



GRASS ROUTES

WINTER
2020

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GRASS ROUTES



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Note from the Chair

ABP Chair Kelly Smith-Fraser talks about our upcoming structural changes voted on at the AGM by the delegates. We are making changes to our geographical zones, fall meetings, number of delegates and the director election process.

Can tylosin use be reduced?

Investigating an antimicrobial use reduction in tylosin on the severity of liver abscesses and antimicrobial resistance in Enterococci in feedlot cattle. Find out what they learned.

Focus on advocacy

ABP Executive Director Rich Smith discusses our advocacy work for 2020. The Executive and senior staff are focused on government and industry relations. Read about our lobbying efforts and the collaborative work we are doing with producer groups in Alberta and across the country.

Predation pilot project

ABP has developed a three-year pilot project with industry, government and conservation groups to get programs in place that focus on minimizing incidence of conflict from occurring and reducing attractants.

2020 Delegate Directory

Pages 6-10.

Marketing: Education and influencers

Find out about the new education programs ABP is launching this year and see the numbers behind our social media influencers and contest campaigns. Also, learn about our exciting new partnership with Alberta Sport Connection supporting the provincial winter and summer games.

Alberta CAP turns 35

The Alberta Classroom Agriculture Program is turning 35. Read about how it came to be and the impressive work done by dedicated volunteers.

Livestock transport regulations

Enforcement of the revised livestock transport regulations will begin February 20 with a two-year transition period attached to the feed, water and rest interval provisions.



Watch our 2020 Environmental Stewardship Award video here:
www.albertabeef.org/producers/environmental-stewardship-award



Kelly Smith-Fraser
ABP Chair

NOTE FROM THE CHAIR

With 2019 being the 50th anniversary of Alberta Beef Producers (ABP), originally the Alberta Cattle Commission, the theme of our Annual Report last fall was The Next 50 Years. We held a final celebration of the anniversary on the first evening of our Annual General Meeting (AGM) in December with many past chairs and long serving staff members in attendance. The next day, I had the honour of being elected by the ABP delegates as a director at large and then the privilege of having the Board of Directors elect me as ABP Chair. Now, we are beginning the journey into the next 50 years.

I recognize the challenges and responsibilities that come with the chair position and I intend to continue the tradition of strong industry leadership that has been demonstrated by past ABP chairs, most recently by our current Past Chair, Charlie Christie. We begin the 51st year of ABP with changes to our structure and operations that aim to make the organization leaner and more efficient, more able to engage producers and provide value to them for their check-off investments.

Over the last year, a small working group developed a plan for potential

structural changes and worked with the Board of Directors on the proposal presented to producers at the 2019 Fall Meetings. After hearing from producers and reviewing resolutions from the fall meetings, the Board of Directors developed a series of resolutions for the delegate's consideration at the AGM. The decisions made by the delegates at the AGM will form the basis for regulation and by-law amendments that we hope to have approved by June 30, 2020.

With advances in communications technology and broader understanding of industry issues among producers, ABP no longer needs nine geographic zones and we will operate effectively with five zones. The province will have three northern zones (Northeast, Northwest, and Central) and two southern zones (Southwest and Southeast). The size of the northern zones did not change substantially, but five former southern zones will be consolidated into Southwest and Southeast zones.

"this structure will attract committed delegates with a strong connection to the grassroots producers"

Kelly Smith-Fraser

The new structure makes the zones more even in area, while still retaining relatively uniform numbers of producers and breeding cows.

The proposed amendments will increase the number of delegates in each zone from six to seven but will reduce the overall size of the delegate body to 35 delegates. We hope this structure will attract committed delegates with a strong connection to the grassroots

producers in each zone. We expect our delegates to listen to producers and bring forward their concerns, and in turn, keep those producers informed about what ABP is doing.

The decision was made to reduce the Board of Directors from 16 to 12 directors, all of which will be elected by the delegate body at Annual General Meetings. Again, the intent is to have the strongest possible group of producers as directors. To address concerns about regional representation, there will be a condition that there be at least one director from each zone on the board.

