

**ALBERTA BEEF PRODUCERS  
MINUTES OF THE BOARD OF DIRECTORS MEETING  
RED DEER CAMBRIDGE HOTEL – BOARD ROOM 2  
TUESDAY, MARCH 1, 2022, 5:30 p.m.**

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**Present:** Melanie Wowk – Chair, NE  
Jason Hale – Vice Chair, SE  
Brodie Haugan – Finance Chair  
Rod Carlyon – CT  
Mike Nadeau – NW  
Fred Lozeman – SW  
Sheila Hillmer – @ Large  
Colin Campbell – @ Large  
Darren Bevans – @ Large  
Kent Holowath – @ Large  
Lee Irvine – @ Large  
Chris Israelson – @ Large  
Kelly Smith-Fraser – Past Chair

**Staff:** Brad Dubeau – *General Manager*  
Laura Procnier – *Controller*  
Debra Murphy – *Editorial Content*  
Mark Lyseng – *GR and Policy*

**Guest:** Howard Bekkering – Governance Chair

**Absent:**

The Chair called the meeting to order at 5:45

**1. Adoption of Agenda**

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(a) Additions and adoption of agenda:

Melanie Wowk checked to make sure everyone had the right packages, and added an update to Zone Reports.

Motion by Sheila/Darren:

**“That the agenda be approved.”**

Carried

**2. Minutes of the Previous Meetings**

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Motion by Sheila/Lee

**“That the minutes of the January 19, 2022 Board of Directors virtual meeting and the minutes of the email approval of Amendment to Commission Regulation January 21, 2022 be approved.”**

Carried

**3. Financial Report**

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(a) Financial Statement ending January 21, 2022:

Brodie Haugan presented the Financial statement along with a brief summary. ABP is still under budget, at 77 percent, when it should be about 83 percent.

But, refunds have decreased dramatically. The numbers are still being finalized, but Haugan said there is positive movement across the board.

ABP has also had significant savings internally, in part as a result of COVID-19.

Because of all this, Haugan said the budgeting discussions will be a little easier in the next couple of months, and it should be easier to meet CCA requirement than in previous years.

The finalized numbers will be shared once they're ready.

Brad Dubeau added that while ABP saw a roughly \$12,000 fall, there was an increase in roughly \$83,000 to the CCA, and over \$13,000 for the nickel in the last two reporting periods. Haugan suggested some of those contributions may have also come after drought relief funding came in.

Motion by Brodie/Colin

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

Carried

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

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(a) BOD Self Evaluation:

Howard Bekkering started the discussion with a thank you to everyone who filled out the evaluation forms, adding it's a good exercise for the Board, and a good starting point.

Bekkering presented the areas the team seemed to score a little lower, or were unsure about. This included conversations are 'mandate creep;' relationships with other organizations; Board priorities and strategic objectives; relationships both inside and outside the organization; role clarity and Board orientation; role clarity;

Bekkering thanked Fred Lozeman for sourcing the document from George Cuff, and providing a starting point for conversation. Asked for feedback from the board to improve the survey, and will provide the results.

The topic will be re-visited at the April Board meeting.

**5. Council and Committee Reports**

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(a) Research Committee:

Darren Bevans had no updates to report since the last meeting.

Fred Lozeman spoke about the RDAR Board Meeting, which coincided with Alberta Poultry and Alberta Beef AGMs. RDAR has put out about \$46 million in projects in the last year (though some will go out next year). Provided information on how the \$33 million of funding towards Beneficial Management Practices will roll out, including that 85 percent will go to farmers or people who train farmers, and the other 15 percent will go to administering funds.

(b) ACFA Update:

Sheila Hillmer said the biggest takeaway for her is the need to get the working committee together.

Dubeau added that ACFA has reached out, and that will hopefully happen in April.

(c) CCA update:

Kelly Smith-Fraser gave a quick update on the UK trade press release, and that the CCA's AGM will be in Ottawa at the end of the month.

Sheila Hillmer added there has been some confusion on how much of the \$800,000 is going towards CCA's re-naming in their re-branding strategy.

CCA will present at an immediate Board of Directors meeting.

## **6. Decision Items**

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(a) Memorandum of Agreement with Ducks Unlimited:

Dubeau says that the MOA was emailed, and that both Karin Schmid and Mark Lyseng reviewed the document. In the past, ABP has worked with DU on videos. DUC and Nature Conservancy of Canada are also sponsors of the ESA Award. Dubeau says they're looking for us to build credibility, but they can do the same for us. Recognized it's a sensitive topic.

Lyseng added that they're focusing on producers and flagship partnerships to help with stewardship models and work with us as an organization. MOA says we will work when it works, doesn't mean we have to.

Board discussed the options, including the different views of producers, the importance of staying at the table when it comes to environmental issues.

Motion: Colin/ Sheila

"That we accept the MOA as presented."

Carried.

