

**ALBERTA BEEF PRODUCERS
MINUTES OF THE BOARD OF DIRECTORS MEETING
THURSDAY MARCH 20, 2008
AT THE ALBERTA BEEF PRODUCERS BOARD ROOM, CALGARY, ALBERTA**

PRESENT: Erik Butters - *Chair* Carried
Rick Burton - *Vice-Chair*
Kelly Olson - *Finance Chair*
Gerald Maser - *Zone 1*
Brian Edge - *Zone 3*
Frank Murphy - *Zone 4*
Doug Sawyer - *Zone 5*
Greg Bowie - *Zone 6*
Roy Eckert - *Zone 6(at large)*
Harvey Hagman - *Zone 7*
Gordon Graves - *Zone 8*
Darcy Eddleston - *Zone 8(at large)*
Donna Noullett - *Zone 9*
Stuart Thiessen - *CFC Chair*
Dave Solverson - *CFC*
Chuck MacLean - *CFC*
Tony Saretsky - *CIC Chair*
Darryl Carlson - *CIC*

STAFF: Rich Smith - *G.M.*
Barb Sweetland - *Promo Manager*
Reynold Bergen - *AH&W Manager*
Laurie Proconier - *Controller*
Rosanne Allen - *Exec. Assistant*

GUESTS: Bob Lowe - *Zone 2*
John Knapp - *DMARD*
Dennis Laycraft - *Exec VP CCA*
Andrea Brocklebank - *CCA*

ABSENT: Brent Carey - *Zone 2*

Chairman Butters called the meeting to order at 8:35 a.m.

1. Approval of the Agenda

Move: 6(e) to 4(a)

Additions: Cattle Grading; Alberta Sports Hall of Fame Dinner, Safety Issues

Motion by Graves/MacLean:

“That the Agenda be adopted with additions marked above, plus any other additions or deletions that are deemed necessary throughout the course of the meeting.”

Carried

2. Minutes of Previous Meetings

(a) Minutes of February 20, 2008 Meeting:

Motion by Sawyer/Maser:

“That the Minutes of the February 20, 2008 Board of Directors meeting be adopted with changes.”

3. Finance Report

Olson updated the Board on the current budget year. On the marketing side it looks like we will end up with close to 4.5 million marketings, exceeding the conservative estimate of 4.25 million marketings in our budget. Combined with the diligence of committees in managing costs, this could create a significant surplus for the fiscal year. Butters suggested using some of the surplus to offset the projected deficit in the budget and adding to our trade advocacy fund.

(a) Financial Statement:

Motion by Olson/Solverson:

“That the Financial Report be accepted as presented for information purposes.”

Carried

Butters asked the Board if they had any more questions regarding adding money to ABP Trade Advocacy Fund. The Board was informed that John Masswohl believes the Canadian cattle industry will face countervail next year and the cost of fighting the last countervail challenge was in the order of \$5 million. Olson suggested putting \$1.5 million into the Trade Advocacy Reserve.

Motion by Olson/Eddleston:

“That Alberta Beef Producers increase the ‘Restricted Funds, Trade Advocacy Reserve’ by \$1.5 million.”

Motion by Burton/Graves:

“Motion to amend the amount from “\$1.5 million” to “\$1 million”.”

Defeated

“That Alberta Beef Producers increase the ‘Restricted Funds, Trade Advocacy Reserve’ by \$1.5 million.”

Carried

4. Items for Decision

(a) AV Task Team Report:

Yesterday the AV task team met to discuss the age verification question and to develop recommendations for the Board. On the day before, the Cow/Calf Committee had met and prepared a proposal for consideration by the task team. The task team had submitted an age verification policy statement and a proposed resolution for the Board to

consider. The delegates all agree that ABP must do something to increase the use of age verification. The primary producer right now does not feel there is any direct benefit to them for age verification. The team is looking for an effective method of creating a sufficient supply of age verified cattle to allow for the development of markets for these animals. ABP can then challenge marketing organizations such as BIC, CBEF and CCMDC as well as processors to look for opportunities to create added value for cattle. The task team recommended that ABP ask the government to provide payments to cow/calf producers for a three year transition period as the most effective way to create a large supply of age verified cattle. After the transition period, the benefits should be recognizable in the market place and a clear distinction between age verified cattle and non age verified cattle. If no one is prepared to pay for age verified cattle over non age verified cattle than it will be clear that we do not need to age verify any more.

