

ALBERTA BEEF PRODUCERS
MINUTES FOR THE BOARD OF DIRECTORS ZOOM MEETING
THURSDAY DECEMBER 17, 2020, 8:30 a.m.

Present: Kelly Smith-Fraser - *Chair*
Melanie Wowk - *Vice Chair*
Brad Osadczuk - *Finance Chair/Zone 1*
Darren Bevans - *Zone 2*
Jim Bowhay - *Zone 3*
Cathy Sharp - *Zone 5*
Assar Grinde - *Zone 6*
Emil Dmytriw - *Zone 8*
Brodie Haugan - *Director at Large*
Kolton Kasur - *Director at Large*
Fred Lozeman - *Director at Large*
Jason Hale - *CCC*
Chris Israelson - *CFC*
Charlie Christie - *Past Chair*

Staff: Brad Dubeau - *General Manager*
Rosanne Allen - *Office Administrator*
Lisa Bastarache - *M&C Manager*
Katelyn Laverdure - *Lead, Stakeholder*
Mark Lyseng - *Lead, Gov Relations*

Guest: Ryan Kasko - *ACFA*

Absent: Shawn Freimark - *Zone 4*
Colin Campbell - *Zone 7*
Mike Nadeau - *Zone 9*

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

1. Adoption of Agenda

(a) Additions and Adoption of Agenda:

Additions: 7(o) Beef producers stories & unintended consequences; 7(p) Strategies for January refund period;

Motion by Bowhay/Osadczuk:

“That the agenda be approved with additions.”

Carried

2. Minutes of the Previous Meetings

(a) Minutes of the November 19, 2020 Board meeting:

Motion by Wowk/Dmytriw:

“That the minutes of the November 19, 2020 Board of Directors meeting be approved as amended.”

Carried

3. Financial Report

(a) Financial Statement ending November 30, 2020:

As of this period the balance sheet reflects a net asset of \$12 million. ABP is in arrears to CCA \$70,727.35. Marketings are down by 37,000 from this time last year. Currently we are at 58.2% of our total budget due to Covid-19. Once we do the final refund period, we will have a better idea of how much we have for our new budget.

Motion by Osadczuk/Bowhay:

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

Carried

4. Staff Report, Policy and Governance

(a) Introduction of Lisa Bastarache:

Dubeau introduced Lisa Bastarache, the new Marketing and Communications Manager to the Directors. Lisa spoke briefly to the board.

(b) Operations report:

The report was included in the package. Grinde asked about an update from Lyseng about his meeting with ACFA and DU.

(c) Policy for Environmental Concerns:

Every year we have had producers asking the board if they would approach the government about instituting AgriRecovery for a disaster in their area. Grinde explored the issue and came back to the board with policies for the Directors to consider. The policies were to give staff direction when they received these calls from producers.

Motion by Grinde/Dmytriw:

“Be it resolved that ABP will not lobby for AgriRecovery for individual producers.”

Because the motion is a negative motion the directors discussed alternative wording.

Motion to amend by Grinde/Dmytriw:

“Be it resolved that ABP will lobby for AgriRecovery in obvious ag disasters that affect the entire industry but not for individual producers or areas.”

Carried

The board discussed this motion and the implications of the motion on the organization as a whole and to producers.

DIRECTION: that Grinde will work with Dubeau to develop a more encompassing policy for environmental concerns.

Motion by Osadczuk/Bowhay:

“That the ABP Board of Directors rescind the motion, ‘Be it resolved that ABP will lobby for AgriRecovery in obvious ag disasters that affect the entire of the industry but not for individual producers or area.’”

Carried

5. Council and Committee Reports

(a) Research Committee:

Over the next few weeks, the Research Committee will be reviewing a total of 32 full research and technology transfer proposals to determine the projects to be co-funded by ABP: A virtual meeting of the RC is scheduled for Jan 11, 2021 where projects to be co-funded will be selected.

