



# GRASS ROUTES

SUMMER  
2020

# GRASS ROUTES



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## Note from the Chair

Alberta Beef Producers Chair Kelly Smith-Fraser talks about the upcoming structural and operational changes to the organization. She reminds producers that delegate nominations are now open and the deadline has been moved to September 30, 2020. ABP producer meetings will take on a new format this year towards the end of November, and could potentially be shifted online.

## Raising cattle and ecosystem services

This article discusses the work ABP is doing to capture value for ecosystem services provided by producers. We have been working with the Canadian Forage and Grasslands Association and Viresco Solutions in their development of a Canadian "Avoided Conversion of Grasslands Carbon Credit" protocol. Organizations like Ducks Unlimited, Nature Conservancy of Canada and ALUS provide value to landowners by paying for the stewardship, conservation or restoration of privately held lands and wetlands.

## Have you heard?

Forage U-Pick is a new interactive species selection tool available in Western Canada. This tool allows

you to choose from 10 different selection criteria that best represent the conditions of the area you intend to seed. From there, a list of suitable forages matching your selection criteria will be displayed.

## Focus on COVID-19

A detailed account of the steps taken during the first few months of the COVID-19 pandemic. Read about the response timeline of how ABP and our provincial and national counterparts worked on behalf of producers to minimize the impacts to the Canadian beef industry.

## Reflections and looking forward

Outgoing ABP Executive Director Rich Smith shares some insight into his time working on behalf of Alberta's beef industry, and incoming ABP General Manager Brad Dubeau looks forward to this exciting new opportunity.

## And more...

Marketing adapts new educational resources and the consumer website has a new look. Ducks Unlimited Canada talks about working with the cattle industry to conserve and protect Alberta's grasslands.



Kelly Smith-Fraser  
ABP Chair

## NOTE FROM THE CHAIR

Alberta Beef Producers (ABP) went into our 51<sup>st</sup> year with a clear commitment to changing the structure and operations of our organization to make it leaner, more efficient, and better able to engage producers and provide value to them for their check-off investment. A proposal for these changes was presented to producers at our fall meetings last year. After consideration of feedback from producers, our delegates approved significant changes at the Annual General Meeting last December. At our virtual Semi-Annual Meeting in June, delegates approved the formal regulation and bylaw amendments that

*“We want these meetings to be interesting and informative, and we hope to attract large numbers of producers...”*

*Kelly Smith-Fraser*

will make the structural and operational changes a reality. We were also excited to announce Brad Dubeau as the new ABP General Manager, which took effect July 2, 2020.

Our producer meetings this year will be fewer in number, but bigger in terms of information, interest and hopefully engagement. We are changing from nine zones to five zones and we intend to hold one large meeting in each zone. The meetings have been shifted to the end of November to avoid conflicts with the harvesting, weaning, bringing cattle home and fall work activities of producers. We want these meetings to be interesting and informative, and we hope to attract large numbers of producers, regardless of the format that may be dictated by the COVID-19 pandemic.

This year, we will be electing seven delegates in each of the five zones (Northwest, Northeast, Central, Southwest, and Southeast). This represents a reduction in our delegate body from 56 to 35 delegates. Four of the delegates in each zone will serve two-year terms, while three will serve one-year terms so we can establish staggered elections in the zones for the future. The zone map and delegate nomination forms are available on the ABP website. **The deadline for submission of delegate nominations is September 30, 2020.**

Our next Annual General Meeting (AGM) will coincide with the Alberta Beef Industry Conference (ABIC) next March. This conference attracts a large number of producers from across the province and will be worthwhile to join the Alberta Cattle Feeders' Association (ACFA) and the Western Stock Growers' Association in holding our AGM at the conference. The three AGMs will be held on the same day and we are trying to set the timing of the meetings so that people can attend all three.

At the AGM, the ABP delegates will elect 12 delegates to a more representative and streamlined Board

of Directors. Again, six of the new directors will be elected to two-year terms, while six will serve one-year terms to establish staggered director elections in the future. All directors will serve “at large” and there will be no specific zone directors, but there must be at least one director from each zone. With our increased collaboration with ACFA and the ability of our Board of Directors to work on behalf of producers from all sectors of the industry, we no longer saw a need for the Cow Calf and Cattle Feeder Councils. These councils will cease operations at the beginning of the fall producer meetings this year.