Butters opened the discussion to the directors. The directors discussed the merit of the AV task team's proposal, agreeing that something needed to be done to encourage producers to age verify, but many not seeing that the task teams recommendations totally addressed the problems. Some delegates saw the proposal as not solving the problem but going to the government for another handout. The question was asked about the system to which the proposal would be a transition. There is no indication what the industry would transition to after the government had stopped paying for the age verified cattle. There was consideration of the age verification payment systems that ABP has previously endorsed. Some delegates believe that if ABP does not come up with a proposal soon the government will go for mandatory age verification.

The Board continued to discuss the issues raised by age verification and the task team proposal. There was general agreement on the benefits of age verification and the need to create momentum for this process. This could be one of the pillars of adding value to our products for export markets. However, there was a considerable amount of uncertainty as to the best way to achieve widespread adoption of age verification. The age verification information has value and primary producers need to receive a clear benefit for providing this information, but many directors were uncomfortable about asking the government to make direct payments. After thorough and intense discussion, the Board decided to proceed to a decision on the matter. The Board first reviewed the series of motions from past meetings:

Motion by Carey/Edge:

“That ABP hereby endorse an Age Verification process, for Alberta producers, for a three year period whereby for every ID tag entered into the CCIA system, a \$3.00 credit from the provincial government would be generated, along with implementation of a market driven system similar to

the One Time Charge for Animal Birth Date Access proposal by the end of the second year.”

Motion by Burton/Murphy:

“That the motion be amended to change “a three year period” to “a two year period beginning with the 2008 calf crop”.”

Carried

“That Alberta Beef Producers hereby endorse an Age Verification process, for Alberta producers, for a two year period beginning with the 2008 calf crop whereby for every ID tag entered into the CCIA system, a \$3.00 credit from the provincial government would be generated, along with implementation of a market driven system similar to the One Time Charge for Animal Birth Date Access proposal by the end of the second year.”

Defeated

Motion by Saretsky/Thiessen:

“That the resolution be postponed until after a task team has come back to the Board with their recommendations within 60 days.”

Carried

Since the task team had provided recommendations, the Board decided to consider a motion on age verification

Motion by Murphy/Sawyer:

“Be it resolved that Alberta Beef Producers ask the government to provide payments to cow/calf producers of \$5.00/head for all age verified cattle born in 2007, 2008, 2009 to fund a transition period to a fully market driven initiative.”

Defeated

Butters informed Murphy that the Board still wanted to encourage age verification and asked him to go back to the Cow/Calf committee with the intent of creating an age verification proposal that would be entirely market driven.

(b) Appointment to ALIDF:

Currently Bill Newton and Brent Heidecker represent the beef industry on the ALIDF Board as joint appointments of ABP, ACFA, and WSGA. Newton's two-year term ends this June, but there had been an agreement that he would be eligible for a second term. A decision needs to be made whether to approach ACFA and WSGA about reappointing him.

Motion by Graves/Burton:

“That ABP approach ACFA and WSGA to reappoint Bill Newton to represent the beef industry on Alberta Livestock Industry Development Fund.”

Carried

(c) R-CALF Action Update:

The U.S. District Court for the District of South Dakota is in the process of considering R-CALF's motion for an injunction of the USDA Final Rule that allows imports of Canadian OTM cattle and beef products. Normally, if the injunction is granted, the court would put a hold on the Final Rule until such time as a full hearing could be scheduled. In this case the Judge noted that "there is more than one possibility that presents itself to the Court" opening the possibility that he may be considering "splitting the baby" for example taking some interim action short of completely freezing the OTM trade.

(d) Plan Review Update:

Butters expected that a large portion of the May Board meeting will be set aside for discussion on the Plan Review. The Working Group will have met by then and the Board will need to make some decisions. One of the main themes that came out of reading the comments was the producer's perceived lack of communication from ABP.

DIRECTION to release the Plan Review Responses to the Working Group and the Delegates taking out the information relating to the towns.

(e) Government Relations & Advocacy Strategy:

Smith wanted the Board to recognize that it is important that we move ahead and become more aggressive with our advocacy work with all government officials, including MLA's and MP's. Smith has made this a key role for the new Policy Analyst.

