

# ABP



Volume 1 Issue 1 **FEBRUARY 2021**

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**ALL FOR THE BEEF**

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**ON THE COVER**

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Laura Laing is a public relations and marketing and communications specialist and consultant, who specializes in agriculture. In addition to her full-time role as Owner and President of L.L. Communications, Laura is also a cattle producer, who along with her husband, own and operate Plateau Cattle Company, just West of Nanton, Alberta, where they sustainably raise world-class, Alberta beef.



### **MICHAEL YOUNG**

*President, Canada Beef*

Michael Young has worked in the Canadian red meat industry for over 40 years specializing in beef, veal and pork sales marketing, product development and education in both the domestic and export marketplace. During his professional career, Young has promoted Canadian Beef on five continents and in more than 30 countries.

## Contributors



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Dianne Finstad used her ranch roots to spur on what's become a long communications career in television, radio and writing, covering agriculture and rodeo. She's based in the Red Deer area. She serves on boards for Lakeland College and Westerner Park, and you can find her on RFD-TV Canada's new show Frontline Farming Canada.



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Founder of RealAgriculture, Shaun Haney manages one of the leading industry ag media companies for Canadian farmers and ranchers. RealAgriculture.com provides the latest in ag-policy, agronomics, current events and farm show features. Shaun is also the host of RealAg Radio which is broadcast across North America on Rural Radio Channel 147 on SiriusXM daily at 4:30 PM Eastern.



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Brenda has dairy herd and cattle feeding management experience and has developed grazing and bred heifer programs in Canada. She consults for agriculture and agri-business and mentors young entrepreneurs globally.



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Brian Perillat has been the Manager at Canfax for over 10 years. Brian grew up on a mixed farming operation near Duck Lake, Saskatchewan and continues to be involved with the family farm. Prior to his position at Canfax, Brian worked as a livestock production economist with Alberta Agriculture, and spent over four years working with MNP as a Farm Management Consultant.



### **LEE HART**

Lee Hart is a long-time agricultural writer based in Calgary, who has been covering virtually all aspects of the Canadian agriculture industry for more than 35 years.

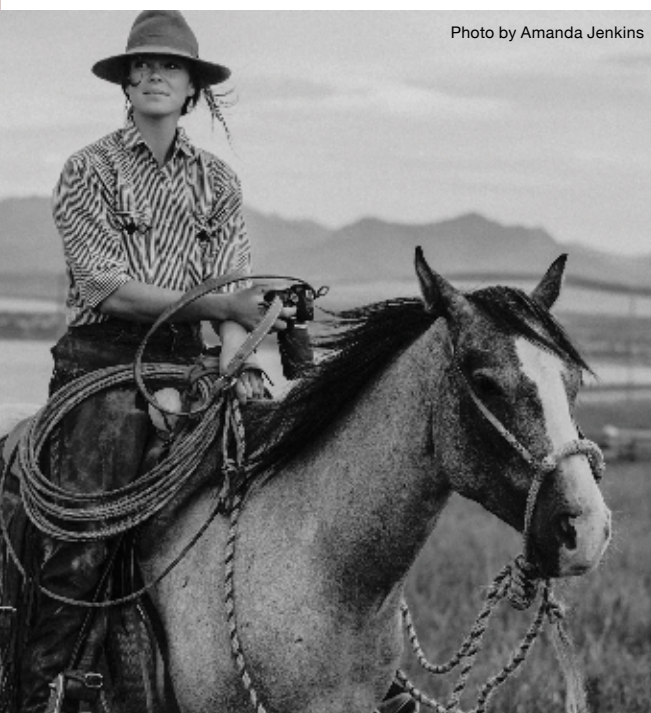
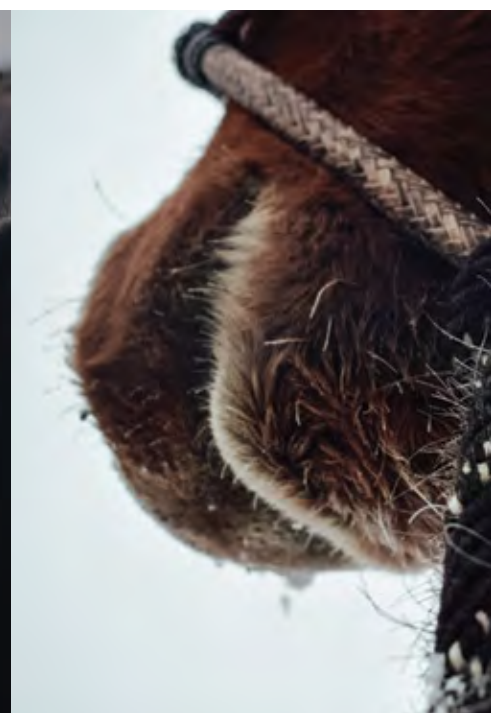


Photo by Amanda Jenkins

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### **KEILY STEWART, RIATA IMAGERY**

Cowgirl, photographer and former (2019) Calgary Stampede Princess, Keily lives and embraces the western lifestyle, capturing moments on her camera often from horseback. She lives and works alongside her partner, Ryan McGlynn, on his third-generation cow-calf operation, located South of Pincher Creek, Alberta.





# #AllForTheBeef

WITH BRAD DUBEAU







## Welcome to a New Year and the first edition of ABP Magazine

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Hello and welcome to the new ABP magazine—part of a fresh platform designed to bring you the industry's most current, relevant, and targeted beef news and insights.

We heard you when you said you wanted more enhanced and collaborative communication from ABP, to you and amongst fellow producers throughout the province. We have been working hard to bring this magazine and exciting new communications platform to life for you. Through our new communications hub, ABP will now deliver this quarterly printed magazine filled with local and global news about our industry and beyond. We are advancing our communications in real-time too, through ABP Daily. The ABP website and app will be designed to be your mobile news source. It will provide daily updates online—market reports, research and technology, global affairs, business management and, of course, updates from our efforts and initiatives here at ABP.

The introduction and evolution of this digital platform means important notifications will be at your fingertips for urgent messaging—including essential industry notifications, disease and weather alerts and other topics producers like you can personally select.

If you prefer to hold a magazine while reading, you can. If you'd rather access news in an app on your smartphone, you will be able to. Or, if a cup of coffee at your laptop is where you like to get caught up, that works too.

We're talking to innovators inside and outside the industry to bring you timely, game-changing content. The flow of ideas for innovative programs and content is designed to help bring thought leadership, different perspectives, and innovative ways to grow your business. We developed this strategy in response to a growing shared awareness that beef producers and the beef industry is ready for the next evolution in our organization.



The new name ABP signals our evolution as a knowledge provider advancing beef production both regionally and globally.

The all new ABP communications platform is different because we are PRODUCER FIRST and CONTENT DRIVEN. Different than existing communications that you may be accustomed to, this platform will be driven by producer engagement. Gathering data based on your choices, we'll find out what you want to hear, see and read more of, and we will provide content accordingly.

It is our hope and vision too, that this publication and the new ABP communications platform will embrace and host insights, topics and information from across our industry through content provided by other agricultural organizations and associations.

### Looking Ahead

I am excited to embrace the role of General Manager with ABP, moving into a creative new year with new opportunities...and challenges. Yes, let's talk 2020. COVID-19 challenged us. It also inspired us to think differently about how we can navigate change for today and into the future—like going digital with meetings and finding new ways to navigate business. If there is one group of people with the resilience and agility to get through this tough time, it's Alberta beef producers.

Looking forward, we continue to face challenges: from coal developments in S.W. Alberta, grazing lease negotiations, COVID related plant closures, and capacity limits at auction marts. But amongst the challenges there have been incredible and exciting advancements too. We have made internal shifts in our organization and meeting structure and led discussions and advancements in Canada trade agreements, marketing and potential branded beef programs.

Looking ahead, what we know for certain is that we will continue to navigate these unprecedented times together. We are hopeful that 2021 will continue to brighten—realizing exciting opportunities for Alberta beef producers and our industry.

I invite you to take a moment to share in the knowledge, information, and images in the pages that follow. It is our hope that, in this inaugural issue and the coming issues, as well as the digital platform to follow, you will find stories that bring new insights and inspiration.

Sincerely,



Brad Dubeau,  
General Manager, ABP





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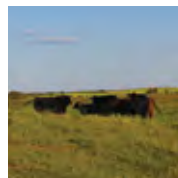
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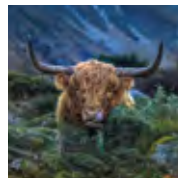
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# Virtually There – Pivoting Agribusiness in a Pandemic

BY DIANNE FINSTAD

Ade Angus



Harry Hereford



Sure a lot of ranch work is pandemic friendly, like feeding cows, baling hay and fixing machinery.

But let's face it. Raising cattle, and in fact all of agriculture, is really a people business. Time and again you will hear it's the people, plus the animals, that make this a special way of life.

So what happens to the social aspect when the whole world goes into a lockdown? Well, there's been a whole lot of 'try' for new ways of meeting, sharing information, and doing issues work.

One of the first agriculture organizations to face the challenge was Alberta Farm Animal Care, with its annual Livestock Care Conference scheduled for Olds on March 19, 2020 – just a week after the first COVID-19 related lockdown. Speakers were coming from California, Georgia and B.C.



[[ Instead of traveling to various classrooms, education on animal care was delivered to school children through the Calgary Public Library system. ]]

“We had five days to switch gears to virtual, and I was so proud of the way my team made it happen,” recalls Executive Director Annemarie Pedersen.

AFAC moved the entire program to Zoom, ran the day according to its original schedule, and had three quarters of the 120 original registrants stick with the program the entire day.

“It worked and we took what we learned there and turned it into a success for our other programs,” says Pedersen.

The AFAC team was ahead of the game in the ‘work from home’ scenario since it had moved to a virtual office several months before COVID. The online learning way became a real win for many of the AFAC initiatives. The pandemic push to local food led to big interest in the group’s backyard chicken flock workshops, which reached new communities and larger groups with a virtual format. And instead of traveling to various classrooms, education on animal care was delivered to school children through the Calgary Public Library system. The ‘new ways’ proved to be important budget savers for AFAC as well.

Watching the online preferences change, Pedersen says they’re modifying again with plans for this year’s Livestock Care Conference.

“We felt another ‘marathon day’ wasn’t where we wanted to be this time, so we’re switching to a ‘lunch and learn’ approach, offering noon hour sessions twice a week during the month of March, to build in that flexibility.”

