



# GRASS ROUTES

SUMMER  
2019

# GRASS ROUTES



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## Note from the Chair

Alberta Beef Producers Chair Charlie Christie provides an update on what the organization has been working on since the last Grass Routes issue. In it, he discusses moving forward with a non-refundable service charge and ABP plans for the upcoming Regulatory Review, which producers will be able to provide input on at fall meetings.

## Agency conducts training audit

The Canadian Beef Check-Off Agency recently completed a live training audit with the help of Gateway Livestock Marketing Ltd. (GLM). The training audit provided insight to the federally-appointed inspectors and will help them promote the appropriate collection and remittance of check-off in Canada. The inspectors were able to also work on behalf of ABP to audit for Alberta's provincial service charge. The Agency will be conducting additional audits across the country this year, both to increase the depth of knowledge of inspectors, and to ensure check-off is being deducted and remitted appropriately.

## AgSafe Alberta hotline

AgSafe Alberta has announced a Hotline for Incident Assistance for farmers and ranchers seeking

assistance in dealing with an incident. The number is 1-833-9AG-SAFE.

## ABP and ACFA host MLA reception

ABP and ACFA joined forces again to host an MLA reception in Edmonton. With an impressive turnout, directors were able to establish relationships with members of our new provincial government and discuss current issues related to the beef industry.

## CCA focus on Asia

CCA is keeping an eye on increased trade to Japan following the CPTPP. With an upcoming federal election, the national cattle industry organization is working hard to keep Asia top-of-mind with the government.

**"We are not looking to fundamentally change the business we do, but rather looking at changing how we do business."**

*Charlie Christie*



Chair Christie  
ABP Chair

## NOTE FROM THE CHAIR

Since our last newsletter, Alberta Beef Producers (ABP) has spent some time considering the direction of our organization and how we move forward under a permanent refundable service charge model. While we did see a small drop in retained check-off, the vast majority of producers support what ABP does for the industry.

Over the winter, we took a close look at our priority activities to ensure that they are still important for the industry. Those producers who are engaged with ABP and the industry support our work in the four priority areas of advocacy (government relations and policy),

research (production and technology transfer), promotion (marketing and education), and communications (focused on producers, consumers, the public, and governments). These core activities bring the most benefit for the industry and the greatest return on producer check-off investment. We are not looking to fundamentally change the business we do, but rather looking at changing how we do business.

We saw great value in our collaboration with the Alberta Cattle Feeders' Association (ACFA) and we are committed to continuing and strengthening this collaboration. We worked together on our key messages for the new government in Alberta and we will now do almost all of our government relations work together. We have also looked at further opportunities for collaboration among our respective staff members to increase efficiency and reduce duplication of efforts.

We have not stopped looking for more funding to support our priority work. We've heard some producers who take large refunds would consider contributing money from their refunds to support the Canadian Cattlemen's Association (CCA) assessment that is paid by ABP, if the money is clearly directed to CCA. This would make a significant difference in our budgeting since the CCA assessment of 53 cents per marketing is actually 82 cents per marketing when refunds are included.

We have also discussed the possibility of ABP and ACFA contributing funds to start the Alberta Beef Industry Development Fund and invest the funds in a project that might encourage producers to make further contributions from refund requests. We are making the appropriate changes to our Service Charge Refund Request Form and our financial statement format to reflect these potential contributions.

The consideration of ABP structure and operations is timely as we head into our Regulatory Review, a five-year review of the regulations and by-laws that govern ABP. During this review, we will look at the composition of our delegate body, the future of our sector councils, the timing and location of general meetings, and the timing of our fall meetings. A small working group developed a proposal that was discussed and refined by the delegates at our general session in June. The proposal will go to fall meetings for discussion with producers and final decisions will be made at the AGM in December. Our intent in making changes to our structure and operations would be to create a leaner, more efficient ABP that can still effectively address the important issues for producers and generate more interest in the work we are doing on their behalf.