For ABP Internal funding, \$75K is available; 13 proposals from the joint BCRC-ABP call will be evaluated. Those 13 proposals request \$9.02M of total budget, requesting \$3.24M from BCRC and ABP.

For the ABP - AAF funds, up to \$1M is available; 13 proposals from the joint BCRC-ABP call (all in the Feeds and Feed Efficiency and Forage and Forage Utilization categories) will be evaluated. Those 13 proposals request \$7.91M, \$2.33M is requested from BCRC/ABP, but only \$0.58M eligible for the ABP-AAF co-funding. Karin will be conferring with BCRC staff to determine the most efficient way of co-funding selected projects. 6 proposals submitted to RDAR will also be evaluated by the Research Committee, also possibly eligible for the ABP-AAF co-funding. Those 6 proposals request \$3.0M total budget, and \$1.08M of this may be eligible for ABP-AAF co-funding. Karin will be conferring with RDAR staff to determine the most efficient way of co-funding any of selected proposals.

(b) ACFA update:

Had a meeting 2 weeks ago that Israelson attended. ACFA has recently hired Brian Walton to consult on government relations. Normally in November they have an MLA dinner, but could not this year so have donated the money to the food bank to purchase meat. With respect to ILWG they are going to put forward Bob Deboer for the chair position. ACFA to update the feedlot economic study. Shawn Maclean gave an update on the e-manifests. Should have a usable e-manifest available by the beginning of the new year. Have asked the set aside to be extended. AGM has been put off until the summer. ABIC will be virtual this year.

(c) ABP/ACFA Working Group update:

Met on November 27th to rehash where they are at and discuss the direction of the committee. Discussed the need for the group and the continuing need to create a stronger communication between the organization. We do want to be transparent but there is confidential information that each board must discuss,

which they do In Camera. Still discussing the ABDIF fund and are waiting for the perfect project for both groups.

6. Decision Items

(a) Fall Resolutions consideration:

1. Motion by Grinde/Sharp:

“Be it resolved that ABP lobby Alberta Environment and Parks and Municipal Affairs to prohibit rural Municipal Governments from allowing development of Off Highway Vehicles trails for the purpose of recreation on road allowances, as this is not the purpose or intent.”

SW

Carried

2. Motion by Osadczuk/Haugan:

“Be it resolved that ABP work closely with partner organizations to protect the rights of leaseholders and ensure those rights are not diminished to that of a permit holder.”

SW, SE

Carried

3. Motion by Grinde/Lozeman:

Be it resolved that ABP will take an active role in supporting its members and the Alberta Grazing Leaseholders Association to prevent the Government of Alberta from unilaterally replacing grazing leases with grazing permits.”

SW

Carried

4. Motion by Lozeman/Wowk:

“Be it resolved that ABP stand firm against the Government of Alberta's potential changes to the existing grazing dispositions framework that would erode our present rights. Such support may include but will not be limited to the following: (a) meet with the Premier, Minister of Agriculture and Forestry and Minister of Environment and Parks; (b) meet with the local MLAs; and, (c) meet with the Western Stock Growers' Association, the Canadian Cattlemen's Association, and Alberta Grazing Leaseholders Association to ensure these organizations and members are fully aware of the situation and solicit their support to prevent changes to the existing grazing dispositions framework.”

SW

Redundant

5. Motion by Osadczuk/Haugan:

“Be it resolved that ABP continue to work with partner organizations to lobby Environment and Parks to

complete the disposition renewal document to address the backlog and the slow pace of grazing lease renewals.”

SE

Carried

“Be it resolved that ABP investigate the probability that COVID-19 vaccine manufacturing may limit the availability and affordability of livestock medication in the future.”

SE

Carried

6. Motion by Osadczuk/Dmytriw:

“Be it resolved that ABP lobby the Government of Alberta to reinstate *A Coal Development Policy for Alberta* (1976 Coal Policy) that was rescinded on June 1, 2020, until such time appropriate public consultation has taken place to determine land use planning for resource development that would guide future coal exploration and development within the province of Alberta.”