With the diversity in our delegates and our closer collaboration with the Alberta Cattle Feeders' Association (ACFA), we decided there was no longer a need for sector councils - eliminating both our Cow Calf Council and Cattle Feeder Council. ABP has a mandate to work on behalf of all cattle and beef producers in Alberta, regardless of the sector or location of operations. We address broad industry issues that are rarely an area of importance for only one sector. The insights we gain from our work with ACFA and the Cattle Industry Leaders Forum (a group of cattle associations and organizations who meet twice a year) will provide the perspectives we need to help guide our policy and advocacy.

We plan to change our fall meetings from 25 evening meetings to a single daytime meeting in each zone that will include full participation from our Board of Directors and partner organizations with additional speakers of interest. Our AGM will be moved to coincide with the Alberta Beef Industry Conference and we will make a decision on the future of our Semi-AGM in June.

These structural changes are significant but they will not change our mandate, vision, mission, or priority actions. We continue to be your organization, run by producers like you, speaking and working on your behalf to make our industry stronger and more profitable.



Investigation of an antimicrobial use (AMU) reduction in tylosin on the severity of liver abscesses and antimicrobial resistance (AMR) in Enterococci in feedlot cattle.

CAN TYLOSIN USE BE REDUCED?

Liver abscesses in cattle have been extensively studied for the last 70 years, and yet, are still one of the leading causes of beef quality defects and economic losses in beef cattle. Condemned or discounted livers due to abscesses cost the Canadian beef industry over \$60 million per year.

Tylosin, a member of the macrolide family of antimicrobials, is widely used in beef cattle and is administered through the diet to reduce the incidence of liver abscesses. Antimicrobials that belong to this same family are also used in humans (e.g. erythromycin). According to Health Canada's categorization of antimicrobial drugs based on importance in human medicine, this antimicrobial family is considered to be of high importance for treating and preventing bacterial infections in humans, the second-highest category. Tylosin is usually fed continuously throughout the finishing period at a concentration of 11 ppm in the diet and there is no withdrawal period required prior to sending cattle to the abattoir.

It has been one year since Health Canada fully implemented new regulations involving medically important antimicrobials in livestock feed. This new directive mirrors the efforts in the United States, as well as similar initiatives in the European Union, aimed at enhancing the stewardship of antimicrobial use. In Canada (and in the United States), new regulations require that all in-feed use of medically important antimicrobials occurs under veterinary oversight by a licensed veterinarian operating under a veterinary-client-patient relationship. In addition, all growth promotion claims have been removed from medically important antimicrobials, with these products now only approved for disease prevention, control, and treatment. It is almost certain that the pressure to reduce the use of antimicrobials in livestock production will continue to

increase. Judicious use of antimicrobials to maintain health and welfare in livestock production must continue to be a priority. Consequently, there is merit in assessing points in the beef production system where antimicrobial use can be reduced or eliminated without compromising animal health and welfare.

One possible approach may be to reduce the duration that in-feed antimicrobials are administered during the feeding period. With this possibility in mind, a collaboration between Agriculture and Agri-Food Canada and Feedlot Health Management Services was formed to determine if inclusion of tylosin in the diet for only 75% of the feeding period (as opposed to the entire feeding period) would reduce antimicrobial resistant bacteria, without increasing the prevalence or severity of liver abscesses, other health issues, or compromising the growth performance of feedlot cattle.

What they Did: Just over 7500 feedlot cattle were included in this study and fed an 86% concentrate diet for a 161-day finishing period. Tylosin was included in feed for three different durations over the finishing period: 1) FIRST-78%; from day 0 to day 125, 2) LAST-75%; from day 41 to 161, or 3) Continuously for the entire 161 day feeding period. Fresh pen-floor fecal samples were collected over the duration of the study to test bacteria (i.e. enterococci) for their type and level of antimicrobial resistance. Cattle were also assessed for growth performance as well as incidences of morbidity and mortality during the feeding period. Carcass traits, prevalence and severity of liver abscesses were also recorded at harvest.

What they Learned: There were no differences in the types or level of antimicrobial resistance with duration of tylosin administration. The overall occurrence of liver abscess was over 60%, regardless duration of tylosin

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administration, with about 20% of the abscesses considered to be severe. The incidence of liver abscesses did not differ with duration of tylosin administration, but while there was a tendency for more severe abscesses to occur in cattle administered tylosin for a shorter duration, this did not affect the growth performance of feedlot cattle. There was also no difference in finishing weight, average daily gain or feed efficiency associated with the duration of tylosin administration.

