

Alberta Beef Producers (ABP) Plan – 2017/2018

ABP Vision

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

ABP Mission

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

National Beef Strategy 2015-2020 – Pillars and Goals

- 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

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

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 – 2017/2018

- 1. Maintain and enhance our relations with the Government of Alberta to ensure that ABP is recognized as a respectful, strong, and credible advocate for cattle and beef producers in Alberta.**

Actions and Measures: continued government relations meetings and activities; submission of letters and policy positions on key issues; ongoing discussions of industry issues with government officials; expressions of support for government legislation and policies that are beneficial for the industry

Target for Results: active consultation from government on issues and recognition of ABP as the voice of the cattle and beef industry.

2. Enhance our dialogue with consumers to build greater consumer confidence and public trust in Alberta Beef and the Alberta beef industry.

Actions and Measures: develop a new Alberta Beef marketing campaign focused on consumers, but also speaking to producers; enhance communications with consumers through social media, brochures, and public events; pursue opportunities for conversations between producers and consumers; continue education activities for school children; support Sangita Sharma research and work with the public.

Target for Results: enhanced consumer confidence and public trust as demonstrated by purchasing and marketing trends.

3. Ensure that Alberta government land, water, and environmental policies support the interests of farmers and ranchers.

Actions and Measures: continued communication with government on ABP grazing lease and climate leadership policy positions; continued work to increase government understanding of the benefits of grazing leases for producers and Albertans; gain government support for sound grazing lease policies; communications leading to producer support for the development of a new grazing lease rental rate framework; assess the impacts of the Alberta carbon levy and work with the government to address these impacts and provide benefits for producers through the Climate Leadership Plan.

Target for Results: Legislation and policies on land, water, and the environment support the economic interests of cattle producers and the environmental and social interests of Albertans.

4. Ensure the sustainability of our industry by creating conditions supporting viable succession in the industry.

Actions and Measures: continued leadership on industry social license through the CRSB and VBP+; identify and address the physical and financial challenges to young producers entering the industry; work to ensure that tax rules are not an impediment to orderly farm and ranch succession; continue promotion and support of young producer programs such as 4-H, CYL, and YCC.

Target for Results: interest in expansion of the cow herd in Alberta; signs of more young people participating in the industry.

5. Improve the access of Alberta cattle and beef producers to the information and technology necessary for sustainable and competitive operations.

Actions and Measures: continued coordination with BCRC and other partners on research priorities and projects; completion of projects under forage and antimicrobial research calls; continued support for feed grain and forage research; support and enhance the technology transfer activities of the BCRC; implement the climate change and cow calf sector sustainability extension initiatives.

Target for Results: begin implementation of the National Beef Cattle Research Strategy; implement the work plan of the Alberta Beef, Forage, and Grazing Centre; successful engagement of producers in technology transfer and extension initiatives; evidence of adoption of new information and technology.

6. Resolve current industry funding issues and establish predictable funding levels for future years.

Actions and Measures: continue discussions with the government and industry partners on the future of the service charge; approach grass roots producers to determine their position on a non-refundable service charge; pursue the regulation amendments necessary to increase the national check-off.

Target for Results: a long-term resolution to the issue of refundable service charges by April 1, 2018; increase in the national check-off to \$2.50 per head sold on April 1, 2018.