

**ALBERTA BEEF PRODUCERS
MINUTES FOR THE BOARD OF DIRECTORS MEETING
WEDNESDAY APRIL 18, 2018, 8:30 a.m.
AT THE ABP BOARD ROOM, CALGARY, AB**

Present: Charlie Christie - *Chair*
Kelly Smith-Fraser - *Vice-Chair/Zone 5*
Melanie Wowk - *Finance Chair/Zone 8*
Garth Porteous - *Zone 1*
Sheila Hillmer - *Zone 2*
Chris Israelson - *Zone 3*
Jesse Williams - *Zone 4*
Tim Sekura - *Zone 6*
Colin Campbell - *Zone 7*
John MacArthur - *Zone 9*
Assar Grinde - *@ Large*
Fred Lozeman - *@ Large*
Brad Osadczuk - *@ Large*
Cathy Sharp - *@ Large*
Tim Smith - *CCC Chair*
Ken Stanley - *CFC Chair*
Bob Lowe - *Past Chair*

Staff: Rich Smith - *Executive Director*
Fred Hays - *Policy Analyst*
Laura Procnier - *Controller*
Karin Schmid - *Beef Production*
Rosanne Allen - *Executive Assistant*
Katelyn Laverdure - *Communications*

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

1. Adoption of Agenda

(a) Additions and Adoption of agenda:

Additions: 8(i) CFIA Traceability plans;

Motion by Lozeman/Sekura:

“That the agenda be approved with additions.”

Carried

2. Minutes of the Previous Meetings

(a) Minutes of the March 7, 2018 meeting:

Motion by Israelson/Porteous:

“That the minutes of the March 7, 2018 Board of Directors meeting be approved as presented.”

Carried

3. Financial Report

(a) Financial Statement ending March 31, 2018:

Only 93.4% of last years fiscal budget was spent with remaining funds being added to the Unrestricted Net

Assets. Marketings from last year are up by over 96,000 from this time last year. Though cash is down a little, the Unrestricted Net Assets has over \$2.6 million and R. Smith and Procnier believe we only need \$2 million in this account. The additional funds can be shifted to other accounts.

Motion by Wowk/Hillmer:

“That the financial statement be accepted for information purposes only.”

Carried

4. Policy and Governance Issues

(a) Board governance and meetings training:

R. Smith is meeting with the consultant at the end of April and that will move forward the process for the Executive Director’s performance review. He will also discuss with her some director training on board governance and meeting processes. Governance Committee will be meeting at the Semi Annual to work on the harassment policies and delegate responsibilities.

5. Council and Committee Reports

(a) Cow Calf Council:

R. Smith and Hays meet with representative from the Miistakis Institute on April 17th and discussed the wildlife workshop or conference. Miistakis is suggesting a smaller meeting first with key people before organizing a conference or workshop. Miistakis will bring a proposal for this meeting for Hays and R. Smith to look at.

T. Smith updated the board on the various activities that the council has been working on since the March board meeting. Fish & Wildlife have a working group that T. Smith is hoping to get a council member on. Hays has added a link to the governments Ecosystems Services Programs to the ABP website.

Greg Bowie is representing ABP at the North America Waterfowl Management Plan.

(b) Cattle Feeder Council:

Have not met since the last board meeting. Had a meeting with the government in February and they gave the okay to spread manure on frozen ground. This is a continuing issue made difficult by the fact that the NRCB administers AOPA, but it is Alberta Agriculture & Forestry legislation.

(c) Research Committee:

The Research Committee has partnered again on a research call with Saskatchewan Cattlemen’s Association and the

deadline for LOI's is April 20th. There has been no announcement regarding funding for Beef Science Cluster yet. Provincial government is working on a research framework and have indicated that the funds will be around \$11 million this year.

(d) Evacuation Entry Working Group:

Hillmer updated the board on the progress of the working group. The purpose of the group is to investigate what should happen after a disaster and an evacuation. Before beginning, they looked at the policies and procedures that are currently in place. The group had its initial meeting in February in Lacombe where they developed a questionnaire for the Counties and MD's in Alberta. Hillmer met with Brad Andres, Director of Emergency Management Services in Alberta with Agriculture & Forestry. He felt there is some opportunity to increase awareness. The government has announced changes to the emergency preparedness plans and are looking for input.

Hillmer asked the directors for direction on going forward. As producers, we should have input in decisions made for emergency plans moving forward. Hillmer will ask Andres if he can do a presentation at the Semi-Annual meeting in June.

6. Decision Items

(a) ABP Strategic Plan 2018-2019:

In the package was the document that R. Smith developed for the current year. The core vision and mission statements have stayed the same, but the specific objectives change every year. One of the areas that will be critical is making sure that producers understand what they get from their check-off investment.

Sharp spoke about the shortage of workers in the ag industry that will only get worse over the next ten years.

Motion by Stanley/Wowk:

“That the ABP Board of Directors accept the 2018-2019 Strategic Plan with the proposed changes.”

