

**ALBERTA BEEF PRODUCERS
MINUTES OF THE BOARD OF DIRECTORS CONFERENCE CALL
FRIDAY MAY 6, 2016, 1:00 p.m.**

Present: Bob Lowe - *Chair*
Roland Cailliau - *Vice-chair*
Charlie Christie - *Finance Chair*
Howard Bekkering - *Zone 1*
Cecilie Fleming - *Zone 2*
Chris Israelson - *Zone 3*
Kelly Fraser - *Zone 5*
Tim Sekura - *Zone 6*
Colin Campbell - *Zone 7*
Lyndon Mansell - *Zone 8*
John Buckley - *Director at Large*
Rick Friesen - *Director at Large*
Bryan Thiessen - *CFC*
Greg Bowie - *Past Chair*

Staff: Rich Smith - *Executive Director*

Absent: Tim Smith - *Zone 4*
Norm Hennigar - *Zone 9*
Melanie Wowk - *CCC*

The Chair called the conference call to order just after 1:00 p.m.

1. Meeting with Minister Carlier

The primary purpose of the conference call was to report on the meeting with Minister Carlier. ABP was represented at the meeting by Bob Lowe, Greg Bowie, Tom Lynch-Staunton, and Rich Smith. The Minister was joined at the meeting by Chief of Staff Tony Clark, Deputy Minister Bev Yee, and Mary MacArthur from the Premier's office. It was a generally good meeting. The Minister and his colleagues were receptive to the arguments ABP made about the need for more industry funding and our challenges in getting agreement from ACFA on a strategy, but not committal on taking action on a return to a non-refundable service charge. The Minister continued to make the point that this is an issue for industry to solve. The Deputy Minister seemed impressed by our proposal to have a small council make decisions about the allocation and investment of the retained service charge refund revenue.

The ABP representatives also had the opportunity to encourage the government to retain its commitment to research and innovation funding with the elimination of ALMA. We were assured that the government will continue to invest in research, innovation, and marketing, just through a different program delivery model. We urged them to continue consultation with industry and researchers on research and innovation priorities. The government will be establishing a new agriculture advisory panel to provide strategic direction related to the industry, but there will be a place for industry on technical advisory panels dealing with research and innovation.

2. MLA Reception and Board Meeting

Based on the meeting with the Minister and the proposed tone of the MLA reception, there was further discussion on the matter of continuing our cooperation with the ACFA on this reception. The directors recognized that the reception is not intended to be a significant lobbying event and that any lobbying done there would not reflect well on the organization engaging in this activity. Furthermore, continued cooperation with ACFA on the reception demonstrates our willingness to work with them despite our disagreement on industry funding. The directors agreed that we should continue with our plan to host the reception with ACFA. The directors also confirmed plans for a Board meeting on May 18, 2016.

3. Alberta Beef Activities

There was significant discussion on the call regarding the Earls beef marketing announcement and subsequent apology, as well as the wide range of activities being planned to support people displaced by the Fort McMurray fire. The directors reviewed the industry reaction to the original Earls announcement and heard about the meetings between Earls executives and the CRSB, BCRC, Canada Beef, and ABP. The directors approved ABP support for any events or activities related to the Fort McMurray fire. Events have been planned in Brooks and Airdrie, while Lyndon was authorized to provide assistance in towns where the evacuees have been staying. Helping the people of Fort McMurray will be a long-term effort.

4. Adjournment

The conference call was adjourned at around 2:00 p.m.