

Board of Directors Meeting Summary – June 7, 2010

Governance Excellence Model (GEM) Assessment:

Freda Molenkamp-Oudman, of the Agricultural Products Marketing Council, presented the first phase of results from 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 directors showed a number of areas for improvement, 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 connected to the August Board meeting.

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.

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 carried a motion for the Executive to 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.

Traceability Principles and Resolution:

Smith discussed the Guiding Principles for Beef Cattle Traceability that had been approved by the Board and suggested that these principles be presented to the delegates for their consideration and approval. Approval of these principles would provide the basis for the 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 tracking that does not meet these principles.

ABP Appointment to 2011 ILC Committee:

Greg Bowie currently sits on the ILC Board and agreed to continue as ABP's representative. Chomlak nominated Bowie to the position and the Board confirmed the nomination.

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 traditionally the ABP sends its Chair or another Board representative to the meeting as our voting representative. The Board carried a motion for Chuck MacLean to represent ABP as our voting representative.

Future Semi-Annual General Meetings:

The Board discussed the location of future Semi-AGMs and gave direction for staff to look at the overall cost of holding the meeting in Edmonton, Red Deer or Calgary and return to the Board in August with solid numbers.

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.

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.