What it Means: Reducing the duration that tylosin is administered during the feeding period did not lower the antimicrobial resistance in the indicator bacteria measured. However, reducing tylosin administration during the feeding period might be at the cost of liver abscesses being more severe in some cattle. Interestingly, feeding tylosin for a shorter duration (which tended to produce more severe liver abscesses) did not result in adverse impacts on growth performance or carcass traits. Therefore, it could be possible to reduce the use of this antimicrobial by 25% during the

finishing period. It is important to note that the incidence of liver abscesses was high in all cattle, even in those that continuously received tylosin throughout the feeding period. This may have been a result of the cattle being backgrounded or on feed for an extended period over the winter and spring months before the start of the trial.

Although some of the bacteria that cause liver abscesses are known, there may also be some contributing bacteria that have yet to be identified. While high incidences of liver abscesses have been attributed to the use of high grain finishing diets, little is known about when liver abscesses develop during the feeding period or why some cattle develop liver abscesses while others do not. Advancements in genomics could shed some light on these unknowns as it may allow for the full characterization of all the bacteria that contribute to liver abscesses and may help define why some cattle are susceptible and others are not. Regardless, it is clear that given the high prevalence of this disease in feedlot cattle, finding alternative strategies to reduce the occurrence of liver abscesses in cattle has considerable merit.

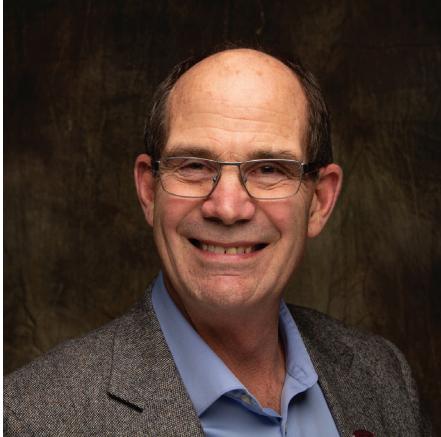
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FOCUS ON ADVOCACY



Rich Smith
ABP Executive Director

Following the 50th anniversary of Alberta Beef Producers, we begin the next 50 years of work on behalf of cattle and beef producers. Not only is 2020 the first year of a new decade, but also the first next year on this journey. In addition to the business of resolutions and setting direction for the organization, the ABP Annual General Meeting (AGM) is also a time of renewal and transition for our organization. Thirteen new delegates attended their first AGM this year and we held elections for our Board of Directors, council chairs, and Canadian Cattlemen's Association members. We are excited to have seven new directors out of 16 on our board and one new executive member. ABP is always happy to welcome new producers to our delegate body, as they bring fresh ideas and different perspectives to our priorities and policies. They not only

add energy to our organization, but also create optimism about the future of our industry.

Our Executive, Executive Director, and Government Relations and Policy Manager have been busy with advocacy activities since the AGM and will continue to be throughout the 2020 year. Our new Executive met with Agriculture and Forestry Minister Devin Dreeshen immediately following the AGM and our Chair and Executive Director were invited to the Premier's Reception in Ottawa celebrating Alberta industries and

highlighting our agricultural products, including Alberta Beef. Four directors will travel to Ottawa to meet with federal government representatives and our Executive members are attending the National Cattlemen's Beef Association convention in San Antonio. ABP will have directors and staff at the Saskatchewan Beef Industry Conference, the Beef Farmers of Ontario AGM, and the Alberta Beef Industry Conference. We work to build relationships with these organizations because it is important for us to have government and industry support on crucial trade, policy, and regulatory issues.

"Our advocacy work is focused on maintaining an environment that allows producers to remain competitive in global markets and for our industry to remain strong and sustainable."

Our advocacy work is focused on maintaining an environment that allows producers to remain competitive in global markets and for our industry to remain strong and sustainable. This includes the collaboration and coordination of activities we do with the Alberta Cattle Feeders' Association (ACFA), the Western Stock Growers' Association, and the Alberta Grazing Leaseholders Association. We also look for shared interests and opportunities to partner with outside organizations including Ducks Unlimited Canada, the Nature Conservancy of Canada, and the World Wildlife Federation.

