

**ALBERTA BEEF PRODUCERS
MINUTES FOR THE BOARD OF DIRECTORS MEETING
WEDNESDAY JULY 17, 2019, 8:30 a.m.
AT THE ABP BOARD ROOM, CALGARY, AB**

Present: Charlie Christie - *Chair*
Kelly Smith-Fraser - *Vice-Chair (Zone 5)*
Melanie Wowk - *Finance Chair*
Garth Porteous - *Zone 1*
Sheila Hillmer - *Zone 2*
Chris Israelson - *Zone 3*
Jesse Williams - *Zone 4*
Tim Sekura - *Zone 6*
Colin Campbell - *Zone 7*
Gordon Graves - *Zone 8*
John MacArthur - *Zone 9*
Brodie Haugan - *@ Large*
Assar Grinde - *@ Large*
Fred Lozeman - *@ Large*
Tim Smith - *CCC Chair*
Ken Stanley - *CFC Chair*

Staff: Rich Smith - *Executive Director*
Rosanne Allen - *Office Administrator*
Katelyn Laverdure - *Communications*
Laura Procnunier - *Controller*
Brad Dubeau - *Marketing & Education*
Karin Schmid - *Beef Production*

Guest: Bob DeBoer - *ACFA*

ABP has received 182 refund requests and 52 have used the new form. A few of the refunds have directed money towards CCA. Producers requesting refunds have until July 31st to send in their requests.

Motion by Wowk/Lozeman:

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

Carried

4. Staff Report, Policy and Governance

(a) Respect, Violence, and Harassment Policy:

In the package were copies of the policy and the incident report. The board needs to approve the changes and adopt the policy.

Motion by Stanley/Campbell:

“That the ABP Board of Directors approve the ‘Respect, Violence and Harassment Policy’ as presented.”

Carried

R. Smith will have Maggie Kiel review the policy.

(b) Board and Executive Director evaluations:

The Executive is working with Maggie Kiel on an evaluation for the Executive Director as well as an evaluation for the Board. Kiel will be sending the directors an evaluation in the next couple of weeks. They are hoping to have the evaluations completed before the September board meeting.

(c) Marketing and Education Update:

Dubeau provided the directors with an update on the Marketing and Education department. There was an agency brief in the package for the directors to review. Dubeau highlighted a few of the achievements accomplished with the current marketing campaign.

Dubeau asked the board to consider a budget commitment for the next three years to allow the campaign to move forward without delays.

ABP will be sponsoring Country Thunder, Big Valley Jamboree and Live Nation. We will also be participating in Christmas in November. Dubeau also spoke about Ranching Romantics and Hedonists. These are two groups that love beef already, but we want them to eat more beef. Millennials are the next group that ABP will try to reach.

The directors discussed working with Canada Beef on marketing and educational campaigns.

The Chair called the meeting to order at 8:35 a.m.

1. Adoption of Agenda

(a) Additions and Adoption of Agenda:

Additions: 8(i) Grazing leases; 8(j) Farm Freedom Safety Act;

Motion by Graves/Porteous:

“That the agenda be approved with changes.”

Carried

2. Minutes of the Previous Meetings

(a) Minutes of the June 10, 2019 meeting:

Motion by Campbell/Hillmer:

“That the minutes for the June 10, 2019 Board of Directors meeting be approved as presented.”

Carried

3. Financial Report

(a) Financial Statement ending June 30, 2019:

Motion by Graves/Haugan:

“That the ABP Board of Directors approve the commitment of \$200,000 to the Marketing & Education budget for the next three years.”

Carried

5. Council and Committee Reports

(a) Research Committee:

The Alberta government has signed the \$3 million grant and most of the money will go towards forage and feed grain research. The committee will be working with BCRC and has sent out requests for LOI's.

(b) Cow Calf Council:

The report from Miistakis Co-existence with Wildlife Workshop will be distributed to the board and the ABP participants will have a conference call with Campbell.

Safety-net recommendations have been forwarded to AFSC. AFSC is in favour of the feed needs model but cannot get federal approval. Requested look into dry land heat units for corn; improve hay program delays; had a speaker in for grasslands protocols. The Safety-Net recommendations will be forwarded to the board.

Risk Management is a part of the ABP communications with federal and provincial government members. There have been small changes in Safety-net programs but there are still changes that ABP is promoting. ABP will ask AFSC about keeping WLPPI open during the Christmas break.

(c) Cattle Feeder Council:

Nothing to report at this time.

6. Decision Items

(a) Retaining service charges:

R. Smith sent a letter last week to producers who take large refunds encouraging them to use the new refund request form and leave money for the CCA assessment. R. Smith encouraged Directors to speak directly with owners of feedlots about the new refund forms.

(b) Regulatory review next steps:

The Regulatory Working Group have spoken a few times and have a plan that they need the members to review. The working group will meet again to discuss the plan and any changes the directors suggest. The working group is suggesting that Zones would be reduced to 5. Zone delegates would be increased to 7 and would serve staggered 2-year terms, despite the increase in delegates per zone this would still decrease the number of delegates in total. The Board of Directors would be reduced to 11 to 13 Directors who would serve 2-year terms. Semi-annual meetings would be eliminated and the annual meeting would move to Red Deer to coincide with the ABIC meeting. They suggested changing

the fall meetings to full day meetings with full board participation. The industry reports that are normally apart of the AGM would be presented to the producers during these meetings. The councils would be disbanded, and service charge and refund actions would be added to delegate and director forms; The election of board members would be done from the floor allowing every delegate the opportunity to run.

The Regulatory proposals will be discussed during the fall meetings and the changes would be approved by delegates at the AGM and would come into effect in 2020.

