

MINUTES OF THE ALBERTA BEEF PRODUCERS 47th SEMI-ANNUAL GENERAL MEETING THURSDAY SEPTEMBER 30, 2021 VIDEO CONFERENCE MEETING

1. Call to order

Chair Melanie Wowk called the meeting to order at 1:04 p.m. She welcomed directors, staff, and guests. She acknowledged that the meeting was being recorded and will be available on ABP Daily, and also recognized Truth and Reconciliation Day. Wowk then introduced the Executive and Board of Directors.

2. Chair and Finance Report

(a) Chair and Finance Report

Wowk's Chair Report outlined issues that the beef industry has faced during the year including the Coal Policy; ABP's new communications tools – magazine, website, ABP app, radio, and ABP Daily; the welcome news about Canada's negligible risk status; ABP's future direction and financial situation – stressing that the refund rate does not reflect the majority of producers that support ABP; and drought.

She thanked the ABP staff who went above and beyond during difficult circumstances when time was of the essence.

She highlighted the Premier's Tour hosted by ABP as pivotal to securing Agri-Recovery support for producers during the 2021 drought.

Wowk reminded attendees that ABP delegate nominations close at midnight on September 30, 2021, and that delegate elections will occur during ABP's upcoming producer meetings in January and February, 2022.

(b) Finance Report

Haugen presented ABP's 2020 audited financial statements as of March 31, 2021.

965 service charge refund requests were received in 2020, totalling approximately \$3 million.

(if more detail is desired here, can add from Annual Report or Brodie's script)

3. Drought Update

Wowk indicated that details on the Agri-Recovery drought support will be detailed by AFSC at the ABP Town Hall following this meeting.

4. 2021-2022 Strategic Objectives

Dubeau presented ABP's vision, mission, core strategies, and the 2021-2022 Strategic Objectives to the attendees. The Strategic Objectives first presented at the ABP AGM in March 2021 and were subsequently discussed in detail at zone meetings and by the ABP Board, prior to being presented to the delegates at this meeting for their approval.

(if more detail is desired here, can add the Strategic Objectives from the ABP plan)

5. Zone Discussion of 2021-2022 Strategic Objectives

- Gov't relations key as we move forward
- Continue to review comms and marketing to ensure we are on the right path and moving in the direction we want
- More communication on completed research projects, leverage goal is good
- Current objectives will steer the organization well
- Satisfaction expressed with the strategic objectives with well thought out and measurable KPIs, and a good layout
- Will likely need to be even more focused in the future, likely around gov't relations, comms and marketing, financial health of ABP (primarily reducing refund rate)
- Focus on reducing the number of individuals that are taking refunds rather than total dollar value to begin
- Address the disparities in the fraction of each dollar received by producers as compared to the rest of the value chain
- Address veterinary shortage, especially in N. AB
- Adjustment of business risk management programs to be more useful to cow/calf producers
- Grazing lease access
- Path forward to becoming non-refundable – this is very long term
- ABP magazine very well received
- Need a good agriculture-wide emergency preparedness strategy that requires less government involvement

Motion by C. Campbell/F. Lozeman:

“That the ABP 2021/2022 Strategic Objectives be approved as presented”

CARRIED

Dubeau and Wowk thanked the delegates for their input and staff for their involvement in pulling the Strategic Objectives document together.

6. Other Business

Wowk mentioned that the James Hargrave Legacy Foundation is currently accepting applications, with a deadline of Oct. 15, 2021.

7. Delegate in Camera

8. Adjournment

Meeting was adjourned at 2:43 p.m.