Watch the 2019 ESA video here: [www.youtube.com/watch?v=ri2EL6k7Vds](https://www.youtube.com/watch?v=ri2EL6k7Vds)

## Environmental Stewardship Award nominations due July 15

ABP is seeking nominations for the 2020 Environmental Stewardship Award, which recognizes cattle producers whose natural resource stewardship practices contribute to the environment and enhance productivity and profitability. We are asking producers to share the unique environmental practices employed on their operation and to present the positive story about cattle producers' contribution to the environment.

Nomination forms are available at [www.albertabeef.org/producers/environmental-stewardship-award](http://www.albertabeef.org/producers/environmental-stewardship-award), from the ABP office or from your local delegate. All cattle producers are encouraged to either enter or nominate another producer who is taking strides towards sound environmental production practices.

# AGENCY CONDUCTS TRAINING AUDIT

The Canadian Beef Check-Off Agency (the Agency) is focusing on the proper remittance and collection of check-off across the country this year, and the Agency's three federally-appointed inspectors recently completed a live training audit with the help of Gateway Livestock Marketing Ltd. (GLM). The inspectors also worked on behalf of ABP to audit for Alberta's provincial service fee at the same time.

The half-day training audit was conducted this spring in Taber, AB at GLM's head office, after a day of learning more about cattle dealers and marketing companies, and how they operate in western Canada.

GLM's Chief Financial Officer (CFO), Richard Sargent, provided beneficial insight for the Agency's inspectors to better understand the transactions that occur, and the records available through the chain of custody of beef cattle in Canada.

"The audit went very smoothly and professionally," said Sargent. "The inspectors were able to pinpoint a few examples of remittance changes that may even create efficiencies in our own internal processes. We were happy to help the Agency learn more about our business."

The Agency's lead inspector, Brad McCallum, was pleased with the training audit process and results.

"Conducting a live audit on actual dealer and broker transactions on cattle in Canada helps us become more in tune with the records available to us during audits, and working closely with Richard at GLM before, during and after helped us improve our process with input from the client side," said McCallum.

The Agency's inspectors are confident all check-off was collected and remitted appropriately.

"Training audits provide our inspectors insight into the records and transactions available in different regions, and to help promote the appropriate collection and remittance of check-off in Canada," said Melinda German, General Manager of the Canadian Beef Check-Off Agency.

Going forward, the Agency will be conducting additional audits, both to increase the depth of knowledge of inspectors, and to ensure check-off is being deducted and remitted appropriately. With two inspectors stationed in Alberta and one in Nova Scotia, the Agency can focus on regional remittance and work directly with the provincial associations to include any provincial service charges or check-off audits in conjunction.

"Producers expect a strong return in research and marketing for their investment, and we want the administration of the check-off, like auditing and inspecting for proper remittance and collection, to provide value too," said German. "Every dollar we can help get remitted properly can bring \$14 in benefits to Canadian producers."

Provincial check-off or service fees are administered by the provincial cattle associations in each province, and are primarily invested in provincial programming and policy/lobby work. The national check-off, administered by the Canadian Beef Check-Off Agency is invested in research, market development and promotion activities with national benefit.

Over the next year, the Agency will continue working with the provincial cattle associations to identify areas where collection and remittance may need additional attention, and to increase the awareness of check-off collection and remittance procedures across the country.

The Agency would like to extend a sincere thank you to GLM for hosting the inspectors.

## PAYING THE BEEF CHECK-OFF



SELLS TO



For ease in private treaty sales, the seller may opt to remit. However, in all instances, if the purchaser fails to deduct the levy, the seller must remit. **For more on rates and levies, contact your provincial cattle association.**

# NEW FEED TESTING TOOLS

The Alberta Beef, Forage and Grazing Centre has developed new feed testing tools to assist decision-making by providing results to flag potential nutritional problems, and identify the comparative economic value of different feeds based on their quality. When you don't know the quality of feed on an operation, maintaining animal health and welfare can be difficult and a visual assessment may not always be enough.

This tool evaluates the ability of a single feed to meet basic nutritional requirements of different classes of cattle in different stages of production under normal circumstances. It is not intended for use in ration balancing, but rather to alert you to potential issues with individual feed ingredients. Suitability of the feed is indicated by a color-coded response. **Green** indicates that the nutrient is adequate to meet nutritional requirements. **Yellow** is within  $+/- 2.5\%$  of TDN requirements,  $+/- 5\%$  of CP requirements and 0.05% below mineral requirements. **Red** indicates the feed does not meet animal requirements.