We are excited about these changes at ABP and we hope producers will embrace them and take more interest in our work. With reduced numbers, ABP delegates will have greater responsibility for providing a connection to the grassroots producers in each zone. We are looking for committed producers to become delegates and work on behalf of their neighbours to make the industry stronger and more profitable. Becoming a delegate is a chance for producers to influence the direction, policies and priorities of your organization. We are trying hard to make ABP a leaner, more efficient and engaging organization, but we can't do it without the strong participation of interested producers.

Being an effective delegate requires effort and commitment, but also provides the reward of helping to advance our great Alberta cattle and beef industry. **Please consider becoming a delegate and submit your nomination form before the deadline of September 30, 2020.**



Watch the 2020 ESA video here: [www.youtube.com/watch?v=CoHNMYnb8EO](https://www.youtube.com/watch?v=CoHNMYnb8EO)



# RAISING CATTLE AND ECOSYSTEM SERVICES



One of the mandates of Alberta Beef Producers is to help the beef industry reduce its environmental impacts and try to promote areas where we can demonstrate how raising cattle on native and tame pastures can benefit the environment. This is mostly done through recognizing the value of ecosystem services that we provide on our land for the benefit of all Albertans, while raising cattle or other livestock.

A particular area of interest is whether we can capture some of the value from carbon that is stored in intact native grasslands, or carbon that is sequestered when restoring perennial forages on previously cultivated annual cropland. ABP is involved in many discussions on what tools or market mechanisms could be developed to help receive payment for these ecosystem services - carbon storage being one of many that we provide.

ABP has been helping the Canadian Forage and Grasslands Association and Viresco Solutions in their development of a Canadian “Avoided Conversion of

Grasslands Carbon Credit” protocol, where a landowner could potentially sell carbon credits or offsets to a large emitter or organization interested in contributing to conservation and stewardship. While this project can be developed to sell credits under the U.S. Climate Action Reserve voluntary carbon market, CFGA and Viresco have submitted a pilot project proposal to test how the carbon credit would work on Canadian pasture lands. Another carbon credit opportunity in the future could be to capture value on carbon sequestered through a “Conversion of Annual Cropland to Perennial Cropland Carbon Credit” protocol.

Carbon storage is not the only ecosystem service that pasture lands provide. While we do benefit by raising cattle on these lands, we also provide wildlife habitat, maintain biodiversity, provide nutrient cycling and water filtration services that everyone can benefit from. Many of our environmental non-profit organizations like Ducks Unlimited, Nature Conservancy of Canada and ALUS provide value to landowners by paying for the stewardship, conservation or restoration of privately held lands and wetlands.

Wildlife habitat is another ecosystem service we provide that benefits recreational users of private and lease lands. Unfortunately, while we are passionate about stewardship this

sometimes comes at a great cost, especially if we lose crops or livestock to wildlife. We are continuing to work closely with the Alberta government on our proposed “Co-existence with large carnivores” pilot project, which will hopefully help to better manage and reduce predator conflict while providing sufficient compensation when losses occur. This project would be another way to help recognize the value we provide through wildlife habitat where we do sometimes incur losses.

Lastly, we know our industry produces many ecosystem services for others to share and enjoy, like recreational access for hunting. Unfortunately, we still see conflict between hunters and landowners in some regions, which we are also trying to address. For example, we are currently working with the Canadian Land Access Systems to give landowners an opportunity to manage capacity on their land and set rules for access through an online system. While this may not work for everyone and other options may be better suited to your operation, this tool could be useful in managing access on one’s property.

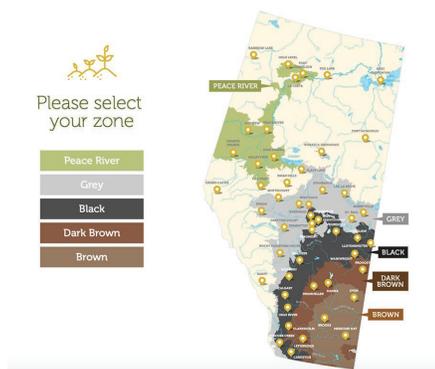
As always, we greatly value environmental stewardship that not only benefits our producers, but also the rest of society. “If we continue to take care of the land, the land will take care of us.”

# HAVE YOU HEARD?

## Forage U-Pick: An interactive forage species selection tool for Western Canada

This tool is designed to provide users from British Columbia to Manitoba with a selection of forage species best suited to a particular region or field, and for a specific use (pasture, hay, reclamation, etc.).

