

WORKING TOGETHER FOR A STRONGER ALBERTA BEEF INDUSTRY

Investing in the future. Driving efficiencies. Cultivating opportunities.

A joint agreement has been reached between Alberta Beef Producers (ABP) and Alberta Cattle Feeders' Association (ACFA) signifying a new era of collaboration in Alberta's beef industry. The agreement aims to strengthen our investment in the future of the beef industry by driving efficiencies and cultivating opportunities.

"We are proud of the hard work both organizations have put in over the last few years to get to this point. Historically, ABP and ACFA have had common positions on many key industry issues and we look forward to capitalizing on the value and experience of both organizations," said Charlie Christie, chair of Alberta Beef Producers.

Together the two groups are looking for producers to support a return to a non-refundable service charge, or provincial check-off, in a plebiscite that we hope will be held this fall. This would ensure stable funding to maintain the current annual budgets for ABP and ACFA, support for Canadian Cattlemen's Association (CCA) and National Cattle Feeders' Association (NCFA), and the work done on behalf of producers and the beef industry.

"We need to make sure we have an industry that is well-represented and well-funded, and this agreement can provide stable funding for beef groups at the provincial and national level. Issues facing the industry are becoming more complex and our industry needs unified representation to minimize duplication and drive efficiency," said Ryan Kasko, chair of Alberta Cattle Feeders' Association.

A successful plebiscite would see the creation of the Alberta Beef Industry Development Fund (ABIDF). This fund would cultivate opportunities for the beef industry through strategic investments of producer check-off dollars in research and technology transfer, market development, education, consumer advocacy, and industry collaboration. Governed by a council of key industry partners appointed by both



organizations, the ABIDF would establish their policy and governance guidelines and make their own decisions on allocation of funds.

The return to a non-refundable service charge would provide approximately \$1.4 million annually in funding for the ABIDF.

As we move forward and look to the future, we need the support of producers to achieve the goals we have outlined for a new era in Alberta's beef industry. This agreement has been built on trust, a shared vision and the sincere desire to do things differently for the benefit of beef producers. 🐾

ABP and ACFA are hosting two-hour informational Beef Industry Check-off Town Hall meetings for producers on the following dates and times:

June 4 @ 7 p.m. - Bow Slope Shipping, outside **Brooks** off Hwy #1

June 5 @ 10 a.m. - Paradise Canyon Golf Resort, 185 Canyon Blvd West, **Lethbridge**

June 6 @ 7 p.m. - Royal Canadian Legion, 5108-49 Ave, **Innisfail**

June 7 @ 7 p.m. - Lakeland College, Rm MB136, 5707 College Dr, **Vermillion**

June 13 @ 7 p.m. - Hazel Bluff Community Hall, Hwy 18 and Range Road 10, five miles west of **Westlock**

June 14 @ 7 p.m. - Pomeroy Inn & Suites, 11710-102nd Street, **Grande Prairie**