

**ALBERTA BEEF PRODUCERS  
MINUTES FOR THE BOARD OF DIRECTORS MEETING  
TUESDAY MARCH 12, 2019, 8:30 a.m.  
AT THE SHERATON HOTEL, RED DEER, AB**

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<b>Present:</b>	Charlie Christie	- Chair
	Kelly Smith-Fraser	- Vice-Chair (Zone 5)
	Melanie Wowk	- Finance Chair
	Garth Porteous	- Zone 1
	Sheila Hillmer	- Zone 2
	Chris Israelson	- Zone 3
	Tim Sekura	- Zone 6
	Colin Campbell	- Zone 7
	Gordon Graves	- Zone 8
	John MacArthur	- Zone 9
	Assar Grinde	- @ Large
	Brodie Haugan	- @ Large
	Fred Lozeman	- @ Large
	Tim Smith	- CCC Chair
	Ken Stanley	- CFC Chair
<b>Staff:</b>	Rich Smith	- Executive Director
	Rosanne Allen	- Office Administrator
<b>Absent:</b>	Jesse Williams	- Zone 4
<b>Guests:</b>	Landon Porteous	- Family guest
	Brad Osadcuk	- CCA Director (Zone 1)
	Doug Sawyer	- CCA Director
	Cathy Sharp	- CCA Director (Zone 5)
	Miles Wowk	- CCA Director

The Chair called the meeting to order at 8:45 a.m.

### **1. Adoption of Agenda**

(a) Additions and Adoption of Agenda:

Additions: 8(h) CCA financial resolution; 8(i) Climate implications;

Motion by Porteous/Graves:

**“That the agenda be approved with additions.”**

Carried

### **2. Minutes of the Previous Meetings**

(a) Minutes of the January 23, 2019 meeting:

Motion by Porteous/Graves:

**“That the minutes of the January 23, 2019 Board of Directors meeting be approved as presented.”**

Carried

### **3. Financial Report**

(a) Financial Statement ending February 28, 2019:

Marketings are up from last year. The rest of the budget is on track and we are looking at spending close to the entire budget this year.

There was concern there would be an increase in refund requests because of the plebiscite and this did occur. We are up 140 requests, but the total amount of refunds did not represent a large increase. We are at 36% refunds for this period. A few of the producers asking for refunds left some of the money in, but the majority of producers asking for refunds request the entire amount.

R. Smith will distribute a refund analysis to the directors.

Motion by Wowk/Israelson:

**“That the financial statement be accepted for information purposes only.”**

Carried

### **4. Staff Report, Policy and Governance**

(a) Policy Manual Working Group:

Smith-Fraser gave an update from this working group. They will be meeting with Maggie Kiel, of MNP, at the end of the month. Fraser asked for permission to change the Ends and Means section titles to titles that are more understandable.

**DIRECTION: that Smith-Fraser and the working group create a policy document that is easier for delegates to understand and use.**

(b) Communications Strategy Update:

Further to direction from the last board meeting, Brad Dubeau and Katelyn Laverdure met with WS and found some aspects of the communication plan that could be refined, but as a whole, the communication plan is well done. WS suggested updating the annual report and using a dashboard tool to measure engagement and connection with producers, consumers, delegates, and directors. Laverdure will be able to bring the proposal to the board for the next meeting.

### **5. Council and Committee Reports**

(a) Research Committee:

The Research Committee met on March 1<sup>st</sup> to discuss funding research projects and strategic priorities. The committee is asking for a budget similar to last year and the committee will partner with BCRC on research

projects. The committee also has a short list of four researchers for the Outstanding Researcher award.

While the Research Committee was meeting, Karin Schmid, received a call from Alberta Agriculture and Forestry offering ABP \$3 million over the next four years for feed grains and forage research. ABP has submitted a proposal for the funds and we are waiting to hear from the government for final approval.

Israelson and Lozeman attended a BCRC meeting on February 12<sup>th</sup> and 13<sup>th</sup> and gave the Board a brief update.

(b) Cow Calf Council:

The Council had a conference call that dealt primarily with the Terms of Reference; established measurable goals to accomplish over the year; discussion on animal welfare; and established a working group on dealing with cull cows and seeking value for them. Pilot project on wildlife. They worked on the Council budget for next year and are waiting for Zone 3 to appoint a new delegate to the Council to replace Heinz Lemmer.

Age verification is still a law in Alberta, but there is no enforcement of it. Fewer cattle are age verified every year. There is no premium for age verified cattle and no push for producers to do the work on age verification.

