

**ALBERTA BEEF PRODUCERS  
MINUTES OF THE BOARD OF DIRECTORS MEETING  
WEDNESDAY MAY 19, 2021, 10:00 a.m.**

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<b>Present:</b>	Melanie Wowk	- <i>Chair, NE</i>
	Jason Hale	- <i>Vice Chair, SE</i>
	Brodie Haugan	- <i>Finance Chair</i>
	Rod Carlyon	- <i>CT</i>
	Mike Nadeau	- <i>NW</i>
	Fred Lozeman	- <i>SW</i>
	Colin Campbell	- <i>@ Large</i>
	Darren Bevans	- <i>@ Large</i>
	Kent Holowath	- <i>@ Large</i>
	Lee Irvine	- <i>@ Large</i>
	Chris Israelson	- <i>@ Large</i>
	Kelly Smith-Fraser	- <i>Past Chair</i>
<b>Staff:</b>	Brad Dubeau	- <i>General Manager</i>
	Rosanne Allen	- <i>Office Administrator</i>
	Laura Procnier	- <i>Controller</i>
	Debra Murphy	- <i>Editorial Content</i>
	Lindsay Westren	- <i>Marketing &amp; Comm</i>
	Katelyn Laverdue	- <i>Stakeholder Comm</i>
	Mark Lyseng	- <i>Gov Relations &amp; Policy</i>
	Megan McLeod	- <i>Field Specialist</i>
<b>Guest:</b>	Lyle Adams	- <i>ACFA</i>
	Jonathan Alcock	- <i>Viresco Solutions</i>
	Kim Good	- <i>Land Trust Society</i>
	Cedric MacLeod	- <i>Cdn Forage &amp; Grasslands</i>
	Tom Lynch-Staunton	- <i>NCC</i>
<b>Absent:</b>	Sheila Hillmer	- <i>@ Large</i>

The Chair called the meeting to order at 10:05 a.m.

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### 1. Adoption of Agenda

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(a) Additions and adoption of agenda:

Additions: 6(a) LIS appointment; 8(f) Pole Haven;

Motion by Holowath/Carlyon:

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

Carried

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### 2. Minutes of the Previous Meetings

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(a) Minutes of the April 21, 2021 Board of Directors meeting:

Change last sentence of Research Committee report to read ‘*BCRC met on April 19th to approve funding for a few additional 2020 project proposals.*’

Motion by Israelson/Hale:

**“That the minutes of the April 21, 2021 Board of Directors Zoom meeting be approved with changes.”**

Carried

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### 3. Financial Report

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(a) Financial Statement ending April 30, 2021:

ABP has just started the new fiscal year and not much has been spent on the budget. Still in arrears to CCA and investments are still steady in unrealized gains.

Motion by Haugan/Lozeman:

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

Carried

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### 4. Staff Report, Policy and Governance

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(a) BOD Governance:

Dubeau spoke to the directors about the two governance organizations that he is recommending to the board for consideration. Both organizations have positive and negative aspects.

Motion by Campbell/Hale:

**“That ABP employee George Cuff to a maximum of \$8500 plus in person expenses for a two day governance session.”**

Carried

Motion by Hale/Carlyon:

**“That the motion be amended to add ‘plus in person’ before expenses.”**

Carried

(b) New staff introductions:

Brad introduced the new ABP employees; Lindsay Westren, ABP Marketing and Communications Manager; Debra Murphy, Content Specialist. Each spoke briefly to the Directors about their past experience.

(c) Staff operations report:

The operations report was in the package for the directors information.

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### 5. Council and Committee Reports

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(a) Research Committee:

The new committee is meeting tomorrow. The committee will also be working with Dr. de Silva the Hays BCR Chair at the U of A.

(b) ACFA Update:

The next meeting is June 8<sup>th</sup>; the golf tournament has been postponed to July 11<sup>th</sup>.

(c) ABP/ACFA update:

The group met on May 12<sup>th</sup>. The main focus was to reconnect and to discuss the carbon tax; what is happening with the tax and where are we going; we need to ensure that producers can keep the tax in their pockets and in our industry; also discussed BRM's; spoke on AgriStability; concern about the new updates; continue to push these files forward. The government is hesitant to support price insurance programs; what about crop yield instead. Directors were encouraged to send any ideas to Mark Lyseng.

