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LOYALTY PROGRAM

FOR MORE INFORMATION
165, 6815 – 8 Street NE
Calgary, AB Canada
T2E 7H7

tel 403.275.4400
fax 403.274.0007

www.albertabeef.org
famoustaste.albertabeef.org

RaisedRight.ca



KATELYN LAVERDURE
Communications Manager

2014 ESA GOES TO ROUND ROCK RANCHING

Alberta Beef Producers (ABP) announced Round Rock Ranching as the 2014 Environmental Stewardship Award (ESA) recipients at their Annual General Meeting in December. Each year, ABP recognizes an operation that demonstrates leadership in environmental stewardship – who contribute to the land while maintaining productivity and profitability.

The McGrath family run a fifth generation cow/calf operation near Vermilion, AB. Sean McGrath, along with his wife Tanya and their three kids, works in partnership with his father Fred, and his wife Anne, on the management and operation of the ranch. Their vision focuses on being environmentally, socially and economically responsible while working towards ‘the best beef in a better world.’

“You’re committed to it because you’ve seen your parents and your grandparents work and struggle at it and your connection to the land is there because it’s been important to you and the generations before,” Sean said of his dedication to the environment.

With an 80 percent native land base Sean picks breeds that fit the land rather than trying to force the land to produce for the

cattle. The emphasis on timing of grazing is what they attribute to the success of the ranch. Employing various winter grazing techniques like swath and bale grazing has worked to reduce fuel, time and money.

“The change has just been in the management of it... coaxing nature along and letting her do her thing, she can do amazing things if you let her,” said Sean.

The ranch is invested in forging partnerships that benefit the environment through work with various industry groups. Sean works closely with Alternative Land Use Services and Cows & Fish to provide environmental and educational benefits for their operation and to be shared with the public. Projects have included bale grazing studies by the Agri-Environment Services Branch, range quality assessments with Alberta Environment, and rangeland and riparian monitoring. Through the projects done with these groups riparian areas are thriving and providing wildlife habitats, carbon sequestration and biodiversity preservation.

“From a bigger picture across our whole ranch... should our kids chose to ranch, I would like to see our place in better condition than it is today,” said Sean. ▾





GREG BOWIE
ABP Chair

TAKING STOCK

The fall is a busy and satisfying time on agricultural operations. This is the time when crops are harvested, calves are weaned, and the cattle herd is brought home from summer pastures. The fall is also a productive time for Alberta Beef Producers. We talked to nearly 1,000 grass roots producers at our 23 fall meetings across the province, we elected delegates in our nine zones, and compiled resolutions for the consideration of the delegates, directors, councils and committees.

Our fall work culminates in our Annual General Meeting (AGM) in Calgary at the beginning of December. Despite bad weather and horrible driving conditions, only three of our 56 delegates were not able to make at least part of the meeting. We had two good days of presentations, updates, elections, and delegate discussions of the ABP plan and the AGM resolutions. As usual, our elections were contested strongly and the delegates selected a strong slate of directors, Canadian Cattlemen's Association directors and council members at large.

With three new directors and 13 directors returning, the ABP Board of Directors for the next year has a solid combination of experience and new perspectives. After two years of building relationships and providing thoughtful leadership, Doug Sawyer has moved to the Past Chair position on our Executive. John Buckley was re-elected as Finance Chair and Bob Lowe joined the Executive in the Vice-Chair position. After being an ABP delegate for nine years and a director for the past six years, I have the honour and privilege of being ABP Chair for the coming year.

One of the positive developments at the AGM was the approval of an ABP Governance Manual by the delegates. ABP has strong traditions and a rich history of sound policy decisions, but we recognized the risks caused by not having our governance processes and policies documented properly. We are well on our way to developing a complete policy manual and the approval of the Governance Manual marked the completion of 18 months of work writing and reviewing our rules and procedures. One important section of the manual outlines a clear process for reviewing the performance of the ABP Executive Director. The ABP Executive has been conducting annual reviews of the Executive Director for many years, but the new process brings greater definition and clarity to this process.

