

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

**February 15<sup>th</sup>, 2023, at 8:30am  
Alberta Beef Producers Boardroom – In Person / Virtual**

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**Present:** Melanie Wowk - *Chair, NE*  
Brodie Haugan - *Finance Chair, SE*  
Jay Hager - *@ Large*  
George L'Heureux - *@ Large*  
Fred Lozeman - *@ SW*  
Kent Holowath - *@ Large*  
Lee Irvine - *@ Large*  
Rod Carlyon - *@ CT*

Additions:

3 (e) September 30<sup>th</sup>, 2022, Financial statements  
3 (f) October 31<sup>st</sup>, 2022, Financial Statements  
7 (k) AFSC meeting

Motion by Carlyon / Hager:

Carried

**Regrets:** Gary These  
Sheila Hillmer

**2. Minutes of the Previous Meetings**

(a) Minutes of the November 29<sup>th</sup>, 2022, Board of Directors Meeting.

**“That the minutes from the November 29<sup>th</sup>, 2022, Board of Directors Meeting, be approved with changes and additions as amended.”**

**Staff:** Brad Dubeau - *General Manager*  
Donald Poitras - *Controller*  
Lindsay Roberts - *Marketing & Comm.*  
Taylor Kalbfleisch - *Marketing Assistant*  
Debra Murphy - *Stakeholder, Communications*  
Piper Whelan - *Digital Content Specialist*  
Karin Schmid - *Beef Production and Extension*  
Mark Lyseng - *Government & Policy*  
Andrew MacGregor - *Legal Council*  
Kathy Jardine - *Executive / Accounting Assistant*

Amendments:

5 (a) Should read:

The Board was informed of the up coming elections for the RDAR Board of Directors.

Lozeman spoke to the Living Labs update, Karin reported 9 confirmed producers willing to host labs on their farms in the 3 areas of the province that ABP is working.

5 (c) Should read:

Two CCA members attended the COP 27 conference in Egypt with thirty to forty thousand people in attendance. Ag was presented as one of the pros on the climate side.

Motion by L'Heureux / Holowath:

Carried

The Chair called the meeting to order at 8:30 am.

**3. Financial Report**

**1. Adoption of Agenda**

(a) Financial Reporting ending November 30<sup>th</sup>, 2022

(b) Financial Reporting ending December 31<sup>st</sup>, 2022

(c) Financial Reporting ending January 31<sup>st</sup>, 2023

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

(e) Financial Reporting ending September 30th 2022

(f) Financial Reporting ending October 31<sup>st</sup>, 2022

Postras spoke to the financials and indicated there were no significant changes and ABP was in line with the budget.

Zone budgets to be sent to zone coordinators monthly.

**“That the ABP financial statements be approved as presented.”**

Motion by Lozeman / Irvine:

Carried

(d) Alberta Beef Producer Refund Summary Reporting Update

Haugan spoke to the refund reporting and the document was shared with the board. Discussions were held.

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

(a) Marketing and Communications

Roberts shared the new magazine layout with the board and discussed the upcoming issues for 2023.

Roberts spoke about the awards ABP won with the burger campaign and indicated the contribution amount from Canada Beef for the 2023 burger campaign.

(b) Policy Manual Update

The style used in the redraft is more of a legislative style where sentences are broken apart into relevant policy points and ideas.

March 2023, the governance committee will be reviewing the manual through a more precise lens.

4 (c)

**That Alberta Beef Producers Board of Directors confirms Jay Hager as a delegate in the NW Zone for a one-year term. Term to begin at the opening of the 2023 ABP AGM.**

Motion by L’Heureux / Irvine:

Carried

#### **5. Council and Committee Reports**

(a) Research Committee:

Research Committee:

Reported that the research committee supported six projects for approximately \$85,000.00. The research committee will be looking to repopulate the group at the AGM. Living labs going well.

RDAR:

New board was elected in January 2023. Research and KKT calls are out and starting to accept letters of intent for anyone interested in applying for grants or research for next year and they are due in April 2023.

