

Alberta Beef Producers (ABP) Plan – 2018/2019

ABP Vision

A strong and clear voice for cattle and beef producers contributing to a vigorous and profitable beef industry.

ABP Mission

To strengthen the sustainability and competitiveness of the beef industry for the benefit of beef producers in Alberta.

National Beef Strategy 2015-2020 – Pillars and Goals

1. **Beef Demand:** Increase carcass cutout value by 15%
2. **Competitiveness:** Reduce cost disadvantage compared to main competitors by 7%
3. **Productivity:** Increase production efficiency by 15%
4. **Connectivity:** Enhance synergies within industry and make positive external connections

ABP Core Strategies

1. Increase domestic and international demand and market access for Canadian/Alberta beef.
2. Ensure long-term sustainable access to the land and water resources of this province for the benefit of beef producers.
3. Influence government legislation and policy to enhance the competitiveness of Alberta beef producers.
4. Enhance the competitiveness of Alberta beef producers through research and innovation.
5. Engage and involve producers in policy decisions, organizational direction and governance.

Cattle and Beef Industry Priorities

1. Increased export market access
2. Reduced regulatory costs and barriers
3. Increased value for products through branding and differentiation of all Canadian beef
4. Improved communication and information flow along beef supply chain
5. Improved feed grain and forage productivity
6. Better research and development performance for enhanced production efficiency
7. Improved business risk management programs for cattle producers
8. Implement strategies to define and demonstrate the “sustainability” of the beef industry
9. Encourage young producers to join or stay in the cattle industry

ABP Strategic Objectives – 2018/2019

1. **Increase the understanding among producers of the value they receive from the investment of check-off funds in industry programs and activities.**

Actions and Measures: prepare key messages regarding the benefits of the national check-off and the provincial service charge, especially the Alberta Beef Industry Development Fund (ABIDF); engage producers through newsletters, radio broadcasts, magazine articles, social media, direct contact at auction markets, town hall meetings.

Target for Results: producers support a non-refundable service charge in a fall plebiscite.

2. Increase the level of knowledge and understanding of agriculture, particularly the cattle and beef industry, among young consumers and students (future consumers).

Actions and Measures: develop fresh education resources to enhance the opportunities for students to learn about our industry; develop strategic partnerships with groups such as Ducks Unlimited, Glenbow Ranch Provincial Park, and Edmonton Valley Zoo to deliver our messages to young consumers and students; continue preparation and distribution of Worried About brochures; continue our Alberta Beef marketing and education efforts at public event and in cooperation with industry partners.

Target for Results: enhanced knowledge of and trust in our industry in these key target audiences as demonstrated by consumer perceptions and attitudes.

3. Increase engagement with the Alberta government to ensure that land, water, and environmental policies support the interests of farmers and ranchers.

Actions and Measures: continued communications with EP, AF, and ED&T elected officials and staff on these issues; increase the understanding of the value and importance of grazing for conservation of land and biodiversity; address the issues of the grazing lease rental rate framework, grazing lease administration, wildlife impacts, and water allocations; continue to seek government support for providing landowners and leaseholders with Ecosystem Services benefits on grasslands using carbon levy funds.

Target for Results: Legislation and policies on land, water, and the environment support the economic interests of cattle producers and the environmental and social interests of Albertans.

4. Ensure the sustainability of our industry by creating conditions supporting viable succession in the industry.

Actions and Measures: encourage the development of government policies and legislation that support the economic competitiveness and sustainability of the industry; continued leadership on industry social license through the CRSB and VBP+; work to ensure that tax rules are not an impediment to orderly farm and ranch succession; continue promotion and support of young producer programs such as 4-H, CYL, and YCC.

Target for Results: interest in expansion of the cow herd in Alberta; signs of more young people participating in the industry.

5. Ensure that investments in research and technology provide Alberta cattle and beef producers with information and technology that will support sustainable and competitive operations.

Actions and Measures: continued coordination with BCRC and other partners on research priorities and projects; implement the rancher pilot program under the Alberta Beef, Forage, and Grazing Centre; completion of projects under joint research calls with Saskatchewan; continued support for feed grain and forage research; support and enhance the technology transfer activities of the BCRC;

Target for Results: successful engagement of producers in technology transfer and extension initiatives; evidence of adoption of new information and technology.

6. Ensure that the implementation of health, safety, and labour legislation in Alberta recognizes the unique requirements of farming and ranching operations.

Actions and Measures: continue work on OH&S guidelines that are appropriate for farms and ranches and ensure that the government accepts these guidelines; establish the governance and begin the operations of the AgSafe Alberta Society; coordinate the delivery of awareness and education programs that will begin building a culture of safety; continue discussions with the government on reasonable implementation of all health, safety, and labour legislation.

Target for Results: farmers and ranchers are able to operate their enterprises practically and safely without excessive regulatory burden.