### Dollars and Sense

The economics of the switch to virtual aren’t always clear-cut. Take for instance the Alberta Beef Producers. When it became apparent an online format was the only real option for the fall round of meetings, a Town Hall session was set up, followed by two virtual resolution meetings, with participants directed into their appropriate zone as they logged on.

ABP General Manager Brad Dubeau says nearly 300 producers registered for the Town Hall, with some 200 participating. There were active discussions in the resolution sessions as well. But while Dubeau notes there were definite savings in hosting meeting costs, they were offset by the need to hire a professional election corporation to handle the official balloting process, along with the mail-out expense. And it quickly drew attention to how the ABP electorate mailing list needs to be updated, and the complexity of that process.

“We’ve already started to take steps to get the list in much better shape,” acknowledged Dubeau. “We heard the frustration with the voting process. But we also heard from producers who were pleasantly surprised the online meetings went as well as they did. We’ve learned how to do some things differently that we can implement another time.”

### Face Time?

Conference planning, booking hotel space and lining up speakers from North America for a 700-person event needs to be done well in advance, according to Jennifer Brunette. So that’s why the Alberta Beef Industry Conference made an ‘early’ decision to postpone its live gathering until 2022.

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**SALE MANAGEMENT BY BOHRSON MARKETING SERVICES**





“It was a tough call,” admits the Event Manager, who then faced another hurdle in coming up with an alternate approach to keep the conference top of mind for regulars.

Brunette observed the current trends for virtual ‘registration fall off’ – the difference between the numbers registering and those who actually log on to attend. As well, attendees often dwindle during lengthy virtual events.

“Knowing the demographics of the industry, they’re people typically not sitting in an office where they can log in and do something else. They’re on their feet and dealing with issues as they evolve, so running something ‘live’ didn’t seem a fit,” says Brunette.

Plus she heard people are often signing up, with the real aim of getting access to the content after its live-streamed. So she took an opposite approach and has been pre-recording presentations with key speakers, and then emailing them out and putting them on the ABIC website, one at a time, over the span of several months. And the content is free!

“Our sponsors have been amazing,” Brunette comments. “My goal this year was cost control – pay for the platform and cover the speaker costs.”

Offering sponsors the opportunity for a personalized message with the presentations enabled Brunette to still offer some thought-provoking speakers the likes of as Peter Ziehan, Dr. Jack Mintz and weather expert Art Douglas. Brunette also felt it was important to offer content in a shorter time span because ‘zoom fatigue is very real’.

“Our conference is a networking event, with a program,” explains Brunette.

“Removing that ability to network and connect, you really can’t replace that in any type of virtual world. This was our best foot forward, enabling us to still cause conversations.”

### Youth Lead

A great example of adapting was exhibited by members of 4-H livestock clubs in the province, who couldn’t hold their annual shows and sales in person. Clubs implemented a variety of innovative selling methods, from using auction market online services, to individual members doing videos and private deals, to clubs offering boxed beef sales. 4-H officials note most clubs were encouraged

by how successful their virtual efforts were, even for the charity animals. While members are hoping to be able to show their animals live again at the end of this project year, some valuable ‘learn to do by doing’ lessons were learned that may still impact the way 4-H sales are conducted in the future.

### Adopting Adapting

Parking lots full of pickup trucks at event venues were hauntingly empty, as industry landmark events moved from in-person to online. Glacier Farm Media products Ag in Motion, Farm Forum and Advancing Women in Agriculture used a specialized delivery platform and offered full programs, complete with networking ‘tables’, and virtual demonstrations and trade shows. Agri-Trade in Red Deer was a last-minute cancellation as further restrictions scuttled carefully developed protocol measures, with both sponsors and exhibitors reluctant to take on the risk. But it was replaced by a small-scale ‘Thanks For Farming Tour’ event, which still gave a few producers a chance to kick some tires and meet in person, with specially branded caps and shields.

COVID has shifted things. In fact, when gatherings resume, there may now be expectations for offering a virtual option in addition to a live program that organizers will need to acknowledge.

Canadian Western Agribition in Regina had to put off its 50th anniversary celebrations, but managed to do a virtual purebred show, with exhibitors submitting videos of their animals to vie for championships in 11 breeds. The livestock show’s suite of virtual programming included a new Top 50 Influential People in Canadian Agriculture selection.

Even political lobbying moved online as commodity groups reached out to politicians through Zoom or Teams.

## Where is 'There'?

What is evident as agriculture continues its day-to-day duties while missing out on people time is what's always been true in the food producing world. Improvising, adapting, creating new ways of doing things are well-used tools in the toolbox that have served well in these

challenging times. We've learned a lot, and opened up new doors for communicating that can cost less and be easier than always traveling. As well, people have been stretched in new ways and know what they're capable of doing, and learning has become global, as producers explore online knowledge from afar, as well as close to home.

# Bull Sale Season

The bull sale circuit, both spring and fall, is what many producers look forward to, for the good food, fellowship and socializing along the way to finding new herd sires for the operation.

"It's been weighing on Dad's and my mind since the last sale we had in February (2019)," confesses Kyle Lewis of Lewis Farms. "We wondered how we were going to do the next one if the world never got itself healed up."

The advantage for many purebred producers is they'd already moved to the digital world.

"A lot of the changes and adaptations came last year," says Mabel Hamilton of Belvin Angus, which already had both video and online options for buyers. "Right after our (March) sale last year, a lot moved online. Anybody who hadn't already embraced that has been scrambling, but most did."

With agriculture deemed an essential service, auctions have been allowed to keep going. But knowing how to do that safely, follow ever-changing protocols, and cater to the wide spectrum of comfort levels hasn't been easy for seedstock producers. The food and hospitality aspect has been especially challenging.

Benchmark Angus did adjust its bull sale plans for COVID, moving solely online at the end of November, from the original live auction intention. Mike and Doug Munton did a lot of research on the various selling options, settling on a racehorse style timed sale with DLMS.

"It's a very new format," remarks Mike Munton. "We were the first animals to sell through it. We like to be a little bit different, so that was part of the thinking behind it. We liked the idea, but definitely had some nerves in wondering how it would work and how everyone would receive it."

[[ To be sitting at a computer for two and a half hours is a totally different experience for any of our buyers. ]]

The sale opened for bids two days before the racehorse started. Then on sale day, the clock started ticking and bids were taken over timed intervals, until there were no more bids received on any of the bulls.

"It's very simple in design. If someone bids, the clock resets and everybody has five minutes to look again at all the bulls and decide which bulls they want to bid on. It doesn't close out singular bulls. It waits until there are no bids on any bulls, and then they're all sold."

Munton says that enables buyers to readjust their preferences and budgets from the whole field. There were lots of questions ahead of time, but Munton was pleased with the overall response to the sale, which averaged nearly \$5,800 on 63 bulls. Feedback from customers indicated buyers would prefer a shorter time frame for the overall sale.

"To be sitting at a computer for two and a half hours is a totally different experience for any of our buyers."

Muntions did find it increased their pre-sale traffic from prospective buyers and that was something Kyle Lewis had been hearing from other breeders as he prepared for the sale on their farm near Spruce Grove in late February.

"Talking to those who had fall sales, they had triple the traffic leading up to their sales and I suspect we'll be the same way, with less people on sale day," says Lewis.





“Agriculture would be the epitome of anytime things are tough, we have to be innovative and try to find new and better things, and that’s what all of us are doing.”

Lewis Farms was marketing some 270 bulls at their sale, a number they felt was tough to do virtually. But videoing the sale animals was already a part of their presentation.

“In the world we’re in now, the video and picture component needs to be at the highest quality ever. People are basing way more of their decisions on that, as opposed to years before. We’ve got to do the best job we can there to stay competitive.”

Belvin Angus was also encouraging more early farm visits, and like fellow breeders, respectfully asking for serious buyers only or to limit to only one representative per outfit on sale day.

“You lose that ambience,” Hamilton concedes. “There’s nothing more satisfying than seeing the bleachers filled and hearing the excitement of a sale.”


Both Lewis Farms and Belvin Angus (at press time) were planning in-person auctions, with the now-usual sanitation and safety protocols.

“We’re nervous, I’m not gonna lie on that,” adds Lewis. “There’s just so much riding on the one day, we can’t afford to jeopardize too much.”

Grundke Family Salers had always marketed bulls off their farm near Alberta Beach, but COVID adjustments saw them mount some extra video cameras, usually used for monitoring calving, in the bull pen.

Special pass codes for the pen were provided to potential buyers, and Werner Grundke would talk to them on the phone, while Debbie would move the bulls they were interested in through the camera’s view, as they studied the papers. They found that to be an effective tool for helping buyers make selections in the farm yard, without having to leave their own homes.

They’re all just examples of good old farm ingenuity.

“Agriculture would be the epitome of anytime things are tough, we have to be innovative and try to find new and better things, and that’s what all of us are doing,” adds Mike Munton. “We don’t have the luxury of sitting still. If we want to stay in business, we have to be creative.” 



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**Norm & Joanne  
Parrent**





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**Norm & Joanne  
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“Across the whole value chain we can use advanced data systems and artificial intelligence to streamline production, processing and transportation operations, improve food traceability and provide consumers with fresher and healthier food.”

sectors from farmers and ranchers involved in primary production right through the whole value chain to agribusiness, agri-food, retail and consumers we can look at how to analyze the data to improve production and operational efficiencies.

“Across the whole value chain we can use advanced data systems and artificial intelligence to streamline production, processing and transportation operations, improve food traceability and provide consumers with fresher and healthier food.”

As part of the new TELUS Agriculture venture is a commitment to also improve rural connectivity — improved cellular and internet service in rural areas — so more producers can make use of and access information sources. Dittrich says because of Canada’s population distribution it will require a huge capital investment “but it is not an insurmountable challenge.”

TELUS is applying to agriculture a similar process it applied to the healthcare industry 10 years ago, as it built TELUS Health. There were “silos” of data and information across the healthcare industry. “Doctors had information, but it wasn’t connected to laboratories or to pharmacies or to insurance providers,” says Dittrich. So with improved data management and technology TELUS Health developed an information system that improved the efficiency and delivery of information and health care services.

“And we saw a connection between healthcare and agriculture,” says Dittrich “First agriculture was a bit of laggard in the use of information and data management technology, but we also saw that improving the production efficiency and delivery of a safe and healthy food supply, would also benefit Canada’s healthcare system.”

