

Alberta Beef Producers (ABP) Plan – 2019/2020

ABP Vision

A strong and clear voice for cattle and beef producers contributing to a vigorous and profitable beef industry.

ABP Mission

To strengthen the sustainability and competitiveness of the beef industry for the benefit of beef producers in Alberta.

National Beef Strategy 2015-2020 – Pillars and Goals

1. **Beef Demand:** Increase carcass cutout value by 15%
2. **Competitiveness:** Reduce cost disadvantage compared to main competitors by 7%
3. **Productivity:** Increase production efficiency by 15%
4. **Connectivity:** Enhance synergies within industry and make positive external connections

ABP Core Strategies

1. Increase domestic and international demand and market access for Canadian/Alberta beef.
2. Ensure long-term sustainable access to the land and water resources of this province for the benefit of beef producers.
3. Influence government legislation and policy to enhance the competitiveness of Alberta beef producers.
4. Enhance the competitiveness of Alberta beef producers through research and innovation.
5. Engage and involve producers in policy decisions, organizational direction and governance.

Cattle and Beef Industry Priorities

1. Increased export market access
2. Reduced regulatory costs and barriers
3. Increased value for products through branding and differentiation of all Canadian beef
4. Improved communication and information flow along beef supply chain
5. Improved feed grain and forage productivity
6. Better research and development performance for enhanced production efficiency
7. Improved business risk management programs for cattle producers
8. Implement strategies to define and demonstrate the “sustainability” of the beef industry
9. Encourage young producers to join or stay in the cattle industry

ABP Strategic Objectives – 2019/2020

1. **Establish productive working relationships with key officials in the new provincial government.**

Key Performance Indicators: number and frequency of meetings with Ministers of AF, EP, EDT, and Municipal Affairs; number of meetings and discussions with senior government staff members; actions on issues of priority for cattle and beef producers.

- 2. Generate positive government actions on vital grazing lease issues including security of tenure on crown lands, firm commitment to grazing in new and existing parks, and implementation of modernized rental rate framework.**

Key Performance Indicators: continued security of tenure on crown lands; clear indication of commitment grazing in parks and protected areas; recognition of crown lands under grazing dispositions as OECMs; implementation of the Grazing Lease Rental Rate Framework.

- 3. Use the opportunity provided by the service charge plebiscite results and the 2019 Regulatory Review to revitalize ABP structure and operations to make ABP more relevant for producers and increase producer engagement with ABP.**

Key Performance Indicators: regulation and by-law amendments that address structural issues; evidence of increased collaboration with ACFA; engagement of producers through auction markets; response to refund request form changes;

- 4. Ensure that investments in research and technology provide Alberta cattle and beef producers with information and technology that will support sustainable and competitive operations.**

Key Performance Indicators: real benefits of the projects in which ABP and our partners invest; connection between research investments and the National Research Strategy; coordination of research decisions with partners; adoption of new information and technology;

- 5. Increase the level of knowledge and understanding of the cattle and beef industry among young consumers and students (future consumers).**

Key Performance Indicators: adoption of ABP education resources by schools; level of interest in Glenbow Ranch and Edmonton Valley Zoo education offerings; growth in support for Alberta Beef among Alberta consumers; engagement of school curriculum decision makers

- 6. Improve our communications with producers and the public through an enhanced communications strategy with robust measurements of engagement and effectiveness.**

Key Performance Indicators: streamlined communications directed at target audiences; evidence of more engagement by producers in our communications; increased attention to ABP messages in public forums;