The theme of the ABP Annual Report this year was Overcoming Challenges and for our industry, the fall brought us a broad mix of good and bad news. The Canadian beef industry is happy about the agreement in principle on a Comprehensive Economic and Trade Agreement with the European Union. We look forward to having the agreement ratified and addressing the technical barriers to us selling more beef in Europe. On the other hand, we were not successful in delaying the implementation of the new mandatory Country of Origin Labeling (COOL) rule in the U.S. Now, we are hoping for resolution to the COOL issue through a new Farm Bill in the near future or with a much later WTO ruling allowing Canada to retaliate against the U.S.

There seems to be new momentum for a Canada-Korea Free Trade Agreement and we are making progress on the Trans Pacific

Partnership. The sale of the Rancher's Beef plant to Harmony Beef was completed at the end of November and there is hope that the plant will be in operation by next summer, bringing another buyer to the fed cattle market in Alberta. Prices were good for calves and feeder cattle this fall and the future prices for fed cattle stayed quite strong. There were excellent grain crops across most of the prairies this year and feed costs have come down considerably from last year. The Cattle Price Insurance Program has been working relatively well for Alberta producers and there likely will be action to have this program expanded across Western Canada this winter.

Despite the positive signs for the industry this fall, we still saw a large number of cows going to market and we don't see signs of a cow herd expansion coming any time soon. This declining cow herd is continuing to put pressure on our cattle feeding and processing sectors. It seems that the current market conditions and the outlook for future prosperity are not good enough to encourage producers to buy cows or retain more heifers.

Producers will need clear signs of sustained profitability to give them the optimism to expand cow herds. This challenge brought industry leaders together over the past year in the Straw Man process. Building on the work of the Straw Man Team, ABP now has joined CCA, Canada Beef Inc., and other cattle organizations in building the Canadian Beef Industry Plan, a national, long-range strategy for our industry that will be rolled out this spring. ▼



RICH SMITH
Executive Director

NEXT CHALLENGES

After the very busy fall meetings and the hectic preparations for the ABP Annual General Meeting, December gives us a little time to gather our thoughts for the next year. New ABP Chair Greg Bowie has described the state of the industry and the position of our organization well in his article. In other articles in this newsletter, ABP staff members will be highlighting some of the key activities in their respective areas of expertise and priority. I want to join them in looking ahead to the new challenges and opportunities that 2014 will bring to our industry.

We have talked before about our expectation that the next year will be a time of intense discussions about resource use in Alberta. While the use of our energy resources may occupy most of the media and public interest, people in the agriculture sector will be closely watching developments with respect to the management of the land and water resources in this province. Cattle producers have a particularly strong stake in these discussions as the primary user of the grass and forage resources in Alberta. Land-use and water management decisions made this year could have profound impacts on the future of the cattle industry in this province.

ABP will be starting next year with a thorough review of the draft South Saskatchewan Regional Plan (SSRP). The SSRP covers a large area of southern Alberta that includes a wide range of landscape features and a great variety of rural and urban land uses, including a large percentage of our cattle feeding industry. The SSRP

will be the second regional plan approved under the Land-use Framework, but the first to cover an area with major agricultural activity. ABP encouraged producers to participate in the stakeholder and public consultations that were presented through November and we will be submitting a detailed response to the draft SSRP that we hope will reflect the interests and concerns of cattle producers.

In addition to approving the SSRP in April, the Government of Alberta will be taking action on other resource initiatives that could affect agricultural producers. We expect that there will be policy decisions arising from the water conversation the government held with Albertans this year. These decisions could create significant changes in our current processes for water allocation and water quality management. Again, cattle producers have a keen interest in ensuring that new policies and regulations do not restrict their access to this critical resource. We will also be following the development of regulations governing the actions of the new Alberta Energy Regulator, watching the implementation of the new Wetland Policy, and monitoring the work being done by a number of watershed groups.

Sustainability has become an almost overused word in the past year, particularly in the marketing campaigns of some large retail and food service companies. We are very concerned about marketing campaigns that use misleading advertising and present a negative image of our cattle and beef production systems. That is one reason why we joined stakeholders from across the country and the beef supply chain in forming the Canadian Roundtable for Sustainable Beef. During this coming year, we will be

working on an assessment of the economic, environmental, and social sustainability of the Canadian beef industry that we hope will lead us to a definition of sustainability that will be economically achievable for producers and acceptable to our customers.