Coming out of the gate with it’s November announcement about the new agricultural division, TELUS says its agriculture and agri-food company acquisitions in recent months already provide support to about 100 million acres of farmland involving a team of 1,200 experts in 50 countries including Canada, US, Mexico, Brazil, the United Kingdom, Slovakia, Armenia, Germany, China and Australia.

Of the eight companies it purchased as the foundation of TELUS Agriculture, the most familiar to Alberta crop and livestock producers include Decisive Agriculture, based in Bieseker, AB, a well established company providing precision agronomy and farm management services, and Feedlot Health Management Solutions, headquartered near Okotoks, AB — one of the leading companies in the world providing feedlot consulting services in management of some four million head of cattle annually.




“As part of TELUS Agriculture how can we work with them, use our latest technology to better manage and analyze that data, perhaps do it faster, and then see how it can be used across other sectors right through to end users and consumers.”

“These companies for example are already using technology to develop a tremendous database,” says Dittrich. “So now as part of TELUS Agriculture how can we work with them, use our latest technology to better manage and analyze that data, perhaps do it faster, and then see how it can be used across other sectors right through to end users and consumers. How can the information be used to improve the efficiency and performance across the whole value chain?”

Along with the Alberta companies, other acquisitions include Farm at Hand a British Columbia based simplified farm management software developer;



AFS Technologies, Exceedra of Florida — a global leader in supply chain management sales and distribution and Muddy Boots, a UK company specializing in farm-to-food traceability and supply management. More details on these companies and the TELUS Agriculture program can be found online at: [telus.com/agriculture](http://telus.com/agriculture).

Dittrich says TELUS Agriculture will continue to expand as opportunities arise and as it fills gaps in the production and agri-food value chain that could include other sectors of animal agriculture such as dairy, hog and poultry production. 





# Join us on March 2, 2021 for our ninth annual Belvin ANGUS\*BULL\*SALE

1:30 PM • AT THE FARM • INNISFAIL, AB



**Belvin Hostage 0036**

SIRE BALDRIDGE MERCENARY D002  
SOD BELVIN VELASQUEZ 203'11

CED	BW	WW	YW	MK	CW	MB	REA	FT
-1.0	4.5	60	102	22	35	0.58	0.56	0.032



**Belvin Hollister 0066**

SIRE MUSGRAVE 316 STUNNER  
SOD RING CREEK EL TIGRE 9X

CED	BW	WW	YW	MK	CW	MB	REA	FT
6.0	1.3	67	117	21	43	0.44	0.39	0.047



**Belvin Holyoke 0085**

SIRE BALDRIDGE DISCOVERY D121  
SOD S A V FINAL ANSER 0035

CED	BW	WW	YW	MK	CW	MB	REA	FT
9.0	0.0	62	102	28	29	0.31	0.51	0.039



**Belvin Honey Jack 0095**

SIRE SITZ MAJOR 707F  
SOD BELVIN PANIC SWITCH 2'11

CED	BW	WW	YW	MK	CW	MB	REA	FT
10	-0.9	54	100	23	38	0.23	0.48	0.026



**Belvin Helter Skelter 0117**

SIRE MUSGRAVE 316 STUNNER  
SOD BELVIN TRES MARIAS PATRON 205

CED	BW	WW	YW	MK	CW	MB	REA	FT
5.5	1.5	58	105	22	45	0.40	0.35	0.057



**Belvin Great Plains 9328**

SIRE POSS MAVERICK  
SOD S A V 004 PREDMONINANT 4438

CED	BW	WW	YW	MK	CW	MB	REA	FT
3.0	2.0	57	98	31	42	0.9	0.46	0.006

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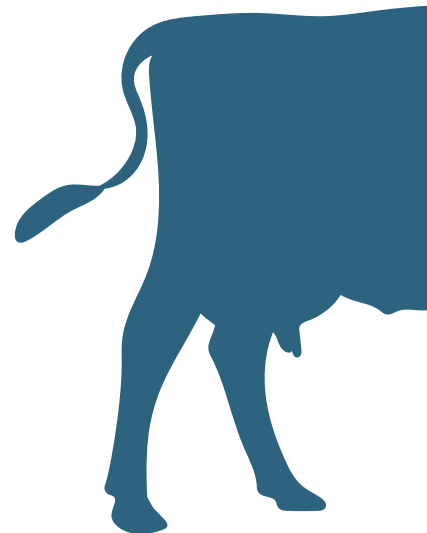
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# Top 5 Things to Watch in Agriculture

Shaun Haney from Real Agriculture recently spoke at Canada's Outstanding Young Farmers national virtual event. He reports on the latest industry news and speaks with farmers and ag specialists about all facets of agriculture. Here's a recap of the top trends he sees in agriculture.

BY SHAUN HANEY





# 1 Rural Vs Urban

The divide between rural and urban continues to get wider and is impacting the agricultural industry.

Even Calgary and Edmonton are becoming more metro as their populations grow in size. As Haney says, you just have to look at the political map of Canada to see the division. With a locked-in rural vote our country faces political challenges. Urban votes matter and have an impact on policies and priorities. One example is the National Food Policy. There are many issues surrounding the rural vs urban divide including public trust, how to define sustainability, and urban sprawl taking away farmland.

One of the largest issues may be rural broadband. Haney says our rural communities are at a disadvantage – large geography and a sparse population are real obstacles. This issue has been exacerbated due to COVID. With Zoom calls, digital meetings and teaching kids from home, there is a great demand to have reliable, secure access to the Internet.



There is a potential for fibre-like speeds, but it requires a hardware investment. Western Canada does not have the infrastructure needed, and we can't rely on the federal government to figure it out. Haney sees opportunities for the private sector and partnerships. He suggests keeping an eye on low Earth orbit (LEO) satellite broadband from companies like Starlink (Tesla owner Elon Musk) and Telesat (Canada's biggest satellite operator).

In today's world, business cannot function without the internet. Haney sees access to rural broadband as an important component of strong rural communities. Just as important a service as having rural doctors and local stores, it's important to attract people to small towns, and necessary to operate home business and optimize precision ag.

|| When we do projections to 2029, we see it doubling again to 123,000 workers short, so this is really concerning. ||

— Portia MacDonald-Dewhirst, Executive Director,  
Canadian Agricultural Human Resource Council

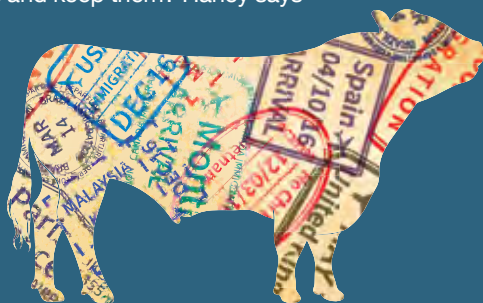
## 2 Immigration

Labour shortage is a real problem in agriculture. With a massive shortage of farm labour at all skill levels, farmers are asking themselves “Who will do the work?”

We’ve been tracking a labour shortage for quite a few years, and what’s troubling is when we started this issue, we noted that (back in) 2004, the (agriculture) industry was short 30,000 workers, and moving forward into 2014 and now based on numbers we just released, in 2018, we’ve seen a doubling of those numbers in that 10-year period. When we do projections to 2029, we see it doubling again to 123,000 workers short, so this is really concerning.

It’s easy to attract people to positions like scientists, executives, and sales, but the challenge lies with securing seasonal workers. One way to address this immediate need is through immigration.

When we step back and look at the bigger picture, it’s not just about bringing in temporary workers. Overall, there is a lack of immigration to rural areas. How can we attract workers and keep them? Haney says rural communities need services and infrastructure to be able to support these growing populations.



## 3 US/China Battle

There is a fight for global dominance and China is expected to be the global economic leader by 2050. The complex relationship between China, US and Canada continues to evolve. Haney refers to this dynamic as a three-legged stool with Canada caught in the middle.

China is buying a lot of agricultural commodities, but we have a tense relationship with them because of so many political issues – like trade, human rights, cyber security, and intellectual property rights. Although these issues are outside of ag, they are important to be aware of. As Haney says, “Usually agriculture is one of the first things impacted when a relationship amongst foreign powers goes astray.”





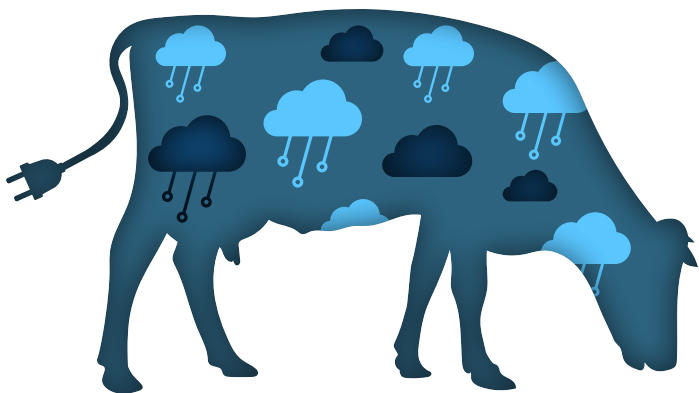
## 4 Digitization/ Electrification

Digitization is a trend that will see more robotics and autonomy in agriculture – especially as we struggle to find people to work on the farm. Haney says this will help address labour shortages, improve productivity, while generating endless streams of data. We tend to focus on output a lot, but what is often forgotten is the benefit of collecting data as the robot does the work.

There are some challenges to face with digitization – it must be cost competitive, we need to learn a new set of skills, and we need to find the ROI.

Skills are changing and the way we operate equipment is changing. Dairy farmers are ahead of the game with robotic milkers and feed pushers. A combine with no steering wheel is technology that is not far away.


Electrification is controversial in farm communities. Farmers are also mechanics and like to fix stuff but are typically not electricians. Over the last six years Haney has seen a massive move to electrification and says the benefits are real from 100% torque, to equipment horsepower requirements, to accessing real-time data. Electric farm vehicles are coming very fast.



## 5 Environmental Policy

Environmental policy is a trend that is full speed ahead. Now that Biden is in power Haney sees Canada and the US battling it out to see who is most environmentally responsible.

Canada's climate plan is the federal government's new major plan for addressing climate change. It involves agriculture, and one area most impacted will be the Clean Fuel Standard. Haney says farmers need to pay attention to the land use requirements.

He says we're trying to find our place in the climate conversation and mentioned that the Canadian Roundtable for Sustainable Beef is a massive success story in terms of how an industry can rally and create a program to show what they do and how they are sustainable. 





