

**ALBERTA BEEF PRODUCERS
MINUTES OF THE BOARD OF DIRECTORS MEETING
November 22nd, 2023 – 8:30am – In-Person**

Present: Brodie Haugan - *Chair, SE*
Sheila Hillmer - *Vice Chair, SW*
Fred Lozeman - *Finance Chair, SW*
Nanita Blomquist - *@ Large*
Jay Hager - *@ Large*
Kent Holowath - *@ Large*
Lee Irvine - *@ Large*
Doug Roxburgh - *@ CT*
Miles Wowk - *@ NE*
Gary These - *@NW*

“That the minutes from the September 13th, 2023, Board of Directors Meeting be approved.”

Carried

(b) Issues arising from the minutes.

No issues arose.

Regrets:

Staff: Brad Dubeau - *General Manager*
Donald Poitras - *Controller*
Kathy Jardine - *Executive Assn.*

Guests:

Kyle Forbes – AGLA
Jason Wilson – WSGA
Zoe Gould – Young Leaders
Dr. Natasha Kutryk – ABVMA
Lyle Adams - ACFA

The Chair called the meeting to order at 8:28 a.m.

1. Adoption of Agenda

Additions to the agenda:

7 (n) PNWER Update

Motion by Hager / Hillmer:

“That the agenda be approved as amended.”

Carried

(a) Conflict of Interest

No conflict of interest expressed by attendees.

2. Minutes of the Previous Meetings

(a) Minutes of the September 13th, 2023 Board of Directors Meeting.

Motion by Lozeman / Roxburgh:

3. Financial Report

(a) Financial Reporting ending Sept. 30th, 2023, and October 31st, 2023.

- Minor coding issue identified in the September 30th, 2023 financial statements. The coding issue was resolved.
- 2023 YTD expense are sitting at 46.4 % as of October 31st, 2023.
- ABP is currently under budget for fiscal 2023 / 2024.

Motion by Lozeman / Roxburgh:

“That the ABP September 30th, 2023 and October 31st, financial statements be approved as presented.”

Carried

4. Staff Report, Policy, and Governance

(a) Staff Update

- Jillian McLerie was hired for the Sales position at ABP with a start date of October 16th, 2023.
- Kara Oosterhuis was hired for the Digital Content Specialist with ABP with a start date of November 27th, 2023
- ABP’s September 2023 and October 2023 Staff Operations reports are included in the board package.

5. Council and Committee Reports

(a) ACFA Update:

- 2024 Alberta Beef Industry Conference Tradeshow is sold out. Received 200,000 in sponsorship.
- ACFA is doing a policy research project with MNP looking at the impact on Agri Stability, the policy document will be presented at the AFCA board meeting on November 29th.
- Haugan / Dubeau to attend the ACFA – MLA reception November 29th, 2023.

(b) CCA Update:

- CCA organized a lunch on the hill in Ottawa for MP's and reported it was well attended.

(c) Western Stock Growers Association:

- WSGA members are concerned about the wildlife problems on the eastern slopes and the substantial loss of livestock in the region.

(d) Alberta Grazing Leaseholders Association:

- Premier Smith attended a tour on Kyle Forbes ranch with discussions around grasslands and irrigation.
- Discussions were held on the (RALP) program Resilience Agriculture Landscape Program a provincial program similar to the OFCAF (On Farm Climate Action Fund) program.

(e) Feeders' Association of Alberta:

L'Heureux Chair of FAA spoke to the FAA update on behalf of the association.

- Presented a general overview of new changes to the (ABFI) Alberta Breeds Finance Inc. program indicating the changes to make it more user friendly.

(f) Alberta Veterinary Medical Association:

- Dr. Natasha Kutryk is the new president of ABVMA.
- ABVMA is currently lobbying the Provincial Government for permanent funding for the University of Calgary's diagnostic laboratory,
- Currently updating their strategic plan on Animal Health, Predators, and grazing land.
- Discussion was held on the Government forgiving loans for veterinarian students.

(g) Alberta Auction Markets Association:

- No representative in attendance

6. Decision Items

6 (a) Disclosure of Refund Legal Policy

While updating the ABP Policy Manual, and reviewing the Service Charge Refund Policy, 3(3) came into question regarding who the refunds could be shared with at the July 11, 2023 board meeting. The Board deferred to ABP Legal Counsel for opinion which is included in the board package.