One of the significant factors in the economic sustainability of cattle operations could be the ability of producers to receive financial benefits from the ecological goods and services (EG&S), or ecosystem services, that these operations provide to the public. The Alberta Land Stewardship Act supports a wide range of conservation and stewardship tools, including market-based instruments that could form the basis of a comprehensive EG&S system in Alberta. A number of studies and pilot projects on these tools are already underway and we may see some positive developments in this area by later next year.

Finally, it is important for all effective organizations to go through a process of regular review and renewal. ABP is established as a commission under the Marketing of Agricultural Products Act and the four regulations governing our structure and operations are due for review and extension on June 30, 2015. This date may seem a long way into the future, but the legislative procedures of Alberta will require the revised regulations to be approved by the delegates at the 2014 ABP Annual General Meeting in order for the government to approve the changes by the deadline. We will be starting the review of our mandate, structure, and funding next spring and will be seeking input from grass roots producers on how we can best work on your behalf and be a clear, strong, and representative voice for you. ▼



FRED HAYS
Policy Analyst

COST OF WILDLIFE

Producers provide a habitat for much of Alberta's wildlife. Some of this can be a burden on a producer's time and finances. There are some costs to wildlife that are compensated in part, but some of the major producer expenses or contributions are not necessarily recognized.

Annual livestock compensated losses reported in Alberta from 1971 to 1980 ranged from \$300,000 to \$800,000 of actual documented livestock killed. This included wolf and coyote predation. Even with formal evidence some types of losses may not have been included because of a lack of documented support.

For the past few years annual compensated wildlife losses were up to \$200,000. Last year they were \$126,000. The Wildlife and Waterfowl Damage Compensation paid indemnities of \$3.54 million last year for wildlife crop and feed damage. Many producers believe these payouts do not reflect real costs to them and the industry. This includes consumed or destroyed pasture and forage, and support for wildlife habitat used by the public for recreation as a place to enjoy a rural atmosphere with wildlife.

Some of the more serious costs include elk damaging pastures, crops and stored feed; deer consuming pastures and feed supplies; ducks and geese around coal-powered power plants that destroy swathes and greenfeed; wolves and coyotes killing calves and compromised livestock; black and grizzly bears that kill livestock or destroy buildings; and cougars that are a problem in parts of the province.

Miistakis survey

Alberta Beef Producers, together with the Miistakis Institute in Calgary, have developed a survey to quantify financial and habitat contribution for wildlife in the province. This information will be used as the basis to better manage rural wildlife, help to negotiate wildlife damage compensation, and as a foundation for providing ecological goods and services for wildlife habitat.

Alberta's wildlife compensation is paid through Agriculture Financial Services Corporation so they also became involved. There is a need to ensure data acquired by the survey is meaningful and useable. Producer's information needs to be actual and as unbiased as possible.

Wolves and coyotes

Predators such as coyotes, bears and wolves killed over 1,250 head of calves, yearlings and adult cattle during 1974 to 1978. This was well documented coming from compensation paid for losses. But it did not recognize the non-verified losses, or other producer support. Forty percent of the claims were for coyote problems.

There were 122 wildlife claims last year. Wolves continue to create the greatest cost for predation at over \$83,000 or 66 percent of the total. Today Alberta's coyote predation damage is not recorded nor compensated because coyotes are not on the province's predation list.

Other provinces include coyotes as predators including British Columbia, Manitoba and Ontario, but not Saskatchewan. Manitoba's payout for 2010-2011 accounted for 25 percent of total farm animals from coyotes with 98 percent for beef calves. Again, these were only for the animals that were verified lost.

Bear and livestock

Grizzly bears, a protected species, and black bears occasionally kill livestock. In Alberta, between 100 and 200 incidents of bear predation or harassment of livestock occur each year. During 2012 to 2013 grizzly encounters with livestock or

feed sources accounted for over 15 percent of the wildlife problems that tied up 55 percent of Environment and Sustainable Resource Development wildlife response hours.

Elk

Alberta's elk population has expanded during the past few years, now totalling about 32,000 head. A major problem is around the military base at Suffield where elk push out to surrounding farm communities. In 2006, this herd had expanded to about 1,000 head and by 2012 it was estimated at 5,000 head and growing. Lost feed and broken fences are an issue, and an added expense. In some cases, Fish and Wildlife will provide some fencing wire, but there is a labour cost that is shouldered by the producer.