(f) Cattle Industry Assistance:

Smith informed the Board that one of the questions we will be asked is "What should we do right now?" Do we want to support the resolutions that CCA passed in relation to CAIS. It would give ABP a specific and clear direction when speaking with government officials. Some possible actions were: eliminating the Viability test; enhancing the negative margin coverage from 60% to 70%; choosing the Olympic average or the last three years; and removing caps on the programs. What is the possible effect of these actions to Alberta? When approached, Susan Sarich did not see any need for concern about the trade implications of these recommendations. Smith will ask AFSC to consider the impact of these recommendations and Butters hoped that there would be something to report at the next meeting.

(g) Land Agent Licensing/Strom Appeal:

Strom has until today to file an appeal of the decision from the Court of Queen's Bench of Alberta. The government has modified the Land Agents Licensing Regulations and Eddleston is concerned that they moved ahead with the changes before ABP can have any input. There was

concern about section 1.(c)(ii) which states only a land agent or lawyer can negotiate on a land owner's behalf.

Motion by Eddleston/Bowie:

"That Alberta Beef Producers support amending the Land Agents Licensing Act to remove section 1.(c)(ii), the section that restricts a landowner to paying a land agent or lawyer to negotiate on his or her behalf."

Carried

(h) Promotion Committee Marketing Budget:

Eckert spoke to the Board regarding the budget allocations that have not been used in the 2007/2008 budget. Eckert is requesting that the funds be allowed to be carried forward to the 2008/2009 fiscal year. This was money that was almost committed to a promotion campaign, but after reviewing the proposal again, the committee decided that the campaign was not appropriate for this time. Sweetland explained to the Board that she was meeting with some agencies to look at new proposals for a promotion campaign and they would have a better chance of getting some decent proposals if they could add the unused budget portion to their current budget. The Board was not comfortable with carrying over unused funds, but was prepared to support the Promotion Committee initiative.

Motion by Graves/Eckert:

"That Alberta Beef Producers increase the Promotion Budget for the 2008/2009 fiscal year by \$230,000."

Carried

(i) EG&S Policy:

The Board had discussed EG&S at the February meeting, but had not made a resolution on this issue. Smith spoke to the Board about the EG&S issue and the comment that Knapp made at the morning meeting as well as comments from John Donner regarding this issue. The area of EG&S may present opportunities for producers, but there is concern that this is a way for government to come in and regulate producer more.

Motion by Sawyer/Bowie:

"Be it resolved that ABP supports an investigation into the development of a comprehensive, voluntary, market based and trade friendly Ecological Goods and Services (EG&S) program that would provide fair and significant compensation to land owners for the provision of real goods and services through existing and enhanced management practices."

Carried

(j) ABP's CCA Representative:

Since Tony Saretsky was elected as Vice President of CCA and now sits in his own right, ABP is eligible for another CCA Board member. ABP can either have the Board appoint someone or have an election at the Semi-Annual.

Motion by Murphy/Graves:

“That the additional Canadian Cattleman’s Association representative be elected at the Semi-Annual General Meeting.”

Carried

(k) Board/CCA Resolutions:

1. Motion by Maser/Eddleston:

“Be it resolved that ABP encourage red meat or beef by-products raised or grown in Canada to be labelled as such, and foreign beef or beef by-products not to be labelled as “Product of Canada”.”

Zone 1

Defeated

The concern arose that since Alberta is currently fighting COOL in the States that this motion would result in the same type of treatment. CCA currently encourages voluntary country of origin labelling.

2. Motion by Graves/Eddleston:

“Be it resolved that ABP lobby CCA to lobby the federal government agencies to change CFIA rules regarding imported beef; i.e. change labelling of imported beef to say “imported product, cut in Canada”.”

Zone 8

Defeated

A producer was selling a product labelled “Product of Canada” only to find out that it came from another country. He felt that this was misleading and that there should be some type of labelling informing consumers that it is not a Canadian product but cut in Canada.

Motion by Solverson/Eckert:

“That the motion be amended to read “further processed in Canada” instead of “cut in Canada”.”

Defeated

3. Motion by Bowie/Sawyer:

“Be it resolved that ABP lobby for a review of the current Canadian policy regarding Foot and Mouth Disease.”

Zone 6

Defeated

There is currently work being done on Foot and Mouth disease and the Board did not feel it was necessary to duplicate the effort.