(b) Provincial Allocations Request:

Dubeau gave some background on the allocation, and reviewed the provided documents.

The Board discussed previous allocations, the current state of the Beef Cattle Research Council, Canada Beef, and Public and Stakeholder Engagement. In 2020-2021, ABP allocated \$9.1 million.

Motion: Chris/ Sheila

**"That we put forth our provincial allocation to be 65 percent to Canada Beef, 30 percent to BCRC and 5 percent to PSE."**

Amendment Motion: Brodie/Kent

**"That we amend the motion to 64-30-6."**

Carried

**"That we put forth our provincial allocation to be 64 percent to Canada Beef, 30 percent to BCRC and 6 percent to PSE."**

Carried.

(c) SE Zone Delegate Confirmation:

Jason gave background on a potential delegate.

Motion by: Jason/Kent

**"That Alberta Beef Producers confirms Scott Schifner as a delegate in the SE Zone, term to begin at the start of the AGM held March 2nd, 2022."**

Carried.

## **7. Discussion Items**

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(a) Commission Amendment Regulation:

Dubeau will review strategic objectives, vision, mission, then move into amendment and discussion at the AGM. If passed, Dubeau hopes to have it in place to do the first round in July.

(b) Offset Protocol Proposal for Avoided Conversion of Grasslands:

Dubeau acknowledges there is some concern on different areas of the provided webinar, and wanted to hear comments from the Board.

Board discussed the overall takeaways of the webinar, from lease length to how the pilot works. ABP's logo was included on a letter to MLAs very specific to a two-year pilot that producers can exit.

If Alberta Environment and Parks moves ahead, Dubeau will provide the webinar to new Directors and have the conversation with the Board again at a future meeting.

(c) ABP Producer Meetings:

Wowk said she missed two of the Producer Meetings due to personal issues, but that the South was good for attendance and discussion, while the North was a little bit weak. Will debrief post-AGM.

(d) Coutts, AB Border Blockade:

Wowk presented that the Coutts Blockade was a difficult issue to take a stance on with so much variance in producer stance on mandates. ABP followed ACFA's lead, as they were most disrupted, and supported CCA on what they put out.

Dubeau added the ABP, ACFA, and CCA teams worked amazingly well together. ABP was elevated to Level II Crisis, and re-visited the crisis communications document.

(e) CCA Assessment:

Dubeau gave the Board the opportunity to connect one last time before the AGM.

The Board revisited the decision, and acknowledged that Resolutions regarding the assessment will be brought forward at the AGM. Directors cleared up how they can vote, and that at the start of the AGM, new delegates take their seats. Those resigning this year will not be able to vote.

Bekkering said this is an important discussion that defines/clarifies roles.

(f) Transfer of Care:

Wowk provided information on the new Transfer of Care legislation implemented a week ago. The changes require additional documentation when shipping animals to auction markets or packers. Those documents need to be kept for two years. Templates are available from ABP and VBP+. a

ABP will be joining a call with CFIA and other stakeholders next page.

(g) NCBA:

Jason Hale provided an update on the learnings from NCBA, including differences in insurance/support programs for producers in U.S., Mexico, and Canada. Focus in U.S. seems to be on 'recovery.' They're dealing with transportation regulation challenges, labour issues, traceability work, and trying to build more plants. There are big tax exemptions for cattle producers, and growth in Asia markets.

Hale updated the group on overall sentiment on mCOOL. While some Senators are pushing for it, most cattle people think it's not going to pass. Support Product of USA labelling instead.

A foreign trade policy analyst from UK presented on their one-time check-off at the packer, where 25 percent is paid by packer, 75 percent by owner.

Dubeau mentioned that in talking 'structure' with some States, ABP is most closely aligned with Nebraska. Hopes to try to build something that resembles what they have.

(h) ABIC:

ABIC will have to move next year, as the facility normally used will be under renovations. Dubeau asked for feedback from the Board on ABIC moving to Banff for Feb 21-25, and hosting Producer Meetings in January.

Board discussed, and Dubeau will go back to the organizing committee with feedback that ABP would be looking for comparable rates in any suggested location. Will also remind them that Family Day is that week.

(i) Zone Reports

Nothing new to report.

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## 8. In Camera

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## 9. Reading Material

- (a) BOD Resolutions and Action Items
- (b) Beef Supply at a Glance
- (c) Request for Decision
- (d) Board Evaluation
- (e) Provincial Allocation Request/Agency Business Plan
- (f) ABP-DUC MOU agreement
- (g) Transfer of Care Documents
- (h) Commission Regulation Amendment
- (i) CCA/ABP/ACFA Joint Statement Coutts, AB

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## 10. Next Board Meeting and Upcoming Events

- (a) Annual General Meeting – March 2, 2022, BOD meeting 4:45 p.m.

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## 11. Adjournment

The meeting was adjourned on a motion from Hillmer at 9 p.m.