Geese and ducks

Feed consumption and damage by geese and ducks can also be a problem. Much of this can be compensated, but swathes left for grazing in the winter are not. Producers around Alberta's coal fired power plants have exceptional problems because of open water during the winter that allows these waterfowl to winter-over. There is always a struggle with the power companies to help manage these birds. Into the winter they usually provide some grain as bird feed, and there is a waterfowl cannon program. There is a cost to producers that is difficult to compute or manage.

The resulting survey

As the Miistakis project moves forward we will obtain statistics provided by producers dealing with their estimated costs of wildlife. As in other jurisdictions, some recognition of these costs to producers and the fact that some ecological goods and services are being provided through habitat support to wildlife and recreation could be helpful negotiating a return to a producer's investment. ▼

BOVINE TRICHOMONIASIS

Contributed by:

DR. JORDAN HOLT, DVM

Trichomoniasis is a production limiting disease that has gained some notoriety in certain areas of Alberta in the recent past. This brief overview of “trich” will discuss the basics of the mechanisms by which trichomoniasis works and wreaks havoc and some control measures that can be implemented so that, hopefully, you can avoid learning about it the hard way.

Trichomoniasis is an infectious disease caused by the *Tritrichomonas foetus* organism. It is a protozoan and is classified within an entirely different class of organism than the bacteria or viruses we are all familiar with. In a herd that has become infected with trichomoniasis, the organism lives harmlessly within the secretions in the prepuce of the bull. Bulls that are carrying the organism show no clinical signs at all and are impossible to pick out without testing them for the disease. Infected bulls then serve as a reservoir of trichomoniasis and pass the organism onto cows during the breeding process. Non-infected bulls can also become infected by breeding a cow that has been infected. It is a venereal disease, meaning that the only mode of transmission is through the act of breeding. When a cow is infected when she is bred, she will conceive normally but then the organism will cause early embryonic death (abortion) early in the course of the pregnancy. The overall result is a high number of cows that lose their calves and turn up open or late bred in the fall at pregnancy testing time.

The classic situation where trichomoniasis can easily get out of control is in community grazing associations where there are large numbers of cows and bulls all coming together from different sources during the breeding season. In these

situations, all it takes is a single bull or cow that is carrying the disease to become a source of infection for the other animals they are pastured with. In outbreaks of trichomoniasis, when cows are pregnancy tested coming out of the reserves in the fall it is not uncommon to find open rates in the 30 percent range. I have even witnessed extreme cases of open rates approaching 70 percent in herds. However, this disease is not limited to herds that are community pastured; it can occur in any herd that brings in a bull or cow that is carrying the organism.

The best time to consider implementing some control measures is prior to planning your breeding season. Control measures are fairly straight forward and are based on the following principles:

1. The only mechanism of transmission is strictly through the physical act of breeding (from bull to cow or cow to bull).
2. A virgin animal is considered to be non-infected since it has never bred or been bred.
3. A cow that gives birth to a live calf is considered to be non-infected (although, in fact, there is a 3/1000 chance that a cow that calves in a trich-infected herd can still be a carrier).
4. With the PCR test we use for testing bulls, a single negative test is 85 percent sensitive for diagnosing trichomoniasis, two negative tests one week apart is about 93 percent sensitive for diagnosing trichomoniasis, and three negative tests one week apart is about 97 percent sensitive for diagnosing trichomoniasis. Bulls that are positive cannot be cured and should be culled.

So, for community pasture boards that are considering implementing control measures the following might be examples of some measures taken:

1. All females entering the reserve must either be virgin heifers and cows must have a calf at foot (no open mature cows allowed).

2. All bulls that enter the reserve must test negative for trichomoniasis and no home breeding with bulls is allowed before bringing them to the reserve.
3. All fences on the reserve must be inspected before animals are allowed into the pastures to ensure that there is no reasonable opportunity for cows or bulls to cross barriers and intermingle with adjacent groups of cattle (remember that bulls have been known to cross rivers, climb high hills, and bushwhack through pretty thick brush to get to a cycling cow).