4. Motion by :

“Be it resolved that ABP investigate the merits of a localized vaccination program, in the event of an outbreak of Foot and Mouth Disease.”

Zone 6

Motion declared redundant

5. Motion by Noullett/Edge:

“Be it resolved that ABP and CCA request the CFIA to harmonize EU export protocols with the U.S.”

Zone 9

Carried

(l) Beef Improvement Federation Sponsorship:

The BIF is a large conference and this is the first time in many years that it has been in Canada. It was suggested that this should go to the Tech Committee for funding considering the topics discussed at the conference.

Motion by Edge/Graves:

“That Alberta Beef Producers sponsor the Beef Improvement Federation Conference in July 2008 in the amount of \$2000.00.”

Carried

(m) ABP Invitations to U.S. Cattle Representatives:

Butters spoke to the Board about inviting our US counterparts to the July Board meeting and ILC conference. There is budget for US and International Relations that would cover the cost of paying the expenses of the invited representatives. We also could expect to receive financial assistance from governments for this initiative. Butters asked the Board to think about inviting a couple of people from the nearby states to the ILC in July and sponsoring them by paying for their registration and a couple of days in a hotel. In the past representatives from the states very rarely come up.

Motion by Theissen/Eddleston:

“That Alberta Beef Producers invest up to \$25,000 to invite cattle representatives from strategic American states to the International Livestock Congress in July 2008.”

Carried

(n) CCIA Annual Meeting Representative:

Smith informed the Board that Darcy Eddleston was our representative on the CCIA board. We have the option to appoint someone besides our representative to attend the annual meeting.

Motion by Thiessen/Sawyer:

“That Darcy Eddleston represent Alberta Beef Producers at the Canadian Cattle Identification Agency Annual Meeting.”

Carried

(o) CAFTA Funding:

Darcy Davis was unable to attend the meeting but had requested that this item be added to the agenda. Darcy was asking the Board if they would pay the membership fee and make an optional additional contribution. In the past year, ABP paid \$20,000 to CAFTA. The Board agreed that CAFTA did good work and that ABP should provide a similar level of support this year.

Motion by Olson/Thiessen:

“That Alberta Beef Producers fund Canadian Agri-Food Trade Alliance in the amount of \$20,000 for the 2008-09 fiscal year, comprising a \$15,000 membership fee (August 1, 2008 – July 31, 2009) and a \$5,000 optional additional contribution .”

Carried

5. In Camera Session

6. Items for Discussion

(a) John Knapp, Deputy Minister AARD:

Butters welcomed Deputy Minister Knapp to the meeting and congratulated Knapp on his promotion to Deputy Minister and the move from Environment back to Agriculture. Butters briefly reminded Knapp of the composition of our Board of Directors and the directors went around the table and introduced themselves. The directors spoke with the John Knapp about trade and trade restrictions, the cost of regulatory burden, age verification, bio-fuels and the resultant high grain prices, and currency. Knapp thanked the Board for inviting him to meet with them. Knapp acknowledged that ABP is the elected representatives for the cattle industry, the key group in the industry, and the first organization he had visited. He was here today to listen and to see what can be done to work together to overcome the problems currently facing the cattle industry. In terms of sustaining our industry we are still in short term crisis and the government will help with that if it is coupled with some long term solutions. Butters assured Knapp that ABP was not interested in going back to the government for another handout and that ABP was very concerned about countervailability. Delegates spoke to Knapp about the price of pharmaceutical products and the length of time it takes to get them approved in Canada compared to the U.S. Knapp spoke to the EG&S issue, the problem of countervail, tuberculosis in Bison in Wood Buffalo National Park and the concern of cross contamination, and the merits of downsizing the beef industry.

Dennis Laycraft, Executive VP CCA, joined the meeting to speak about trade issues including the current problems that have developed with Mexico and the overall problems that CCA is facing in the world market. Laycraft briefly talked about the motion that was passed regarding OTM and getting full OIE access to world markets. Laycraft does not see Japan going to full OIE access in the near future, but they might be amenable to allowing UTM beef. There was also discussion regarding COOL. Laycraft was asked what the chances were of getting beef into the higher markets in Hong Kong and China. CBEF is concentrating on getting an advantage into Taiwan. Concerns regarding the packing industry were also addressed. Butters informed Knapp and the Board about Tim Horton's new beef sandwich which would be served for lunch.