# Nelson Hirsche Purebreds Spring Bull Sale

Approximately 100 Bulls  
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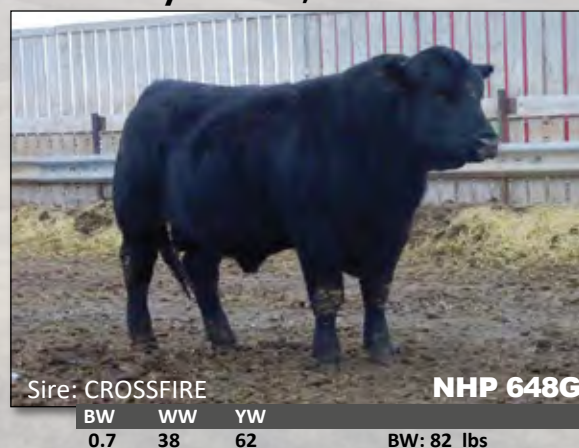
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FAB TECH FIND:

# Don't Fence Me In

From animal tracking to virtual fencing, new products take advantage of GPS technology to support herd management.

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Finally! Ag-tech advancements capitalizing on GPS technology will soon appear in a pasture near you. After watching crop production technology advance for years, the livestock sector is about to see some fresh high-tech products that make herd management easier through location tracking, virtual fencing, and data collection.

The potential possibilities are exciting. From pasture rotation to bulls and breeding groups, to helping keep track of cattle under our big skies and vast pasture range.

Ceres Tag is a satellite-smart ear tag that allows producers to locate livestock using GPS any time, day or night. Beyond just tracking, the tag monitors biosecurity, health, welfare, performance and traceability, and even provides theft detection.




Each Ceres Tag is powered by an internal solar panel and lasts more than 10 years to ensure the animal is covered for life. It is being trialed in nine countries this spring, including Canada. The company plans to make it available for online purchase through [www.cerestag.com](http://www.cerestag.com) beginning in May 2021.

Meanwhile, move over barbed wire, here comes the eShepherd® virtual fencing system. Introduced in Australia by Agersens, the system uses a solar-powered, GPS-enabled neckband and mobile technology to automate grazing control.



The neckband responds to a virtual boundary drawn into a smartphone app by the producer. The app signals the neckband through GPS, encouraging animals to avoid straying by delivering an audio cue followed by a mild shock when they approach the virtual perimeter.

Acting like a virtual shepherd, Agersens' eShepherd allows producers to remotely fence, monitor and muster bulls 24/7. In addition to requiring less people power for animal management, virtual fencing is flood and fireproof, and an effective way to prevent overgrazing. Although it's not currently available in Canada, information about eShepherd is available through [www.agersens.com](http://www.agersens.com). 

**Sources:** <https://agersens.com>  
<https://www.cerestag.com/about/>



Advancement in managing bulls and breeding programs will soon be available through the support of virtual fencing through new GPS technology.







# Hey Corey





We are thrilled to welcome Corey Meyer to ABP. Corey has worked as a butcher at ACME Meat Market in Edmonton since 1996, and ACME has served customers since 1921. Known as “Corey the butcher,” this beef guy is an outspoken industry supporter and member of Canada’s Team entry in the World Butchers Challenge. This issue, we ask: “Hey Corey, what’s popular at the meat counter these days?”



 **@coreythebutcher**

### **influencer**

in-flu-enc-er | \ 'in-flü-en(t)-sər,  
*especially Southern* in-flü- \  
*plural* influencers

Definition of influencer: one who exerts influence: a person who inspires or guides the actions of others





|| But hey, hands down? Ground beef is still our biggest seller. It's simple, versatile and everybody's familiar with it. ||



Customers. No, really. Right now we find many customers coming back to the meat counter to talk one-on-one with their butcher. They have questions. They want to be more involved, connect with the sources of their food, prepare it themselves, and understand how it's produced.


New technology has actually played a role in this. People are hearing messages encouraging them to support local farmers, butchers and artisans, and they're going back to the old ways of doing things because of it. This shift began pre-COVID, but people are now preparing more meals at home, and selecting cuts that allow them to use their extra time to experiment in the kitchen, getting more creative and involved in meal preparation.

So, yes, we tend to notice demand spikes for different cuts based on what's featured on the cooking shows. People see what the chefs are preparing and want to try it at home. It's actually a big win for the beef industry, I think.

New technology also means people are also hearing more about the health benefits of beef. Physicians and digital content recommends they increase iron and mineral uptake. This has our customers gravitating toward organ meat, liver and kidneys, and also requesting bones to make broth. They ask us to grind liver in with their beef, to increase its nutritional benefit and make consuming it pleasant.

But hey, hands down? Ground beef is still our biggest seller. It's simple, versatile and everybody's familiar with it. Sometimes we can't keep up with demand, and that was especially true in the major spike that occurred when this pandemic started.

Whatever the cut or grind, I'm just thrilled to support Alberta beef producers. You've supported our business by developing a phenomenal product, a frontrunner in healthy food production, making it easy to be a beef guy in Alberta.

Follow "coreythebutcher" online or visit [www.acmemeatmarket.ca](http://www.acmemeatmarket.ca). 





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(No Cash Value)**







# Living the High Life

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In the rugged mountains of Austria, we take a closer look at the majestic Highland, one of the oldest registered breeds of cattle in the world. Originating in the west of Scotland, the Highlander has a distinct look with its wavy hair, long horns, and red coat and is one of the most photographed breeds.

Highland cattle are hardy and versatile. They can live in harsh conditions and thrive on rough, mountainous terrain. We refer to a group of cows as a herd, but for this distinct breed, a group of Highland cattle is known as a 'fold', referring to the protective open stone shelters they were historically kept in over winter. 🐄









# Finding Opportunity in the Midst of Catastrophe

How the beef industry is learning from COVID-19.

BY MICHAEL YOUNG


*President, Canada Beef*

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No question, the beef industry has been changed and challenged by the COVID-19 pandemic. Our strategic approach has been all about responding, recovering and resetting, as the pandemic continues to disrupt business as usual, creating the next normal.

Retail and food service operators are all responding by experimenting and innovating, recognizing that there are opportunities created in this pandemic for our industry, our supply partners, end-users and consumers. We're looking to capitalize where we can. My Father used to say, "Son, never waste a good catastrophe." So here we are, everyone re-imagining their sales strategy with their customers at the same time.

[[ My Father used to say,  
"Son, never waste a  
good catastrophe." ]]



What is holding very strong in retail is the perishable perimeter – the outer ring in the grocery store where consumers select perishable foods – and that's where everyone is focusing. Fortunately, demand for all proteins is holding strong and many retail operators are reporting 15 to 25 percent increases in beef sales year over year. Canadians are eating more meals at home and reaching for recipe ideas and ways to feed their families on tight budgets, creating an opportunity for us to make solutions available for economy minded consumers.

The categories of delivery, take-out, meal kit and home meal replacements are absolutely booming, an area the beef industry can grow into if we act quickly. Experts say the trend toward home delivery and take-

out is here to stay, which means there is an opportunity for us to get creative here to be more competitive.

While food retailers had a good year, foodservice is suffering badly. Between March and December 2020, 7,500 restaurants permanently closed in Canada, with traditional restaurants and casual dining, the hardest hit. This is only the beginning, as additional permanent closures are now happening as a result of the second wave. So far in the restaurant sector, 180,000 jobs have been lost and 100,000 more job losses are expected.

Globally, we're seeing challenges too. China is no longer functioning as a market-driven economy but, rather, choosing whom to buy from based on COVID infection rates in plants. They have delisted 63 plants



[[ We've also partnered with the pork industry and government officials to put on a series of webinars on safeguarding the Canadian meat supply in markets important to us and developed a variety of COVID-19 education and prevention training resources. ]]

and claim they found virus on packaging coming from 20 countries. Fortunately, none of our other export partners are allowing COVID to influence their markets in this way.

However other diseases are also a factor. Avian influenza outbreaks surged this winter across the Eastern Hemisphere and the ban on German pork because of African swine fever continues. We're keeping producers informed about local and global issues through market intelligence reports and the new website [cdnbeefperforms.ca](http://cdnbeefperforms.ca) where we share producer-focused data.

We've also partnered with the pork industry and government officials to put on a series of webinars on safeguarding the Canadian meat supply in markets important to us, and developed a variety of COVID-19 education and prevention training resources.

At the same time, our marketing campaign continues to drive sales through two messages: "CRAVE" focuses on the younger demographic we need to connect with, while "TRUST" inspires families to share beef stories through social networks using #mycanadianbeef.



One thing COVID-19 has highlighted is the importance of digital real estate.

One thing COVID-19 has highlighted is the importance of digital real estate. Consumers are increasingly reliant on the Internet for business and personal communication. E-commerce and contactless solutions will not go away, nor will the evolution of QR Codes, which have re-emerged as a useful contactless communication tool.

The biggest success story for us out of COVID-19 is the repurposing of the Beef Centre for Excellence into an advanced video production facility. When the pandemic started, we were looking at a beautiful facility set up to educate, connect, innovate and inspire and we couldn't bring anyone to it.

We accelerated our plan to move into video production, and our team did an excellent job of converting the facility into a video studio. They've produced over 100 videos since March and have aggressive plans for 2021.

Not only will we use this studio to produce videos and webinars to meet our needs, we'll also offer it to our customer partners here and around the world. We will also continue to offer course-learning solutions and engage industry through virtual mission hosting, extending our reach and investment.