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We continue to pursue opportunities for increased collaboration with ACFA and recently released a jointly funded competitiveness study that showed our industry remains competitive now, but there are regulatory challenges that could affect our competitiveness in the future. We also worked with ACFA on a project where MNP is providing training and strategies to producers and our organizations for dealing with municipal development issues.

One area where we are combining advocacy and collaboration is our participation in the Alberta government's Farmer-led Research consultations. ABP is a founding member of the Alberta Livestock Research and Development Advisory Committee. Late last year, this committee worked with nearly all producer boards and commissions in Alberta to prepare a White Paper entitled A Strategic Research Proposal to the Minister of Agriculture and Forestry. We encouraged the Minister to establish research policy and priorities in consultation with industry and transition to an industry-governed and industry-focused research funding model. We prepared key messages for producers participating in the Farmer Led Research Engagement Sessions and ABP had a large number of producers, delegates and staff members in attendance.

CHANGES TO THE MEAT INSPECTION ACT

The Meat Inspection Act will be up for review this spring and ABP will take the opportunity to address restrictions around donating or selling meat from animals slaughtered on-farm. The current legislation requires a pre-mortem inspection be done by a veterinarian, which may not be timely (if the animal broke a leg for example) and can be costly. ABP's goal is to either allow for a modified pre-mortem inspection, certify mobile butchers to inspect at the farm, or exempt the pre-mortem inspection for compromised animals. Some animals may not be fit for transport but would still provide meat that is safe to eat. We are currently in discussions with Alberta Agriculture's food safety division to address this issue and make changes to the Meat Inspection Act.

Predation pilot project

Alberta Beef Producers has long recognized the importance of environmental stewardship and this year we hope to implement our proposed pilot project dealing with predators and conflict with livestock. In 2019, ABP's wildlife working group collaborated with the Waterton Biosphere Reserve Association, Alberta Environment Fish and Wildlife Policy Department, Alberta Conservation Association and many other partners to develop a three-year pilot project that includes community-based programs like deadstock removal or bearproofing grain bins to reduce attractants and minimize incidents of conflict from occurring in the first place. Another component of the project is to improve the predator compensation program and train verification officers to increase the people available to verify kills and submit claims on behalf of the livestock owner. Lastly, we hope to have a strong education and communications component of the program.



The goal of this project revolves around stewardship and sustainability. We know the importance of healthy wildlife, including predators, on the landscape for the health of the ecosystem and we hope to find ways to encourage harmonious co-existence. We recognize that it is stressful and costly when predation occurs, and our ranchers need to know they will be supported when losses occur. If ranchers can be confident in the predation programs, it should make having some predators and other wildlife on the landscape more tolerable and accepted.

2020 DELEGATE DIRECTORY

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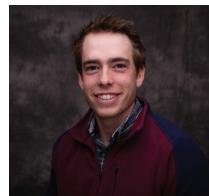
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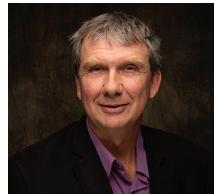
Zone 7

Thorhild County No. 7, Barrhead County No. 11, Athabasca County, Lac Ste. Anne County, Woodlands County, Opportunity No. 17, Sturgeon County, Westlock County, Yellowhead County, Lesser Slave River No. 124, I.D. No. 12 - Jasper Park, Municipality of Jasper.



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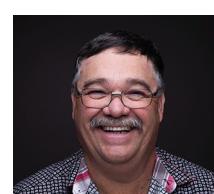
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Zone 9

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GET \$100 PER 50lb BAG BACK ON FORAGE SEED

The Forage Program from DUC and Nutrien Ag Solutions helps producers with the cost of Proven® Seed forage varieties. The program, offered to producers within DUC's critical habitat areas, helps farmers diversify land use while enhancing areas that can be served as nesting habitat.