You can learn more about the tools at [www.beefresearch.ca/blog/new-feed-testing-tools/](http://www.beefresearch.ca/blog/new-feed-testing-tools/)

 Watch our 2018 award winning All for the Beef video here:  
[www.albertabeef.org/consumers/](http://www.albertabeef.org/consumers/)

## ABP and ACFA host annual MLA reception

Alberta Beef Producers held our fourth Annual Alberta Beef and Beer Reception at the Federal Building on the Legislature Grounds last month. The reception was hosted in partnership with the Ministry of Agriculture and Forestry, Alberta Cattle Feeders' Association and the Alberta Small Brewers Association. With close to 60 MLAs in attendance from both parties and over 100 total attendees, including many ministers and their staff, it was a successful and engaging evening. This event is an excellent opportunity for our directors to meet many new MLAs and discuss opportunities and issues facing

## AgSafe Alberta Hotline

AgSafe Alberta has announced a new confidential Hotline for Incident Assistance for Alberta farmers and ranchers: 1-833-9AG-SAFE. This hotline is available 24/7, year-round and all calls are connected directly to AgSafe Alberta. Those in need of assistance will receive informed and compassionate support from an AgSafe Alberta employee.

"The team at AgSafe Alberta is dedicated to providing support to our farmers and ranchers as they work through the process of managing a serious incident. The hotline is an important and essential resource for Alberta's farming community," said Jody Wacowich, Executive Director of AgSafe Alberta.

Calling the hotline is voluntary. All information is kept confidential. If the incident is reportable, AgSafe Alberta will help determine what reporting needs to be done for the incident.

Should a farm or ranch experience a serious incident — including an injury, fatality, property damage, or near miss — a response from an Occupational Health and Safety officer may follow. AgSafe Alberta is always available to provide support. The hotline is free to producers, as is any advice given or visits conducted as a result of an incident. Support for serious incidents includes on-site or over-the-phone assistance. Information on what constitutes a serious incident and details about the hotline can be found on the AgSafe Alberta website [www.agsafeab.ca](http://www.agsafeab.ca).

The implementation of the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP) has provided competitive market access opportunities for Canadian beef producers. With a federal election slated for October, the Canadian Cattlemen's Association (CCA) is encouraging the government to maintain dialogue that progresses agriculture trade with Asia - a market that will be the largest growth region for beef over the next 25 years.

In Japan, the tariff of 38.5 percent dropped to 27.5 percent on Canadian fresh beef and to 26.9 percent on frozen beef last December. On April 1, 2019, a second tariff cut was

**"Asia will be the largest growth region for beef over the next 25 years. The CCA will continue to monitor the volumes over the next several months for indications of longer-term trends."**

implemented in Japan down to 26.6 percent on both fresh and frozen and further cuts will continue over the next several years. Tariffs were also reduced for a range of offal products.

# FOCUS ON ASIA

The CCA is closely monitoring the uptake of Canadian beef in Japan. With several factors at play, it will be at least a year before a clear trend can be established. Factors to watch include the ups and downs of seasonality and the buying behavior of Japanese importers under CPTPP, who are no longer held back by concerns over triggering a safeguard which would have caused the tariff to increase to 50 percent.

In May 2019, expanded access for Canadian beef to the Japanese market

was achieved as Japan lifted its over 30-month (OTM) age restriction for beef exports. Exports of Canadian beef to Japan are expected to increase under the expanded access for OTM beef.

Statistics Canada data from three months since the December 30 implementation of the CPTPP (March 2019 YTD) indicates a significant increase in volume up 100.2 percent to 9,826 metric tonnes and up 117.4 percent in value to CDN\$68.7 million compared to the same period last year.



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# CONGRATULATIONS YOUNG GUNS

The Young Guns Contest was held again this year for youth ages eight to 21 involved in Alberta's beef industry. Participants were asked to tell us how cattle and beef production impacted their lives and future through some form of communication tool. A panel of ABP delegates judged an astonishing 26 submissions with three selected and awarded the top prizes.

