

# **Alberta Beef Producers (ABP) Plan – 2024/2025**

## **ABP Vision**

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A strong and clear voice for cattle and beef producers contributing to a vigorous and profitable beef industry.

## **ABP Mission**

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To strengthen the sustainability and competitiveness of the beef industry for the benefit of beef producers in Alberta.

## **ABP Core Strategies**

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- Increase domestic and international demand and market access for Canadian/Alberta beef.
- Ensure long-term sustainable access to the land and water resources of this province for the benefit of beef producers.
- Influence government legislation and policy to enhance the competitiveness of Alberta beef producers.
- Enhance the competitiveness of Alberta beef producers through research and innovation.
- Engage and involve producers in policy decisions, organizational direction, and governance.

## **Strategic Objectives**

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### **General Management**

Guide ABP's work on behalf of producers to address the policy, production, communication, promotion, legal and financial issues that will help to strengthen the beef industry in Alberta.

- Increase issues management and emergency preparedness to deal with arising issues, crises and emergencies that impact the Alberta beef industry and Alberta beef producers

Key Performance Indicators: Further develop the Animal Health Emergency Management plan; Work with government and stakeholders to ensure business continuity during health emergencies and natural disasters; Work with other commodity groups to strengthen voice of agriculture industry, with emphasis on uniting the agriculture marketing boards; Annual review of ABP Crisis Communications Plan; Enhance agility to receive, assess and communicate issues to producers, stakeholders and government officials; Provide relevant concerns with the knowledge on how to move an issue forward.

### **Government Relations and Policy**

Influence government legislation and policy to enhance the competitiveness of Alberta beef producers. Work with government officials to generate positive actions that support beef producers.

- Maintain or enhance the viability of a cattle ranch

Key Performance Indicators: Number and frequency of meetings with Ministers and department executive; Enhance business risk management programs to increase relevancy to beef producers; Optimize beef producers benefit from societal interest in carbon; Work with other organizations and government to take steps to alleviate long-term and acute veterinary shortages.

- Enable proper stewardship of grazing land and maintain property rights on private and public lease land

Key Performance Indicators: Decrease access conflicts on grazing lease and private lands; Ensure beef producers maintain access public land for sustainable grazing; Improve programs from conservation organizations in collaboration with ABP; Work to decrease burden of wildlife co-existence with the support of a delegate working group.

## **Marketing and Communications**

Increase domestic and international demand and market access for Canadian/Alberta beef.

- Increase pride and confidence in Alberta beef by reinforcing consumers' connection with today's Alberta ranching industry.

Key Performance Indicators: Media impressions/reach of public relations efforts and paid media; Increase in both number of influencers and reach per influencer post; Increase in number of engagements per influencer post; Increase new website content pieces; Positive outcomes related to branding partnership with Canada Beef.

## **Production and Extension**

Enhance the competitiveness of Alberta beef producers through research and innovation.

- Increase producer knowledge and understanding of research investments and extension resources supported by check-off dollars that improve sustainability, competitiveness and profitability

Key Performance Indicators: Increase development of research and extension focused communications; Monitor producer engagement with extension resources produced by ABP and other partners; Maintain a funding leverage ratio of at least \$5:1 for projects funded by ABP; Ensure ABP investments and those made by other funding organizations support the priority outcomes of the Canadian Beef Research and Technology Transfer Strategy.

## **Stakeholder Relations**

Enhance producer engagement in the commission and foster positive relationships with media and stakeholders.

- Measure continual growth in producer engagement through the enhanced communications strategy with targeted goals.

Key Performance Indicators: Growth in average weekly visits and consistent or increased percentage of return visitors to ABPdaily.com; Increased internal communications with ABP delegates and stakeholder organizations; Strong producer response to update contact information; Diversified content across ABP Daily platform and social media with proven increases in engagement.

## Stewardship

Ensure long-term sustainability of beef producers through society's recognition of stewardship practices, and how these practices benefit society.

- Advance recognition and appreciation that producers are providing ecological goods and services (including wildlife and habitat) to society on lands cattle producers manage.

Key Performance Indicators: Built relationships with key stakeholders and other invested organizations. Investigated opportunities for incentives or compensation to producers for ecological goods and services. Develop and implement compensation programs related to stewardship of the land. Improve programs from conservation organizations in collaboration with ABP; Work to decrease burden of wildlife co-existence with the support of a delegate working group.

## Cattle and Beef Industry Priorities

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1. Increased export market access
2. Reduced regulatory costs and barriers
3. Increased value for products through branding and differentiation of all Canadian beef
4. Improved communication and information flow along beef supply chain
5. Improved feed grain and forage productivity
6. Better research and development performance for enhanced production efficiency
7. Improved business risk management programs for cattle producers
8. Implement strategies to define and demonstrate the “sustainability” of the beef industry
9. Encourage young producers to join or stay in the cattle industry

## Canada's National Beef Strategy 2020-24 – Pillars and Goals

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1. **Beef Demand:** Support the comprehensive cutout above \$270/cwt - retail beef demand index above 115, wholesale beef demand index above 105, international beef demand index above 100.
2. **Competitiveness:** Encourage a competitive regulatory, policy, and market environment - reduce the labour shortage by 50%, reduce cost disadvantages to main competitors by 2%.
3. **Productivity:** Improve production efficiencies throughout the supply chain – reduce average open rates by two percentage points, reduce average calf death losses to 5%, improve feed efficiency by 5%, improve national average hay yields by 2-10%.
4. **Connectivity:** Enhance industry synergies and connect positively with government and partner industries.