SW

Carried

12. Motion by Grinde/Lozeman:

“Be it resolved that ABP engage with other like-minded ag organizations to lobby the provincial government to join with the federal government and accept the industry requested changes to Agri-Stability, specifically the removal of the Reference Margin Limit and raising the compensation rate from 70% to 80%.”

SW

Carried

7. Motion by Grinde/Wowk:

“Be it resolved that ABP will take an active role in supporting its members to prevent open pit/mountaintop removal coal mining from taking place in Alberta’s Eastern Slopes foothills watersheds.”

SW

Defeated

7. Discussion Items

(a) ABP Town Hall and Resolution meetings recap:

The meetings went very well despite the few technical glitches. Producers brought forward some good resolutions at the meetings. Going forward, even if we can do face to face, we should still be holding online meetings.

DIRECTION: to break down the meeting information into more detail.

Smith-Fraser would like to see more graphics with online format. We could do a better job of advertising meetings. The new Platform and magazine will help with this issue. We will have some new tools going into next fall along with the traditional tools that we are using.

(b) ILWG representative:

Dubeau has had a conversation with Craig Lehr and he has chosen to pass so we are still looking for a producer to participate. This is an important position, and we need to have someone there who wants to be there. Do we find someone outside the organization to be there or do we ask someone from ACFA? ACFA already has someone sitting on the board for them and we need someone who will represent ABP and can make informed decisions. ACFA and ABP make up 40% of the funds that ILWG receives.

DIRECTION: Dubeau to reach out to Howard Bekkering to see if he is interested and then to delegates. Lozeman would consider being a back-up.

(c) WLPPIP Committee:

AFSC has put together a committee from the cow calf and feedlot sectors, which includes all 4 western provinces. The goal of this committee is to improve the WLPPIP to increase producer uptake. This program runs solely off premiums, except for administrative costs, which are paid for by the federal government. Data is gathered from 44 auction markets across

8. Motion by Lozeman/Osadczuk:

“Be it resolved that ABP take an active role to assist stakeholders in their efforts to preserve the agricultural and environmental integrity of the lands and watersheds affected by the proposed mining operations.”

SW

Defeated

9. Motion by Grinde/Dmytriw:

“Be it resolved that ABP establish access to a current list of eligible producers within the province to ensure proper communication when holding elections.”

SE

Carried

10. Motion by Osadczuk/Wowk:

“Be it resolved that ABP lobby the provincial government to include processing plant workers at the beginning of phase two in the COVID-19 vaccination roll out.”

NW

Carried

11. Motion by Haugan/Osadczuk:

western Canada to determine settlement prices. Prices are based on 850 lb steers for feeders and 600 lb steers for cow calf.

Some issues have arisen with the program: producers are unaware of it; it's complicated to use and difficult to access online; interest is accrued from time of purchase to time of payment; the window to purchase insurance is too narrow in the Spring and does not allow for late calving; the trigger window is too narrow. The committee is working on improving the program and increasing participation from producers; improving the relationship between producers and WLP; providing risk management and educating producers regarding the program and risk management; increasing the size of the spring calf window; and developing an app that allows for easier access to the program.

(d) Canada/UK Trade deal update:

Christie updated the Directors on the Canada/UK Trade Deal. CCA has made it clear Canadian producers are not interested in maintaining the current agreement. Canadian producers want reciprocal trade. We want equal trade back and forth. There are two positives coming out of the discussions: i) protection of existing supply lines; ii) negotiation for a reasonable bilateral trade. Christie spoke briefly about cull cows but was unable to give much detail. It has been suggested that cull cows coming in could be considered dumping and some pressure is being put on to government on these issues.

There was good conversation at the Foreign Trade Committee on this topic. The staff knows where we are coming from as producers and they are passing this onto the government. There was a fly-in and this issue was discussed during the meetings.

