

**ALBERTA BEEF PRODUCERS
MINUTES OF THE BOARD OF DIRECTORS MEETING
THURSDAY, FEBRUARY 22, 2007
AT THE CAPRI HOTEL, RED DEER, ALBERTA**

PRESENT: Erik Butters - *Chair*
Rick Burton - *Vice-Chair*
Kelly Olson - *Finance 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*
Donna Noullett - *Zone 9*
Shelley Morrison - *Zone 9*
Stuart Thiessen - *CFC Chair*
Chuck MacLean - *CFC*
Tony Saretsky - *CIC*

STAFF: Peggy LeSueur - *General Manager*
Adrienne Waller - *Corp. Counsel*
Lynne Sterritt - *Marketing Officer*
Reynold Bergen - *Animal Health & Welfare Manager*
(call in 8:30-9:15)
Rosanne Allen - *Exec. Asst.*
Elaine Deeg - *Recording Sec.*

GUESTS: Bryan Walton - *CEO, ACFA*
Glenn Thompson
Ken Olson

ABSENT: Darcy Davis - *Past Chair*
Dave Solverson - *CFC*
Steve Primrose - *CIC Chair*

Chairman Butters called the meeting to order at 8:10 a.m.

1. Approval of the Agenda

Additions: 6(a) LICA Regulation Review; 6(g) Issues to discuss at Ottawa fly-in; 6(h) NCBA update.

Motion by Boake/Panrucker

“That the Agenda be adopted with additions marked above, plus any other additions or deletions that are deemed necessary throughout the course of the meeting.”

Carried.

2. Minutes of Previous Meetings

(a) Minutes of January 18, 2007 Meeting:

Motion by Maser/Morrison

“That the Minutes of the January 18, 2007 Board of Directors meeting be adopted.”

Carried.

(b) Matters Arising:

Resolution 12 from the ABP AGM was determined to be inadmissible under the current ABP Plan, therefore no action was taken and the Chairman deemed it Out of Order at the January 18 Board meeting. It will be a discussion point during the plan review

3. Finance Report

Olson presented the Statement of Financial Position as at January 31, 2007.

DIRECTION to bring budget review and recommendations to the March Board for the 2007-2008 year.

Motion by Olson/Fenton

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

Carried.

4. Items for Decision

(a) SRM options

Bergen (by telephone) explained the proposed changes to the SRM disposal program that will be effective on July 12, 2007. SRM from under thirty month animals will remain the same, but SRM from over thirty month animals will include additional materials. This SRM will need to be completely eliminated from the entire feed system. The SRM will be segregated, dyed and disposed. Because the SRM will not have value, the cost of deadstock pick-up may increase. It was agreed that dialogue needs to be instituted with CCA and the packers in an attempt to solve this problem.

DIRECTION to Bergen to provide a synopsis of the SRM issues and provide recommendations as well as potential courses of action. The Board requested that this synopsis be available to the Board members attending the Ottawa fly-in next week. Bergen also to check with CCA on discussions with packers

(b) Select Plan Task Force members:

In January the Board had agreed a Working Group was to be selected to review the three ABP Plan Regulations. The Group should have an Executive member, a cow/calf representative, a feeder representative, an industry representative, a staff representative and Cattle Feeder Council representative.

Motion by Sawyer/Carey

“That the Alberta Beef Producers Board of Directors appoint Dr. Bill Newton, Erik Butters, Mille Boake, Charlie Christie and Adrienne Waller as the Alberta Beef Producers ‘Plan Task Force Working Group’.”

Carried.

(c) Create Canada Beef Export Federation (CBEF) Task Force regarding Beef Marketing Activities:

Resolution 18 from the ABP Annual General Meeting read: “Be it resolved that ABP and CCA investigate the feasibility of combining the industry’s International and North American beef marketing activities under one organization.”

Motion by Carey/Olson

“That the Alberta Beef Producers Board of Directors put forward a call for third party proposals from unbiased organizations in order to investigate the feasibility of combining the industry’s International and North American beef marketing activities under one organization.”

Carried.

(d) Canadian Wheat Board (CWB) – Review ABP position and agree on Communication Proposal:

Board members noted that one of ABP’s core principles is to encourage a free and open market place, and that each cattle producer needs to act upon the CWB plebiscite individually.

(e) Review/Decide upon proposal for ABP to file comments on Rule 2:

A February 21 Memorandum regarding the estimated legal fees to file comments on Rule 2 was explained by Waller.