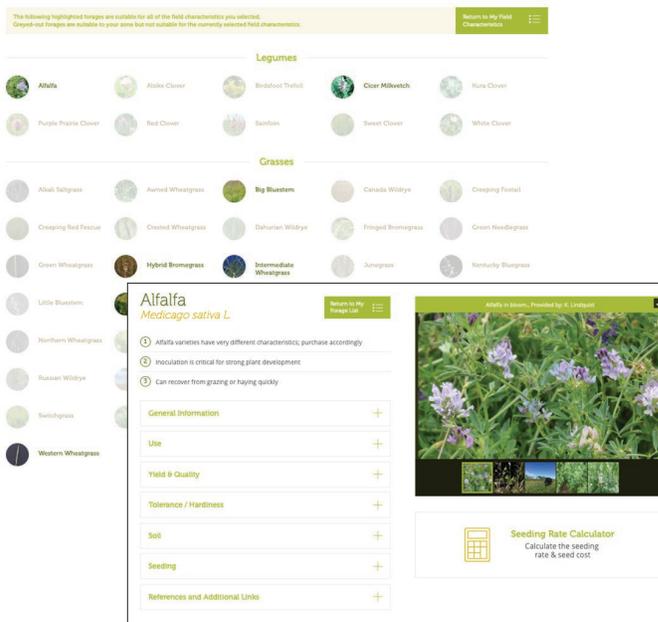
First, choose your province and soil zone/eco-region.



Then you can choose from 10 different selection criteria that best represent the conditions of the area you intend to seed (search results will be the best if you limit the criteria

to the top two or three priority characteristics). “My Field Characteristics” selection criteria allows you to choose the use of forage, timing of use, whether you prefer native or tame, or grass or legume species, desired stand longevity and soil characteristics (soil type, acidity, salinity, erosion tendency, etc.).

A list of suitable forages matching your selection criteria will be displayed. Unsuitable forage species will be greyed out. More information is available on each species by clicking the picture.



Forage U-Pick also contains a seeding rate calculator and resources for weed management.

This tool would not have been possible without the active and engaged participation of forage researchers and specialists from over 13 different organizations, as well as funding from the Beef Cattle Research Council, Alberta Beef, Forage and Grazing Centre, Saskatchewan Forage Council, and the Government of British Columbia and Government of Canada through the Canadian Agricultural Partnership.

Check it out at [upick.beefresearch.ca](http://upick.beefresearch.ca)

## Call for delegate nominations

Are you a beef producer looking to get more involved in your industry?

Alberta Beef Producers is accepting nominations from producers to run in the 2020 delegate elections. We are electing seven delegates in each of the five newly established zones (Northwest, Northeast, Central, Southwest, and Southeast). Four delegates in each zone will serve two-year terms and three will serve one-year terms to establish staggered elections in the zones for the future.

The nomination form is available at the end of this newsletter to tear off and send in, or online at [www.albertabeef.org](http://www.albertabeef.org), through your local delegate or the ABP office, and must be submitted to the ABP office by **September 30, 2020**.

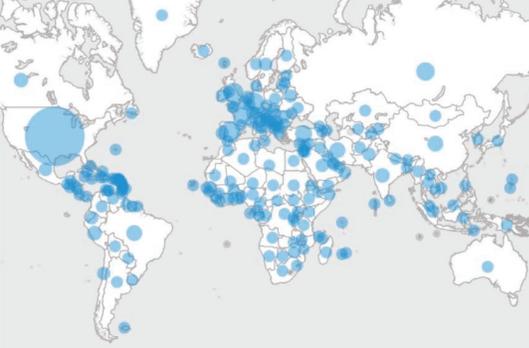
**My Field Characteristics**

Please select/modify any one or more of the following 10 selection criteria based on your field and your needs. Then hit "View Results" to view forages that are suitable to your field.

TIP: For best results choose 1-3 selection criteria that are the highest priorities for your field. Wherever you see a click it for more details.