(e) EU Cull cow situation update:

This issue was covered under 7(d)

(f) Grazing Lease negotiations update:

We have received a letter and a copy of the contract this week from Bev Yee, Deputy Minister, Environment & Parks, and a chart addressing industry concerns. The lease document is done but it has brought up more policy issues that may affect the industry. The Operational Grazing Advisory Committee will meet in January to begin discussing the issues. Lyseng is working with some leaseholders to identify priorities.

DIRECTION: Dubeau will forward on the letter that ABP has received from Bev Yee.

Landowners should be seeing some movement in the backlog of lease renewals over the next couple of months. The grazing lease transfers will take longer because the producers need to provide more documentation before the transfer can be approved.

(g) Pole Haven update:

There was no new information to bring to the board.

(h) RDAR update:

The bylaws have been circulated to the membership and have received comments back. There will be a meeting in January to discuss the Bylaws. They are working on the election and nomination process and are looking for ABP to nominate someone to the RDAR board in January. Smith-Fraser asked that we think about a name to bring forward at the next board meeting. We can only nominate somebody if we do not already have someone sitting on the RDAR board.

(i) Platform and magazine update:

We would like to ask the board to consider making the name of the platform and magazine be ABP. The idea is to link the platform and magazine back to Alberta Beef Producers. Dubeau showed the directors a proposal for the masthead and the magazine.

Motion by Haugan/Grinde:

“That the ABP Board of Directors approve the proposed name for the new ABP Platform and magazine be called ABP.”

Carried

Dubeau went through some of the taglines that have been suggested but haven't been decided on yet. We won't have the tagline under the masthead to begin with, but it may be on the spine. The content on the first issue has been decided and is being worked on. Dubeau and Bastarache will be interviewing candidates for the Content Specialist on Monday and Dubeau is waiting for confirmation on the Field Representative. The staff will be getting a preview of what is happening with the magazine and platform this afternoon.

(j) CCA assessment:

In the package is a chart that Dave Moss, CCA, has done looking at what our 2021-2022 fiscal year will look like based off a marketings from April 2019 to March 2020.

Christie spoke to the board about some discussions that have come out of meetings with CCA members.

Procurier has been instructed to leave our refund sheet at \$0.48 for CCA to stay consistent with what the board passed in March 2020.

(k) ABP Fall delegate elections:

The elections are now closed. We have about 250 ballots total. But mail in ballots will be accepted for another week. We have learned a lot this year and what we will need to correct in the future. Election results will be out January 8th at noon.

(l) BRM suite update:

There is a letter in the package further to a resolution that came out of the SW zone. Representatives from the different organizations met to discuss the issues and they wanted to get the letter into the government as soon as possible. Lyseng spoke to the Directors about the meeting and the results of the discussions.

(m) Marketing Council/ABP meeting:

Met with Marketing Council board and Smith-Fraser gave them an update on our town hall and resolutions meetings. Dubeau, Wowk, Hale, Lozeman and Howard Bekkering also participated in the call. Marketing Council appreciated the update that we gave them and considered the meeting successful.

(n) Zone Reports:

Nothing to report at this time.

(o) Beef producers' stories & unintended consequences:

One of the newer MacDonald's commercials shows a multi-generational farm. It is a great story but there is concern this will make the beef industry appear unattainable to people coming from an urban setting who are interested in getting into the industry. We need to encourage stories from people who are the first generation in the industry.

(p) Strategies for January refund period:

Do we have any strategies to address refunds for the new refund period? Are we approaching producers to ask them to keep their money in the organization?

8. In Camera

9. Reading Materials

(a) Board of Directors Resolutions & Action Items:

(b) Beef Supply at a Glance:

10. Next Meeting and Upcoming Events

(a) Board of Directors Meeting – TBD

11. Adjournment

The meeting was adjourned by Bowhay at 1:47 p.m.