

**ALBERTA BEEF PRODUCERS  
MINUTES OF THE BOARD OF DIRECTORS MEETING  
THURSDAY MARCH 18, 2010 8:30 a.m.  
AT THE ABP BOARD ROOM, CALGARY, ALBERTA**

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- Present:** Chuck MacLean - *Chair*  
 Doug Sawyer - *Vice Chair*  
 Dave Solverson - *Finance Chair*  
 Rick Burton - *Past Chair*  
 Brad Calvert - *Zone 1*  
 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*  
 Rosanne Allen - *Executive Assistant*  
 Fred Hays - *Policy Analyst*  
 Laura Procnier - *Controller*  
 Barb Sweetland - *Promotion Manager*  
 Lori Creech - *Comm. Manager*
- Guests:** Travis Toews - *CCA Vice-President*  
 Dennis Laycraft - *CCA Exec VP*
- Absent:** Brent Carey - *Zone 2 (at large)*

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

**1. Adoption of Agenda**

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- (a) Approval of Agenda:

Motion by Cailliau/Christie:

**“That the Agenda be approved.”**

Carried

**2. Approval of Minutes**

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- (a) Minutes of the February 17, 2010 Meeting:

Motion by Lowe/Chomlak:

**“That the Minutes of the February 17, 2010 Board of Directors meeting be approved with changes.”**

Carried

**3. Financial Statement**

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- (a) Financial Statement ending:

Solverson presented the financial statements and brought the Board up to date on the revenue and spending to the end of February.

Motion by Solverson/Ford:

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

Carried

**4. Decision Items**

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- (a) Board Governance Actions:

In February MacLean, Sawyer, Solverson, Smith and Carey attended a STRIVE Board Governance workshop presented by Marketing Council. All of the ABP representatives found the workshop worthwhile and they shared some of the key messages with the Board. Although the Executive and directors believe that the ABP Board governance is sound, the Board will be participating in a governance excellence model analysis and looking for possible areas of improvement.

- (b) ABP Objectives for 2010/2011:

Before making any decisions on the 2010/2011 budget, the Board worked on specific ABP objectives for the year. At the suggestion of MacLean, Smith prepared a list of strategic objectives for the board’s consideration based on ABP’s business plan. Directors discussed each point separately refining objectives where necessary.

Smith revised the strategic objectives as per the directors’ wishes.

Motion by Olson/Schrader:

**“That the ABP Board of Directors endorse the ABP Strategic Objectives as outlined.”**

Carried

The objectives will be put into a document with the ABP mission, the industry priorities for sustainability and competitiveness that have been identified already, and the long-term goals from the ABP Strategic Plan to form a plan for the 2010/2011 year.

- (c) Budget Decisions for 2010/2011:

The Board devoted a substantial amount of time to reviewing the 2010/2011 budget with a focus on allocation of the council and committee project funds. The Board also considered the funds allocated for the CCA assessment and heard a presentation from Travis Toews and Dennis Laycraft about the impacts on CCA activities of changes to the ABP assessment. The ABP councils and committees had done a very good job of identifying

priorities and presenting funding requests that reflected the issues of importance to producers and ABP, as well as a clear recognition of the funding constraints under which we are operating. The Board allocated most of the project funds to the councils and committees, but left money in a project reserve fund for projects that may arise through the year. All councils and committees will be looking for opportunities to leverage their funding with money from other sources.

Motion by Bowie/Bland:

**“That the ABP Board of Directors accept the revised budget as set out for the updated committee and council expenses and project reserve.”**

Carried

(d) AgriRecovery Update and Actions:

Smith spoke to John Knapp this morning regarding AgriRecovery and was informed that AgriRecovery assistance is still a work in progress. Senior officials from both the provincial and federal governments are continuing their consultations and there have been some positive comments from the Minister. However, there is still no firm commitment to providing AgriRecovery funding and we don't expect a decision in the very near future. The government knows that many producers are facing an urgent situation.

(e) National Check-off Strategy:

There has been discussion about the possibility of having the National Check-off made non-refundable again, but there continues to be uncertainty about which organizations receive these funds. ABP has developed a flow chart that clearly shows the distribution of the service charge between the \$1.00 that goes to the national agency for the marketing and research activities of BIC, CBEF, and BCRC and the \$2.00 that is used to fund ABP and CCA activities. This chart will be included in the Grass Routes newsletter that is going to the printers next week, along with a short article describing the case for a non-refundable national levy. In order to make the ABP position clear, the Board passed the following resolution.

Motion by Sawyer/Bland:

**“That the ABP Board of Directors requests that the Government of Alberta amend the ABP Authorization Regulation to authorize ABP to collect a non-refundable national levy of \$1.00 per marketing to be sent directly to the National Check-off Agency and distributed pursuant to the agreement between ABP and the Agency.”**

Carried

(f) Amendments to ABP Commission Regulation:

The amendments to the ABP Commission Regulation dealing with the service charge refund process have been prepared by Marketing Council and were presented to the Board for review and approval. The amended regulation will come into force on April 1, 2010.

Motion by Lowe/Cailliau:

**“Alberta Beef Producers, pursuant to Section 26 of the *Marketing of Agricultural Products Act*, hereby makes the Alberta Beef Producers Commission Amendment Regulation in the attached Appendix.”**

Carried

(g) BSE Class Action Lawsuit Rally:

There will be a rally in Red Deer pursuant to the BSE Class Action Lawsuit. The organizers have requested that ABP help to publicize the rally, but ABP has not had any involvement with this lawsuit. It is not part of the ABP mandate or role to participate in this type of activity and the Board agreed that ABP should continue to refrain from participating in the action.