Individual producers may consider the following measures:

1. Only buy virgin heifers and bulls or confirmed pregnant heifers or cows.
2. Avoid buying animals from herds with poor reproductive performance.
3. If the reproductive history of a bull is unclear, test for trichomoniasis before using the bull for breeding. Try to avoid sharing bulls with other producers.
4. Don't purchase open cows.
5. Try to cull open cows.
6. Ensure your fences keep your bulls with your cows and the neighbor's bulls with the neighbor's cows.
7. Have a short breeding season to limit the chance of trichomoniasis spreading too far within your herd should it somehow enter.

An increased awareness of this disease will help producers become more familiar with these issues and help to avoid some discouraging circumstances we have experienced in the recent past. If you suspect you may be having trouble with reproductive performance or want to learn more about trichomoniasis contact your local bovine veterinarian. We can help with testing, recommending control measures, or simply with dispensing information. Remember, good fences make good neighbors. ▼



BARB SWEETLAND
Marketing &
Education Manager

2013 FAMOUS TASTE YEAR 2

The second year of ABP's new marketing campaign was really all about building the momentum created in the 2012 launch year. With the brand presence well established in the Alberta marketplace, our goal in 2013 was to expand ABP's marketing strategy so consumers outside the province could now hear the "Alberta Beef, Famous Taste" message. British Columbia, with its existing penchant for our product, seemed a logical first step. To establish a retail presence in the Lower Mainland was a challenge, however, since it required that we convince high profile partners to put considerable resources into the project. This goal was eventually achieved and then it became a matter of choosing the kind of marketing tactics that would get us the best bang for the buck.

We knew from our research our consumers love the taste of our product better than the taste of any competing protein. Period. But we also know the younger demographic is uncertain about how to select and prepare beef so it turns out the way Mom used to make it. This obstacle to purchase meant whatever tactics we selected would have to be emotive and pervasive enough (television and social media) to engage consumers to the point where they became willing to learn beef selection and preparation methods (tasting events, website). Not only that, but our messaging would have to, as much as possible, be delivered directly at point of sale.

These demands, particularly when set against a backdrop of reduced

budgets, represented a tall order. Nevertheless the Marketing and Education Committee feels it has done a respectable job of filling it and looks forward to continuing this campaign next summer. Please see below for an analysis of executed tactics for 2013 and the goals they reached.

Television Advertising

- Targeted consumer coverage in both Alberta and B.C.
- Stations included CBC, CTV, Global, City TV, BC1
- In market June through August 2013
- Included Calgary Stampede exclusive sponsorship
- Included 10 spots and nine bonus spots in hockey playoffs
- Bonus spots worth \$39,217 dollars if purchased
- Total of 266 bonus spots across both provinces

Online Advertising

- 8,051,451 impressions delivered
- Of those, 833,091 were bonus impressions over purchase impressions
- Targeted female grocery shopper 25-55
- 9,000 contest entries for partnership CBC win Alberta Beef contest
- 850 opt-ins. Opt-ins are folks who will allow us to directly contact them about next year's campaign for mail drops etc.

Famous Taste Express – Sampling

- People who sampled Alberta Beef at retail venues – 45, 307
- People who heard about Alberta Beef from event attendees and word of mouth impressions – 95,145
- Average lift in beef sales at event locations – 232%
- Average lift in sales of strip loin at event locations – 304%

Retail Events

- Total of seven events at grocery store locations
- Save-On Foods and Freson Brothers IGA partners
- Freson included stores at Peace River, Hinton Hills, Stony Plain

- Save-On Foods included stores at Red Deer, Sherwood Park, Edmonton
- Lift in customer visits – highest was 3.5%; lowest was 0%

Exhibitions and Tradeshows Attended

- Stampede Round-up in Calgary
- Oxford Stomp in Calgary
- CBC Fundraiser in Calgary
- BBQ on Bow in Calgary
- K-Days in Edmonton
- Whistler's Farmer's Market in Whistler, B.C.
- World Plow Championship at Olds, AB.
- Curtis Glencross Charity Rodeo in Innisfail, AB.
- Crush Wine Festival in Whistler, B.C.
- West Coast Women's Show in Abbotsford, B.C.