In light of the pandemic, the beef industry here in Canada is certainly not wasting a good catastrophe, but making the most of the opportunities presenting themselves in this time of change. 🇨🇦



Photo by Josie Kearn on Unsplash





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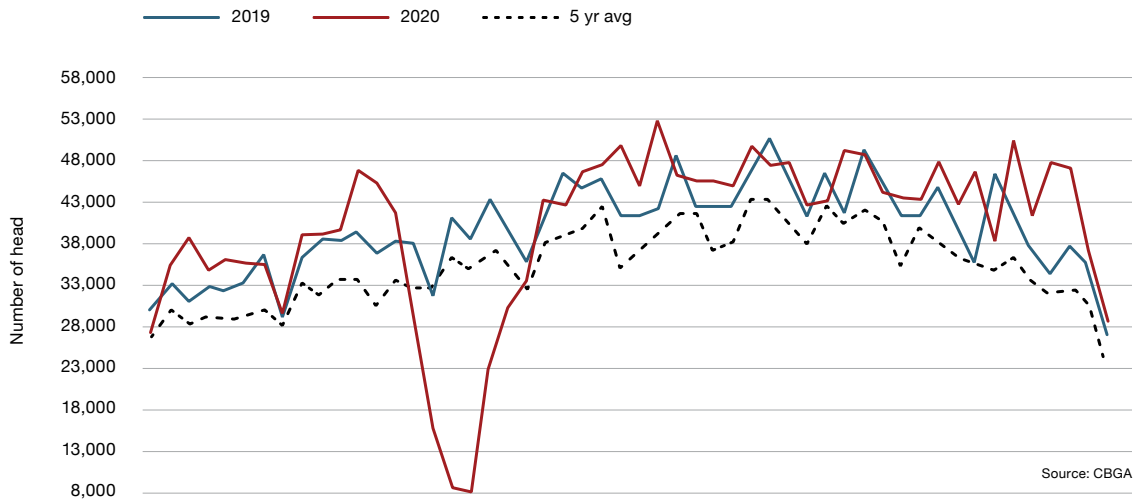
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### Western Canadian Fed Cattle Slaughter



# Canfax Cattle Market Update

BY BRIAN PERILLAT

Last year saw major cattle/beef supply chain issues which resulted in very volatile slaughter cattle markets. Although processing levels recovered and exceeded a year ago in the second half of 2020, supply chain issues in the second quarter weighed on the market throughout the rest of the year as it took months to work through the backlog of fed cattle in feedlots. Cull cow prices were also impacted as slaughter plants focused on fed cattle, and reduced their cow kills. Canadian cow prices had been at a premium to the US market over the last few years but moved to a discount for part of 2020 due to local processing capacity constraints. Calf and feeder markets were not hit as hard since optimism remained that the fed market would improve by the time these cattle were finished. In fact, Alberta 550 pound steers in 2020 averaged just slightly higher than they did in 2019. Calf and feeder prices in the fourth quarter did come under pressure and fell below a year ago; hit by three main factors, ongoing feedlot losses, significantly higher feed costs, and a rising Canadian dollar.

Heading into 2021, as the backlog of fed cattle subsides and the market is looking at tighter cattle numbers in North America starting in the second quarter of this year, there is optimism for stronger markets ahead. Despite the struggles in the food industry, beef demand has remained strong as consumers continued to consume a consistent level of beef despite record high retail beef prices in 2020. Barring any supply chain issues this year, primary producers should be able to capture a larger proportion of the retail dollar. In addition, the beef trade balance is expected to improve with ongoing strong export opportunities and likely a reduction in beef imports. Per capita beef and pork supplies in North America are expected to decline in 2021, which should also be price supportive. The market tone looks to improve this year, but feed grain prices and the Canadian dollar will be key factors to watch in 2021 for calf and feeder prices. 

For ongoing market analysis and to become a Canfax member, please visit: [www.canfax.ca](http://www.canfax.ca)



# Bullseye: Targeting for Beef

Bull selection plays a critical role in the cost of production on the farm and at the ranch.

BY BRENDA LEE SCHOEPP

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And today, it also lends credibility to the value of the calf for the cattle feeder and to the packer as a carcass. The end product is always beef and in the future advanced genetic improvements may also be predictable and palatable to the plate. Phenotype or the visibly physical characteristics of the bull were once the only tool in the buyer's toolbox. If the bull was the right colour, balanced and correct, moved out well and didn't tear the barn down, he was loaded on the trailer as a breeder. Eventually scrotal size was factored in with semen testing to further measure sperm quality. Ultrasound technology helped the industry appreciate back fat and ribeye measurements, rump fat, intramuscular fat and contributed to the accuracy of expected progeny differences (EPDs) which are the predictor of the offspring. Genomic enhanced EPDs accelerate the genetic process by increasing the accuracy of the EPD because they take into account the actual genes carried by the bull.

EPDs are based on data submitted to breed associations by the producer. The bigger the gene pool and the more data submitted results in higher accuracy within specific breeds and bloodlines.

Buying a bull based on EPDs is to focus on the traits that need introduction or enhancement within the herd by matching parents that will transmit those genetics. Some of the production EPDs available today are maternal such as birth weight (BW), calving ease (CE), milk (MILK) or production benchmarks like weaning weight (WW), yearling weight (YW) and maternal weaning weight (Maternal WW) or carcass considerations such as: carcass weight (CW), back fat (BF), marbling (MB), yield or yield grade (YG), and rib-eye area (REA). There are many traits in the selection criteria to choose from, depending on the breed.

Not all traits are equally heritable. Generally carcass traits are highly heritable, production traits are moderately heritable and maternal or reproductive traits are of low heritability. To boost the predictability the industry includes genomics, the identification of DNA markers that influence a trait that are used to support EPDs.

To date, many cattle owners stick with the genetic markers they can understand such as those for marbling, ribeye, yield or milk. But there are a multitude of possibilities and if a cattle owner can


dream it then likely they can build that bovine. The quest to create unique genetic animals with superior carcass, performance and/or maternal traits is possible with great management; as is unearthing the potential in understanding consistency, taste and tenderness – the three that are not always attributed to every beef eating experience.

A host of variables influence eating quality post-harvest, and the challenge is in understanding the intersection of the entire genetic profile that contributes to the experience of the plate and identifying the research it will take to achieve the desired outcome. Taking the long view of the live calf through to the plate is something that the beef industry might hunger for and to do this, every tool is valued in the genetic toolbox.

Buying a bull based on only one evaluation tool is like ignoring all the evidence, for that is what phenotype, EPDs and genetic markers are – evidence of that particular sire's capability to transfer desirable heritable traits.

He needs to be balanced  
and have appeal, able to  
move out smoothly and  
come from a parentage of  
equal quality; a dam and  
sire that are correct and  
have credentials.

At the end of the day it still takes a great eye to buy a good bull. His feet are critical as is his structure, temperament, hair coat and fat cover. He needs to be balanced and have appeal, able to move out smoothly and come from a parentage of equal quality; a dam and sire that are correct and have credentials.

Hitting the bullseye starts with appreciating what is needed in the herd, matching the bull to those desirable traits, focused management and ultimately measuring the results be that on the ground, at the bunk, on the rail or at the plate. 







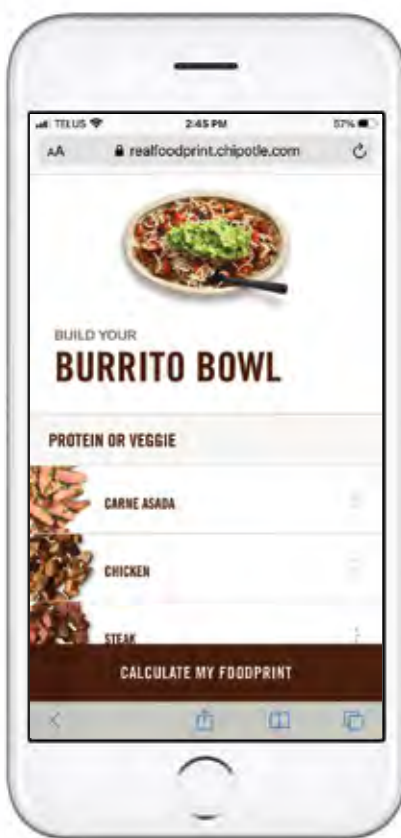
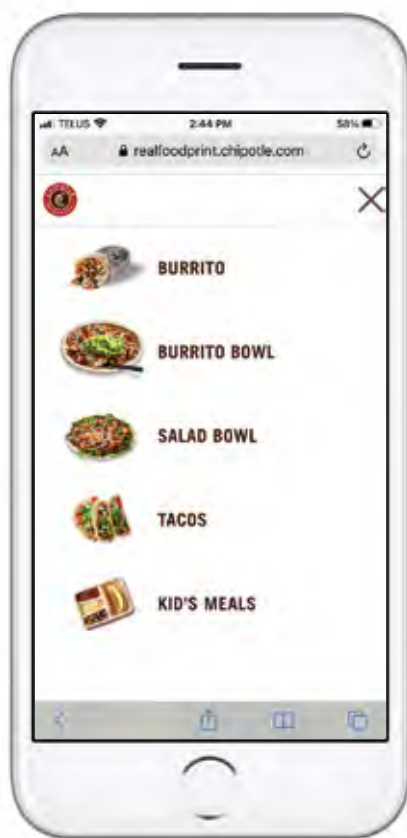
# Ethics-Based Eating, Help Wanted & Grassroots Movement

## ETHICS-BASED EATING: REDUCING YOUR ENVIRONMENTAL IMPACT

As beef producers it is important to be aware of what is driving consumer decisions at the beef counter and beyond. Although we may not always agree with the perceptions, what is important is for us as producers to have a pulse on the trends defining or responding to the choices and or demands of our customers.

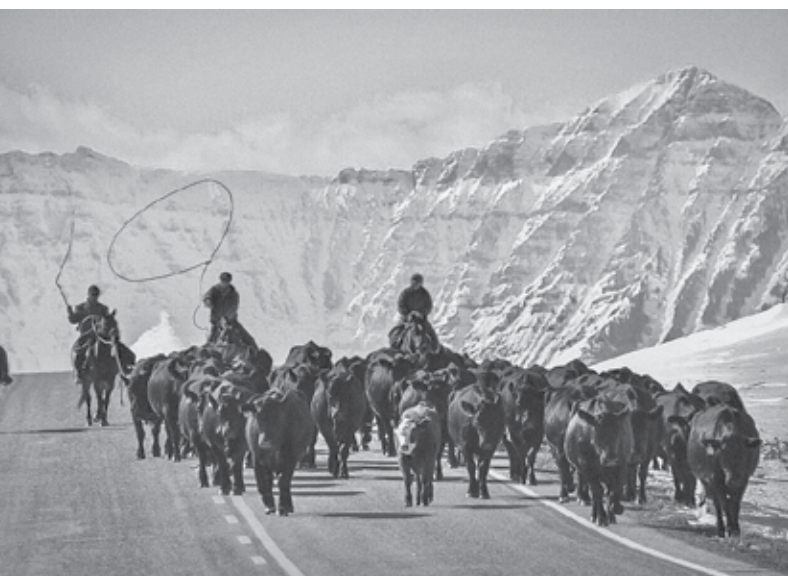
One trend is the growing consumer interest in selecting environmentally friendly food choices.

