

**ALBERTA BEEF PRODUCERS
MINUTES OF THE BOARD OF DIRECTORS MEETING
WEDNESDAY NOVEMBER 17, 2021, 8:30 a.m.**

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

Staff: Brad Dubeau - *General Manager*
 Laura Procnier - *Controller*
 Debra Murphy - *Editorial Content, Virtual*
 Katelyn Laverdure - *Stakeholder Comm, Virtual*
 Karin Schmid - *Beef Production and Extension*

Guest: Lyle Adams - *ACFA, Virtual*

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

1. Adoption of Agenda

(a) Additions and adoption of agenda:

Additions: (p) Crops and Chops; (q) Water Council Update; (r) Leaseholder Stakeholder Committee Update.

Motion by Holowath / Irvine:

“That the agenda be approved with additions.”

Carried

2. Minutes of the Previous Meetings

(a) Minutes of the August 25, 2021, and October 20, 2021, Board of Directors meeting:

Motion by Hillmer / Bevans:

“That the minutes of the August 25, 2021, be approved as presented and the October 20, 2021 Board of Directors Zoom meeting be approved with corrections.”

Carried

3. Financial Report

(a) Financial Statement ending October 31, 2021:

Haugan presented the financial statements noting that we are at 53.7% of the budget and at this point in the budget year we would anticipate being at 58.3% of the budget.

Motion by Haugan / Lozeman:

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

Carried

4. Staff Report, Policy and Governance

(a) Living Labs: Schmid provided a report on Agriculture Climate Change Solutions, a \$185 million, ten-year program to help develop and implement farming practices to tackle climate change. Living Labs is an integrated approach that brings together multiple stakeholders to co-develop, test and monitor BMO's. This innovation project has three core principles (1) focus on producer needs, (2) Broad and diverse partnerships and (3) testing in real life context.

5. Council and Committee Reports

(a) Research Committee:

Bevans reported that the Research Committee would meet next week and will discuss the Ag Funding Consortium.

(b) ACFA Update:

Adams reported:

- The ACFA MLA reception will be held soon.
- ACFA are meeting with Cargill to learn about a contingency plan if there is a strike.
- Adams noted concern over getting feed due to the back log of rail cars resulting from the recent BC flooding.
- Emphasis needs to be placed on the importance of vaccination programs, an increase in education and commitment from many sectors of the industry. The Board agreed that this is a major concern and supported the notion of an educational emphasis.

(c) CCA update:

Smith-Fraser reported:

- The Beef Advocacy Program was launched.
- Lowe made a presentation of Environmental Benefits and the importance of agriculture on the economy.
- The CCA Directors is meeting in Ottawa next month and will meet with Caucus.
- The rebranding of CCA highlighting the environmental benefits of agriculture has commenced.

6. Decision Items

(a) Set Board Meeting Dates:

The board set the next meeting dates as follows:

- December 16, 2021
- January 19, 2022
- March 1, 2022
- March 2, 2022

7. Discussion Items

(a) Producer Meetings:

Dubeau reported

- In person producer meetings are being planned and will be held from 1 – 5 pm to avoid COVID issues related to serving food.
- Dubeau will draft an agenda for the meeting and then open it up to the zones for input.
- There are many relevant issues to discuss with producers and the goal is to keep the speakers local in case the meetings get cancelled at the last minute.
- The dates of the meetings will be announced in the ABP magazine, the ABP websites, supported with local news paper advertising.
- Delegates and candidates will be mailed an information package that will include posters to be posted in relevant locations.
- Can we ask the auction markets to put a post card in the payment cheque envelopes?

(b) Board Governance Initiatives:

Carlyon presented a summary of Board Governance Initiatives for the Boards review. It was suggested that the board deal with one issue at a time.

Action item: Lozeman to obtain a board self evaluation form from George Cuff.

Action item: Dubeau to provide the Board with the ABP bylaws, which outline the duties of each executive member.

(c) Minister of Ag, Forestry & Rural Economic Development:

Wowk reported that ABP and ACFA were going to meet with Minister Horner in early December.

The main topics of concern are:

1. The BRM Suite
2. The Cargill Strike and back up plans
3. Profit discrepancies within the supply chain
4. Drought
5. Labour Shortages

Dubeau and Tranberg will monitor the issues and prioritize as it gets closer to the meeting date.

(d) Cargill:

Dubeau reported on his conversation with the Cargill human resources manager who indicated that they are hopeful a deal will be struck before December 6, 2021. The workers main concerns are wages and benefits, an increased investment in safety measurements, and an increase in the training. Cargill will offer a signing bonus and is hoping for a long-term agreement. They fully expect the first offer to be rejected but believe they can come to an agreement prior to the strike deadline.

(e) Drought Producer Support Update:

Dubeau reported that the final numbers will come out later today and he will circulate the information to the board when it is available.

(f) AFSC – MDI Sessions:

Wowk reported on a meeting with AFSC, and they are currently reviewing what worked with the program and what can be improved on. The weather stations are a great concern as an indicator.

(g) Processor/Retail Profitability:

Wowk reported that this is a sensitive issue both in Canada and United States. A great deal of misinformation is circulating. Overall concern is that the whole chain should be profitable and sustainable. We cannot tell another business how to conduct themselves and as circumstances ebb and flow, so do the profit margins in each sector.

Dubeau reported on an Alberta Government Beef Competitiveness Study that would focus on resilience in the beef processing sector; price discovery at each stage of the chain; and attract beef packing strategies. Dubeau and Tranberg are monitoring the progress of this initiative.

Action Item: A working group was struck to explore what sectors should be invited to a strategic team that would develop a vision for a national solution and work on the Beef Competitiveness Study.