Motion by Thiessen/Panrucker

“That the Alberta Beef Producers provide up to \$15,000USD to Mayer Brown to file comments on Rule 2 on behalf of the Alberta Beef

Producers based on the comments prepared by CCA.”

Carried.

Board members participated in a CCA Conference Call discussing Rule 2 (during the Board meeting).

(f) Review draft letter regarding principles for a revised Income Stabilization/Disaster Assistance Program – Travis Toews:

Toews (by telephone) read and explained the January 12, 2007 letter from CCA President Lynch-Staunton to The Honourable Chuck Strahl which sets out the CCA position and recommendations for a revised income stabilization/disaster assistance program. The Board was concerned with the challenge of transition from the present program to a new program.

Motion by Israelson/Burton

“That the Alberta Beef Producers Board of Directors endorse the principles outlined in the Canadian Cattlemen’s Association letter of January 12, 2007 to The Honourable Chuck Strahl as presented to the February 22, 2007 ABP Board meeting, requesting a letter be sent to Minister Groeneveld outlining those principles.”

Motion by Olson/Panrucker

“That the motion be amended to add ‘with an additional paragraph on the challenge of transition’.”

Carried.

The motion now reads:

“That the Alberta Beef Producers Board of Directors endorse the principles outlined in the Canadian Cattlemen’s Association letter of January 12, 2007 to The Honourable Chuck Strahl as presented to the February 22, 2007 ABP Board meeting, requesting a letter be sent to Minister Groeneveld outlining those principles with an additional paragraph on the challenge of transition.”

Carried.

(g) Review support letter for Emerald Award – Burton:

Burton explained the background of the Emerald Award (developed by the Alberta Department of Environment) and the request he received from Mike Alexander, Rangeland Management Forester, Public Lands Division, SRD. A letter drafted to Mr. Alexander from ABP

nominating the Rocky Mountain Forest Range Association as an Emerald Award recipient was presented to the Board.

Motion by Morrison/Carey

“That the Alberta Beef Producers Board of Directors direct the Public Affairs Committee Chairman sign and forward the letter to Mike Alexander, SRD supporting the nomination of the Rocky Mountain Forest Range Association as an Emerald Award recipient.”

Carried.

5. In Camera Session

6. Items for Discussion

(a) Livestock Identification and Commerce Act Regulation Development:

Waller distributed Information on Policy Change Highlights on the *Livestock Identification and Commerce Act* Regulation Development. Final comments from industry groups should be made to the Alberta Agriculture and Food (AF) and Livestock Identification Services (LIS) Steering Committee by March 16, 2007.

(b) Issues to discuss at next week's Ottawa fly-in:

Thiessen, Olson, Carey, Israelson, Morrison and Sawyer will go to Ottawa next Monday. Principal discussion items will be:

- Supplementary Import Quotas.
- SRM Protocol
- Bioenergy Industry impacts
- Humane Transportation
- Income Stabilization/Disaster Assistance

Butters advised that Morrison may not be able to attend, so other Board members should check their schedules to see if they can fill in if need be.

(c) NCBA update:

Butters reported that the NCBA Conference was held in Nashville, Tennessee, with over 6,000 registrants. A Resolution passed with respect to Country of Origin Labelling with the provision that it be voluntary and pertains to all commodities.

Burton said the U.S. delegates were most congenial and were genuinely pleased to meet and visit with the Canadian delegates. He commented that the northern tier States were against Rule 2, however the Resolution to support Rule 2 passed with the provision that guidelines follow OIE standards.

Olson commented that the Cattlefax presentation and the Biofuel Industry presentations were very good. He felt that overall there was strong support for Canada.

Saretsky attended on behalf of CCA and attended scheduled meetings with individual State representatives as well as national representatives.

MacLean added that he was encouraged with Johanns' comments in favour of Rule 2.

(d) Review proposal for ABP website revision:

The Producer Liaison Committee discussed revising the current ABP website. A Sub-Committee of Cecile Fleming, Sara Arthurs and Erin Moskalyk was formed to work on updating the website. The time requirement for this appointed delegate will be one full day at project initiation; conference calls during the development; and one full day upon completion to review all revisions. The first meeting will be held in mid-March.

DIRECTION to Committee Chairs to appoint a representative to the Web-site sub-Committee by March 5, 2007.

