

ALBERTA BEEF PRODUCERS
MINUTES FOR THE BOARD OF DIRECTORS MEETING
WEDNESDAY JULY 15, 2020, 8:30 a.m.
AT THE PORT O' CALL INN, MCKNIGHT BALLROOM, CALGARY, AB

Present: Kelly Smith-Fraser - *Chair*
Melanie Wowk - *Vice Chair*
Brad Osadczyk - *Finance Chair/Zone 1*
Darren Bevans - *Zone 2*
Jim Bowhay - *Zone 3*
Shawn Freimark - *Zone 4*
Cathy Sharp - *Zone 5*
Assar Grinde - *Zone 6*
Colin Campbell - *Zone 7*
Mike Nadeau - *Zone 9*
Kolton Kasur - *@ Large (via phone)*
Fred Lozeman - *@ Large (via phone)*
Jason Hale - *CCC (via phone)*
Chris Israelson - *CFC*
Charlie Christie - *Past Chair (via phone)*

Carried

Staff: Brad Dubeau - *General Manager*
Rosanne Allen - *Office Administrator*

Guests: Karleen Clark - *ACFA*

Absent: Emil Dmytriw - *Zone 8*
Brodie Haugan - *@ Large*

The Chair called the meeting to order at 8:35 a.m.

1. Adoption of Agenda

(a) Additions and Adoption of Agenda:

Additions: 8(h) Meat Inspection; 8(i) UK import/export;

Motion by Bowhay/Grinde:

“That the agenda be approved with changes.”

Carried

2. Minutes of the Previous Meetings

(a) Minutes of the June 8, 2020 meeting:

Motion by Grinde/Sharp:

“That the minutes of the June 8, 2020 Board of Directors videoconference meeting be approved as presented.”

Carried

(b) Minutes of the June 15, 2020 conference call:

Motion by Bevans/Bowhay:

“That the minutes of the June 15, 2020 Board of Directors conference call be approved as presented.”

3. Financial Report

(a) Financial Statement ending June 30, 2020:

Osadczyk updated the board on the expenses and marketings since the June board meeting. Our expenses are at 21% and marketings are down from this time last year. The CCA quarterly payment of \$29,163.19 is due.

Motion by Osadczyk/Wowk:

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

Carried

4. Staff Report, Policy and Governance

(a) General Manager report:

Dubeau spoke to the directors about the work he has done since he started as the General Manager on July 1st. There were questions about the set aside program.

5. Council and Committee Reports

(a) Cow Calf Council:

Conference call May 12th; discussed Predator Compensation; Safety-net May 21st spoke about improvements made for 2020; Cull Cow Committee; some discussion into the feed need model.

(b) Cattle Feeder Council:

Now that Rich Smith has retired the council needs a new staff representative. Still working on the winter manure spreading project. With the relaxation on the meat inspection due to Covid-19 the council would like to see more explore more provincial trade. Dubeau will be the staff representative going forward.

(c) Research Committee:

Deadline for letters of intent is early August and the committee plans to meet in early September.

(d) ACFA report:

The ACFA Board will be meeting today via conference call to discuss the MNP proposal.

6. Decision Items

(a) Handling of Covid-19: crisis preparedness:

At the June Executive meeting they discussed ABP's options if there is a second wave of the epidemic. Future boards can look back at ABP's actions during this crisis. The suggestion is to have 2 board members, 2 delegates, Dubeau and Katelyn Laverdure meet to discuss the situation and develop a crisis plan.

Smith-Fraser suggested that we write a letter to producers detailing the work that ABP has done to address Covid-19.

Motion by Grinde/Sharp:

“That ABP strike a working group that will develop a strategy for the ABP Executive, Board and Staff to follow in the event of a crisis facing the beef industry.”

Carried

The Directors discussed some options and some of the opposing reactions that producers have had over the last four months. Communication has always been an issue with producers.

Israelson, Bevans or Lozeman will sit from the board and a message will be sent to all delegates. There will need to be a proposal from the working group by the September board meeting.

(b) Exporting Alberta beef:

The unwritten rule in the past was that Alberta did not market beef as 'Alberta beef' outside our borders. Two processors in Alberta are looking to embrace the Alberta beef brand to market domestically and internationally.

Motion by Osadczuk/Grinde:

“That ABP supports and encourages beef processors to utilize the ‘Alberta Beef’ brand to export outside of Alberta’s borders either domestically or internationally.”

Carried

(c) Agency AGM and Delegate nomination:

Alberta sends 15 representatives to attend the Agency AGM in September. ABP sends 10 delegates and ACFA sends 5 delegates. ABP has until August 14th to provide the names.

Motion by Campbell/Freimark:

“That ABP Board of Directors nominate ten (10) delegates to attend the Agency AGM September 24, 2020.”

Carried

The AGM will be online and should be over by lunch. Grinde, Wowk, Smith-Fraser, Osadczuk, Sharp, Nadeau and Bowhay will attend. The remaining positions will be offered to delegates who are interested in attending.

