

# **Alberta Beef Producers (ABP) Plan**

## **ABP Mission**

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

## **Industry Priorities for Sustainability and Competitiveness**

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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

## **ABP Long-Term Goals**

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1. Increase domestic and international demand for Canadian/Alberta beef.
2. Ensure long term sustainable access to land and water resources for the benefit of beef producers.
3. Influence government policy to enhance the competitiveness of Alberta beef producers.
4. Maintain and improve the beef industry's positive public image.
5. Enhance the competitiveness of Alberta beef producers through research and innovation.
6. Secure and improve access for Canadian/Alberta beef to the US and selected international markets.
7. Engage and involve producers in policy decisions, organizational direction and governance.

## **ABP Strategic Objectives – 2010/2011**

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The ABP strategic objectives represent the specific goals for the 2010/2011 year which support the ABP mission, the industry priorities for sustainability and competitiveness, and the long-term goals of ABP.

Implement an effective and efficient check-off administration process in response to the legislation making the service charge refundable.

Retain check-off funds through demonstrating value for producers and showing producers the benefits derived from check-off funds.

Achieve success in the pursuit of AgriRecovery funding for Alberta producers

Contribute to the development of improved forage and pasture insurance programs.

Work with the Alberta government and the cattle industry to implement a non-refundable national levy to support marketing and research efforts.

Reach agreement with the Alberta government on traceability principles that are consistent with the ABP and CCA position

Work with the Alberta government on a return to voluntary age verification.

Make progress on reducing the regulatory burden for the cattle industry.

Ensure that regional plans and decisions made under the Land Use Framework reflect the needs and concerns of Alberta cattle producers.

Ensure that research funding distributed through BCRC, the Beef Science Cluster, the Feed Grains Research project, and ABP Research Committee meets the research priorities established by the cattle producers and cattle industry in Alberta.

Enhance relationships and influence with elected officials and staff of the Alberta government, ALMA, and AFSC.

Improve communications with producers, industry partners, government and the public.

Raise the profile of Alberta beef to increase demand in domestic markets and enhance the image of Alberta beef producers with consumers and the public.

Contribute to success in further implementation of the Canadian Beef Advantage and the Beef InfoXchange System.

## **Key Success Factors**

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Key success factors are those conditions that will support ABP in achieving its objectives and goals.

1. Market access
2. Consumer and public confidence (*in the quality and safety of Alberta beef and the production practices of Albert beef producers*)
3. Issue management
4. Producer representation and benefits
5. Policy and regulation influence
6. Internal and external stakeholder communication
7. Efficient and responsible internal operating processes