(b) CCA AGM Report:

Butters started the discussion stating the Tony Saretsky was voted Vice Chair and John Schooten was appointed to the Executive as an Alberta representative, while Travis Toews was made an officer of CCA by the President. The Chair appointed Travis Toews to the Executive. There was much discussion about sectoral representation, but it was noted that the President and Vice President are both cattle feeders. OCA's delegation wanted the cost of feeders removed from eligible expenses in CAIS as a way to increase margins. Ontario was not interested in the countervail debate. The cattle sector in Ontario does not seem to get the provincial funding that the dairy sector does. The MP reception night was very well attended and seemed to go very well with delegates making some good contacts within the government. CCA passed a motion to investigate the merging of BIC and CBEF and they want the information back by June. Solverson also attended the National Check-off meeting. PEI has come up with a system where check-off will be paid at purchase of tag and the second part at slaughter.

(c) U.S. Trip Report:

In January, Erik Butters and Rick Burton attended the State Agricultural Rural Leaders (SARL) annual conference in St. Louis. The conference is attended by State politicians who have agricultural responsibilities in their respective states as well as MLA's and staff from most of the Canadian provinces. Treasury Board President Lloyd Snelgrove, Ag Minister George Groeneveld and Lisa Baer, Director of International Relations were in attendance from Alberta. Saskatchewan's Deputy Ag Minister Alanna Koch also attended the conference. Lloyd Snelgrove was re-elected to a board position on SARL.

ABP contributes \$5000 to the conference and is entitled to send two representatives. Sponsors sit in on the discussions and eat at the same table as the politicians and get the chance to visit during coffee breaks, receptions and tours. As a result this opportunity gave Butters and Burton tremendous access to both US and Canadian politicians and officials.

At the invitation of Richard Ulrich, from the offices of the Canadian Consulate in Minnesota, Butters and Burton stopped in Denver to attend the "Canada Day" at the National Western Livestock Show. Ulrich and Kim O'Neill, from the consulate office in Denver, organized a forum involving representatives from Alberta and Saskatchewan producer groups as well as representatives from a number of State Cattlemen's organizations. A 2 ½ hour discussion was followed by a reception and dinner and attendance at a rodeo, all sponsored by the consulate.

Butters informed the Board that an issue the US representatives raised was their displeasure at the Canadian enhanced feed ban. They viewed this as an attempt by Canada to get ahead of them in some of the Asian markets. The CFIA spokesperson did an excellent job of responding to this issue by stating that Canada needed the Enhanced Feed Ban after a cluster of BSE cases to get the "Controlled Risk Status" from the OIE.

Butters and Burton met with the President of the South Dakota Stock Growers at this event and had a productive visit with him. Later they met up with him at the NCBA in Reno and were able to reconnect. Butters and Burton were introduced to the South Dakota Stock Growers Executive as well as the North Dakota Stock Growers Executive.

Butters commended the consular officers Ulrich and O'Neill on the work they have done to promote and protect trade with the US. They have developed relationships with key people and worked hard to advance Canadian interests. They are willing to help organizations like ABP and CCA in a number of ways including organizing meetings in the US or to have Americans come to Canada.

(d) Beef Value Chain Round Table Report:

A lot of the meeting had to do with regulatory burden. CBEF has been winding back expectations of export goals. It was suggested that we be careful in regards to COOL and we may have to lean more heavily into food services. The US is currently going into a recession and the average consumer may not be as prepared to eat meat at restaurants.

(e) Canada Gold Update:

After the last Board meeting there was a two day facilitated session on February 25th and 26th which Burton attended with Roy Eckert. There was also a conference call yesterday that Eckert participated in. On March 26th there will be a meeting with Ted Menzies at his constituency office with one person from each of the B5 invited to attend. As a result of the facilitate session there will be a redraft of their business plan. There has been a smaller working group, with one person from each B5 organization, established to review the business plan. Further discussions on the corporate structuring will be done as well as applications for funding. With respect to funding they did get \$50,000 through the Ag Initiative Fund and a commitment of \$68,000 to do market research. Because they are using public funds the results of the

research will be available to the public. They also received money from ALIDF that will be allocated over a period of time as their goals are achieved. Some of the funding is contingent on finding matching funds. There is also an application before CFC for funding.