(h) Cattle Feeder Council Vacancies:

Directors discussed filling the open positions on the CFC. A couple of names were offered for consideration but no action was taken at this time. This matter will be considered by the CFC at its next meeting.

(i) Appointees to BCRC:

Charlie Christie and Larry Delver have agreed to continue to represent ABP on the council. Smith will speak to the other current council members to see if they are interested in continuing on the council and will accept other nominations. The decision on ABP appointments will be made at the April Board meeting.

(j) CCA Director and Executive Positions:

If Travis Toews is elected as CCA President at the upcoming AGM, he will sit in his own right and ABP will have a position open on the CCA Board.

Motion by Olson/Cailliau:

**“That, if necessary, ABP have an election at the Semi-Annual meeting for a Canadian Cattlemen’s Association representative.”**

Carried

(k) Cross Border Livestock Health Conference (PNWER):

Erik Butters, Reynold Bergen and Larry Delver attended this conference last year and found it very informative and worth the time and money to attend.

Motion by Christie/Sawyer:

**“That ABP Board of Directors appoint Larry Delver to represent ABP on the Cross Border Livestock Health Conference committee.”**

Carried

(l) ILC – American guests:

Directors discussed the merits of continuing to host American producers again this year. Directors who have attended in the past agreed that it is a valuable experience that fosters open dialogue and communication between Alberta and U.S. producers. This is a joint project with ARD and the Canadian Consulates in Denver and Minneapolis.

Motion by Olson/Fenton:

**“That ABP allocate \$5000 to host US cattle representatives for registration and local transportation for the 2010 International Livestock Congress.”**

Carried

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## 5. In Camera

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### 6. Discussion Items

(a) Government Relations Strategy:

The Executive spoke to the directors about the positive steps that have been taken to improve the relationship between ABP and the Alberta government. All directors and delegates need to continue working to build stronger relationships between ABP and rural MLAs.

Solverson attended a Members Constituency meeting in his area and found it very positive. He suggested that, where possible, delegates and directors should try to attend similar meetings in their areas.

(b) Beef Industry Round Table Meeting:

ABP was represented by the Executive and Council Chairs at the Beef Industry Round Table held two weeks ago at the McDougall Centre in Calgary. This was one of six round table sessions being convened by new Alberta Agriculture and Rural Development Minister Jack Hayden for various sectors of the agriculture industry. Over 40 producers, representing all sectors of the cattle industry and a number of industry organizations, attended the session. The purpose of the session was to provide the Minister with information about current and emerging issues, as well as possible collaborative solutions to these issues. The ABP representatives thought the meeting was good and there was an opportunity to raise important issues such as the national check-off.

(c) Westlock Producer Meeting:

In February, MacLean attended a producer meeting in Westlock that was organized by the Zone 7 delegates. He was very pleased with the organization, attendance and

results of the meeting. Schrader hosted the meeting and was appreciative of the work that MacLean and Smith did with the producers from the zone.

MacLean recommended that all of the zones organize similar meetings and offered to attend them.

(d) Wainwright AGLA Meeting:

A number of ABP directors attended the Alberta Grazing Leaseholders Association annual meeting in Wainwright where there was a detailed discussion about the Grazing Lease Rental Rates proposal. The primary purpose of changing the grazing lease rental rates is to provide better protection against future trade actions. The ABP Board has supported this proposal, but producers in a number of zones have serious concerns about the suggested rates. It appears that SRD will not be taking the proposal to the legislature this spring and the ABP Board sees a need for further consultation on the proposal with producers from across the province.

**DIRECTION to Burton will check into what the committee is doing and report back to the Board at the April meeting.**

(e) Zone Resolutions:

The Board was informed that producers in Zone 7 and Zone 8 do not support the Grazing Lease Rental Rates proposal and the delegates in these two zones had passed motions at zone meetings opposing this proposal.

(f) President’s Choice Free From Menu:

The Loblaws chain is advertising a range of Free From products, including hormone and antibiotic free, vegetable grain fed beef. The advertisements feature ranchers from Montana. Both BIC and the B.C. Cattlemen’s Association have challenged them on the advertising of the product and the use of U.S. producers.

**DIRECTION to Smith to work with BIC on a letter to address the issue.**

(g) Committee and Council Reports:

(i) Cow/Calf Council:

Nothing to report at this time.

(ii) Cattle Feeder Council:

Directors discussed a letter that Smith will be sending to CCIA asking them to inform suppliers that CFIA has put the de-listing of barcode tags on hold. Smith has spoken with CCIA about amending their website to request confirmation when unexpected birth dates are entered, as well as working on improved retention of RFID tags.

(iii) Cattle Industry Council:

Delver circulated a report showing the progress of CIC.

(iv) Communications Committee:

Nothing to report

(v) Promotion Committee:

Promo met last week where they discussed their budget proposal.

(vi) Research Committee:

First meeting was held yesterday. Cow/Calf Council still needs to appoint a member to the committee.

(vii) Environment Committee:

Bowie spoke about the Land Use Framework and its current status

(viii) Animal Health & Welfare WG:

The working group has purchased six spots for AFAC's AH&W conference. They will be using four, but if anyone else is interested, they should get in touch with either Katelyn Laverdure or Brian Chomlak.

**7. Reading Material**

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- (a) BOD resolutions and action items:

**8. Next Meeting**

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

**9. Adjournment**

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Motion to adjourn by Chomlak at 4:45 p.m.