(d) CCA update:

Smith-Fraser provided information for the package which included a summary of the CCA AGM, the resolutions that were made and the discussions from the various CCA committees.

## 6. Decision Items

(a) LIS appointment:

LIS spoke with Dubeau last week to let him know that our current representative, Chris Israelson, is up for re-appointment. They also discussed appointing a representative staying with the organization longer to give them the opportunity to move up to the LIS executive. Dubeau spoke with Israelson and he agreed to continue with LIS.

Motion by Campbell/Haugan:

**“That ABP approve the two-year reappointment of Chris Israelson as the ABP representative at the Livestock Identification Services.”**

Carried

(b) 2021-2022 Budget:

Dubeau spoke to the directors about the budget and the cuts that were made to reduce the budget to the \$3 million the board was looking for. He also presented a new marketing launch with Canada Beef that will add funds to the ABP marketing program. Even with the suggested cuts the draft budget runs a deficit of \$193,000 and the funds would need to come out of our Operating Reserve. The budget includes the CCA arrears plus the full \$0.53 for the next CCA fiscal year.

Haugan and Dubeau felt that they could not afford to cut any more from outside organizations without harming relationships our organization has developed over the years.

Dubeau is looking for a partnership with another organization for the ESA.

The directors discussed the various cuts; the office space and the need to reduce; ILWG and AgSafe; partnering with Canada Beef; the budget for the next fiscal year. There were also questions about the wind-up fund and what it is for; the Trade Advocacy Fund, the Operating Reserve and the Unrestricted Fund.

Motion by Haugan/Israelson:

**“That the ABP Board of Directors approve the 2021-2022 budget as presented.”**

Carried

Motion by Haugan/Hollowath:

**“That the ABP Board of Directors approve the transfer of \$193,521 from the Operating Reserve Fund to the 2021-2022 operating budget.”**

Carried

Motion by Haugan/Campbell:

**“That the ABP Board of Directors approve the transfer of \$965,849 from the Unrestricted Net Asset Fund to the Canadian Cattlemen’s Association budget.”**

Carried

(c) CCA Assessment motion:

Motion by Haugan/Nadeau:

**“That the CCA assessment motion be brought back to the table for discussion.”**

Carried

**“That the ABP Board of Directors approve using only retained marketings to pay the Canadian Cattlemen’s Associations assessment of \$0.53 beginning July 1, 2022 and going forward.”**

ABP will pay the full assessment to CCA for an additional year. The five year agreement that ABP initiated ends at the end of the CCA 2022-2023 fiscal year. ABP needs to make CCA and other provinces realize that ABP can no longer afford to pay the current level of CCA assessments.

Motion by Campbell/Nadeau:

**“That the motion be amended from July 1, 2022 to July 1, 2023.”**

Carried

**“That the ABP Board of Directors approve using only retained marketings to pay the Canadian Cattlemen’s Associations assessment of \$0.53 beginning July 1, 2023 and going forward.”**

Carried

Dubeau and Adrienne Waller will develop a strategy and bring it back to the board for approval before speaking with CCA representatives.

We cannot share our refund list with CCA due to privacy laws but they can send a message to all producers about keeping their \$0.53 in the CCA fund. Directors suggested that if the motion is amended to July 1, 2023 that we investigate using the Trade Advocacy Fund to pay the extra for the 2022-2023 year.

(d) Investments:

Haugan spoke to the directors about the ABP portfolio and the pros and cons of increasing investments. Haugan is opposed to increasing the amount of producer dollars invested. Haugan is recommending that Procnier and Dubeau develop an investment portfolio that reduces our risk.

The directors discussed investing producer money and whether to continue to invest or to reduce the amount invested.

Motion by Haugan/Carlyon:

**“That ABP maintain a 20% equity position in their investment account and review this at each year end.”**

Carried

There is also the understanding that any gains go into Unrestricted Net Assets. Haugan suggested that any gains in the investments go into the Trade Advocacy Fund until it reaches \$5 million.

Motion by Haugan/

**“That any realized investment income goes into the Trade Advocacy Fund until it reaches \$5 million before going back into the Unrestricted Net Asset Fund.”**

Carried

## 7. Discussion Items

(a) Grasslands Carbon Pilot Project:

Jonathan Alcock, Viresco Solutions, Kim Good, Legacy Land Trust Society, and Cedric MacLeod, Canadian Forage & Grasslands joined the meeting to talk about the Grasslands Carbon Pilot Project that they have developed and are offering to producers. Alcock explained offsets and carbon markets; he spoke about the 5 critical principles and soil carbon stock vs. soil carbon change.