(e) Update on Canadian Cattlemen's Association (CCA) Review:

Davis was not in attendance, so Butters advised that the Review will be dealt with at the March CCA meeting.

(f) Canadian Food Inspection Agency (CFIA) Livestock Transportation Regulations Update:

Morrison advised that the condensed report (CFIA Livestock Transportation Regulations Update—Primrose, Morrison and Perlich go to Ottawa) was included in the Agenda package. She felt the meeting with Dr. Gord Doonan, Dr. Martin Appelt and two other CFIA staff members was very worthwhile. The areas of contention are Time in Transit; Feed, Water and Rest; and Loading densities. Morrison felt it is important to pick certain contentious issues and lobby these particular areas. Morrison said there have been talks with other provinces, as it is important to find a balance in national communication. The group did advise CFIA that the Alberta Beef Producers understand this is a national issue and that ABP is working with CCA.

DIRECTION to add this subject to the March Board meeting.

(g) Introduction of Bryan Walton, CEO, Alberta Cattle Feeder's Association:

Butters introduced the new CEO of Alberta Cattle Feeder's Association, Bryan Walton. Walton provided the Board with his background before joining ACFA, as well as the

ACFA activities he has been involved with since he began work there on February 1.

(h) CCIA Board Meeting – Burton:

Burton attended a CCIA Board meeting on February 13 and 14. This was a facilitated session dealing with how to identify a plan forward.

The second phase of moving forward will be in the development of Canadian Livestock Traceability System (CLTS) initiative, which will be a separate entity from CCIA. The objective will be to provide a data base service to all livestock industries.

Funding to CLIA will wind down in 2008.

The next CCIA meeting will be held April 2 and 3, and Burton invited interested parties to attend.

(i) Committee Reports

(i) Producer Liaison

Maser reported that the PL Committee sponsored: The Tiffin Conference for \$5,000; the Cattlewomen's Cure for Cancer in Medicine Hat; Calgary Exhibition and Stampede advertising for \$7,000 (co-sponsoring with Promotion Committee); upcoming Women's Shows (co-sponsoring with Promotion); and, International Livestock Conference (ILC) for \$10,000 (co-sponsoring with Promotion), if it proceeds. Resolution 12 from the AGM to amend voting procedures at the AGM was discussed. Spear will investigate utilizing electronic voting at the AGM. ABP will now have a three-year contract with the Sheraton Cavalier Hotel for their Annual General Meetings; and as well, will look into a three-year contract with the Fantasyland Hotel for their Semi-Annual Meetings. Radio renewals will be negotiated at the end of March. The mailing list and database will continue to be updated. A website sub-committee has been set up and Maser requests that Waller sit on the web-site sub-committee. The printing on Grassroutes will be reformatted to have Alberta Beef Producers in a larger font and Grassroutes in a smaller font. The Committee looked into the cost of publishing in other magazines, but opted to increase the size of Grassroutes instead. Millie Boake was selected as Vice-Chairman of the PL Committee.

DIRECTION to book hotel rooms for the Board for the week of the Stampede for the Board Meeting, to dovetail with the ILC meeting.

(ii) Technical

Panrucker advised that the Technical Committee last met on February 14 and 15. \$280,000 of their current budget has not yet been spent, and Panrucker is

awaiting word on whether current projects can be fast tracked or if funds can be carried forward into next year's budget. 41 Letters of Intent were received and reviewed. The Committee requested full research proposals for 18 of these projects, which represents \$1.8 million spread over a three-year period. Cattle Feeder Council may co-sponsor some of these proposals. One Letter of Intent was forwarded to Public Affairs. The Technical Committee found that some proposals were also forwarded to BCRC, so in an attempt to referee these proposals, the Committee agreed to work together with BCRC. Four full proposals were approved. A number of Letters of Support were also sent—without providing any funding. The Technical Committee will next meet in May or June to review full proposals. The John's Disease Sub-Committee met with AAFRD. Elgar Grinde was appointed to sit on the Barley Development Council. Leighton Kolk was appointed by CFC to sit on the Technical Committee. Harvey Hagman was selected as Vice-Chairman of the Technical Committee.