We are still facing challenges with compromised cattle arriving at auction markets and it is not reasonable to expect auction marts to turn them away.

(c) Cattle Feeder Council:

The council will be meeting on March 25<sup>th</sup>. The Council has spent 95% of their budget with most of it going to the Intensive Livestock Working Group (ILWG). This is an issue that the council will have to address at the upcoming meeting.

## **6. Decision Items**

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(a) ACFA Agreement/ABIDF, Joint Board meeting:

In the package were three documents that have since been updated. Smith provided updated copies for the directors. At noon, the directors met with the ACFA Board for two hours to discuss several issues relevant to both organizations.

Christie and some of the board members previously met with some of the ACFA board members to discuss the relationship between the two organizations. Building trust and further collaboration between the two organizations remains an important objective.

The directors discussed the relationship with ACFA and what they see for the future. Some felt there should be separation between the partnership and the Alberta Beef Industry Development Fund so that one isn't jeopardized by the failure of the other.

Before any agreement is signed, Smith will have ABP legal counsel review it.

Motion by Graves/Haugan:

**“That the ABP Board of Directors approve the ‘Alberta Beef Industry Partnership Agreement’ with the Alberta Cattle Feeders Association.”**

Carried

The directors agreed to take turns attending ACFA Board meetings and Stanley agreed to attend the first meeting.

(b) ABP Plans and Budget Decisions:

The directors met In Camera to discuss ABP plans and budget options. The directors decided to set a budget for the 2019-2020 year at the May 1, 2019 meeting.

(c) Refund Policy Changes:

In the package was the letter that ABP sent to producers explaining the new refund forms and making it clear about the CCA assessment and how producers can contribute funds to it when requesting a refund. R. Smith asked if the board would like to add a line for the Alberta Beef Industry Development Fund. Do we change the regulations so that producers who ask for a refund can be named; and producers who receive a refund cannot sit as a delegate or director and are not allowed to vote for any delegate or director?

Naming producers who ask for a refund would be a policy change that would need to be approved at the Semi and by the Marketing Council. Taking away producer rights would require regulation changes that would also need to be approved by Marketing Council.

Marketing Council does not have any set policy and is looking at what can and cannot be done. Sawyer suggested we have our legal counsel look at the policy issues.

(d) Canadian Beef Cattle Check-off (NCO) allocations:

By the end of March, we need to send a letter to the Canadian Beef Check-off Agency (Agency) on how we want our national check-off allocated starting April 1, 2020.

Doug Sawyer, the ABP representative on the Agency Board spoke to the ABP board about the separation between Canada Beef (CB) and the Agency. A new president has not been hired yet for CB. The separation of CB and the Agency is moving forward smoothly. The Agency Board is largely separate from the CB Board and the financing has been separated. The Agency Board has reduced meetings from four per year to three and Sawyer would like to see that changed to two board meetings a year and a conference call. In terms of Public & Stakeholder Engagement funding the Agency will accept whatever our organization gives them and will work with whatever they receive.

Last April when the increase in the national levy came into effect, ABP lowered the allocation to CB to express our dissatisfaction on the lack of separation between them and the Agency. Some provinces have not given BCRC or the Public & Stakeholders Engagement their recommended allocation of funds and the directors discussed different funding options for the three organizations.

Motion by Porteous/Fraser:

**“That ABP allocate the National Check-off at 60% for Canada Beef, 32% for the Beef Cattle Research Council and 8% for Public & Stakeholder Engagement.”**

Carried

(e) CCA AGM Briefing:

Brad Osadcuk, Miles Wowk, Cathy Sharp, and Doug Sawyer, ABP representatives on the CCA Board, joined the meeting to discuss the upcoming CCA AGM and direction from ABP. The Value Creation Committee will be retired and the CCA Board will give more consideration before starting new committees in the future. The directors discussed traceability; trade with the EU and England; the CCA stand on the new Canada Food Guide; Sawyer briefed the board on some of the topics the CCA Executive will be discussing.

T. Smith asked the CCA Directors for their input on the funding motion made at the January meeting. The CCA representatives presented very compelling reasons for ABP to continue their current funding of the CCA. Several directors questioned the optics of the intent behind the motion.

(f) CCIA Resolution:

There was discussion about the need to provide a clear message to CCIA regarding investigating the use of UHF tags.

