked for a program that would provide payments to processors for all OTM cattle. They have sent a copy of this letter to provincial organizations asking them to send it along with a letter of support to the provincial agriculture Ministers. The Board was concerned with the perception to the producer of ABP supporting payments to processors.

Since then the Beef Value Chain has talked about changing the program to have the payment made to producers. Minister Ritz sent a letter to the organizations who signed the letter saying that a single program is not the answer.

There was direction that ABP should strongly support the need for harmonization of SRM standards between Canada and the United States as science allows.

(f) ALMA Relationship and Projects (Auction Market Monitors):

MacLean had a short meeting with ALMA Chair Joe Makowecki to discuss our relationships with ALMA and the potential for finding projects that would benefit both ABP and ALMA. The Board discussed approaching ALMA for future funding on a wide range of projects, including the possibility of having ALMA provide funding for ABP staff. All committees and ABP staff members will be looking for opportunities to develop these projects.

Creech was approached by ALMA to have their logo appear in the masthead on the screens being set up in the auction marts. Smith came up with the idea of having ALMA’s logo in one of the rotating advertising sponsorship lines.

Motion by Carey/Cailliau:

**“That ABP support the addition of the ALMA logo to the sponsors’ line on the auction mart screens.”**

Carried

(g) Appointee to the National Agency:

We have three representatives from ABP on the National Agency. The AGM for the National Agency is in March and we need to confirm our representatives.

Motion by Bland/Carey:

**“That ABP appoint Dave Solverson, Gordon Graves and Bob Lowe to represent ABP on the National Agency.”**

Carried

(h) AGM resolutions:

The Board discussed the resolutions that were carried at the AGM and the actions that have been made to date.

The resolution regarding RFID tracking challenges ABP's current standing on traceability. As an organization we support animal and premise identification and an appropriate level of movement tracking. The suggestion was to take the motion back to the delegates at the Semi-Annual General Meeting and clarify our position on this issue.

(i) Fall Meeting Resolutions:

The directors received copies of the resolutions from the Fall Meetings that were directed to the Board of Directors by the Resolutions Committee. Smith told the Board that the directors need to review the resolutions as they will be brought forward at the February meeting for debate and decisions.

**DIRECTION to Rosanne Allen to remind the Board before the February meeting to study the resolutions.**

(j) ILC Sponsorship:

A motion to fund ILC was made and carried under 3(b).

(k) Red Meat Reception:

Issue discussed under 3(b).

(l) CCIA:

Burton spoke to the directors about the hazards associated with tagging older cows and bulls. Burton recommended that ABP's CCIA representative take this concern to CCIA and ask them to look into alternatives for tagging older cows and bulls.

Motion by Lowe/Ford:

**“That ABP lobby Canadian Cattle Identification Agency to identify and implement an alternative method of tagging unmanageable animals.”**

Carried

Despite a commitment made to CCIA that barcode tags would be delisted as of January 1, 2010, CFIA has not yet delisted barcode tags. Producers need to be informed that barcode tags are still valid.

Motion by Sawyer/Carey:

**“That ABP send a letter to the Canadian Cattle Identification Agency supporting the**

**elimination of barcode tags by natural attrition and not by delisting the tags.”**

Carried

---

**5. In Camera**

---

**6. Discussion Items**

---

(a) By-law and Regulation Update:

Waller spoke to the Board about the amended Plan Regulations and By-Laws. Waller is waiting on a letter from Marketing Council regarding completion of the process.

(b) Proprietary Information Research:

Waller updated the Board on the results found relating to the AGM resolution asking ABP to *'determine legally and definitively the ownership of producer proprietary information and the legality of releasing producer information'*. Waller arranged for research into the nature of the information and the limits on sharing information, such as age verification, that is collected under mandatory provisions of Alberta regulations. This research was conducted on behalf of both ABP and CCIA, with the two organizations sharing the cost. After CCIA reviews the results of the research with Hina Thacker, ABP will be meeting with CCIA and ARD to identify the best strategy for dealing with the results of the research.