First place was awarded to Paytten Fankhanel of New Norway, AB. Paytten submitted an essay that detailed how growing up on a multi-generational family farm cultivated her passion for agriculture and hard work. She told the story of her desire to carry on the over 100-year-old family ranching legacy and how joining 4-H taught her a sense of pride at an early age. Paytten's commitment to the industry was apparent through her extra-curricular activities with her provincial breed association, 4-H, and volunteering for the Classroom Agriculture Program. She is now working towards a degree in animal science to focus her future in genetics.



Second place went to Shanea Sinke from Picture Butte, AB. Shanae put together a video highlighting her family ranch and learning the importance of hard work. She shared an endearing story of bidding on and purchasing her first cow. Shanae sees the future of the cattle industry in her hands and worth fighting for.

Addison Nolette from Longview, AB, took third place with her video slideshow submission. In it, Addison narrated the story of moving from the city to her grandfather's farm and becoming a fifth-generation cattle producer. She shared her dream of carrying on the family legacy and following in the footsteps of those before her who raised cattle on the land.

SAVE THE  
DATE!

## CANADIAN BEEF INDUSTRY CONFERENCE

2019



### *Securing our future*

AUGUST 13-15, 2019 BMO CENTRE ON STAMPEDE PARK, CALGARY, AB

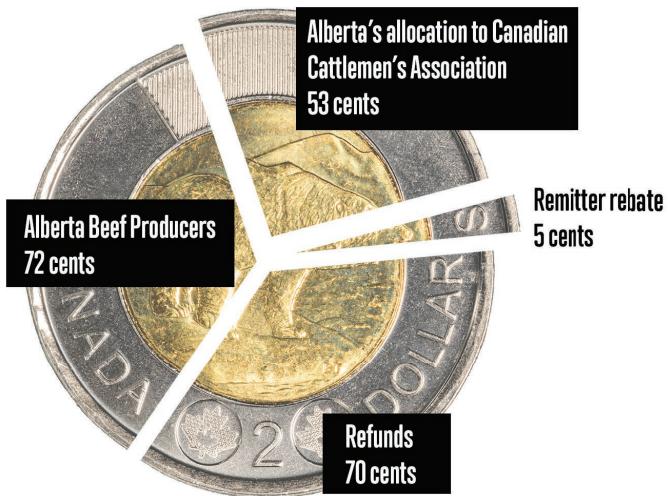
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**REGISTRATION NOW OPEN**



# YOUR CHECK-OFF EXPLAINED

## Provincial service charge breakdown \$2 refundable

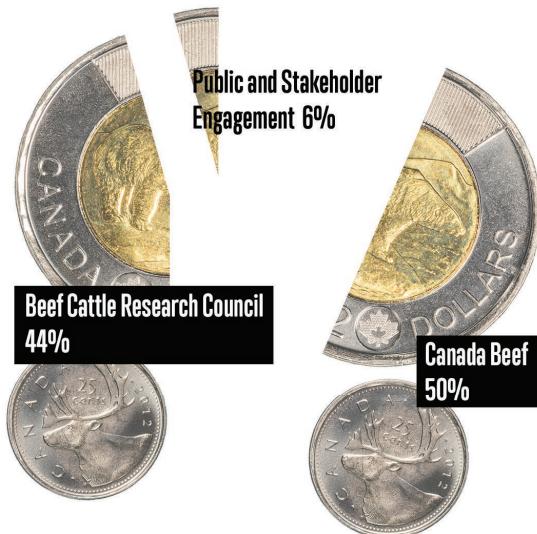


Refundable Provincial Service Charge - \$2

Non-refundable National Levy - \$2.50



## National levy breakdown \$2.50 non-refundable



## Call for delegate nominations

Alberta Beef Producers is accepting nominations for delegates to run in the 2019 fall elections. Producers in each of the nine geographic zones in the province can elect up to five delegates and one cattle feeder delegate to serve two-year terms.

Nomination forms are available 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 August 31, 2019.

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[www.albertabeef.org](http://www.albertabeef.org)

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