

**ALBERTA BEEF PRODUCERS  
MINUTES OF THE BOARD OF DIRECTORS MEETING**

**June 23<sup>rd</sup>, 8:30 AM  
Alberta Beef Producers Boardroom**

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**Present:** Melanie Wowk - *Chair, NE,*  
Brodie Haugan - *Finance Chair*  
Jason Hale - *Vice Chair, SE*  
Jay Hager - *@ Large*  
George L'Heureux - *@ Large*  
Fred Lozeman - *@ SW*  
Kent Holowath - *@ Large*  
Nanita Blomquist - *@ large,*  
Lee Irvine - *@ Large*  
Gary These - *@ NW*  
Rod Carlyon - *@ CT,*  
Sheila Hillmer - *@ Large*

Haugan asked that 7 (d) Communications Update be moved to in camera

**“That the agenda be approved (with additions).”**

Motion by L'Heureux / Hillmer:

Carried

**Regrets:**

**Staff:** Brad Dubeau - *General Manager*  
Donald Poitras - *Controller*  
Lindsay Roberts - *Marketing &  
Comm. Virtual*  
Debra Murphy - *Editorial Content,  
Virtual*  
Megan McLeod - *Field Specialist,  
Virtual*  
Katelyn Laverdure - *Stakeholder,  
Comm, Virtual*  
Karin Schmid - *Beef Production  
and Extension,  
Virtual*  
Mark Lyseng - *Government &  
Policy, Virtual*  
Andrew MacGregor - *Legal Council*  
Kathy Jardine - *Executive /  
Accounting  
Assistant*

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**2. Minutes of the Previous Meetings**

(a) The Board reviewed the minutes from the May 26<sup>th</sup>, 2022, Board of Directors meeting.

**“That the minutes from the May 26th, 2022, Board of Directors Meeting, be approved with changes.”**

Motion by These / Hager:

Carried

(b) The Board went in-camera at 8:42 am and came out of in-camera at 8:48am.

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**3. Financial Report**

(a) Financial Statements ending May 31<sup>st</sup>, 2022

Haugan spoke to the May 31<sup>st</sup>, 2022, Financials that there was not much to report.

Results from the July 2022 refunds will be available at the end of August.

Motion by Haugan / Lozeman:

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

**Guests:** Lyle Adams – ACFA

**Absent:**

The Chair called the meeting to order at 8:38 am

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**1. Adoption of Agenda**

Dubeau added 6 (a) ABP/JBS Alberta Beef Agreement to the agenda.

Dubeau added 6 (j) LIS AGM Update

Carylon added 6 (k) DMAG Update

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**4. Staff Report, Policy, and Governance**

(a) Staff Report - Living Labs – Schmid

Carried

Schmid announced that as of June 3<sup>rd</sup> the Living Labs application was conditionally approved but would not be officially announced until AG Canada makes their announcement.

Schmid spoke to best management practices that have the ability for uptake across a large segment of producer's populations.

Carlyon asked that Fiona Brody from OFCAF (On Farm Climate Action Fund) program for RDAR do a short presentation to the board.

(b) Staff Report - Drought Programming & Front of Package Labelling – Lyseng

Drought - Lyseng has spoken to ADP and asked for the same drought program that they had last year and pushed that drought is still a large issue.

FOP – Letters went out the first week of May to all Alberta MP'S to gain support and received strong uptake from the Conservative caucus. There has been no announcement from legislation.

Dubeau suggested if there was not a positive response that ABP regroup with CCA and launch another segment of media. NCFA and CCA are working very closely on this issue.

Discussions within the board members and all agreed that we can not take our foot off the pedal and this needs to be kept in front of consumers.

(c) Board Governance – Lozeman

There were no updates for the Board of Governance.

Lozeman will send out the self evaluations at the end of July for completion in August.

## 5. Council and Committee Reports

(a) Research Committee:

Lozeman referenced that there was no update from The Research Committee.

A discussion was conducted on the BCRC report that was included in the reading material.

(b) ACFA Update:

Adams spoke to the conclusion of there conference last week and indicated that there was a good turn out and the opportunities for networking.

A discussion was held on Bunk Space in Alberta and Saskatchewan compared to Hook Space.

(c) CCA update:

Hillmer met with Nathan Phinney the Vice Chair of CCA and discussed the fact of the non communication from the group, this has been noticed and agreed that communication must increase.

The name change has been approved.