According to the *Nourish Network 2021 Trend Report*, environmental impact-based eating is showing signs of mainstreaming. Across the border, Chipotle, the well-known US restaurant chain, now lets consumers calculate the environmental footprint of their order online with its tool, Real Foodprint. And they are not alone. Panera Bread became the first national chain to label entrees as climate-friendly, showing its menu items' carbon footprint. More than half of Panera entrees are labelled "Cool Food Meals" that meet the level of food-related emissions the WRI (World Resources Institute) says we need meals to have by 2030. Like a person's maximum recommended daily calorie intake, they've established a maximum recommended daily carbon footprint — 38 percent lower than the current average.



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2021 Trend Report

[[ If nothing else, the pandemic has highlighted the need for more and better-qualified people to work in agri-food across Canada. ]]



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It took a global pandemic to remind Canadians how important the agri-food industry is to our country. This renewed interest may help promote growth and sustainability of the industry. Here in Alberta a job-matching portal was created to help connect workers with employers to fill much needed jobs.

If nothing else, the pandemic has highlighted the need for more and better-qualified people to work in agri-food across Canada.

This reality came to the forefront over the first eight months of the pandemic. Faced with employment challenges at all levels, from temporary farm workers to processing plants to retail, the result was a concerted effort by the government to connect





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workers with in-demand jobs across the agri-food sector. For example, many provinces quickly implemented job-matching portals specifically for the agri-food sector, including Ontario and Alberta.

### **GRASSROOTS MOVEMENT: INVESTING IN SOIL HEALTH TO PROTECT INDUSTRY & THE ENVIRONMENT**

As beef producers, we know firsthand the importance of land stewardship. According to the *Nourish Network 2021 Trend Report*, as producers we can expect to see more of a continued focus on land preservation and soil health in the year ahead.

Renewed interest in the health of Canada's farmland is driving the agriculture and food industry to invest in our most precious resource, soil. Improving our soil's health, a vital, non-renewable ingredient for

For many in ag, this may be the start of a promising and positive long-term trend, recognizing the good work we are already doing in leading sustainable practices.

growing food, is not just top of mind with farmers and ranchers, but industry organizations, government, and many consumers as well.

As plants grow, they naturally sequester carbon within the soil, removing CO<sub>2</sub> from the atmosphere. That means preserving our workable fields and grasslands is more important than ever.



The environmental benefits of our grasslands are already being promoted through a recent A&W grass-fed beef campaign. The QSR chain is in the process of switching to 100% Canadian grass-fed beef for the benefit of soil health and preservation. (And maybe to sell a few more burgers too!) Though the move is not without controversy and doubters, A&W announced they are ready to pay a premium price for grass-fed beef. For many in ag, this may be the start of a promising and positive long-term trend, recognizing the good work we are already doing in leading sustainable practices.

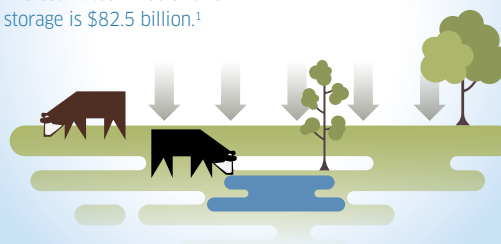
The report also advises that anyone working the food chain between farmers and consumers look at sourcing products from farmers and growers who prioritize sustainable farming practices, including soil health improvement and preservation. Helping customers identify these products as sustainably-grown or raised with clear labelling.

#### Beef cattle production



helps preserve approximately  
**1.5 BILLION**  
tonnes of carbon in Canada.

The estimated value of this storage is \$82.5 billion.<sup>1</sup>



<sup>1</sup>If regulatory frameworks in Canada were to put a price on carbon. Estimate based on conversion of carbon to CO<sub>2</sub> eq. at \$15/tonne (low range from AB, BC).

Find the facts at  
[www.crsb.ca](http://www.crsb.ca)

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For those of us in the beef industry this is an opportunity to further showcase beef production and the role that it plays in land preservation and environmental health.

To read the full Nourish Network 2021 Trend Report, visit [nourishnetwork.ca](http://nourishnetwork.ca)





# Leading the Conversation

## CANADIAN CATTLEMEN'S ASSOCIATION

The Canadian Cattlemen's Association (CCA) is helping to lead the conversation and improve consumer confidence in the cattle industry.

## BURGER KING – BACK ON TRACK


In July 2020, Burger King™ launched a campaign announcing an open-source solution to methane emissions from cows. Unfortunately, the video focused on bovine flatulence instead of belching. CCA's Public and Stakeholder Engagement team developed key messages that were shared with National Cattlemen's Beef Association and were used by the Global Roundtable for Sustainable Beef in discussions with Burger King marketing executives. The result was an apology letter from Burger King and edits to the original campaign video.

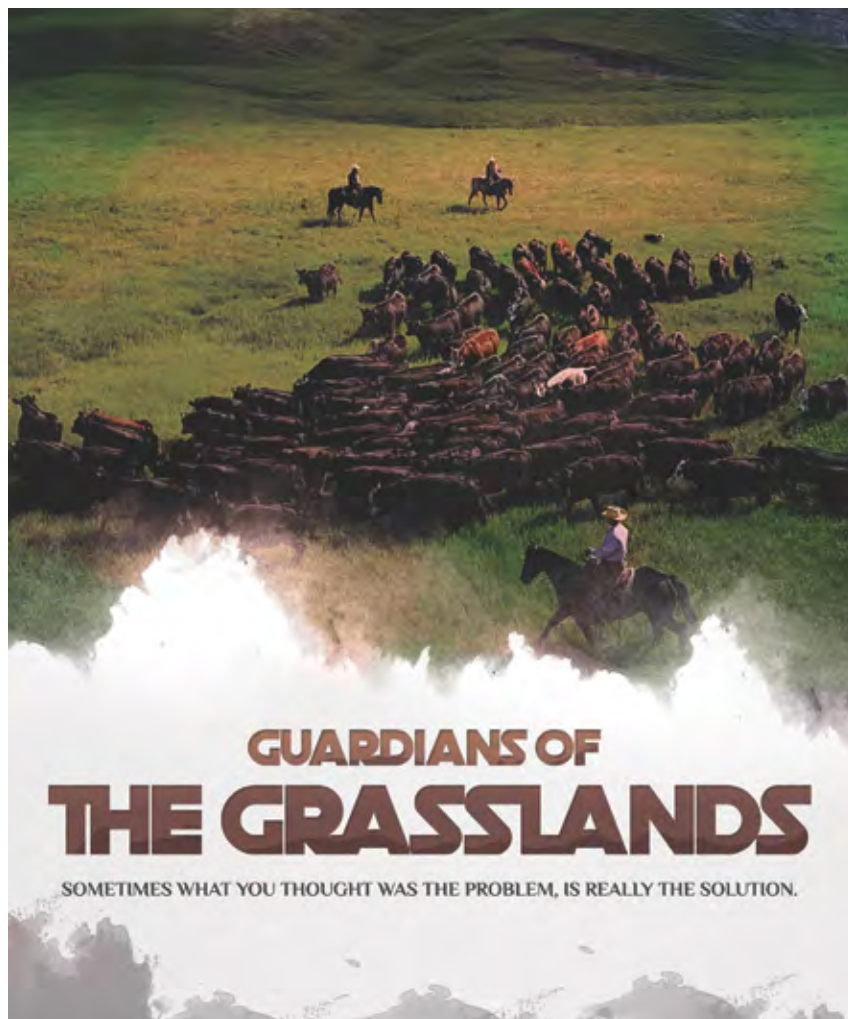
## A&W – SOURCING 100% CANADIAN BEEF

You may have seen A&W's latest ad campaign on Grass-Fed Beef. They are looking to source 100% Canadian beef and are also discussing the benefits of raising cattle in Canada. Having a major retailer talk about the positives of Canadian beef production is a win for the industry.

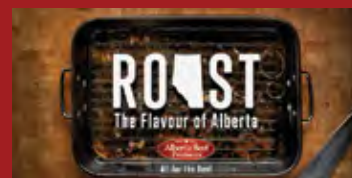
## GUARDIANS OF THE GRASSLANDS

Climate action and...cows? Guardians of the Grasslands is a short documentary that looks at the surprising role cattle play in preserving Canada's endangered ecosystem – the Great Plains grasslands.

Guardians of the Grasslands has been showcased at 18 film festivals, was an official selection at the Edmonton International Film Festival and the Central Alberta Film Festival, where it won Best Short Documentary. Check out the film by requesting a screening at [guardiansofthegrasslands.ca](http://guardiansofthegrasslands.ca). The documentary will be available to the general public March 2021. 



© 2020 Guardians of the Grasslands



The Canadian Agri-Marketing Association recently recognized ABP's marketing excellence at the Best of CAMA Awards. Through work done with our marketing agency WS, ABP was awarded top prize in Home Series, Best Overall Industry Relations Program, Website and the Certificate of Merit for Billboard and Single Execution (Print or Digital). These awards were for our billboard campaign, the short TV commercials this spring and our new consumer website.



# PRESCRIBING AND DISPENSING LIVESTOCK MEDICATIONS

## Frequently Asked Questions

Since December 1, 2018, a prescription has been required to purchase any medically important antibiotic for use in cattle. This meant that some medications, such as tetracycline, were no longer available over the counter at local farm supply stores. As with any new regulation change, this has caused some confusion in various situations for producers.

**You've got questions? We're answering them!**

### What is a medically important antibiotic?

These are drugs considered to be essential for the treatment of bacterial infections in humans and include most antibiotics used to treat animals. Ionophores such as Rumensin are not considered to be medically important.

### How do I get a prescription?

Only a registered veterinarian associated with a veterinary practice in Alberta can issue a prescription. Before your veterinarian will write you a prescription, you need to first make sure a valid veterinarian-client-patient relationship (VCPR) is in place.

### What is a VCPR?

Essentially, this means that you have a relationship with your veterinarian, and they understand your operation, management practices, herd and common animal health issues you experience well enough to provide meaningful advice and oversight.

In Alberta, the following conditions must be met to establish a VCPR:

- The veterinarian has assumed responsibility for making clinical assessments and recommendations for the health of your animals, and you have agreed to the veterinarian assuming this responsibility
- The veterinarian has sufficient knowledge of the animals on which to base their assessment, diagnosis and treatment of the animals' medical condition
- You have agreed to follow the veterinarian's recommendations and prescriptions
- The veterinarian is available or has arranged for follow-up evaluation, especially in the event of adverse reactions or treatment failure

### Do I have to meet with my veterinarian a specific number of times per year to maintain a valid VCPR?

No, but contact with your veterinarian should be regular enough that they feel confident they have sufficient knowledge of your operation and your herd's health status. Scheduling an annual visit with your veterinarian to discuss your animal health needs is a good idea.

