

**ALBERTA BEEF PRODUCERS  
MINUTES OF THE BOARD OF DIRECTORS CONFERENCE CALL  
FRIDAY AUGUST 7, 2009, 8:30 a.m.**

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**Present:** Rick Burton - *Chair*  
Erik Butters - *Past Chair*  
Kevin Boon - *Vice Chair*  
Gerald Maser - *Zone 1*  
Brian Edge - *Zone 3*  
Pat Rutledge - *Zone 4*  
Rob Somerville - *Zone 5*  
Greg Bowie - *Zone 6*  
Roy Eckert - *Zone 6 (at large)*  
Ben Schrader - *Zone 7*  
Brian Chomlak - *Zone 8*  
Dave Solverson - *CFC*  
Chuck MacLean - *CFC*  
Darryl Carlson - *CIC*  
Larry Delver - *CIC*

**Staff:** Rich Smith - *General Manager*  
Laura Procnier - *Controller*

**Absent:** Doug Sawyer - *Finance Chair*  
Brent Carey - *Zone 2*  
Darcy Eddleston - *Zone 8 (at large)*  
Janys Boyte - *Zone 9*  
Stuart Thiessen - *CFC*

The Chairman called to order at 8:30.

### **1. Review of the Delegate Transition Process**

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The Board reviewed the proposal from Procnier dealing with the transition from seven to five zone delegates and the change in Cattle Feeder Council delegates. The transition from seven to five delegates will take place over two years with three instead of four delegates being elected in 2009 and two instead of three delegates being elected in 2010.

Motion by MacLean/Bowie:

**“That the transition process be approved as presented.”**

Carried

### **2. Refundable Check-off Consultation Process**

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Smith reported that Adrienne had finalized the consultation letter and it had been sent to the various stakeholders and the list of remitters on the remitter database. The deadline for comment is August 31. The comments will be incorporated into a final document which will be distributed with the annual report to all producers in September.

Carlson asked if CIC should consider a face to face meeting with the CIC members plus the packers. It was concluded that if the CIC members wanted a meeting to discuss the consultation process that Carlson should organize a meeting prior to August 31 if possible, but certainly prior to the

September Board meeting when a final decision will be made on the paper that will go to producers.

### **3. IdentiGen Traceability Project**

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Smith reported that he had been approached by Alberta Agriculture and Rural Development to assist them in providing funding for a traceability project that had involved IdentiGen and Prairie Heritage Beef. The project involved DNA traceback of meat and a survey of consumer perceptions regarding traceback. The project had been completed this year, but ARD is not able to make the payments to IdentiGen. They have asked ABP to apply to Growing Forward for funding that could be used to pay IdentiGen for this project. There were some issues between IdentiGen and Prairie Heritage, but the concept of testing traceability technology is consistent with our policy

Motion by Bowie/Carlson:

**“That ABP proceed with an application to Growing Forward for funding to support this project.”**

Carried

### **4. Marketing Opportunities Workshops**

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Smith reported that Merle Good, of ARD, had approached him about ABP support for, and participation in, a series of meetings in late September that would include presentations on marketing (Anne Dunford), Cattle Price Insurance Program, Business Risk Management programs, and drought strategies.

Motion by Solverson/Edge:

**“That the ABP support the ARD Marketing Opportunities meetings.”**

Carried

### **5. Drought Actions**

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There was a discussion about the government response to ABP and producers on the current drought. There is still concern among producers about the actions of AFSC. Smith was directed to arrange a call with Merle Jacobsen, of AFSC, early next week to discuss the AFSC response to the drought. Chomlak and Somerville offered to join Smith on the call.

### **6. Adjournment**

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The conference call was adjourned at 9:45 a.m. on a motion by Maser.