Other incentives are available to producers who sign an agreement under this program. Talk to your local Nutrien Ag Solutions retailer today, or call DUC's Craig Bishop at **403-607-5805** or c_bishop@ducks.ca



Terms and conditions: The Forage Program incentive will be paid on full-retail price seed purchases. Any discounts will be deducted from the incentive. Proven® Seed is a registered trademark of Nutrien Ag Solutions (Canada) Inc. Nutrien Ag Solutions and Design is a trademark of Nutrien Ag Solutions, Inc.

MARKETING: EDUCATION AND INFLUENCERS

Alberta Beef Producers newly revamped Kindergarten to Grade 5 educational resources will be complete at the end of January and available for teachers to include in their classrooms. Coupled with these resources is the newly updated All for the Beef resources that target the FODS2100 Basic Meat Cookery course. Both of these resources will be advertised to teachers in the Alberta Teachers' Association Magazine and News. Both publications are distributed to teachers across the province giving ABP the best opportunity to reach as many classrooms as possible.

New in 2020, ABP will partner with Inside Education on the Youth Agriculture Leadership Summit coming up March 5-8 in Olds, AB. Students can submit a proposal to participate with Inside Education and they will host 20 high school educational teams made up of four students and two teachers. Participants will take part in a variety of tours, workshops and sessions exploring the connections between agriculture and the environment, economy and society. This opportunity will give ABP a different and exciting approach to educating students about the beef industry.

In the fall of 2019, the Alberta Beef Producers marketing campaign focused on increasing our profile on social media by utilizing paid influencers. Influencers were selected to promote Alberta Beef through their social channels, increasing the reach with our target audience, and boosting Pinterest campaign related posts on ABP's own social channels.

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ABP INFLUENCER SOCIAL CAMPAIGN

MERRY ABOUT TOWN

- 215 organic views and 234 paid views
- 117 shares (Facebook and Pinterest)

MEAL PLAN ADDICT

- Pinterest
 - 204 shares
 - 1,164 views
- Facebook
 - 828 views
- Instagram
 - 9,867 contest reach

YEG.DATE

- Impressions: 14,967
- Entries: 184
- New ABP Instagram followers: 209

DATENIGHTYYC

- Impressions: 23,623
- Entries: 1,400
- New ABP Instagram followers: 329



Alberta Beef Producers has partnered with Alberta Sport Connection, the governing body for Alberta's Winter and Summer Games, as a major sponsor allowing ABP to be involved in several youth sport events. The Alberta Winter Games will run February 14-17 in Airdrie, AB, with 20 sporting events to choose from including wrestling, speed skating, hockey, freestyle skiing and many more. The Alberta Summer Games will be held in Lethbridge July 23-26 and feature events like baseball, cycling, basketball, plus 14 others.

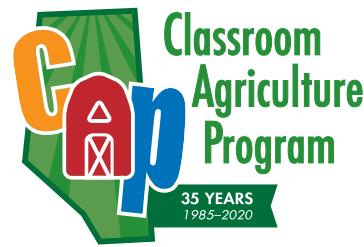
CLASSROOM AGRICULTURE PROGRAM TURNS 35

The year 2020 marks the 35th anniversary of the Classroom Agriculture Program (CAP) in Alberta. CAP was created to enhance urban students' understanding of agriculture and where their food comes from, as well as to foster a greater respect for the agriculture industry and the people who make Alberta-based food production a reality.

The backbone of CAP is the volunteers who come from all aspects of the agriculture industry and bring a strong, positive message about Alberta agriculture to the urban classroom. Through its 35-year history, more than 600,000 students from across Alberta have participated in CAP. The program's objectives continue to create a positive perception receptive to the:

- immediate value of agriculture to the economy;
- immediate value of agriculture in providing employment in both primary and secondary sectors;
- immediate value of agriculture to the Canadian lifestyle;
- immediate appreciation of Alberta food production and processing;
- need to protect and preserve the land base which supports the production of food for Canadians;
- importance of soil conservation; and
- career opportunities throughout the entire spectrum of agriculture including support industries.

The Classroom Agriculture Program was conceptualized by Vickie King, a member of the Alberta Women in Support of Agriculture. In 1985, she was successful in garnering funds from the Alberta Cattle Commission (ACC) to jumpstart the program. The other funding partners joining ACC were AgAware, Alberta Women in Support of Agriculture, the Beef Education Association and the Beef Information Centre. Alberta Agriculture also offered financial assistance by hosting volunteer workshops throughout Alberta.