### What if there is no veterinarian close to me? Or I don't get along with the veterinarian that is closest to me?

You can establish a VCPR with any veterinarian licensed to practice in Alberta.

### Okay, now will you tell me how to get a prescription?

Once the VCPR is established, your veterinarian must determine the medical need for each prescription, document it in the medical record and be available for follow-up. If these conditions are met, a prescription can be issued. A prescription will be specific to the animals being treated, the particular drug, dosage, duration, directions for use, and any withdrawal time or other precautions or warnings.

### Can a prescription be written in advance of a probable animal health issue?

Yes, but there are a few caveats. Based on the veterinarian's knowledge of your operation and common animal health challenges, you can work with your veterinarian to design one or more animal health protocols. An animal health protocol may anticipate medical treatment needs for predictable animal health events, in which case a prescription may be written to cover an estimated amount of required antibiotic. Prescriptions can be valid for up to one year. It is important to note that the animal health protocol is not the same as a prescription. The animal health protocol can be used to determine medical need for a prescription but cannot be used as a prescription.

### Does the veterinarian have to make a farm visit every time I need a prescription?

Provided you have a valid VCPR, the veterinarian may collect information necessary to establish medical need without a visit or examination of animals. Information about a current or emergency animal health issue can be shared by phone, text or email. Pictures, video or lab test results can also help the veterinarian determine medical need or reach a diagnosis.

### I have a prescription on file with my veterinarian, but they ran out of stock for the particular antibiotic I need, and I can't wait for the new order to come in. Can I get this prescription filled elsewhere?

Once your veterinarian has written you a prescription, or it is on file (e.g. for refills), you can ask for a copy of it, and your veterinarian must provide a copy at no charge. You may take a copy of your valid prescription and ask another veterinarian to fill it, even if you don't have a VCPR with the other veterinarian.

BUT, the other veterinarian does not have to fill that prescription. Whether or not a veterinarian dispenses any medication is a personal business decision. You may want to call ahead to see if that's a service an unfamiliar veterinarian provides so you don't waste a trip.



### SCENARIO 1:

Joe has been working with his veterinarian for several years and they have developed a herd health protocol together. They have noticed that whenever it is a particularly wet year, cows and calves in one field experience more footrot than the rest of the herd. There has been, on average, 10% of the cows and calves in this field afflicted in those wet years. Joe's veterinarian writes him a prescription in January, during their usual animal health protocol review, for antibiotics to treat the expected percentage of cows and calves in that field that may get footrot over the summer if it is a wet year. The prescription is written for a specific amount of antibiotic, so if the percentage of animals affected exceeds what has been prescribed, Joe will have to contact his veterinarian to re-assess the protocol and get a new prescription to cover treatment of the extra animals.

### SCENARIO 2:

Cathy walks into her regular vet clinic, where she has a VCPR and a valid prescription on file. She's heard that the drug for her prescription is a bit cheaper at the vet clinic the next town over. She asks for, and is given, a copy of her prescription. She calls the vet clinic in the next town and confirms that they have the product in stock. She takes her prescription to the neighbouring clinic and receives her prescribed medication.

### SCENARIO 3:

John finishes 250 of his own calves every year. To reduce the prevalence of liver abscesses, he would like a prescription for Tylan. His veterinarian agrees that there is medical need to reduce liver abscesses and writes a prescription for Tylan that provides enough medication to treat 250 head for the finishing feeding period.

### SCENARIO 4:

Jen asks her veterinarian for a prescription to cover the medication needs for her 75 head cow herd for the year. Jen's veterinarian refuses.

#### Why?

**This would not be a valid prescription as medical need hasn't been established, and the request is not specific to the group of animals requiring treatment, the drug or dosage.**

### SCENARIO 5:

Jackie has many different locations where her cattle are located, some of which are quite a distance from where she lives and her veterinary clinic where she has a VCPR. She walks into the veterinary clinic that is closest to where she will be processing calves today (not her "home" clinic). She asks for a prescription and is refused.

#### Why?

**Jackie does not have a VCPR with this particular clinic, and therefore the veterinarian is unable to write her a prescription.**

### SCENARIO 6:

Chris has cattle in many different locations, some of which are a considerable distance from where he lives and his veterinary clinic where he has a VCPR. He has a valid prescription on file with his "home" clinic and asks them to send a copy to the clinic closest to where he'll be working calves today, and they do so. Chris stops in the new clinic and they fulfill the prescription.

The next day, he makes the same request of a clinic in a different location. Once again, his "home" clinic sends a copy of

the valid prescription on file to the clinic closest to where Chris is working cattle, but this time, the clinic doesn't fill the prescription.

#### Why?

**There are a number of reasons why this clinic may choose not to fill that valid prescription. They may not have the drug in stock, they may not actually dispense any medication or they may simply not want to deal with clients they do not know, even if they come bearing a valid prescription. This is an individual business choice, and Chris could have saved himself a trip by calling and asking the clinic, in advance, if filling his prescription is something they'd do.**

### SCENARIO 7:

Cam is visiting his brother in another part of Alberta when he realizes he forgot to pick up some medication for a herd health issue on his operation. He's been working with his local veterinarian for many years, but they haven't yet had their annual herd health protocol review. Cam figures he'll just stop by the veterinary clinic closest to his brother's house and pick up the drugs he needs – perhaps he'll need this clinic to call his "home" clinic but that should be no big deal. Once there, the veterinarian calls Cam's "home" clinic, but then refuses to dispense Cam's medication.

#### Why?

**Cam has an excellent VCPR with his "home" clinic, but because they haven't had their annual herd health protocol review, there isn't a prescription on file for this particular herd health issue. This means that the vet clinic near Cam's brother's house cannot legally dispense any medication to Cam.**



# Your Checkoff Explained

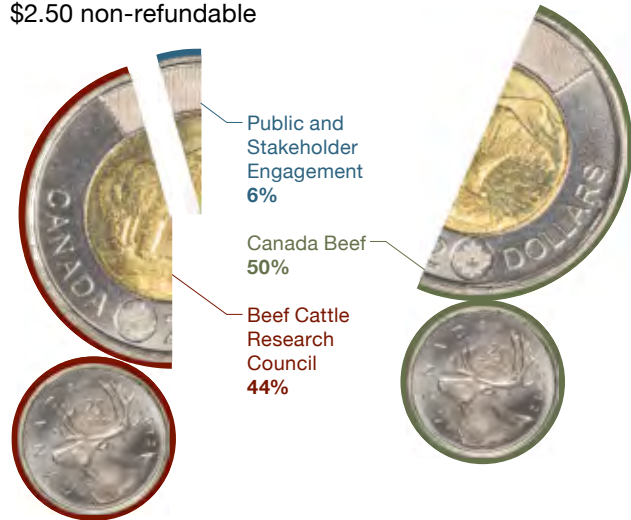
**Non-refundable  
National Levy – \$2.50**



**Refundable Provincial  
Service Charge – \$2.00**



**National Levy Breakdown  
\$2.50 non-refundable**



## WORK DONE WITH PROVINCIAL SERVICE CHARGE FUNDS

- ABP is building strong relationships with the new provincial government so producer interests are considered in legislation, regulation and policies.
- Top priorities for the cattle and beef industry are increased funding for research, addressing rural infrastructure issues that lead to harmful taxation and development restrictions, secure long-term tenure on grazing leases, improved labour and safety legislation that is practical for farms and ranches, and better access to labour.
- Collaborate with other funding organizations to ensure research investments and projects address beef priorities and provide Alberta producers with information and technology that will support sustainable and competitive operations.
- Alberta Beef marketing and our education initiatives are working to build consumer support, public trust, and understanding of our industry among students.
- ABP uses a wide range of communications tools, including social media, to send our messages to producers, the public, and governments.

**Provincial Service Charge Breakdown  
\$2.00 refundable**



- Work done by the Canadian Cattlemen's Association (CCA) on international trade strongly encourages the continuous expansion of free trade and the optimization of standing agreements. Notable trade efforts include: the renegotiation of CUSMA, encouraging ratification of CPTPP, and ongoing efforts related to CETA and the U.K.
- The CCA leads national efforts to protect beef industry interests on policy issues such as business risk management, traceability, animal health and care and the environment.
- The CCA led significant efforts to supporting industry response to COVID-19 impacts with the goal of maintaining business continuity. 

## HIGHLIGHTS FROM THE CHAIR

# Changing for the Better in 2021

We sat down with Kelly Smith-Fraser, Chair of ABP, to talk about her first year as chair, and hopes for the future. Here is what she had to say...

Each New Year brings a new start, thankfully. The past year has been tough, but when I look back I also appreciate the opportunities it brought. While 2020 challenged businesses across the board, as an industry we proved we can adapt.

Last year at the AGM, as the first woman chair of the organization since its inception 51 years ago, I recall saying: "It has been said that today we made history, but I don't think that today was the history-making – history will be made by what we do in the year ahead."


I also said that, at the end of my term I do not want to hear producers asking: "What is ABP? What do you guys do?"

Well, we did it! With the support of the ABP Board, we are already communicating differently with producers, we've pivoted directionally to increase engagement, and we're using new mediums to get our message out.

The changes we've made going into 2021 have forged a new path for ABP. It's an exciting time to be part of this organization and, I'm confident we'll see this year the benefits of the work done in 2020.

One success story is the exciting news our board received last fall that we confirmed an opportunity to place our Alberta branded beef program onto a new global platform. While we are still finalizing this launch and awaiting approvals for the formal introduction (stay tuned!) I couldn't be more excited nor proud to be an Alberta beef producer.

Alberta beef is a brand people recognize and request. It's tangible evidence that the work of brand building has made a real difference, not just at home, but around the world. It wasn't a result of our work just this past year, it was the result of over 50 years of work you, our producers, have done to develop an awesome product and producer organizations have done to promote it.

We're transforming the organization, communicating differently, and seeing the fruition of our brand-building work through the export of Alberta branded beef. It's a success we've all been part of, and can take pride in. I am looking forward to an incredible year ahead and all the positive momentum we are building. 