In discussion with Nathan from CCA he indicated that the past two months have been full on with FOP with a major ramp up and a more aggressive approach in the past 3 weeks, they are feeling good at where it is going.

## 6. Decision Items

(a) ABP / JBS Alberta Beef Agreement – Dubeau

The initial agreement for JBS to market Alberta Beef was signed in 2018 and was addressed to Rob Meijer (JBS) and was signed by Rich Smith (ABP). Both Rob Meijer and Rich Smith have left their roles with the organizations, and it was felt that this would be a suitable time to update the agreement. We will also be creating an MOU that provides an annual review of this agreement going forward.

- **That Alberta Beef Producers Board of Directors approve the agreement between Alberta Beef Producers and JBS for the use of “Alberta Beef” to market domestically and internationally with the understanding that a MOU will be developed between ABP and JBS to ensure the agreement is reviewed annually.**

Motion by Loseman / Hillmer

Carried

## 7. Discussion Items

- (a) Strychnine – Health Canada Agency Review Panel Report and Objections – Wowk / Dubeau

Considering the reading material, a discussion was held and as a result it was concluded that there is no negative effect on the Longspur species.

- (b) CCIA Update – Bekkering

CCIA held their AGM in April and has appointed a new executive.

Tags will be available at the CCIA office in Calgary starting July 11<sup>th</sup> and the tag supply is steady.

CCIA will be taking on the Cargill pilot project and Bekkering was confident that the current staff would be sufficient for the project.

- (c) VBP Management Committee – ABP Representative- Dubeau

VBP Management requires a new committee member Representative of Alberta Beef Producers replacing Brad Osachuk.

Dubeau has suggested that we have a member of the board on the committee.

- **That Alberta Beef Producers Board of Directors approve Haugan to the VBP Management Committee.**

Motion by L' Heuerux / Bloomquist

- (d) Communications Update – Haugan

Moved to In-camera by Haugan

- (e) CRSB Sponsorship Request- Dubeau

Discussion around Alberta Beef Producers paying a \$2000.00 membership fee. There is concern over CRSB having their Annual Meeting at the same time as CBIC and this could take away some of the sponsorship opportunities for CBIC.

The ABP board of directors has agreed to pass on the CRSB Membership request.

- (f) ABP / AGLA / WSGA / RMA Meeting – Dubeau

Dubeau reported it has been challenging to bring all the different organization together for a meeting

The meeting will revolve around the issue of road allowances.

- (g) ABIC Update – Wowk

550 people attended the meeting. Lots of support in the trade show and great opportunities for net working.

- (h) PNWER Update – Dubeau

On July 24<sup>th</sup> – 28<sup>th</sup> we are getting together with Cattle Feeders and CCA and each organization has a \$2500 sponsorship. PNWER stands for Pacific North West Economic Region.

Dubeau led a discussion on the various aspects of the sponsorships.

- (i) Natural Resources Conservation Board Update – Dubeau

Dubeau summarised that several discussions were held by various organizations, and all agreed that everyone needs to keep solid open lines of communications and work towards solutions.

- (j) LIS AGM Update – Dubeau

Dubeau emphasized that the AGM was an exceptionally good meeting and the RCMP update was interesting. An interesting topic was that the E manifest is remarkably close to be completed and a discussion was held as to how this will affect the cow/calf producers.

- (k) ) DMAG Update – Carlyon

Discussion was held on the drought management.

- (l) Zone Updates:

The meeting was adjourned on a motion from Hillmer at 2:10 pm.

#### **Northeast Zone**

Attended some rodeos and the group tries sponsoring where they can. Had planned a cattlemans dinner in Wainwright and it was cancelled at the last minute.

#### **Northwest Zone**

No updates

#### **Southwest Zone**

Had a meet the ranchers at Save On Foods and it went very well.

#### **Southeast Zone**

No update to report.

#### **Central**

Hoping to plan some fall events. Supporting 4H.

### **8. In Camera**

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(b) The Board went in-camera at 12:30 pm and came out of in-camera at 2:08 pm.

### **9. Reading Material**

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The reading material included in the Board package was reviewed as part of the Board meeting.

### **10. Next Board meeting & Upcoming Events**

- (a) Canadian Beef Industry Conference August 15<sup>th</sup> – 18<sup>th</sup>
- (b) August 2022, Board of Directors Meeting – TBD
- (c) Wowk suggested the Board meet every two months. Dubeau suggested that we start the new process in January 2023 and set the dates and if an emergency should arise a board meeting would be scheduled.

### **11. Adjournment**

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