

## **Alberta Beef Producers (ABP) Plan – 2016/2017**

### **ABP Vision**

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

### **ABP Mission**

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

### **National Beef Strategy 2014-2019 – Pillars and Goals**

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- 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**

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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**

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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
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 – 2016/2017**

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1. Ensure that the regulations and standards developed for Bill 6 reflect the interests of producers and the unique and diverse nature of farm and ranch work.

**Actions and Measures:** active participation in the AgCoalition; development of clear ABP positions on labour relations, employment standards, and Occupational Health and Safety (OH&S) standards; collaboration and consultation with the government on regulations and standards

**Target for Results:** employment standards, labour relations, and OH&S Code work for cattle producers.

2. Address the industry funding challenges facing ABP and our partner organizations.

**Actions and Measures:** collaboration with industry organizations on a funding strategy; pursue regulatory changes to increase the National Check-Off (NCO); consultation with the Government of Alberta on a non-refundable service charge.

**Target for Results:** increased NCO and ABP funding confirmed for 2017.

3. Protect the interests of cattle producers through potential changes in legislation and policies regarding crown land under grazing dispositions, including grazing leases and other grazing dispositions on public land.

**Actions and Measures:** use ABP grazing lease policies to address the issues raised by the Auditor General and the Alberta Land Institute (ALI); contribute to the development of a new grazing lease rental rate framework; ensure that the Government of Alberta understands the benefits of grazing leases for producers and Albertans, follow ABP policy by continuing to work with the Alberta Grazing Leaseholders Association (AGLA), the Western Stock Growers Association (WSGA), and the Northern Alberta Grazing Association (NAGA).

**Target for Results:** Legislation and policies for crown land under grazing dispositions support the economic interests of cattle producers and the environmental and social interests of Albertans.

4. Enhanced perceptions of Alberta Beef, the Alberta beef industry, and ABP with consumers and producers.

**Actions and Measures:** new communications plan directed at producers, government, industry organizations, and consumers; new marketing plan to enhance promotion of Alberta Beef as a complement to Canada Beef marketing; continued leadership in industry sustainability and social licence initiatives.

**Target for Results:** evidence of better engagement of producers; two new marketing campaign partners; one new Worried About brochure; smooth transition from McDonald's pilot to Canadian Roundtable for Sustainable Beef (CRSB) verification.

5. Manage ABP provincial research program to bring more value to Alberta cattle and beef producers.

**Actions and Measures:** continued coordination with BCRC on research priorities; management of projects under forage research call and selection of projects for antimicrobial call; continue to seek balance between feed grain and forage research programs.

**Target for Results:** renewal of feed grain project; progress on forage research projects; successful antimicrobial research call; work plan for Alberta Beef, Forage, and Grazing Centre; successful renewal of the National Beef Cattle Research Strategy.

6. Improved policies and programs for managing impacts of wildlife on cattle producers

**Actions and Measures:** complete development of ABP policy on managing wildlife impacts; establish effective and collaborative processes with other organizations and the Government of Alberta to address wildlife impacts; pursue Ecosystem Services (ES) approaches to providing benefits to producers from wildlife habitat and populations.

**Target for Results:** review of compensation policies for payments to producers for wildlife impacts; Government of Alberta establishes a consultative process for addressing wildlife impacts; progress on one ES initiative.