Eckert informed the Board that most of the conference call was taken up deciding what the next step is for Canada Gold. This is an opportunity that is there for everyone in Alberta. There is a fairly high level of certainty that there will be provincial funding for the business plan. How do we carry forward with our involvement with this group? There should be someone from this organization at the table though it is becoming more difficult to understand why we are at the table. We should not be perceived as picking winners or losers from the groups developing value chains. ACFA has contributed \$10,000 and WSGA and FAA have each put in \$5000.

The premise for the development of Canada Gold is to differentiate Canadian beef, a concept that the Canadian Beef Advantage is advocating on behalf of the entire industry. Our concerns about being associated with one group could be alleviated if we are more clear in our communications regarding our support for CBA and all voluntary market driven value chains.

(f) Beef Grading:

CIC funded a cull cow study and one of the issues was that the grading system does not do justice to the cows. A year ago last fall there was a resolution passed by this organization to look into beef grading. We should have a grading system that will do us some good or have nothing at all. Eddleston took this motion forward to the Beef Grading System and the argument at the time was that they were not grading cows. Murphy informed the Board that Cindy Delaloye was being invited to attend the next Cow/Calf meeting. It was decided that the Cow/Calf Committee would look into the issue

(g) Safety issues:

Graves provided information to the Board about two significant safety issues. The Alberta Environmental Farm Plan Company and the Alberta Fire Chiefs Association have released a rural emergency planning tool designed to improve fire safety in rural areas. He also noted that vehicle tires have maximum speed ratings and there is a real safety issue when the vehicle exceeds this speed.

(g) Committee Reports:

(i) Promotion:

There is a meeting coming up on April 9th and 10th. The first day of the meeting will be devoted to the presentation for the advertizing campaign. It was asked if there was anything that ABP could do to assist Tim Horton's in getting the beef sandwich out. Eckert says that locally we could probably do something to support BIC.

1. Alberta Sports Hall of Fame Dinner:

In the past this has been a Promotion committee initiative. This year the Board is paying for it. There are eight tickets that the Board needs to distribute. The dinner is on Friday May 30th. Butters suggested that any Board members who wish to attend talk to Roy and Barb otherwise they will choose.

(ii) Public Affairs:

The ESA award nominations are out and the current ESA winners have been nominated for the Emerald Award. Sawyer has been doing a lot of work with the Alberta Water Council. Stevick has been elected to the Oldman River Watershed Planning and Advisory Council.

1. Alberta Farm Animal Care:

There was an issue with AFAC in terms of communicating with the provincial government. One of the things that was done last year was a campaign on animal wintering. It seems to have paid off as there are fewer instances of distressed animals this year. Sawyer acknowledged Reynold Bergen's major role in this. Is there a way to speed up the process to handle repeat offenders? This is part of the communication problem. There is supposed to be quarterly meetings of the ALPS but there has not been a meeting for eleven months. Brian Chomlak and Doug Sawyer are running for the executive of AFAC.

(iii) Producer Liaison:

The PL committee is preparing for a meeting on April 9th in the ABP Board room. Since the last meeting Lori Creech, Communications Manager, has cancelled the Alberta Beef Magazine ads and has let Cattlemen magazine know when our contract is up with them at the end of the year that we will not be renewing the contract. Creech is looking into the Canadian Magazine Fund to see if there is government funding available to help publish Grass Routes.

PL gave \$2500 to sponsor the ILC and Promo also gave \$2500. Last year we gave \$10,000 but decided that we will receive good value for our money at this level of funding .

The website development is still going with just a glitch or two to be worked out.

(iv) Technical:

The Technical Committee met in February. They received 23 letters of intent from researchers in Alberta, Saskatchewan, Ontario and the US. The

committee requested full proposals from 10 of these projects.

The committee is referring one large proposal to the Board's Feed Grains & Forage Research Subcommittee. This is a joint proposal from Alberta Ag and Food, the University of Saskatchewan and Ag Canada.

The Alberta Bovine Genomics Group requested that Diane Panrucker continue as ABP's representative to their research group. Tech agreed to this.

The Johne's Disease Sub-committee continues to meet with Alberta Ag regarding provincial delivery of the National Johne's Disease Prevention and Control Program. There is some concern about Alberta Ag & Rural Development's approach to provincial implementation of the program. Alberta Ag & Rural Development appears to be planning a stand-alone program for this disease. We feel that the program and material should be developed and delivered within existing programs or at least be consistent with them. Alberta ARD wants its own database for the program. We feel that testing data generated by the program is the property of the producer and must be controlled by industry and not be used or released without the express consent of the producer. Data must be housed in the CCIA premise, animal ID and tracking database to avoid duplication of services, inefficiency, and added costs.