<p><b>The purpose of the forage</b></p> <ul style="list-style-type: none"> <li>No preference</li> <li>Pasture</li> <li>Hay</li> <li>Winter stockpiled</li> <li>Reclamation</li> </ul>	<p><b>Time of use</b></p> <ul style="list-style-type: none"> <li>No preference</li> <li>Spring</li> <li>Summer (includes hay)</li> <li>Fall</li> <li>Winter</li> </ul>	<p><b>Desired plant type</b></p> <ul style="list-style-type: none"> <li>No preference</li> <li>Spring</li> <li>Tame species</li> <li>Native species</li> <li>Legume species</li> <li>Grass species</li> </ul>	<p><b>Desired stand longevity</b></p> <ul style="list-style-type: none"> <li>No preference</li> <li>Less than 5 years</li> <li>At least 5 years</li> <li>At least 10 years</li> <li>At least 20 years</li> </ul>
<p><b>Average time available for the forage plants to regrow between uses</b></p> <ul style="list-style-type: none"> <li>No preference</li> <li>30-45 days (historically used 2-3 times per year)</li> <li>45-60 days (historically used 2 times per year)</li> <li>60-80 days (historically used 1-2 times per year)</li> <li>Forage will only be used once per year</li> </ul>	<p><b>The field's soil texture</b></p> <ul style="list-style-type: none"> <li>No preference</li> <li>Sandy</li> <li>Sandy loam</li> <li>Loam</li> <li>Clay loam</li> <li>Clay</li> </ul>	<p><b>Erosion tendency within the field</b></p> <ul style="list-style-type: none"> <li>No preference</li> <li>Very little to no erosion tendency</li> <li>Moderate erosion tendency</li> <li>High erosion tendency</li> </ul>	<p><b>Flooding tendency within the field</b></p> <ul style="list-style-type: none"> <li>No preference</li> <li>Saturated less than 1 week in the spring</li> <li>Flooded 1-2 weeks in the spring</li> <li>Flooded 2-5 weeks in the spring</li> <li>Wet or waterlogged soil often spring through fall</li> </ul>
<p><b>Salinity level within the field</b></p> <ul style="list-style-type: none"> <li>No preference</li> <li>No salinity present</li> <li>Slight salinity (pH &lt; 4.5)</li> <li>Moderate salinity (pH 4.5-5)</li> <li>High salinity (pH &gt; 5)</li> </ul>	<p><b>Acidity level within the field</b></p> <ul style="list-style-type: none"> <li>No preference</li> <li>No acidity present (pH 7.0)</li> <li>Slight acidity (pH 6.0)</li> <li>Moderate acidity (pH 5.5)</li> <li>High acidity (pH 5.0)</li> </ul>		

Clear Selections **View Results**



# FOCUS ON COVID-19

As we continue to deal with the ongoing impacts of COVID-19, ABP has spent time looking back on the first few months of the pandemic. This review process has provided insight and learning opportunities to help us prepare for the future.

Our Canadian Cattlemen’s Association (CCA) representatives were in Ottawa March 11-13 attending the CCA Annual General Meeting as concern spread across the country. By Monday, March 16, businesses in Alberta began to make hard operations decisions and ABP staff began working from home the next day.

Alberta Beef Producers, along with our neighbouring national counterparts, have made the decision to close our offices to staff and visitors in an attempt to reduce the impacts of COVID-19. Effective March 17, 2020 and until further notice, staff will be available and working remotely with measures in place to continue providing services to beef producers in Alberta. Producers should be aware that our revised operations will not affect our ability to work on your behalf.

The CCA established teams of industry organizations to tackle work in policy, research, leadership and media and stakeholder relations. Each team worked together to inform decision-making and action as markets began to decline and government had yet to respond to the growing crisis in Canada’s beef industry. Regular stakeholder updates were arranged to keep accurate information flowing throughout the industry. Pressure to see action from both federal and provincial governments increased as processing capacity was reduced at the Cargill High River plant, and across the country.

**Message from the Chair**  
*ABP seeks Alberta government support*

Yesterday’s funding announcement made by the federal government did not come close to meeting the needs of the cattle and beef industry. Alberta Beef Producers (ABP) is looking for leadership from the Government

The CCA submitted recommendations for financial support and changes to business risk management programs – including a set-aside framework. ABP developed a letter for producers to send to their government representatives to request immediate support for the industry recommendations.

Canadian Cattle Producers Town Halls were organized and ABP Chair Kelly Smith-Fraser presented to producers across the country in May. In June, the ABP Board of Directors decided to also host an Alberta Beef Producers Town Hall with the Alberta Cattle Feeders’ Association and Alberta Auction Markets Association.

Following the Alberta government’s commitment to the provincial portion of set-aside funding, ABP requested financial support for cow calf and backgrounding producers faced with significant premium increases to the Western Livestock Price Insurance Program (WLPPI). We also requested support for removal of the Reference Margin Limit in AgriStability. Despite the lack of commitment from government to offset premium costs, ABP continued to encourage producers to purchase WLPPI coverage to protect themselves against potential market volatility in the fall.

With the attention on Alberta’s processing facilities, ABP and ACFA decided to run a Thank You campaign to support the plant workers. A video was created to share on social media featuring producers from across the province and industry thanking those essential workers for their hard work and dedication to maintaining our food supply. The video was shared on both organizations’ social media channels and received over 45,000 views. Following the video, ABP marketing and communications partnered to develop billboards thanking Cargill, Harmony and JBS workers that were posted near each processing facility.