**DIRECTION to Waller to continue working with Hina Thacker on this matter.**

(c) Transition Grant Approval:

ABP had requested a an administrative levy to cover the costs of paying commissions to check-off remitters and administering the check-off refund process. Marketing Council refused the request for an administration levy, but the government offered ABP and the other three commission affected by Bill 43 transition grants to cover these costs. At the direction of the Board Smith made a formal request for this grant and ABP has received a grant of \$252,000.00 to cover expenses related to Bill 43 from June of 2009 through the 2010/2011 fiscal year.

(d) Cattle Price Insurance Premiums:

Lowe attended a meeting of the CCA Domestic Agriculture Policy Committee where the issue of cattle price insurance (CPIP) was discussed. AFSC is happy with the response to CPIP in Alberta and other provincial members of CCA, led by Saskatchewan and Manitoba want a national price insurance program. There has been a considerable amount of discussion at CCA about government contributions to premium payments, but the current CCA recommendation is to support implementation of an effective and affordable national price insurance program.

(e) FAA Convention:

ABP will have a booth at the convention that Zone 3 is funding and Charlie Christie will be making a presentation on behalf of ABP during the Friday afternoon session.

(f) AFSC/ARD Producer Risk Management Meetings:

AFSC and ARD are presenting a series of risk management meetings next week. They asked us to provide some advertising on it which we have done on the auction mart screens and in Grass Routes.

(g) Barley Survey:

AB Barley Commission wants to do a survey on the use of barley and is looking for 5 or 6 cow/calf producers who use barley and would be willing to participate in a survey.

Olson, Chomlak, Solverson, Bowie and Christie agreed to take part and Smith will forward these names to ABC.

(h) Ontario Cattlemen's Association AGM:

The annual meeting is the 24<sup>th</sup> and 25<sup>th</sup> of February. We have in the past sent someone from the board to the meeting. The Executive are unable to attend as they will be in a governance workshop then. Bob Lowe volunteered to go on behalf of ABP.

(i) CAFTA:

Solverson just returned from the CAFTA AGM in Ottawa. There was an election for president this year. Stan Eby was elected for a two year term and he sits for CCA as well. CAFTA had accepted the Alberta Cattle Feeders Association as a new member.

(j) Wood Buffalo Park update:

Chomlak has spoken with John Knapp about the change in SRD and ARD Ministers. He was informed that the government is going ahead with the proposed plan to deal with bison coming out of the park. Jamie Curran is the government point person and Chomlak is ABP's point person on this matter.

(k) LIS:

Carey pointed out to the Board the summary at the back of the package for the directors' information. LIS has formed a partnership with ARD and CCIA for full livestock traceability in Alberta.

---

## 7. Reading Material

- (a) BOD resolutions and action items:
- (b) Beef Supply at a Glance
- (c) LIS Directors Summary

---

## 8. Next Meeting

- (a) Board Meeting – February 17, 2010, ABP Board Room, Calgary, AB
- (b) Board Meeting – March 18, 2010, ABP Board Room, Calgary, AB
- (c) Board Meeting – April 15, 2010, ABP Board Room, Calgary, AB
- (d) Semi-Annual Meeting – June 7-8, 2010, Delta South, Edmonton, AB
- (e) Board Meeting – June 7, 2010, Delta South, Edmonton, Alberta
- (f) Board Meeting – July/August - **TBD**
- (g) ILC – August 11, 2010, Deerfoot Inn & Casino, Calgary, AB
- (h) Board Meeting – September 16, 2010, ABP Board Room, Calgary, AB
- (i) Board Meeting – October 21, 2010, ABP Board Room, Calgary, AB
- (j) Resolutions Committee Meeting – November 17, 2010, ABP Board Room, Calgary, AB TBD
- (k) Board Meeting – November 18, 2010, ABP Board Room, Calgary, AB TBD
- (l) New Delegate Orientation – November 24, 2010, ABP Board Room, Calgary, AB TBD
- (m) AGM – December 6-9, 2010, Sheraton Hotel, Calgary, AB

---

## 9. Adjournment

Motion to adjourn by Lowe at 4:35 p.m.