Carried

(b) ABP Budget 2018-2019:

In the package was a copy of the proposed budget for this fiscal year and a copy of the proposed allocations from the Unrestricted Net Assets. There have been some changes on the revenue side of the sheet. ABP has not received an invoice from CCA for its next fiscal year assessment, but R. Smith believes that the amount budgeted for will be close. There have been some reductions for the Semi-annual and the annual report. Grinde asked for a break down of the Marketing & Education budget and Sekura asked for clarification on the Communications budget.

R. Smith presented the updated budget to the directors explaining the reasons for the changes. The increased

marketings are reflected in the revenue and the unspent funds from the last fiscal year are added to the Unrestricted Net Assets.

The Directors decided to use funds from the Unrestricted Net Assets for the 2018-2019 budget and there was no need to use funds from the Operating Reserve Fund for this budget.

Motion by Osadchuk/Israelson:

“That the ABP Board of Directors approve the budget for the 2018-2019 fiscal year.”

Carried

Motion by Grinde/MacArthur:

“That the ABP Board of Directors approve the transfers from Unrestricted Net Assets of \$34,990 to the Operating Reserve Fund, \$120,736 to the Trade Advocacy Reserve and \$513,000 to the 2018-2019 fiscal budget effective March 31, 2018.”

Carried

(c) ACFA responses/WSGA engagement:

The ACFA meeting that was scheduled for April 16th was cancelled due to the weather but will be rescheduled for early May. Two concerns that ACFA has raised are the issue of producers directing the \$0.25 cents to the Alberta Beef Industry Development Fund (ABIDF) and the future of the Cattle Feeder Council. Producers will be allowed to direct to the ABIDF instead of the ACFA because we don't want to force producers to support a membership organization. There will be discussion about the CFC, but it is established under the ABP Bylaws and changes to the Bylaws must come from our delegates. The agreement with ACFA will be reviewed in two years at the same time that ABP begins its next Plan Review.

The ABP and ACFA Executive met with the Western Stock Growers Association (WSGA) to discuss the benefits of a non-refundable service charge and the ABDIF. WSGA members believe that check-off money should only be spent on marketing and communications and should not be used for lobbying. They also expect to become members of the Alberta Beef Industry Development Fund. One of the agreements between ABP and ACFA is to look for greater efficiencies between the two organizations.

The board agreed that the members of the Alberta Beef Industry Development Fund need to be able to work together for the benefit of the cattle industry and support the vision of the ABIDF, including a non-refundable service charge to fund it.

(d) Plebiscite communications and engagement strategy:

We have formally requested a plebiscite and have received a letter back from Marketing Council saying that they will

approach Cabinet to begin the plebiscite process. Marketing Council is going to try to have the plebiscite ready for the fall. The meeting with the cattle feeders involved communications from both organizations about the plebiscite and has been postponed until May.

Proposing to have town hall meetings across the province in June. The first town hall meeting may be in Lethbridge on June 4th and CCA involvement would be welcome. The Auction Markets would also welcome directors to attend auctions and be open to answering questions by producers.

Executive is also discussing a joint board meeting with ACFA.

(e) Fed Cattle Price Reporting:

In the package was a letter that needs formal approval from the directors. There are times during the year when not enough prices are reported to provide sufficient market information for programs and advocacy work. CCA is supporting a feasibility study by Statistics Canada to implement Section 13 to collect fed cattle prices from the packers. Fed cattle prices are required for several industry initiatives including cattle price insurance.

Motion by Campbell/T. Smith:

“That ABP support the ‘Fed Cattle Price Reporting’ letter.”

Carried

(f) May Board meeting:

The directors agreed to meet on the afternoon of May 29th at the Matrix with ACFA to discuss the plebiscite communications and engagement strategy.

(g) Farmer’s Advocate letter:

There was a draft letter for the Farmer’s Advocate that R. Smith asked the directors to look at for approval or changes. Once the board approves the letter, R. Smith will send it to other organizations to see if they would like to sign on. The board suggested approaching AGLA, NAGA, RMFRA and WSGA.

DIRECTION: R. Smith will send the letter to the industry organizations asking for their input.

(h) North Saskatchewan Regional Plan – RAC Advice:

R. Smith sent a message to the delegates asking for anyone who is interested in reviewing and responding to the report. The deadline for response is May 4th.

(i) AgriRecovery Response from Minister Carlier:

ABP received a response letter from Minister Carlier this week and it was added to the board package. The government is not prepared to approach the federal government to ask for AgriRecovery.

(j) MLA Reception:

There was an information sheet in the package and the invitations went out to the MLA’s this week. Tom Lynch-Staunton is also working with small Alberta brewery to participate.

There will be speaking points for the directors before the dinner.

(k) VBP+ Management Committee representative:

For several years VBP+ has had a management committee and Greg Bowie has represented ABP on the committee. Bowie has suggested that, because he is also Co-Chair of the CRSB Framework Committee, ABP choose someone else for the VBP+ Management Committee.