(iii) Government Affairs

Eddleston reported that the GA Committee met February 6. A CAIS Sub-Committee was chosen and Travis Toews will Chair. Issues relating to the CAIS program were reviewed with AFSC. The Committee reviewed the Integrated Land Management process with the Executive Director of SRD. This process should be completed by the end of August. The Wildlife Damage Sub-Committee met with SRD and AFSC staff, and as a result, SRD will participate in a review of the wildlife compensation programs. The Wildlife Damage Sub-Committee will prepare a survey for all Government Affairs Committee members to complete, which will form the basis of further discussions with SRD. Al-Pac's request to the Alberta government for access to higher quality land for long term leases was denied, as indicated by Services Alberta. The GA Committee supported maintaining a status quo on Section 105(4) of the Public Lands Act dealing with membership numbers and composition for grazing associations. Rob Somerville was selected as Vice-Chairman of the Government Affairs Committee.

(iv) Cattle Feeder Council

Thiessen advised that no CFC meeting had been held since the last Board meeting. He reported that CCA has created a Bioenergy Task Force Committee which is looking into research projects. They are attempting to set up a meeting with the Federal Minister of the Environment. Thiessen provided a short report on the Policy Advisory Group of NRCB.

(v) Cattle Industry Council

Saretsky reported that CIC has taken on a number of projects, one being LICA. Primrose is still dealing with Humane Transportation of Livestock and the Cull-Cow Study. The next CIC meeting will be February 23.

(vi) Beef Promotion

Fenton's Beef Promotion Report was included in the Agenda package. Fenton highlighted points from the report, including results of a January 22 facilitated meeting and a planned February 26 meeting with ABP Executive members, Promotion Committee Chair and Vice-Chair, ABP General Manager and Marketing Manager. Results of these meetings will be taken to the March 14 Promotion Committee meeting. The last Promotion Committee meeting was held February 1 and 2. Barry Haner was selected as Vice-Chairman of the Beef Promotion Committee and Brian Chomlak will continue as CAP Chairman. Other Sub-Committees were chosen at the February 1 meeting. Fenton outlined all the Promotion Committee sponsorships and also talked about the February 2 Mini Trade Show where new promotional items were selected for the upcoming year. The Classroom Agriculture Program is underway for the year, and the Beef Education Association has been busy attending trade shows. The RanchERS have also been busy promoting Alberta Beef.

DIRECTION to add discussion on developing an Alberta Beef Producers credit card to the March Board meeting Agenda.

(vii) Public Affairs

Sawyer reported that the next PA meeting will be held March 20. AFAC will be holding their annual meeting on March 22 and 23 in Red Deer. Morrison has agreed to stay on and assist with transportation issues. The Environmental Stewardship Award Selection sub-Committee has been struck. The sub-Committee agreed that the Environmental Stewardship winners need to be more utilized. Starting in the fall of 2007, media training will be offered to the ESA winners in the form of an additional media training workshop within their zone. The Committee will be reviewing their budget next week. Currently no projects were funded, other than the continuing sponsorship of the Cows and Fish program. Greg Bowie was selected as Vice-Chairman of the Public Affairs Committee.

(viii) Canada Beef Export Federation

Israelson and Boake attended the CBEF Annual General Meeting where the Bylaws were passed with few comments and no questions. Boake noted that she attended the Canadian Meat Council conference. Boake added that BIC will be talking to the Federal

Government with respect to daily meat requirements in the new Canada Food Guide.

7. General Information

- (a) Board Resolution Table;
- (b) Beef Supply at a Glance;
- (c) Step by Step Quick Reference – Outlook;
- (d) Alberta Beef Quality Starts Here;
- (e) Brief on Washington Summit;
- (f) Alberta Beef Industry (ABI) Conference Program.

8. Next Meeting Dates

- (a) Board Meeting – Thursday, March 15, 2007, Calgary
- (b) Board Meeting (April/May) – Date not finalized – Calgary (to coincide with Red Meat Reception, if it proceeds)
- (c) Semi-Annual Meeting - June 11 – 13, 2007, Fantasyland Hotel, Edmonton
- (d) Board Meeting (July/August) – Possibly July 12, 2007 – Calgary (to coincide with International Livestock Conference, if it proceeds)
- (e) Board Meeting – Thursday, September 20, 2007 – Calgary
- (f) Board Meeting – Thursday, October 18, 2007 – Calgary
- (g) Board Meeting – Thursday, Possible November 22nd or 29th depending on fall meetings schedule – Calgary (to be selected)
- (h) Annual General Meeting – December 9 – 12, 2007 – Calgary, Sheraton Cavalier Hotel

9. Adjournment

The meeting was adjourned on a motion by Morrison at 4:15 p.m.

CHAIRMAN

GENERAL MANAGER