Partnerships – Whistler Four Seasons Resort

ABP and Sidecut Modern Steak Restaurant teamed up in 2013 to promote Alberta Beef in Whistler, B.C. Together they appeared at/on:

- Whistler's Farmer's Market
- Crush Wine Festival
- CBC Contest
- Social Media
- City TV Vancouver Morning Show Segment - on cooking Alberta Beef

Facebook and Twitter

- Our Alberta Beef champions leveraged the campaign via social media
- 192 likes on Facebook
- Total monthly impressions – 8,389
- Audiences in 51 countries
- Twitter has 2,300 followers
- Doubled since 2012 🍖



ABP AGM 2013

For three days, producers, industry, government representatives and Alberta Beef Producer (ABP) delegates tackled big issues impacting the province's cattle industry. The Annual General Meeting (AGM) was held in Calgary Dec. 2 to 4 and included speakers, resolution debates and elections.

"We had a very good and active AGM, especially considering the horrible weather affecting most of the province that week. We had to be creative with our speakers and the weather reduced the number of guests at the meeting, but the commitment of our delegates to the industry and our organization was shown by the fact that only three out of 56 delegates missed the whole meeting," said Rich Smith, ABP Executive Director.

Speakers covered a wide range of topics and did an excellent job of defining the challenges and highlighting the opportunities for the year to come. The delegates heard interesting and informative presentations from three speakers on ecological goods and services, and how



producers can make conservation and stewardship work for them. Industry updates were given from the Canadian Cattlemen's Association, the Beef Cattle Research Council, Canada Beef Inc., CanFax and AdFarm provided an overview of the successes from ABP's marketing campaign.

The evening banquet brought greetings from Agriculture and Rural Development Minister Verlyn Olson and honoured ABP's outgoing Chair Doug Sawyer. The Environmental Stewardship Award was presented and although the McGrath family couldn't be there due to the weather, Round Rock Ranching, near Vermilion, was still celebrated as the 2014 recipients.

"We were pleased to have Minister Verlyn Olson attend our banquet and speak to the delegates. The evening concluded with a touching salute to outgoing Chair Doug Sawyer recognizing his outstanding leadership of ABP and to cattle producers in Alberta," said Smith. ▼



ABP 2014 BOARD OF DIRECTORS



The 2014 Executive was elected. Greg Bowie (Ponoka) was elected Chair, Bob Lowe (Nanton) has joined the team as Vice Chair, John Buckley (Cochrane) was re-elected Finance Chair and Doug Sawyer (Pine Lake) will provide the Executive with guidance for his final year as Past Chair.

ABP also welcomes the newly-elected 2014 Board of Directors: Rick Friesen (Vauxhall), Cecilie Fleming (Granum), Brian Edge (Cochrane), Judy Fenton (Irma), Rob Somerville (Endiang), Chris Simpson (Bentley), Ted Ford (Westlock), Brian Chomlak (Beauvallon), Roland Cailliau (Valleyview), Mark Francis (Taber), Howard Bekkering (Vauxhall), Larry Delver (Calgary) and Tim Smith (Coronation).

AGM REPORT: RESOLUTIONS

“Be it resolved that ABP lobby the Progressive Conservative Government of Alberta to remove or change Section 49(1) of the wildlife act that reads as follows: ‘No person shall directly or indirectly buy or sell, trade or barter, or offer to buy or sell access to any land for the purpose of hunting any big game or any fur-bearing animals on any land.’”
Zone 2 - Carried

“Be it resolved that ABP emphasize to the Alberta government that approved wildlife predation payments to producers not be allowed to be delayed by the Alberta Conservation Association, but that these approved payments must be delivered to producers on time. Livestock producers must not be used as negotiating pieces by the Alberta Conservation Association.”
Zone 2 - Carried

“Be it resolved that ABP lobby Alberta Financial Services Corporation to secure recognition of feeding practices of bale, swath corn grazing, and stockpiled forages for loss due to wildlife damage.”
Zone 9 - Carried

“Be it resolved that ABP lobby the Alberta government and Environment and Sustainable Resource Development to increase hunting and harvesting of elk in problem areas.”
Zone 9 - Carried

“Be it resolved that ABP lobby the Alberta government so that cattle losses due to predators, including coyotes, be generously paid by general funds of the province of Alberta.”
Zone 5 - Carried

“Be it resolved that ABP oppose the re-introduction of bison to Banff National Park until all the concerns and questions expressed by the cattle and beef industry have been addressed in a satisfactory manner.”
Zone 3 - Carried

“Be it resolved that ABP urge the Alberta government to cease issuing licenses for fresh water use in the enhancement of oil and gas recovery.”
Zone 7 - Carried