The Fed Cattle Set-Aside program began with a retroactive payment for cattle set aside from May 1 to June 30 and the second phase of a weekly bid process started on June 29, 2020. ABP continues to monitor the situation with our national counterparts and prepare for any future disruptions.



# REFLECTING AND LOOKING FORWARD

It is hard to believe that almost 15 years have passed since I joined ABP and I have spent over 13 years in this position. It has been a pleasure to have the final chapter of my 40-year career written while I worked in one of Alberta's iconic industries. It has been a privilege and an honour to work for the farmers and ranchers who are the foundation of the Alberta beef industry. I've had the wonderful opportunity to work for outstanding leaders of the cattle and beef industry and work with a group of enthusiastic and dedicated staff who are committed to making the industry stronger.

My work at ABP has always been interesting, challenging and often rewarding. In this job, I have witnessed many challenges and opportunities that the beef industry has faced over 15 years. I've tried to reduce the challenges and enhance the opportunities as ABP has worked on behalf of producers.

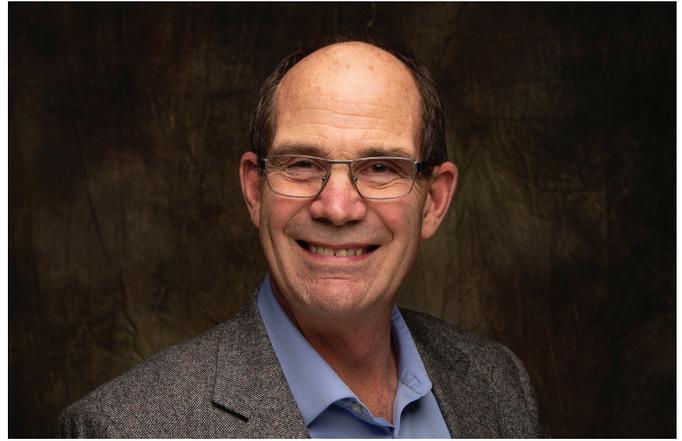
These challenges and opportunities can be seen as a series of contrasting events. I joined ABP near the end of the biggest impacts from BSE, although BSE is still not completely behind us. Now, our beef exports continue to grow in both volume and value. I have seen 84 cent calves and \$3 calves. We were part of the fight against mCOOL in the U.S., but we have celebrated CETA, CPTPP and now CUSMA.

There have been droughts and bTB in Alberta, but also years when cattle grew well and prices were strong. We are



I'd like to begin by expressing my gratitude to Rich Smith, ABP's Executive Director for 13 years. It was a pleasure to work with him as the Marketing and Education Manager and I appreciated the opportunity to learn and grow in the organization under his guidance.

Now that I'm entering into the role as General Manager of ABP, I'm excited to work with the Executive, Board of Directors and Delegates as we continue down the path of



facing new challenges in consumer perception and public trust, but we have the Canadian Roundtable for Sustainable Beef, a National Beef Strategy and a strong partnership with McDonald's Canada. I witnessed the nearly permanent closure of the beef processing plant in Brooks and the opening of Harmony Beef in Balzac.

Despite a 35-40 percent loss of revenue as a result of the refundable service charge, we have remained strong and effective in our work on behalf of producers. We received support for an increase in the national check-off from \$1 to \$2.50 that made our national research and market development organizations stronger. We revitalized the Alberta Beef brand and increased our ability to do effective work on advocacy, research and communications. Last year, we celebrated the 50th anniversary of ABP.

I have always been proud to work in agriculture supporting food production. Since Alberta Beef is one of my favourite foods and for Albertans, the ultimate local food, it has been a great pleasure for the culmination of a long and rewarding career to occur at ABP. Thank you to the Alberta beef industry for a great experience and best wishes to Brad Dubeau as he begins his journey as General Manager of ABP.

representing producers across the province on issues that face our beef industry.

As we work on the structural changes approved at our Semi-Annual Meeting in June, we will communicate them to producers as the details are finalized and ready to implement. We'll continue to advocate on behalf of producers as we work with other provincial and national organizations to make sure the tools available are producing results that producers can count on.

I'd like to wish Rich Smith all the best in his retirement and again thank him for the last three and a half years. I'm looking forward to seeing the changes ABP has embraced over the last year and what this new challenge will bring my way.