The working group consists of Melanie Wowk, Sheila Hillmer, and Craig Lehr. Dubeau will provide staff support to the working group,

(h) Summer Cattle Show 2022:

Dubeau reported that ABP was presented with a proposal for a summer beef show and was asked to be a major sponsor with a \$50,000 annual commitment for a minimum of three years. The board did not support this notion.

(i) ABP AGM – ABIC:

Dubeau reported that the Alberta Beef Industry Conference (ABIC) is going to take place in Red Deer from March 4 to 6, 2022, at 75% capacity. ABP will hold the AGM in conjunction with this event. ABP has booked forty rooms for March 1, 2022.

Action item: Dubeau to get forty additional rooms for March 2, 2022

(j) Classroom Ag Program (CAP):

Dubeau reported that Ag for Life has taken CAP over. ABP has maintained the ownership of the CAP logo. The commodities will act in an advisory role.

(k) AB Beef Buy Local Program:

Irvine stated he had a conflict of interest and would excuse himself from any voting.

Deborah Wilson, Chief Industry Engagement Officer of TrustBIX, joined the meeting at 1:00 pm.

Wilson reported that on July 10 the government announced a \$350M over 10 years program to promote “Locally Grown” Alberta Food. The Board were in favor of this concept.

Action item: Dubeau will continue to work with Wilson and Irvine on this program.

(l) CCA Assessment:

Wowk reported on a recent meeting with the provinces to explain Alberta Beef Producers financial situation. With refunds rates running 50% we are unable to pay our CCA assessments based on the current formula, and that once the current deal ends, we need to find a new solution. We cannot go into arrears to pay our assessment. The provinces will discuss with their boards and there will be another meeting to continue discuss this matter in early December.

(m) NCBA:

The executive felt it was important that ABP be represented at NCBA in January 2022 in order to keep informed on the common issues and will send Dubeau to represent ABP.

(n) AgSafe:

Israelson reported that AgSafe is looking for additional funding sources to remain viable. AgSafe is investigating if they qualify for WCB funding.

Action item: Ask Jody Wacowich, AgSafe Executive Director, to speak on this at the next board meeting.

(o) Office Space:

Dubeau reported that CCA was in negotiations to reduce the rental rate and extend their lease for 10 years. It was suggested that ABP could be part of these negotiations, and potentially reduce their office rental space and sign a ten-year lease. The board discussed the importance of a brick-and-mortar structure; the importance of the relationships by being in the office with co workers and related industries; Dubeau is hopeful ABP will be able to have a three-day work week in the office and two days working at home arrangement once the COVID work at home restrictions are lifted, and all of this is guided by budget restrictions.

Action item: Dubeau to ask the staff for their option and report back to the board.

(p) Crops and Chops:

Lozeman reported on the Crops and Chops event he recently attended as the RDAR representative, where nine commissions met with MLA’s. Matters of great concern discussed included creation of jobs, Ag export values, and farm gate receipts. He further reported that he had a discussion with the minister of transportation who is aware of the issues to get class 1 drivers, there needs to be a focus on reducing the costs. Could this be an apprenticeship program?

(q) Water Council Update:

Hale reported that a study on improved drought resistance was completed, and livestock was not well represented. They would work to make sure the livestock industry is included going forward. Workshop in February.

(r) Leaseholder Stakeholder Committee Update:

Haugan reported that he, John Buckley, and Mark Lyseng attended a recent meeting, and the Operational Grazing Committee is in the process of doing a cost survey with findings to be implemented in 2023. Looking for producer participation. Will be looking for a letter of support from ABP. The suggested Ambassadors for the Operational Grazing Lease Holders Committee will be Brodie Haugan and John Buckley for ABP.

Motion by Hillmer / Holowath:

“That Alberta Beef Producers endorses the letter of support for the cost survey and endorses Brodie Haugan and John Buckley as Ambassadors for the Operational Grazing Lease Holders Committee.”

Carried

(s) Zone reports:

NE, Wowk reported that the zone is meeting once per month. Continued brainstorming on how to get producers out to Vermillion for the producer meeting.

Central, Carlyon reported that delegates in the area attended Farmfair International at the booth with staff Megan McLeod. Most conversations revolved around suppressed market prices for numerous reasons.

NW, Nadeau reported that the Northwest is seeing challenges around getting producers to participate and becoming a delegate.

SW, Irvine reported that the zone had a meeting to determine location of producer meeting. High River, AB was selected.

SE, Hale reported that the Medicine Hat Beef Pen Show will take place on December 17th and 18th. The SE Zone will be attending along with staff Megan McLeod.

11. Adjournment

The meeting was adjourned on a motion from Holowath at 3:50 p.m.

8. In Camera

9. Reading Material

- (a) BOD Resolutions and Action Items:
- (b) Operations Report:
- (c) Beef Supply at a Glance:

10. Next Board meeting & Upcoming Events

- (a) Board of Directors meeting – December 16, 2021
- (b) Board of Directors meeting – January 19, 2022
- (c) Producer meetings:
 - Central: Monday, January 24, 2022 – Stony Plain
 - Northwest: Wednesday, January 26, 2022 – Fairview
 - Northeast: Thursday, January 27, 2022 – Vermilion
 - Southeast: Tuesday, February 8, 2022 – Brooks
 - Southwest: Wednesday, February 9, 2022 – High River
 - Producer Town Hall: Thursday, February 10, 2022 – Virtual, Time to be announced
- (d) Board of Directors meeting – March 1, 2022
- (e) AGM – March 2, 2022
- (f) Board of Directors meeting – March 2, 2022