Dubeau informed the Directors that they will also need to approve the nomination for the Agency Marketing Committee Member at Large. Becky Bevacqua, National Marketing Supervisor for McDonald's, was nominated by ABP previously

but Dubeau has not been able to speak with her about sitting again.

Motion by Israelson/Bowhay:

“That the ABP Board of Directors confirm the nomination of Becky Bevacqua if she is willing to let her name stand for Canadian Beef Check-off Agency Marketing Committee Member at Large.”

Carried

Motion by Sharp/Friemark:

“That the ABP Board of Directors nominate the Alberta Cattle Feeder’s Association nominee Jeff Smith for the Agency Board.”

Carried

(d) Young Cattlemen’s Council:

An email was sent out to delegates for anyone who is interested in sitting on the YCC board. ABP has until July 24th to submit a name.

7. In Camera

8. Discussion Items

(a) Refund report:

The refund period is January 1st to June 30th. The Executive has discussed meeting with producers asking for refunds in Alberta. The Chair of CCA has spoken with some of the larger producers about refunds.

The larger requests will come towards the end of July. ABP is also in the process of updating the RTS systems and will be up and running by the beginning of August. This will be followed up by balancing and administrative processing. A full update will be available for the September 2nd Board meeting.

(b) NCBA:

During the Executive Meeting in July they discussed the conference and if it is necessary to attend. They agreed that it was important to send the General Manager, the Chair and the Vice-Chair to the conference. Part of changing the perceptions of producers is reducing the number of people attending conferences and only attending the conferences that are relevant to the industry.

(c) ABP lobby documents:

These documents have been developed to outline priorities that are deemed the most important for the beef industry in Alberta to be considered by the Alberta government. Some of the priorities encourage programs to increase the number of large animal vets; utilize the Foreign Worker Program; forgive student loans.

Remove interprovincial meat trade considerations out of Alberta Beef Red Tape Reduction recommendations document

until further clarification on the provincial standards and what effect interprovincial trade could have on imports to Canada.

There is some concern from abattoirs regarding the problems that could arise from on-farm slaughter.

ABP has been asked by the government to have a producer from the Edmonton area to participate in a news release on July 28th.

The directors agreed to remove the WCVM funding from the lobby document. Increase what animal health techs can do toward assisting vets. Look at lobbying to forgive student loans for new vets who will work in rural areas for a 5-year period. Dubeau will make the changes and send it to Tom Lynch-Staunton who will bring it to the Alberta Council.

(d) Producer/Delegate election issue:

Smith-Fraser spoke to the directors about a delegate who submitted a prior delegate nomination form. The delegate was removed as a delegate. The past delegate approached Marketing Council who agreed with ABP's decision but sent a letter suggesting that ABP meet with the individual. ABP has agreed to meet with this individual along with representative(s) from Marketing Council.

(e) AB Council:

ABP has decided to engage with Alberta Council. Part of the agreement was for them to do a government relations training for the Exec and then the directors. The Executive participated in a training session in Red Deer. The next session will be online and has been opened to ACFA. It would be a 2-hour training session that will be done around the beginning of August. They are to provide a tool kit and do some lobbying for ABP based on priorities we have identified.

(f) BRM study CCA:

The MNP study was to calculate the impact of the changes to AgriStability; Looking at expanding WLPPI into eastern Canada; important to have this program available across Canada, make it a permanent program and encourage government to backstopping premiums.

Removal of the RML in AgriStability; caps outdated; encouraging trigger being moved from 70% back to 85%. There is reluctance by the government to move the trigger back up.

(g) Zone Reports:

Zone 1: It has been quiet in the zone; delegates are excited about the new General Manager.

Zone 2: The delegates are concerned about the refunds for this term.

Zone 3: There are concerns about the rumours of Chinese businesses buying land and equipment and setting up a plant to slaughter beef for China.

Zone 4: Delegates have been asking about the Fall Meetings.

Zone 5: There is concern about a new dairy in the area and the amount of water it is pulling from the aquifer.

Zone 6: The zone is taking part in the satellite pasture program. The delegates have discussed asking ACA to fill their vacant board spot with a producer instead of a business member.

Zone 7: Delegates have been discussing the set aside program; the zone is having issues with the amount of rain falling.

Zone 8: VBP+ is hosting a webinar July 16th.

(h) Meat Inspection:

This was discussed in 8(c)

(i) UK imports/exports:

Campbell spoke to the directors about the amount of beef that is being imported from the UK and his concerns about the affect this will have on the Canadian beef industry. Dubeau will speak with CCA and provide an update to the board.

9. Reading Materials

(a) Board of Directors Resolutions & Action Items:

(b) Beef Supply at a Glance:

10. Next Meeting and Upcoming Events

(a) Board of Directors Meeting – September 2, 2020, ABP Board Room, Calgary, AB

(b) Board of Directors Meeting – October 14, 2020, ABP Board Room, Calgary, AB

11. Adjournment

The meeting was adjourned.