# MARKETING ADAPTS NEW RESOURCES

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Alberta Beef Producers marketing efforts for the summer of 2020 required adjustments as the Covid-19 pandemic shut down the Canadian economy. Television commercials that were planned to start in June were moved up to April with new storyboards that reached out to all front-line workers thanking them for their dedication to keeping essential services up and running. Initially, the commercials were to be seven seconds but were extended to 15 seconds so additional messaging could be included. All major markets were involved including Edmonton, Calgary, Red Deer, Medicine Hat, Lethbridge, Fort McMurray and Grand Prairie. New seven second commercials aired June 29 and will continue through August. Accompanying billboards in Edmonton, Calgary, Lethbridge and Medicine Hat, along with digital website advertising, will run the same messaging as our new commercials.

ABP has engaged paid social media that is specific to certain topics for the summer months. This is an extension of the same program that ran this past winter. The most popular platforms that the paid social influencers are using include Pinterest, Instagram, Twitter and Facebook.

Due to Covid-19, ABP developed specific billboards thanking workers at the Harmony, JBS and Cargill processing facilities. Billboards located near the plants carried our message of thanks so workers would see the appreciation from Alberta cattle producers.

Producers expressed concern about ABP's consumer website at fall meetings in 2019. Our marketing firm, WS,



developed a new design for the consumer portion of the site that went live in mid-July. The update was focused on mobile device accessibility as we see more consumers using smart phones to search for information. We will be featuring facts and recipes along with updating ABP's marketing engagements on a frequent basis. This also included a new design for ABP's educational resources making it easier for teachers and parents to find our resources.

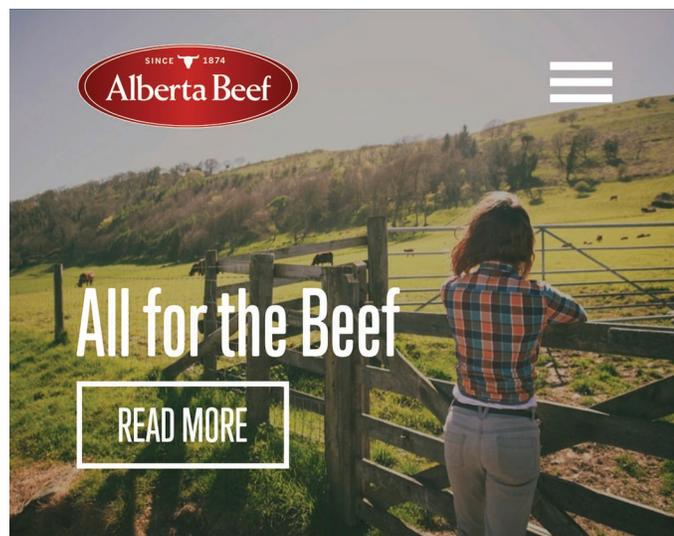
The kindergarten to grade five resources have been updated and are now available on ABP's website. Unfortunately, the pandemic created some difficulty in launching the new resources as schools closed for the remainder of the 2020 academic year. We utilized social media and traditional media to make parents and teachers aware and that they were free to use as tools for children that were now learning at home. We will plan to relaunch all of the resources again this fall as students hopefully return to the classroom.

The Classroom Agriculture Program was also negatively affected by the pandemic as schools shut their doors and our volunteers were unable to present in classrooms. ABP continues to support this program and will work with the other commodities on the board to make sure it is back up and running in 2021.

One of our major new partnerships was the 2020 Alberta Winter Games, supporting Alberta's youth in sport. We were happy with the results of this engagement and planned to be a major sponsor of the 2020 Alberta Summer Games planned for August, but again this was cancelled due to the pandemic. We will continue to connect with the Alberta Games and look forward to working with them again.

Activities that ABP traditionally sponsored came to a halt in the winter, through spring and summer, but we will be back as our province and the country returns to some sort of normalcy going forward. Some of the fiscal resources dedicated to these sponsorships were directed to other areas to keep Alberta's beef industry in front of consumers as much as possible during this difficult time.

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# VOICES UNITE TO PROTECT GRASSLANDS

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Alberta's grasslands appear to be a healthy, extensive and uninspiring monoculture - nothing could be further from the truth

Grasslands are one of the most threatened terrestrial ecosystems in the world," says Mckenzie Plemel-Stronks, conservation program specialist with Ducks Unlimited Canada (DUC) whose work concentrates on Alberta's cattle industry.