ACTION: Insert check box on refund documentation to allow communication with producers from ABP regarding their refunds.

Motion by L'Heureux / Hager:

“That Alberta Beef Producers Board of Directors approves that only those individuals directly involved in the refund process are given access to personal information from refund requests.”

Carried

6 (b) Draft ABP Policy Manual

The Draft Updated ABP Policy Manual is ready to be approved by the ABP Board. The Policy Manual is a living document and will be reviewed and updated annually following the AGM.

Motion by Wowk / Roxburgh:

“That Alberta Beef Producers Board of Directors approves the Draft ABP Policy Manual with changes as presented.”

Carried

Draft Policy Changes Italicized

7 (3) Board Committee Structure (No Changes)

Board Committees and their mandates are as follows:

GM Annual Performance Review Committee

Membership shall consist of the Chair, Vice Chair, Finance Chair, and Governance Committee Chair.

3 (3) Service Charge Refund Policy

Motion Carried by ABP Board in 6 (a) Decision Items.

“That Alberta Beef Producers Board of Directors approves that only those individuals directly involved in the refund process are given access to personal information from refund requests.”

Wildlife -Section 11 (7)

Alberta Beef Producers recognizes the inconvenience, fire risk, added time and financial expenses of allowing hunting, recreational access or activities on the land.

Revised Verbiage - Wildlife -Section 11 (7)

Alberta Beef Producers recognizes the inconvenience, biosecurity, and fire risk, added time and financial expenses of allowing hunting, recreational access, or activities on agricultural land.

Welfare – Section 18 (1) Transportation of Livestock Policy

Any maximum transport time for cattle should be informed by science.

Revised Verbiage - Welfare -Section 18 (1) Transportation of Livestock Policy

Any transportation policy should be informed by science and considered animal health and welfare.

Veterinary Shortage Policy – 21 (1) (c)

Supporting opportunities for creative ways to qualify veterinarians (ie. Foreign trained).

Revised Verbiage - Veterinary Shortage Policy – 21 (1) (c)

Supporting opportunities for creative ways to qualify veterinarians (ie. Internationally trained).

6 (c) Western Stock Growers Association

The Western Stock Growers has extended the same invitation to ABP to have an elected representative sit in on their board meetings as a non-voting member.

Motion by L’Heureux / Hillmer:

“That Alberta Beef Producers Board of Directors approves Jay Hager to participate in Western Stock Growers Association Board meetings and provide reports back to ABP board.”

Carried

6 (d) Feeders Association of Alberta

The Feeders Association of Alberta has extended the same invitation to ABP to have an elected representative sit in on their board meetings as a non-voting member.

Motion by Hillmer / Hager:

“That Alberta Beef Producers Board of Directors approves Kent Holowath to participate in Feeders Association of Alberta Board meetings and provide reports back to ABP board.”

Carried

6 (e) Provincial Cattle Association Admin Modernization Memo

Following a discussion between the ABP Executive and the Auction Markets Association Executive it was brought to ABP’s attention that dealers had been requesting an increase to the fee for remitting on

behalf of producers when marketing their cattle. The ABP Board felt that since \$2.50 of the \$4.50 was being collected on behalf of the Agency which funds Canada Beef, BCRC and PSE, that they should fund an increase for dealers. A formal request in this regard was made to the Agency and following their due diligence with provincial members, effective April 1, 2024 the Agency is replacing the 2¢ administration fee paid to the provincial cattle associations (PCAs) for collecting the federal levy. Previously, the fee was paid at 2¢ per head on interprovincial marketings, paid from the provincial portion. Starting April 1, 2024, the payment will change to 2% of the national check-off on all marketings, paid from the national portion.

Motion by Wowk / Roxburgh:

“That Alberta Beef Producers Board of Directors approves an increase to the dealer fee from \$0.05 to \$0.10. \$0.05 to be compensated by ABP and \$0.05 to be compensated from the Provincial Cattle Association Admin Modernization, (The Agency).”

Revised Motion

“That Alberta Beef Producers Board of Directors approves an increase to the dealer fee from \$0.05 to \$0.10. \$0.05 to be compensated from the Provincial Cattle Association Admin Modernization, (The Agency) starting April 1st, 2024.