We feel that Alberta ARD is building a far too elaborate program given the low incidence of the disease. We feel it would be more appropriate to focus on producer education and the best management practices that are believed to minimize the risk of scours and early calf disease that also help control Johne's. Producers may be more open to an education program addressing this because the economic benefit will be more apparent.

The FADES plan is done and once the FADES committee has approved it, it will be presented to the Board.

(v) Government Affairs:

There has been no meeting since the last Board meeting and as a result there is nothing to report.

(vi) Cow/Calf:

The first meeting was Tuesday and the main topic of discussion was Age verification. The next meeting will be during the Semi-Annual and at that time they will decide how to move ahead with age verification. Since the age verification proposal was defeated the committee will likely have a conference call to discuss the committee's next move. A motion was passed at the committee to have a representative from the Cow/Calf committee sit on the Safety Net Sub-

committee. The committee also passed two motions on communications activities.

Motion by Murphy/Hagman:

“That Alberta Beef Producers create a news release that identifies the cost of regulatory burden to the beef industry and the proposed solutions they are taking to address the issues.”

Carried

Motion by Murphy/Graves:

“That Alberta Beef Producers prepare timely and comprehensive summaries on issues that Alberta Beef Producers and the Canadian Cattleman’s Association are actively working on.”

It was suggested that it should be the Cow/Calf committee who should continue to push for age verification.

(vii) Cattle Feeder Council:

The next meeting is next Wednesday that will deal with Canada Gold and Barley initiative.

(viii) Cattle Industry Council:

Nothing to report at this time

(ix) Quality Starts Here:

Millie Boake submitted an update by email. Boake begins her report with a list of Board members divided by voting, which includes ABP, the Advisory Committee which is non-voting. Boake then gave a brief background of QSH and what has happened since Eileen Leslie, the new provincial coordinator, was hired. The QSH logo has been updated and the gate signs changed to look more attractive and noticeable. The program has been revised to make it more practical for producers and a new logo jacket will be presented to the producers that become certified. New posters have been designed and the website has been redesigned and added to the ABP website.

Leslie reported that there were 20 new workshops with 481 producers participating. Leslie is working on 50/50 grants for producers for audit costs which would bring producers costs for an average audit from \$500 to \$250. Equipment funding of up to \$750, for the purchase of the qualified extended head gate, has been extended to the end of March 2009 for producers who have attended on workshop.

The ‘No Doubt’ brochure and the refrigerator thermometer which shows the proper storage temperature for vet medications were displayed.

Alberta received 5000 of the 12,000 printed nationally.

The Canada Gold Beef program was explained and the Board will be bringing ALIDF project funding ideas to the next meeting.

(x) LIS Report:

Carey had submitted an LIS report for the information of the Board and it was included in the Board package.

(xi) CBEF:

MacLean submitted a detailed CBEF report that was added to the Board package. He also raised the issue of the Saskatchewan cattle that were fed prohibited feed last February. MacLean received a fax stating that the quarantine has been lifted from the Saskatchewan cattle, though the cattle have been given a blue tag. No one knew the significance of this tag. CFIA has authorized the sale of the cattle stating that they do not have to be declared as a possible health hazard. Some of the cattle have already been sold to other producers and to feedlots.

DIRECTION to talk to CCA to find out what is the situation with the cattle and the significance of the blue tag.

7. General Information

- (a) Resolutions Table
- (b) Beef Supply at a Glance;

8. Next Meeting Dates

- (a) Red Meat Reception – April 30, 2008 – Matrix, Edmonton, Alberta.
- (b) Board Meeting – May 1, 2008 – Matrix, Edmonton, Alberta
- (c) Semi-Annual Meeting – June 9 – 11, 2008 – Delta South, Edmonton, Alberta
- (d) Board Meeting – Thursday July 10, 2008 – ABP Board Room – tentative.
- (e) Board Meeting – Thursday September 18, 2008 – ABP Board Room

9. Adjournment

Motion by to adjourn by Graves at 4:45 p.m.

CHAIRMAN

GENERAL MANAGER