Photo Courtesy of DUC

In a world where much of our native habitat is increasingly put at risk from human activity and development, that alarming claim underscores the vital need for grassland conservation. The importance of Alberta's grasslands is also reinforced when one considers that the Great Plains of North America are recognized as one of the top four grassland biomes on the planet alongside the African savanna, the pampas of Argentina and the steppes of the former Soviet Union. Fortunately, thanks to the expanding work of DUC and others in the conservation community with Alberta's beef sector, the prospect of maintaining the province's prairie grassland habitat looks more promising.

To the uninitiated, Alberta's grasslands appear to be a healthy, extensive and uninspiring monoculture. However, Plemel-Stronks says, nothing could be further from the truth.

"The biodiversity of native grassland habitat is amazing. In a single five-acre plot of prairie, there can be up to 100 different species of plants. Add to that the diversity of insects, birds, mammals, reptiles and more that occupy that small parcel of land for all or part of their life history. It quickly becomes evident that what may appear from a distance to be relatively homogeneous is anything but. Every single species plays an important role in maintaining the health of the complex ecological web of grasslands," says Plemel-Stronks.

"We sometimes don't think about the impact of losing a single species," says Plemel-Stronks. "Each species has an important function; if you remove one, it affects the whole web. Wetlands and creeks, grass and shrub lands, fish, birds and other wildlife—they're all connected."

Alberta's grasslands have been altered significantly since settlement began some 150 years ago. It's estimated that 74 per cent of Canada's native grasslands have been lost and converted to other land uses. Further, prairie fires that were once a regularly occurring event that helped maintain the health of these landscapes are now suppressed which allows the encroachment of invasive weeds and non-native grassland plants to establish. Bison, elk and antelope used to roam Alberta's prairies in vast numbers as did wolves. Sage grouse have all but disappeared and many other bird species that depend on intact grassland habitat are in decline.

But it's not all bad news, says Plemel-Stronks.

"More than ever before people are recognizing the many ecological services that grasslands provide and the benefits that they provide to our

communities; that is resulting in greater support to conserve them. Beyond providing critical habitat, grasslands play an important role in filtering impurities from the air and water. They also promote soil health, reduce soil erosion and act as carbon sinks. In fact, grasslands are one of Canada's greatest natural assets in mitigating climate change."

Environmental benefits and services are also important to cattle producers

"The beef industry has become one of the best advocates for grassland conservation," says Plemel-Stronks. "Wildlife, including waterfowl, need healthy water and grass, just as cattle do. And cattle are good at sharing; they co-exist well with wildlife. As such, DUC has a deep appreciation for Alberta's cattle industry and a lot of shared interests."

The alignment of DUC and the cattle industry has led to the development of several DUC programs for beef producers. Conservation easements, for example, provide producers with financial compensation for agreeing to not drain their wetlands or break native prairie. And where native grasslands have already been lost, DUC's forage program offers producers financial incentives applied to seed costs for land put back into perennial cover.

"Perennial cover like tame grasses used for haying or grazing is preferred to annual crops when it comes to maintaining important ecological functions," says Plemel-Stronks.

But despite a somewhat dismal past for Alberta's native grasslands, there's optimism for the future and she suggests, all Albertans can play a role.

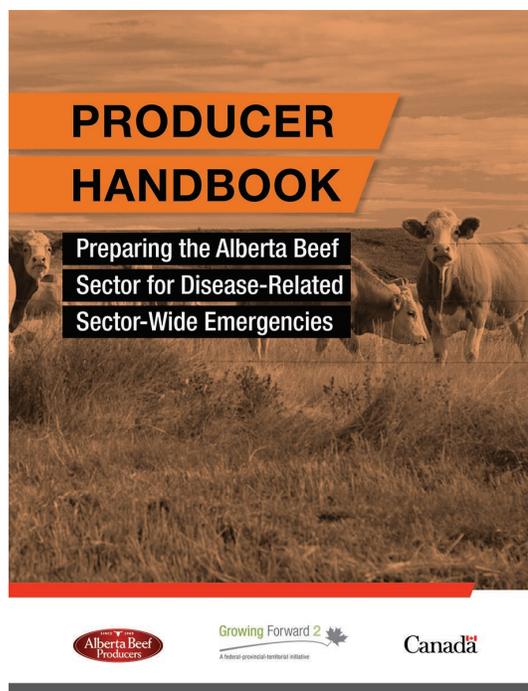
"When the importance of grasslands was not well understood, people didn't care about them and didn't work to conserve them. Fortunately, that's changing. I would also encourage everyone to make time to explore Alberta's grasslands—they'll be surprised at their beauty and diversity."