BCRC:

Reported that BCRC were doing the final decision on the 2022 – 2023 research call. Two more representative will be elected at the AGM.

(b) ACFA Update: Lyle Adams

Melissa Downing has been hired as the new Regulatory / Sustainability Manager.

ABIC conference is February 21<sup>st</sup> – Feb 24<sup>th</sup> attendance numbers are down.

Discussions were held on Electronic Logbooks.

(c) CCA Update:

No update available

#### **6. Decision Items**

6 (a) CCA – Fly Ins

In the spring of 2022, the Executive along with the ABP Board of Directors chose to host an event in Alberta and invite Alberta MPs to the function rather than traveling to Ottawa. It was felt that relationship building with Alberta federal MP’s could be more productive in this setting where both CCA and ABP concerns could be raised in a more informal manner.

It was expanded to include Alberta MLA's. ABP funded the event but included representatives from ACFA, WSGA and the CCA. The function was deemed extremely successful with both MP's and MLA's providing suggestions on how to grow the event, encouraging another for 2023. This request for decision will formalize the event for ABP on an annual basis with funding replacing the fly-in to Ottawa. In the event of a situation that requires ABP's attendance in Ottawa, appropriate representatives will be sent to advocate on behalf of the Alberta producers utilizing the Trade Advocacy to fund.

- **That Alberta Beef Producers Board of Directors formalizes the "Alberta Beef Industry Summit" as an annual event held in conjunction with the Calgary Stampede, replacing the Fly-Ins to Ottawa held each spring.**

Motion by L'Heureux / Wowk:

Carried

6 (b) ABP Bylaw Change:

- **That Alberta Beef Producers Board of Directors accepts the Bylaw amendment to remove the past chair from ABP's executive as will be presented to the delegate body for consideration on March 1<sup>st</sup>, 2023, at ABP's Annual General Meeting.**

Motion by Carlyon / Lozeman:

Carried

6 (c) New Delegates for Northeast, Central, Southwest Zones:

The following producers have expressed interest in joining ABP as a delegate and have been approved by the current delegates in that zone. The ABP Board is required to confirm these individuals as new delegates.

Central:

- Karen Shaw
- John Doherty

NE Zone:

- Aydon Almberg

SW Zone:

- Jana Harman
- **That Alberta Beef Producers Board of Directors confirms Karen Shaw and John Doherty as delegates in the Central Zone for a 2-year term, Aydon Almberg as a delegate in NE Zone for a 2-year term and Jana Harman as a delegate in the SW Zone serving a one-year term. Term to begin at the opening of the 2023 ABP AGM.**

Motion by Carlyon / Holowath:

Carried

## 7. Discussion Items

(a) PSE Presentation

Discussions were held by the board.

(b) ABP Strategic Planning Presentation

Discussions were held by the board.

(c) Canada Beef

Discussions were held by the board.

(d) NCBA Update

Discussions were held by the board.

(e) ABIC

Discussions were held by the board.

(f) Producer Meetings

Discussions were held by the board.

(g) AGM & Committee Day

Discussions were held by the board.

(h) AB Beef Industry Summit

Discussions were held by the board.

(i) Carnivores and Communities Program

Discussions were held by the board.

(j) Foot and Mouth Disease Update

Discussions were held by the board.

(k) AFSC Meeting

Discussions were held by the board.

Zone Updates:

**SW – Producer meetings went well. Three delegates did not get vests.**

**SE – Producer meeting may have had more participants but coincided with another event.**

**Central – Two delegates not running again creates one vacancy. Sponsorship emails coming in and coordinating events with Kalbfleisch.**

**NE – St. Paul producer meeting was exceptional. Two events planned with Rawes Ranches.**

**8. In Camera**

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(a) The Board went in-camera at 3:38pm.

Motion by L’Heureux / Lozeman:

**“ABP Board to go into In Camera.”**

Carried

**9. Reading Material**

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

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

February 28<sup>th</sup>, 2023

March 1st, 2023

**11. Adjournment**

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The meeting adjourned on a motion from Holowath at 4:30 pm.