Motion by Grinde/Sekura:

“That ABP approve a declaration on all nomination forms (delegate and director) regarding service charge refunds with answers disclosed to voters.”

Carried

DIRECTION: for the Regulatory Review Working Group to update the plan and bring it back to the Board for final approval before sending to the delegates.

(c) Agri-Foods Innovation Group (UCVM) proposal:

The way the proposal has been written it is not a One Health proposal. ACFA is looking at this proposal as well. There are a few concerns about the proposal that R. Smith and others brought forward to the board members. Directors felt the proposal could be duplicating services already provided through other entities. The beef industry as the sole funder could raise the question of the credibility of the research.

ACFA has approved funding \$150,000 for 2 years.

(d) National Beef Strategy Approval:

Andrea Brocklebank, BCRC, presented the National Beef Strategy to the board. She spoke on the four pillars of the strategy: beef demand; competitiveness; productivity and connectivity; and the metrics to determine their success. The board agreed to support the strategy.

(e) MNP proposal for municipal plan support:

There is a document in the package dealing with the municipal plans. The next phase is for the development of intermunicipal development plans and intermunicipal collaboration frameworks. They are asking for \$70,000 but if we collaborate with ACFA and Alberta Pork we would only have to pay one-third of the cost.

The directors asked for more information on the proposal before agreeing to fund the project.

(f) ABP Strategic Plan progress report:

R. Smith prepared a document based on the strategic objectives the board/delegates selected. The document creates a graph for the plan with on-going tracking of the objectives through the year. The information can also be disseminated to producers.

ABP has met with Alberta Environment and discussed modernizing the grazing lease framework and grazing lease transfers and renewals among other topics.

(g) BSE status application:

It could be one more year before the application for BSE negligible risk status is submitted. CFIA has been slow in moving forward with this issue. CFIA has a new president and there is hope that she will move quickly on this issue.

CCA is speaking to the government and trying to bring political pressure on CFIA.

(h) Review meeting dates:

The next scheduled meetings are shown in Section 10 of the agenda and R. Smith asked the directors if there were any changes to the dates.

7. In Camera

(a) Succession Plan:

8. Discussion Items

(a) Beef, Pork, and Canola Market Access BBQ:

Israelson, Grinde and Tom Lynch-Staunton attended the BBQ on July 3rd. The weather was good, and the event was very well attended. They felt that they held some productive conversations with MLA's and government staff.

(b) Fall elections update:

In the package was a copy of the elections for each zone. We have two directors – Tim Sekura and Gordon Graves – that have termed out and John MacArthur indicated that he will not be running again and neither will Linda Messner leaving two openings in zone 9.

(c) Semi-AGM evaluations:

The evaluations that the delegates filled out during the semi were compiled and the finished document was found in the meeting package.

(d) Cool Farm Tool project update:

We have a good response from ABP for the beta testing. There are enough producers for the project to move forward and they will be receiving an email soon.

(e) Cattle Industry Leaders Forum report:

The forum met on June 24th and discussed several issues. The forum has expanded to include the processors, LIS and ABVMA. It's a chance for each organization to update each other on their activities and concerns.

(f) Interchange Agreement with Agriculture and Forestry:

We have entered into an agreement with Alberta Agriculture & Forestry and have a new person working on two-year

contract. His name is Brian Koberstein and he will be our Environment and Sustainability Coordinator. Koberstein will work from his home in Barrhead and the government will continue to pay his salary. ABP can use his expertise.

(g) ACFA Update:

DeBoer spoke earlier about the Agri-Foods Innovation Group proposal.

(h) Zone Reports:

Zone 1: Sponsored a Range Management program. Will be meeting to look at fall meeting locations and dates.

Zone 2: Have been speaking to producers about refunds

Zone 3: Delegates and producers participated in the Stampede

Zone 4: Supported a school in Altario that opened an ag facility

Zone 5: Will be doing a steak dinner at the Ronald MacDonald House in Red Deer on July 19th. Attended the Summer Synergy in Olds last week

Zone 6: Grinde organized a producer meeting with some producers who have taken refunds. Their biggest concern is marketing our products; liked the partnership with COOP and Freisen Brothers; aggressive and stop worrying about being politically correct; being accountable to producers and communicating through actions with consumers; partnership with ABIC and the Alberta beef brand being maintained through advertising.

Zone 8: Had a huge success with the CAP program. Attended Colonial Days in Lloydminster. Sponsored the Women's Grazing School and was another huge success. Will be serving supper on August 3rd at Haying in the 30's.

(i) Grazing leases update:

MacArthur informed the board about a grazing lease issue that a local producer is having with the government.

(j) Farm Freedom and Safety Act:

This is a revamp of Bill 6 and Christie and Smith-Fraser attended one of the consultation meetings. They felt it went well but feel that OHS rulings should be made a council of peers with many years experience. Smith-Fraser was contacted by and MLA about the meetings in the Constituency office as was Israelson.

9. Reading Materials

(a) BOD Resolutions & Action items:

(b) Beef Supply at a Glance:

10. Next Meeting and Upcoming Events

(a) Board of Directors Meeting – September 18, 2019 – ABP Boardroom, Calgary, AB

- (b) Board of Directors Meeting – October 23, 2019 – ABP Boardroom, Calgary, AB
- (c) Fall Meetings – October 28 to November 15, 2019
- (d) Resolutions Committee meeting – November 26, 2019, conference call
- (e) New Delegate Orientation – November 27, 2019, ABP Board Room, Calgary, AB
- (f) Board of Directors Meeting – December 2, 2019, Sheraton Cavalier, Calgary, AB
- (g) Annual General Meeting – December 2 to 4, 2019, Sheraton Cavalier, Calgary, AB

11. Adjournment

The meeting was adjourned on a motion by MacArthur at 2:35 p.m.