## Did you know?

ABP has been working with the Canadian Animal Health Coalition to expand and improve our emergency preparedness resources. Currently, these are primarily focused on animal disease events, but there are several sections that can easily apply to different emergencies such as border closures, extreme weather, or even human illnesses.

COVID-19 has showed us all how quickly life can change due to forces outside of our control. Having a plan can reduce confusion, stress, and economic impacts from an emergency situation. While an emergency might mean that very little goes according to plan, envisioning scenarios and “what ifs” can ensure that everyone is on the same page, and it’s much easier to come up with mitigation strategies for potential issues when you’re not in the middle of an emergency.

Download our producer handbook here:  
<https://bit.ly/30fMoG9>



## Results Driven Agricultural Research

ABP, along with numerous other agricultural stakeholders, has been participating in engagement sessions to provide input to the Results Driven Agricultural Research (RDAR) Interim Board as they design the processes, procedures and governance of this new organization, which will fund agricultural research in Alberta moving forward. ABP’s current Chair, Kelly Smith-Fraser, sits on the RDAR Interim Board. We have provided feedback during webinar sessions and extensive written comments. The reception to our feedback thus far has been positive, and we look forward to working closely with RDAR to ensure that provincial research dollars support projects that are aligned with industry priorities and provide value to producers.

## Canadian Beef Industry Conference goes virtual

Registration for the Canadian Beef Industry Conference is open! This is a FREE event thanks to our great sponsors like McDonald’s Canada and others. Go to [canadianbeefindustryconference.com](http://canadianbeefindustryconference.com) for exciting updates about keynote speakers you won’t want to miss!



## 2020 ALBERTA BEEF PRODUCERS DELEGATE NOMINATION FORM ZONE DELEGATE for Zone: NE, NW, CT, SE, SW (Please circle your zone)

- The new zones, Northeast, Northwest, Central, Southeast, and Southwest, will be effective on the date of the first producer meeting in 2020. The Zone boundary map is available on the ABP Website.
- Seven delegate positions will be up for election in the 2020 Election.
- Subsequent to the announcement of the election results, the elected zone delegates will determine which of the seven delegates will stand for one year and who will stand for two-year terms in order to stagger the transition to the new zones. Three delegates will be one-year positions and the remaining four will be for two-year terms.
- By providing the information requested on the nomination form, the nominator and the nominee consent to the Alberta Beef Producers collecting, using and disclosing the personal information on this form for all purposes related to the election process, including publication in the annual report, and for the business of the Alberta Beef Producers. For information about Alberta Beef Producers Personal Information Protection (Privacy) Policy please contact Laura Procnier at Alberta Beef Producers at (403) 275-4400.

I hereby nominate: **(Please print clearly** ABP will not be responsible for words that are illegible)

Name \_\_\_\_\_

Address \_\_\_\_\_

City/Town \_\_\_\_\_ Postal Code \_\_\_\_\_

County, Municipality, I.D. or Special Area \_\_\_\_\_

Legal Land Location \_\_\_\_\_ of Sec \_\_\_\_\_ Twp \_\_\_\_\_ Rge \_\_\_\_\_ W of \_\_\_\_\_ Meridian

Phone Number \_\_\_\_\_ Fax Number \_\_\_\_\_ Cell Number \_\_\_\_\_

E-mail \_\_\_\_\_

Type of Operation: Cow/Calf  Backgrounder  Feedlot  Other: \_\_\_\_\_

Nominated by:

Name \_\_\_\_\_ Address \_\_\_\_\_

County, Municipality, I.D. or Special Area \_\_\_\_\_

Phone Number \_\_\_\_\_

**I hereby declare to be an \*eligible producer.**

Signed \_\_\_\_\_

(NOMINATOR)

Date \_\_\_\_\_

(NOMINATOR)

Acceptance:

I hereby accept this nomination and declare that I am an \*eligible producer:

Signed \_\_\_\_\_

(NOMINEE)

Date \_\_\_\_\_

(NOMINEE)

I, the nominee, hereby declare:

That I have **NOT** requested an ABP Service Charge refund during the current or immediately preceding year.

That I have requested a refund of an ABP Service Charge during the current or immediately preceding year.

\*Eligible producer:

- "Eligible producer" means a producer resident in Alberta who has, during 2019 or 2020, sold cattle and paid a service charge to the Alberta Beef Producers or to another person on behalf of the Alberta Beef Producers. ABP reserves the right to verify your eligibility at any time.
- An "eligible producer" that is a corporation may appoint a representative to act on its behalf.
- An "eligible producer" who is an individual cannot appoint a representative.
- The "eligible producer" must be a producer in the zone in which they or their representative are standing for election.

