

**ALBERTA BEEF PRODUCERS**  
**MINUTES OF THE 42<sup>nd</sup> SEMI-ANNUAL GENERAL MEETING**  
**TUESDAY JUNE 14, 2016 AT THE DELTA SOUTH, EDMONTON, AB**

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**1. Call to order**

Rich Smith, ABP Executive Director, called the meeting to order at 8:35 a.m. and welcomed delegates, staff and guests to the meeting. Smith thanked the delegates for the work they do in sustaining ABP; spoke about the 50<sup>th</sup> anniversary in three years and

**2. ABP Operations Update and Review of Plans**

**(a) Chair and Finance Report**

Bob Lowe, ABP Chair, welcomed the delegates and guests. Lowe gave the assembly a quick update on what ABP and the Board of Directors have been doing since the 2015 AGM. He spoke briefly about the MLA dinner the board hosted in May; the McDonald's project for verified sustainable beef and VBP+ and the Canadian Roundtable for Sustainable Beef (CRSB); Earl's Restaurant and the need for CRSB; the reinstatement of a non-refundable Service Charge.

Charlie Christie, ABP Finance Chair, spoke to the assembly about the audited financial statements. The Audit Committee met in morning on June 13<sup>th</sup> with the auditor and there were no adjusted entries. The Board of Directors accepted the audited financial statement at the Board meeting in the afternoon of June 13<sup>th</sup>. Christie thanked Laura Procnier, ABP Controller, for the great work she does in maintaining the ABP financial books.

**(b) Progress on ABP Plans and Objectives and Review of Objectives for the Current Year**

Smith reviewed the results of what has happened with the resolutions that were made at the 2015 Fall Meetings. The first step in a non-refundable Service Charge would be changes to the Commission Regulations; the next step would be defining producer acceptance and what that would entail. ABP is still working with ACFA. Smith spoke about the work we are doing with the SPCA; the work on grazing leases and maintaining access to crown land for grazing; wildlife issues; diagnostic veterinary facilities; OH&S;

Smith spoke about the strategic plan for the year. The core strategies stay the same and we are in the 2<sup>nd</sup> year of a 5 year plan; the strategic objectives change year to year and Smith presented the objectives that the board had approved for the year.

**3. National Check-off Agency Report**

Melinda German, GM of the Canadian Beef Cattle Research, Market Development and Promotion Agency (NCO), updated the assembly on the progress that has been made in separating the NCO for Canada Beef (CB).

The Canadian Beef Cattle Research, Market Development and Promotion Agency is divided into three entities: Marketing and Promotion (CB); Research (BCRC); and management and administration of the national check-off (NCO).

**4. Promoting Meat Consumption in School Children**

Dr. Sangita Sharma, Professor of Indigenous and Global Health Research at the University of Alberta, spoke to the assembly on the importance and nutritional benefits of children eating red meat.

**5. Alberta Beef: Famous Taste Campaign**

Richelle Matthews from AdFarm, spoke to the assembly on the Famous Taste Campaign and the progress that has been made on the campaign since it was first put into action in 2014. Matthews completed her presentation with a video recorded in Longview Steakhouse on the Famous Taste Campaign.

**6. Election of BCRC Representative**

There is an opening on the Beef Cattle Research Council (BCRC) board for one representative for a two year period. Each nominee spoke for three minutes.

Gordon Graves  
Stuart Somerville  
Melanie Wowk

Melanie Wowk was elected to represent ABP on the BCRC Board.

Motion by Cailliau/Fenton:

**“That the ballots be destroyed.”**

Carried

**7. Beef Cattle Research Council Report**

Dr. Reynold Bergen from BCRC updated the delegates and guests on a survey that BCRC ran through their blog and will be discussing at the National Beef Research Workshop next week. The purpose behind the survey was to get a broader look at what producers are looking for.

**8. Environmental Footprint of Beef Production**

Dr. Tim McAllister, --, gave a presentation on the environmental footprint of Canadian beef and the importance of beef in Canada. This project looks at the positive impact of beef on the environment.

**9. Canada Beef Inc. Report**

Rob Meijer, President CB, reported to the delegates and guests on the work that Canada Beef and the Canadian Beef Centre of Excellence have been doing to promote Canadian beef. Connect, Innovate, Inspire.

**10. Canfax Market Report**

Brian Perillat from Canfax presented the market update for the general assembly. Cattle prices are continuing to show a downward trend. US herd is continuing to expand. The Canada dollar is still a major driver in the price of cattle.

**11. Canadian Cattlemen’s Association Report**

Dan Darling, CCA President, and Dennis Laycraft, CCA Executive Vice President, presented the CCA report to the general assembly.

Darling spoke about CETA; opening South Korea to Canada beef; restoring access to Taiwan and Indonesia; workforce challenges and the reduction of the domestic workforce; the positive effects of lobbying; Canadian Beef Industry Conference; CCA Youth mentorship;

Laycraft spoke about sustainability and the CRSB; McDonald’s Verified Sustainable Beef Pilot Project and VBP+; National Beef Strategy Pillars (Connectivity, Productivity, Competitiveness, and Beef Demands); Social License and reputation management; changing the conversation – being proactive vs. Reactive; National Strategy Budget increase;

**12. Adjournment**

Rich Smith thanked everyone for coming and adjourned the meeting at 4:25 p.m.