“Be it resolved that ABP lobby the Provincial Government to encourage voluntary market based payments for Ecological Goods and Services.”
Zone 2 - Carried

“Be it resolved that ABP lobby the provincial government to repeal Bill 43 and to give producers the right to decide if the check-off is refundable or not by producer vote.”
Zone 7, 4 - Carried

“Be it resolved that ABP lobby the Alberta government to have the \$2.00 service charge returned to non-refundable thereby allowing all producers and all sectors to share equally in the challenges.”
Zone 4 - Carried

“Be it resolved that any producer who withdraws any of their check-off should not be kept on as active members of ABP.”
Zone 9 - Defeated

“Be it resolved that ABP lobby the Alberta government to have a onetime non-refundable service charge on all animals at time of slaughter.”
Zone 4 - Carried

“Be it resolved that ABP put pressure on our MP’s to close the border to US beef until Country of Origin Labeling is removed.”
Zone 8 - Defeated

“Be it resolved that ABP fully engage regarding the draft South Saskatchewan Regional Plan, with particular emphasis on the proposed expansion of off highway vehicles (OHV) use on to grazing leases.”
Zone 3 - Carried

“Be it resolved that ABP open a dialogue with the Alberta government so that all movement and sale of livestock within Canada be recorded to protect ownership of transported livestock.”
Zone 5 - Carried

“Be it resolved that ABP only support the Canadian Cattlemen’s Association with the check-off they retain and not on the total sales of cattle in the province.”
Zone 8 - Defeated

“Be it resolved that ABP continue to meet its Canadian Cattlemen’s Association assessment.”
Zone 5 - Defeated

“Be it resolved that the 2012-2013 ABP audited financial statements and auditor’s report be accepted.”
Board - Carried

“Be it resolved that the firm of Kingston Ross Pasnak chartered accountants be appointed as auditors for 2013-2014 year-end audit.”
Board - Carried

“Be it resolved that there be an independent review of the Executive Director of ABP on a bi-annual basis and further that the ABP executive set up a formal process to accomplish this review.”
AGM Floor - Carried ▼

2014 DELEGATE DIRECTORY

ZONE 1 INCLUDES: Vulcan County; County of Newell No.4; County of Forty Mile; Cypress County; M.D. of Taber; Special Area No.2 South of the Red Deer River.



Garth Porteous
Bow Island
403-952-1569



Mark Francis
Taber
403-223-4807



Brad Osadcuk
Jenner
403-898-2132



Rick Friesen
Vauxhall
403-654-2941



John de Groot
Vauxhall
403-725-2143

ZONE 2 INCLUDES: County of Warner No. 5; County of Lethbridge No.26; Cardston County; M.D. of Pincher Creek; M.D. of Willow Creek; M.D. of Ranchlands; Improvement District No. 4 (Waterton); Kananaskis Improvement District.



Jake Meyer
Welling
403-393-8022



Cecilie Fleming
Granum
403-687-2288



Darren Bevans
Raymond
403-752-4551



Bob Lowe
Nanton
403-646-0051



Tyler Sawley
Nanton
403-549-2201

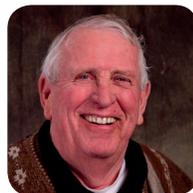
ZONE 3 INCLUDES: Wheatland County; Mountain View County; M.D. of Bighorn; M.D. of Foothills; M.D. of Rockyview; Improvement District No. 9 (Banff); Calgary.



John Buckley
Calgary
403-932-2486



Peg Strankman
Airdrie
403-948-0264



Brian Edge
Cochrane
403-932-3763



John Bland
Strathmore
403-934-3012



Chris Israelson
Didsbury
403-335-9667

Zones 1-3 Cattle Feeder Council (CFC) Cattle Industry Council (CIC) Representatives



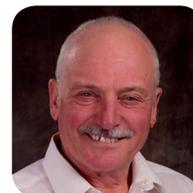
Howard Bekkering
CFC - Vauxhall
403-654-2903



Jimmy Nelson
CFC - Stirling
403-576-3451



Bryan Thiessen
CFC - Strathmore
403-934-6122



Larry Delver
CIC - WSGA
Calgary
403-873-0620

James MacLean
CIC - ALDOBA
Medicine Hat
403-528-2991

Dan Rosehill
CIC - AAMA
Olds
403-556-3655

2014 DELEGATE DIRECTORY

ZONE 4 INCLUDES: County of Paintearth; Flagstaff County; M.D. of Acadia; M.D. of Provost; M.D. of Wainwright No. 61; Special Area No.2 North of the Red Deer River; Special Area No. 3; Special Area No. 4.