Motion by Grinde/Graves:

**“Be it resolved that ABP request that the Canadian Cattle Identification Agency (CCIA) investigates the merits of using ultra high frequency (UHF) technology tags for cattle identification.”**

Carried

(g) Late Refund Request:

There was a letter in the package from a cattle producer asking for consideration of a late request for a service charge refund.

Motion by Graves/Grinde:

**“That the ABP Board of Directors decline payment for the late refund request.”**

Carried

(h) AGM Resolutions:

Due to a time constraint, this decision item was moved to the May board meeting.

(i) Board resolutions:

Due to time constraints, this decision item was moved to the May board meeting

(j) Ottawa Fly In – May 14, 2019:

The next fly-in will take place in May and Christie stated that he is planning on attending. He is asking for three more directors to accompany him. Smith-Fraser, Lozeman and Wowk have also agreed to attend.

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**7. In Camera**

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**8. Discussion Items**

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(a) Provincial election preparations:

ABP hosted lunches at the Centre of Excellence for all three major parties and had a good turnout from two of the parties. ABP is in the process of developing an election briefing document.

(b) AAMA-ALDOBA Meeting Report:

The Executive met with the auction marts and the meeting was productive. Auction marts are still looking for an increase in the amount they are paid for collecting and remitting the check-off. There is still some slippage with private cattle sales.

(c) Ag Plastics Recycling:

Grinde briefly updated the members on the activities of the Ag Plastics Working Group. ABP has received the funding for the Agricultural Plastics Recycling Pilot Program and is currently in the process of hiring a Program Operator.

(d) Canada Beef Report:

The Canada Beef report was given during discussions on 6(d).

(e) ABQSH Report:

As of March 12<sup>th</sup>, the ABQSH sent their thanks and appreciation to ABP for our support. Fraser read a letter that Cecilie Fleming sent to the board on the activities and focus of the ABQSH.

ABP has been asked to consider operating ABQSH in the future, but there is time to consider this decision further.

(f) ABVMA Meeting:

The Executive will be meeting with the ABVMA on the afternoon of March 14<sup>th</sup>. Talking about a few of the

concerns that have come forward as a result of prescriptions being required for all medically important antimicrobials.

(g) Zone Reports:

*Zone 1:* Had the opportunity to get together with delegates and grassroots producers. Producers had suggestions to pass on to board.

*Zone 2:* Zone met in February. There was a question from the zone about ABP purchasing signs to recognize past delegates.

*Zone 3:* Israelson spoke briefly about the death of Heinz Lemmer and looking for a replacement. There will be a memorial at the Lemmer ranch this spring, Israelson will keep ABP informed.

*Zone 4:* Nothing to report at this time

*Zone 5:* The zone will be meeting by the end of March. There will be a memorial for Larry Delver in Okotoks at the end of March.

*Zone 6:* Zone meeting soon.

*Zone 7:* Zone meet on February 19<sup>th</sup> to discuss the \$0.53 cents for CCA. Having another meeting in April and opening up to producers. They are also looking at having a few kitchen table meetings with producers who seem opposed to ABP.

*Zone 8:* Had a zone meeting on February 22<sup>nd</sup>. The zone will be sponsoring ‘Haying in the 30’s’ a charity that donates proceeds to cancer research. Donating \$250 for Women’s --.

*Zone 9:* Has a conference call on February 8<sup>th</sup> talking about CCA direct check-off. Donated \$2000 to a local forage association.

(h) CCA resolution:

This issue was discussed during the discussions in 6(e).

(i) Climate implications:

After two years of brutal weather, producers are asking if ABP has a mechanism in place to help producers looking for hay or other needs. Alberta Agriculture & Forestry operates a hay and feed sales website.

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**9. Reading Materials**

(a) BOD Resolutions & Action items:

(b) Beef Supply at a Glance:

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**10. Next Meeting and Upcoming Events**

(a) Alberta Beef Industry Conference – March 12-14, 2019, Sheraton Hotel, Red Deer, AB

(b) Board of Directors Meeting – May 1, 2019 – ABP Boardroom, Calgary, AB

(c) Board of Directors Meeting – June 10, 2019 – Delta by Marriott South Hotel, Edmonton, AB

(d) Semi-Annual General Meeting – June 10-12, 2019, Delta by Marriott South Hotel, Edmonton, AB

(e) Board of Directors Meeting – July 17, 2019 – ABP Boardroom, Calgary, AB

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**11. Adjournment**

The meeting was adjourned on a motion by Fraser at 5:15 p.m.