

**ALBERTA BEEF PRODUCERS**  
**MINUTES OF THE BOARD OF DIRECTORS CONFERENCE CALL**  
**MONDAY MAY 2, 2016, 8:00 a.m.**

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**Present:** Bob Lowe - *Chair*  
Roland Cailliau - *Vice-chair*  
Charlie Christie - *Finance Chair*  
Howard Bekkering - *Zone 1*  
Chris Israelson - *Zone 3*  
Kelly Fraser - *Zone 5*  
Tim Sekura - *Zone 6*  
Colin Campbell - *Zone 7*  
Lyndon Mansell - *Zone 8*  
Norm Hennigar - *Zone 9*  
John Buckley - *Director at Large*  
Rick Friesen - *Director at Large*  
Melanie Wowk - *CCC Chair*  
Bryan Thiessen - *CFC*  
Greg Bowie - *Past Chair*

**Staff:** Rich Smith - *Executive Director*

**Absent:** Cecilie Fleming - *Zone 2*  
Tim Smith - *Zone 4*

The Chair called the conference call to order just after 8:00 a.m.

### **1. Industry Funding Strategy**

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The primary purpose of the conference call was to report on the meeting with the ACFA Executive and ensure that the directors were comfortable with the position ABP would be taking in the meeting on May 3, 2016 with Agriculture and Forestry Minister Carlier.

The meeting with the ACFA Executive was generally cordial, but there was fundamental disagreement on the issue of industry funding. The ABP Executive presented the funding proposal that had been approved by the Board of Directors, but the ACFA Executive did not see sufficient benefit in the proposal for ACFA to support it. ACFA seems to want more substantive changes in the structure and operations of the respective organizations than ABP is willing to contemplate. The main objective for ABP in the discussions with ACFA is getting more industry funding for important marketing, research, and industry collaboration activities. ABP is willing to give ACFA a substantial level of control and influence over the allocation and investment of retained service charge refund revenue, but this was not satisfactory for ACFA.

The Board encouraged the ABP representatives to move ahead on discussions with the government about a return to some form of non-refundable service charge. We have clear direction from producers and our delegates to take action on this issue and the meeting with Minister Carlier will be a good opportunity to formally begin the process of pursuing a non-refundable service charge.

### **2. MLA Reception**

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The directors heard about proposed arrangements for an MLA Reception on May 24, 2016 at the Federal Building near the Legislature. We have been working with ACFA on some type of event for government officials and we did not think there was enough time to arrange a larger Beef Day at the Legislature event this spring. Instead, we are considering an informal evening reception with some appetizers and drinks where government officials could come and hear about the cattle and beef industry. Following the report on the meeting with the ACFA Executive, a number of directors expressed concern about hosting the event with ACFA due to the possibility of the two organizations promoting contradictory positions at the reception.

### **3. Next Board Meeting**

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The directors thought that a meeting was needed before the meeting before the Semi-AGM in June and May 18, 2018 was tentatively selected as a possible Board meeting date.

### **4. Adjournment**

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The conference call was being disrupted by a high level of static on the line, making it difficult to hear speakers. As a result, the conference call was adjourned at around 8:45 a.m.