Walt Suntjens
Hanna
403-779-2212



Pat Rutledge
Monitor
403-577-2382



Judy Fenton
Irma
780-754-2257



Tim Smith
Coronation
403-575-2246

ZONE 5 INCLUDES: County of Stettler; Lacombe County; Red Deer County; Starland County; Kneehill County; Clearwater County.



Rose Wymenga
Leslieville
403-729-2360



Cathy Sharp
Lacombe
403-885-5428



Rob Somerville
Endiang
403-579-2406



Arnie Tateson
Endiang
403-579-2107



Nanita Blomquist
Big Valley
403-323-1111

ZONE 6 INCLUDES: Ponoka County; Beaver County; County of Wetaskiwin; Strathcona County; County of Camrose; Leduc County; Parkland County; Brazeau County; Improvement District No. 13; Edmonton.



Greg Bowie
Ponoka
403-783-8753



Chris Simpson
Bentley
403-843-2269



Tim Sekura
Rocky Rapids
780-542-3174



Ralph Buhler
Armena
780-893-0274



Gary Seutter
Millet
780-387-4832

**Zones 4-6
Cattle Feeder
Council (CFC)
Cattle Industry
Council (CIC)
Representatives**



Craig Ference
CFC - Kirriemuir
403-552-3755



Charlie Christie
CFC - Trochu
403-442-2470



Dave Solverson
CFC - Camrose
780-672-7141

2014 DELEGATE DIRECTORY

ZONE 7 INCLUDES: County of Thorhild No. 7; County of Barrhead; County of Athabasca; Lac Ste. Anne County; Woodlands County; M.D. of Opportunity No. 17; Sturgeon County; Westlock County; Yellowhead County; M.D. of Lesser Slave River; Improvement District No. 12; Municipality of Jasper.



Bernie Regner
New Brook
780-398-2365



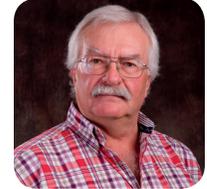
Rick McKnight
Jarvie
780-681-2165



Danny Tonhauser
Sangudo
780-785-2760



Colin Campbell
Bon Accord
780-921-2180



Ted Ford
Westlock
780-954-3788

ZONE 8 INCLUDES: Smoky Lake County; County of St. Paul; County of Two Hills No. 21; County of Vermilion River No. 24; County of Minburn No. 27; Lamont County; Lakeland County; M.D. of Bonnyville; Regional Municipality of Wood Buffalo; Improvement District No. 24.



Danny Hozack
Streamstown
780-875-5962



Mike Lutzak
Hairy Hill
780-768-3774



Lyndon Mansell
Innisfree
780-592-2262



Brian Chomlak
Beauvallon
780-366-2180



Gordon Graves
Iron River
780-826-2796

ZONE 9 INCLUDES: M.D. of MacKenzie No. 23; M.D. of Northern Lights; North of Chinook Valley Road; M.D. of Clear Hills; Northern Sunrise County; M.D. of Peace; M.D. of Fairview; Birch Hills County; Saddle Hills County; M.D. of Smoky River; M.D. of Spirit River; County of Grande Prairie; M.D. of Greenview; M.D. Big Lakes Zone; Improvement District No. 25.



Roland Cailliau
Valleyview
780-524-4402



Ron Wieler
Fort Vermilion
780-927-4255



Dee Parke
High Prairie
780-523-4412



Maarten Braat
Fort Vermilion
780-927-3800



Norman Hennigar
Grande Prairie
780-814-3595

**Zones 7-9
Cattle Feeder
Council (CFC)
Cattle Industry
Council (CIC)
Representatives**



Ken Stanley
CFC - Westlock
780-349-1936



John MacArthur
CFC - Fairview
780-835-5862



Sheldon Hauca
CFC - Vegreville
780-367-2404



Lorrie Jespersen
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