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The first CAP presentations were made to 395 schools. That year, 1,126 presentations were made to 29,739 Grade 4, 5 and 6 students. Thirty-five years later, 260 CAP volunteers provided presentations to 21,745 Grade 4 students in 942 classes from 496 schools across Alberta. Feedback from teachers continues to be highly positive about the program and they look forward to hosting CAP volunteers each year.

CAP has received awards over the years including the Alberta Foundation for Animal Care's Communications Award of Distinction in 2004, and CAP volunteers received the Growing Alberta Leadership Award.

Fast forward to 2019, CAP funding partners include the Alberta Beef Producers, Alberta Canola Producers Commission, Alberta Chicken Producers, Alberta Institute of Agrologists, Alberta Irrigation Projects Association, Alberta Milk, Alberta Pulse Growers Commission, Alberta Turkey Producers, Alberta Veterinary Medical Association, Alberta Wheat Commission, Eastern Irrigation District, and Egg Farmers of Alberta.

The program not only has an impact on schoolchildren, but also on its volunteers.

"Although I've been the General Manager for five years, I've been a volunteer with CAP for 32 of its 35 years," said Don George. "During that time, it has been my privilege to help kids understand the importance of agriculture. Not only students, but often I find teachers asking me questions. I still give presentations every year. I really enjoy talking about agriculture and CAP gives me the chance to do that."

Congratulations Classroom Agriculture Program on 35 years of sharing our agriculture story with schoolchildren all over Alberta.



LIVESTOCK TRANSPORT REGULATIONS

Enforcement of the revised livestock transport regulations will begin February 20 with a two-year transition period attached to the feed, water and rest interval provisions for the livestock sector. The Canadian Food Inspection Agency (CFIA) issued the following details on the transition period.

Graduated enforcement of the Health of Animals Regulations (HAR) Part XII (transport of animals) coming into force as of February 20, 2020.

The CFIA has a mandate to enforce Canada's Health of Animals legislation, including updates made to the Transport of Animals provisions in Part XII of the HAR. While ensuring the well-being of animals during transport remains our highest priority, we recognize that in some industry sectors significant adjustments are needed in order to meet the new transport of animal requirements as of February 20, 2020.

How will CFIA enforce the regulations?

CFIA's enforcement approach will balance the need to ensure the well-being of animals during the entire transportation process while supporting the different industry sectors in complying with the regulations.

Enforcement actions, where applicable, will be proportionate to the animal welfare situation and the seriousness of the non-compliance and may include notices (verbal or written) or a notice of violation (with warning or with monetary penalty). Factors such as potential or actual harm, compliance history and intent are also taken into consideration.



CFIA will implement a transition period for the feed, water and rest time interval provisions for bovine and other sectors.

Will CFIA take enforcement action with respect to the prescriptive feed, water, rest time interval provisions in the amended regulations?

The CFIA understands the challenges faced by some sectors in meeting the new requirements for feed, water and rest times, which could include a need for new infrastructure to be put in place or changes to marketing practices in order to meet the reduced times for feed, water and rest.

As industry transitions and adapts from the old regulations' transport times to the new regulations, the CFIA will focus its activities for feed water and rest times on compliance promotion through education and awareness measures for the first two years. This is part of the CFIA's compliance continuum. This education approach will allow the CFIA and industry to continue to work together on effective solutions to identified issues and for livestock sectors to implement any adjustments.

Working with government on range improvements

ABP will be lobbying the government to reduce red tape for range improvements on lease land and other grazing dispositions. Many leases and grazing reserves, especially in the Rocky Mountain Forest Range, continue to be victims of brush and tree encroachment, which is reducing the AUMs available on these leases. While a grazer can apply for permit for brush removal, it has been difficult to achieve. Forest encroachment on forest reserves continues to reduce available rangeland for livestock and wildlife. Over time, wildlife will seek out new grazing areas commonly on leases and private land, creating increased conflict with predators. ABP is looking for solutions to address brush encroachment and perhaps work with forestry companies to explore options in areas that were once valuable grazing range.

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