Carried

7. Discussions Items

(a) AFSC Presentations

- Agri Stability Pilot Project for 2024 will require 30 producers. ABP to assist in finding participants.
- Moisture Deficiency Insurance presentations presented by AFSC to the ABP board.
- Agri Recovery objective for AFSC is to maintain Alberta breeding herd of grazing livestock. Applications are due by January

15th, 2024 for December 31st inventory on hand.

(b) CFIA / Industry Meeting Update

- ABP Board members discussed the interpretations of CFIA’s animal mobility codes of practice.

(c) 2023 Producer Engagement Sessions Update – Lethbridge, Red Deer and Edmonton

- Five producer engagement sessions are complete with 2 remaining, December 15th Medicine Hat Pen Show and January 5th – Peace Country Beef Congress
- Discussion around venues for next years meetings and to partner with other events more aligned with Alberta Beef Producers.
- More facilitated discussions.

(d) Terms of Reference Development for Public and Stakeholder Engagement

- ABP board discussed the terms of reference for the Public and Stakeholder Engagement Governance working group and a motion was created to appoint a member from Alberta Beef Producers to the Public and Stakeholders working group.

Motion by Hager / Wowk:

“That Alberta Beef Producers Board of Directors appoints Fred Lozeman as a representative to the Public Stakeholder Engagement governance working group and provide reports back to the ABP board.”

Carried

(e) Boxed Beef Reporting

- ABP board discussed the assessment options available for Alberta Beef Producers to compel box beef reporting as drafted by legal council MacGregor Law.

- The conclusion to the discussion determined that the Alberta Government is best positioned to pursue mandatory reporting in Alberta through legislative means.

(f) Intensive Livestock Working Group Executive Search

- The ILWG members have decided that the new Executive position will start off as a part time position.
- 3 – 5 year commitment on funding has been requested.
- Discussion by the board on the importance of ILWG to the beef industry.

Action Item: Dubeau to discuss with other industry partners.

(g) Producer Meetings

- ABP Producer meeting schedule is included in the Board package as well as the agenda for each meeting. A beef supper will be served and a social component to the evening with producers will be available on site or at a location close to the event.

(h) Grasslands Policy

- Concerns have been brought forward on the speed and direction with the CCA initiative.
- ABP Grassland Policy to be implemented in the future.

Action Item: Dubeau to draft a letter to be presented from the ABP, CCA representatives.

Action Item: ABP Grassland Policy be implemented.

(i) Verified Beef Production Plus / Canadian Roundtable for Sustainable Beef

- Discussions were held by the ABP board on the support and outcome of both organizations.

(j) Youth Development

- IMC has asked that ABP look at a new entrance concept for young producers into the beef industry.
- ABP is looking to develop a new concept for young producers in the fall of 2024 or early 2025.

(k) Marketing Update

- ABP was once again nominated for 4 CAMA awards at the gala in Winnipeg November 2nd, 2023 and awarded 3.
 - Best in Show – Social Specialty
 - Best in Show – Print/Digital Execution (All Ways Producer advertisement)
 - Certificate of Merit – Multi-media campaign up to \$650,000.
- The Alberta Beef only campaign will include video and digital. Commercials were presented to the ABP board and will be in market beginning November 15 through March 2024. These will run 70% on television, and 30% on digital media platforms.

(l) Bill C282 & Bill C234

- Bill C234 and Bill C282 were reviewed and discussed by the ABP board. Reading material was included in the board package.

(m) PNWER

- Wowk attended the mid season PNWER conference.
- Wowk is on the the committee to develop a Beef Panel for summer 2024 PNWER conference.

8. Zone reports

Northeast Zone

- Engaging in producer activity through sponsorships.

- Possibility of having to elect a new zone coordinator.

Northwest Zone

- McKenzie county has reached out on possibly participating in the La Crete Producer meetings prior to the start of the ABP Producer meeting.

Southwest Zone

- Looking for more in-zone communication.

Southeast Zone

- Looking forward to the upcoming Pen Show in Medicine Hat.

Central

- Some discussion on participating in more events and sponsorships.

9. In Camera

(a) The Board went in-camera at 3:42 pm.

Motion by Wowk / L’Heureux:

“ABP Board to go into In Camera.”

Carried

10. Reading Material

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

11. Next Meeting and Upcoming Events

(a) Jan. 10, 2023 – Virtual

11. Adjournment

The meeting was adjourned on a motion from Holowath at 4:13p.m.