Alcock introduced the Canada Grassland Projects Protocol. It is a series of first: the first carbon offset opportunity; the first avoided conversion opportunity; and the first protocol under the Climate Action Reserve Voluntary Market for Canada. Alcock explained the implications of the project; eligibility; basic requirements; and, crediting. He spoke about the legal and financial viability as well as the physical suitability. Alcock then gave the members and staff an overview of the pilot project.

The directors briefly discussed the project and agreed to bring back the item at the next board meeting.

**DIRECTION: bring this item back to the June meeting.**

(b) Strategic objectives:

Dubeau, Lyseng and Laverdure worked on the objectives last week and developed the format based on the comments that came out of the delegate meetings.

Dubeau asked for director input on the format and content. The final document will be brought to the delegates at the Semi in September for their approval. If the directors have any suggestions they were asked to contact Dubeau.

(c) ABVMA:

Wowk, Hale and Lyseng met with members of the ABVMA to discuss a number of issues like the shortage of vets not only in Alberta but across Canada and the world. The problem is getting vets into rural areas and keeping them there. Vets also make considerably less in wages than medical doctors and dentists. Saskatchewan has started forgiving some of the student loans with conditions. This is not an issue that will be solved soon. Preg testing courses will be available in the fall for vet technicians; discussed Bill 65 and the mention of pharmacies filling prescriptions; the issue of secondary vets not willing to fill prescriptions from other vets. There was also discussion around lowering the requirements for admittance to vet school.

(d) Living Labs:

The Canadian government's Agriculture Climate Solutions program has announced opportunities for regional research and innovation projects that happen on-farm, called the Living Labs Initiative. These projects are meant to be led by farmers but also involve scientists and other stakeholders, with the focus being on carbon sequestration and greenhouse gas emissions.

The application process includes 2 phases. Phase 1 is a competitive application process for a "seed" grant of \$100K. Funds awarded in Phase 1 can be used to plan and apply for Phase 2, the main grant, up to \$10M over 5 years. Applications for Phase 1 are due June 15, and the main Phase 2 application deadline is likely December, 2021.

After a series of meetings during the past several weeks, ABP has agreed to lead an application for an Alberta Living Labs Initiative. Several livestock groups (ABP, ACFA, BCRC) and crop groups (AB Barley and Wheat, AB Canola) and NGOs (Ducks Unlimited, Nature Conservancy, ALUS) and academia (U of A) have been involved in meetings and may be partners in the application. Schmid has agreed to lead the phase 1 application process, and several other organizations have offered help in drafting that application. The Living Labs Initiative application will include the carbon and greenhouse gas themes important for the cattle and forage industries.

(e) Zone reports:

CT: the directors have been speaking with the delegates about IMC and Melissa Van Sickle has offered to sit on the committee; they have been receiving good feedback on the magazine; a producer was wondering about an app that would

read RFID tags; a delegate has an issue with the cost of VPB+ audits and what producers are getting back.

*SE*: feel refund rate should be apart of an upcoming article

*SW*: had a meeting last week and discussed industry issues.

*NE*: sent out and update to delegates; some frustration that no delegates want to participate in TAT or IMC.

*NW*: Nadeau has been speaking to delegates about IMC, Lori Kinnee has agreed to sit on the committee.

(f) Pole Haven:

Pole Haven is 16 sections of lease land in southern Alberta that is held by a group of ranchers. The Pole Have Association is having issues with some recreational users. The leaseholders are asking the municipality to close the road allowance to recreational use.

Lyseng had a meeting with WSGA and the lawyer for Pole Haven.

ABP has been asked to engage with Minister McIver about property rights. This issue is an example of something that would go to IMC to deal with.

Dubeau will speak with WSGA and AGLA about joining ABP in a broader letter.

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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) Ag Plastics letter:

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

- (a) Board of Directors meeting – Wednesday June 16, 2021
- (b) Board of Directors meeting – Wednesday July 21, 2021
- (c) Board of Directors meeting – Wednesday August 18, 2021

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**11. Adjournment**

The meeting was adjourned on a motion from Hale at 3:55 p.m.