Grinde nominated Brad Osadchuk and this was approved by the directors.

(l) CBIC registration:

The registration is open for the conference in London, Ontario during the second week of August. The National Agency AGM is also being held in conjunction. The CCA representatives and the ABP Executive will attend.

(m) 50th Anniversary Working Group:

Next year is the 50th Anniversary of ABP and we have discussed what we would like to do to honour the anniversary. Laverdure asked for two or three people who are interested to work with her on what the celebrations would look like. Fraser, Sekura and Campbell agreed to sit on the working group.

7. In Camera

8. Discussion Items

(a) AAMA and ALDOBA meeting report:

Christie, Fraser and R. Smith met with auction market and livestock dealer’s representatives. Remitters receive \$0.05 from every check-off and are asking for an increase in their payment to \$0.45. Not all the directors believe that there should be an increase in the remitter payment. Remitters charge producers several fees and with computer programs, deducting the check-off is not difficult.

(b) Prescription Only Antimicrobials:

ABP received a letter from the government stating they would not be taking any action in changing the rules for the distribution of antimicrobials. ABP has prepared a letter for the Minister of Agriculture and to Health Canada asking for more clarification. It appears that other livestock organizations will also support the letter.

(c) Fall Meeting Producer Engagement:

Williams collated the information received from producers during the fall meetings and presented the results to the board. The document was included in the board package.

(d) CCA AGM Report:

The ABP directors that sit on CCA gave their report to the board. Campbell spoke about Foreign Trade; CPTPP; Canada Europe Trade Agreement (CETA). T. Smith spoke about the Canadian Agricultural Partnership; Domestic Ag. Sharp spoke about the Executive meeting; the MP reception; the CCA board meeting and Bob Lowe was elected Vice President; Value Creation meeting of which Sharp is Chair; Canadian Young Leaders (CYL) applications; Stakeholder Relations; Succession Planning Worksheet. Lowe spoke about CYL; CRSB update; National Environmental Farm Plan; a display on biodiversity at the Royal Ontario Museum that has been around for almost 10 years has misinformation on the beef industry. Our partners in conservation organization will be addressing this matter.

(e) BFO Meeting Report:

Sharp attended the meeting in February and submitted a report for the board that was found in the package. Sharp spoke briefly about the topics that were discussed.

(f) Livestock R&D Advisory Committee:

Christie is Chairing this committee which is intended to provide advice and direction to the Alberta government on livestock research and development investment. John Knapp has created a white paper on this topic and Christie and Knapp will be meeting with the Deputy Minister of Agriculture to discuss the proposals.

(g) Local Food Act:

The government has introduced a Local Food Act in the Legislature as a government bill. The idea is to support local food producers. The Act will create a local food week in August and will align Alberta organic food labelling with the federal labelling requirements.

(h) Zone reports:

Zone 1: Supporting local 4-H events; working with Brad Dubeau on other events in the area.

Zone 2: A large feedyard is concerned about refunds across Canada and other provincial organizations clawing back the national check-off; participated in Ag in the Classroom; the Chinook Junior Stock Show; and Aggie Days next week in Lethbridge.

Zone 3: Participated in Aggie Days at the Stampede Grounds last week.

Zone 4: Provided support for research associations; sponsored Highway 13 Cattlemen's Club.

Zone 5: Has a zone meeting last week; a producer asked about ABP providing sponsorship to Canada Winter Games taking place in Red Deer next February. The delegates will go to the auction marts to speak with producers if they have speaking points; have sponsored some 4-H events.

Zone 6: Hope to have a meeting soon. Received a call about shipping beef to China.

Zone 7: No recent meetings. Had a call from a producer about a safety issue with wild or uncontrollable cattle. Suggests that they are marked for slaughter only.

Zone 8: Sponsored *Hay in the 30's* for \$1000. Have held a few conference calls. There is a large fair in the area looking for sponsorship. Crime is on the increase, mostly stolen gas. Have a meeting scheduled in St. Paul with all the MLA's in the Zone for April 24th.

Zone 9: Participated in the Trade Fair in Grande Prairie but feel that it is not worth the zones time to participate in the future. Spoke briefly about his grazing lease issues with the Alberta government.

(i) CFIA Traceability Plans:

Osadchuk asked the directors what their impressions are of the proposed plans for federal traceability regulations. There is concern about the ramifications of the proposed plans. The industry is working to address these concerns through CCIA and the Cattle Implementation Plan (CIP) Committee.

9. Reading Materials

- (a) BOD Resolutions and Action Items:
- (b) Beef Supply at a Glance:

10. Next Meeting and Upcoming Events

- (a) Board Meeting – May 29, 2018, ABP Board Room, Calgary, AB:
- (b) Board Meeting – June 11, 2018, Delta South Hotel, Edmonton, AB (10:00 start):
- (c) Semi-Annual General Meeting – June 11-13, 2018, Edmonton

11. Adjournment

The meeting was adjourned on a motion by Porteous at 3:20 p.m.