## STATEMENT BY ALBERTA BEEF PRODUCERS

The undersigned would like to take this opportunity to apologize to Danny Hozack, a former delegate of ABP, for the unfortunate election issue that arose in the fall of 2018.

By way of background, Danny Hozack was a sitting delegate whose 2-year term of office was due to expire at the close of the 2018 fall producer meetings. Danny Hozack submitted his nomination form for the 2018 zone delegate elections just before the August 31, 2018 deadline. As he was the only candidate nominated for his zone, he was declared elected by acclamation. A letter acknowledging his election by acclamation was sent to him on September 4, 2018 and his election by acclamation was published in the 2018 Annual Report which was mailed out to all producers. Danny Hozack was also introduced as an acclaimed delegate at the 2018 fall producer meetings.

On November 28, 2018 Alberta Beef Producers sent a letter to Danny Hozack declaring his nomination form invalid and revoking his election as a zone delegate by acclamation. At the December 3, 2018 Board of Director's meeting, the Board appointed an eligible producer to fill the zone delegate vacancy as permitted by the ABP By-laws.

The backdrop to these events was the vote on the plebiscite to change ABP's service charge from refundable at the request of a producer to non-refundable. The plebiscite took place between October 19 and November 27, 2018. Danny Hozack campaigned heavily to convince producers to vote against the change to a non-refundable service charge. Although the Board of Directors and the delegate body had voted in favour of holding the plebiscite, there was no prohibition or rule against Danny Hozack, as a delegate and producer, campaigning against a non-refundable service charge.

During this time, the Board of Directors was receiving numerous complaints from other delegates regarding Danny Hozack's campaign against the non-refundable service charge and calls for his removal from office. These complaints led to ABP becoming aware that Danny Hozack had submitted a copy of his 2012 nomination form, which had been signed and submitted in 2012, as his nomination for the 2018 zone delegate elections. This fact was relied on and used by ABP as the grounds to declare Danny Hozack's nomination form invalid and revoke his election by acclamation.

The following two fundamental questions should have been asked and answered before the November 28, 2018 letter was sent to Danny Hozack:

1. Given the passage of time and ABP's actions on receipt of Danny Hozack's nomination form, was ABP estopped from relying on any defect in the nomination form as grounds for the action proposed to be taken?
2. Was the proposed action prompted and motivated by Danny Hozack's campaign against a non-refundable service charge and the complaints received from other delegates?

If the answer to either of these two questions had been yes, Alberta Beef Producers should not have sent Danny Hozack the November 28, 2018 letter and appointed another producer as a zone delegate in his place.

Looking back, the Executive and the Board of Directors realize that, due to the politics of the plebiscite and the hard-feelings among the directors and delegates arising from Danny Hozack's campaign against the plebiscite, the 2018 Executive failed to be objective, failed to present all the facts to the Board of Directors and failed to enable the Board to receive outside professional assistance, counsel and expertise prior to any decision being made.

The timing and the manner in which Mr. Hozack was removed as a zone delegate was improper. The actions taken did not meet the standards expected of ABP as a democratically elected organization nor did they comply with the administrative rules of natural justice and fairness that govern decisions of this nature.

The undersigned, on behalf of themselves and ABP Board of Directors, would like to apologize to Mr. Hozack, for how this matter was handled. The Board also apologizes to Mr. Hozack for any embarrassment these actions may have caused him personally. We would also like to sincerely apologize for any harm that this may have brought him and his family, other delegates and to producers in general for this unfortunate circumstance.

Although, on review, this was an isolated incident, and ABP has not had any previous or subsequent issues with our delegate elections, ABP is developing and implementing procedural measures and oversight to strengthen the integrity of our delegate and director election process. As part of these measures we will be working to ensure that our election procedures are well-defined, communicated and understood by producers, delegates, directors, and staff.

November 9, 2020

Date



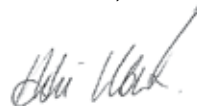
Charlie Christie, 2018 Chair



Kelly Smith-Fraser, 2018 Vice Chair



Bob Lowe, 2018 Past Chair



Melanie Wowk, 2018 Finance Chair



# ABP Zones and Delegates

## ABP ZONE REGIONAL LISTINGS

### SOUTHEAST ZONE

comprises those lands that are located within the following areas:

- (a) Cypress County;
- (b) County of Forty Mile No. 8;
- (c) County of Warner No. 5;
- (d) Municipal District of Taber;
- (e) County of Newell;
- (f) Vulcan County;
- (g) Wheatland County;
- (h) Kneehill County;
- (i) Starland County;
- (j) Town of Drumheller;
- (k) County of Stettler No. 6;
- (l) County of Paintearth No. 18;
- (m) Special Area No. 2;
- (n) Special Area No. 3;
- (o) Special Area No. 4;
- (p) Municipal District of Acadia No. 34;
- (q) any city, town, or village that is encompassed by the land described in clauses (a) to (p).

### SOUTHWEST ZONE

comprises those lands that are located within the following areas:

- (a) Cardston County;
- (b) Improvement District No. 4 (Waterton);
- (c) Municipal District of Pincher Creek No. 9;
- (d) Municipality of Crowsnest Pass;
- (e) Municipal District of Willow Creek No. 26;
- (f) Lethbridge County;
- (g) Municipal District of Ranchland No. 66;
- (h) Foothills County;
- (i) City of Calgary;
- (j) Kananaskis Improvement District;
- (k) Rocky View County;
- (l) Municipal District of Bighorn No. 8;
- (m) Improvement District No. 9 (Banff);
- (n) Mountain View County;
- (o) Clearwater County;
- (p) Red Deer County;
- (q) any city, town, or village that is encompassed by the land described in clauses (a) to (p).

### CENTRAL ZONE

comprises those lands that are located within the following areas:

- (a) Lacombe County;
- (b) Ponoka County;
- (c) County of Wetaskiwin No. 10;
- (d) Leduc County;
- (e) Strathcona County;
- (f) Improvement District No. 13 (Elk Island);
- (g) City of Edmonton;
- (h) Sturgeon County;
- (i) Thorhild County;
- (j) Athabasca County;
- (k) Municipal District of Opportunity No. 17;
- (l) Municipal District of Lesser Slave River No. 124;
- (m) Woodlands County;
- (n) Westlock County;
- (o) County of Barrhead No. 11;
- (p) Lac Ste. Anne County;
- (q) Parkland County;
- (r) Brazeau County;
- (s) Yellowhead County;
- (t) Improvement District No. 12 (Jasper National Park);
- (u) Municipality of Jasper;
- (v) Improvement District No. 25 (Willmore Wilderness);
- (w) any city, town, or village that is encompassed by the land described in clauses (a) to (v).

### NORTHWEST ZONE

comprises those lands that are located within the following areas:

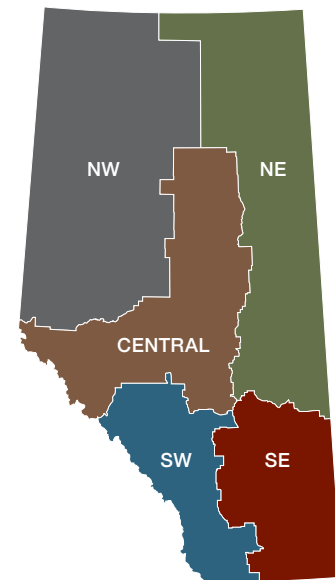
- (a) County of Grande Prairie No. 1;
- (b) Municipal District of Greenview No. 16;
- (c) Big Lakes County;
- (d) Municipal District of Smoky River No. 130;
- (e) Birch Hills County;
- (f) Municipal District of Spirit River No. 133;
- (g) Saddle Hills County;
- (h) Municipal District of Fairview No. 136;
- (i) Municipal District of Peace No. 135;
- (j) Northern Sunrise County;
- (k) County of Northern Lights;
- (l) Clear Hills County;
- (m) Mackenzie County;
- (n) any city, town, or village that is encompassed by the land described in clauses (a) to (m).

### NORTHEAST ZONE

comprises those lands that are located within the following areas:

- (a) Camrose County;
- (b) Flagstaff County;
- (c) Municipal District of Provost No. 52;
- (d) Municipal District of Wainwright No. 61;
- (e) Beaver County;
- (f) Lamont County;
- (g) County of Minburn No. 27;
- (h) County of Vermilion River;
- (i) County of Two Hills No. 21;
- (j) Smoky Lake County;
- (k) County of St. Paul No. 19;
- (l) Municipal District of Bonnyville No. 87;
- (m) Lac La Biche County;
- (n) Regional Municipality of Wood Buffalo;
- (o) Improvement District No. 24 (Wood Buffalo);
- (p) Improvement District No. 349;
- (q) any city, town, or village that is encompassed by the land described in clauses (a) to (p).

## ABP ZONE MAP



**SE ZONE****Darren Bevans**

Darren Bevans is General Manager of Deseret Ranches, a large cow calf operation located near Raymond. Darren is excited about the new direction at ABP and is hoping for the opportunity to contribute as the organization and industry move forward.

**CELL**

403-634-6451

**EMAIL**

dbevans@deseretranches.com

**REGION**

County of Warner No. 5

**Shawn Freimark**

Shawn Freimark grew up in Buffalo, Alberta on a ranch. After high school he went to B.C. to work on ranches and guided hunts. He travelled abroad before coming back to Alberta. Shawn currently ranches near Castor.

**CELL**

403-740-9576

**EMAIL**

ibcow@hotmail.ca

**REGION**

County of Paintearth No. 18

**Jason Hale**

Jason Hale was born and raised in Bassano where he and his wife own and operate a cow calf ranch. They have two sons who are also involved in the agriculture sector. Jason has served as the MLA for Strathmore-Brooks, currently is a member of the Agriculture Society Executive, and was elected to the Eastern Irrigation District board where he is the Chair.

**CELL**

403-793-1611

**EMAIL**

jasonhale4@gmail.com

**REGION**

County of Newell

**Brodie Haugan**

Brodie Haugan was raised on his family's ranch, near the town of Orion. Brodie attended the University of Saskatchewan, earning a Bachelor of Science in AgriBusiness. Along with his parents, he operates a commercial cow-calf herd, and they produce all their own feed. He also works with several feedlots, backgrounding and finishing cattle. Brodie is a graduate of the Cattlemen's Young Leaders program and a past board member of the Young Cattlemen's Council.

**CELL**

403-580-9534

**EMAIL**

brodie.haugan@gmail.com

**REGION**

County of Forty Miles No. 8

**Kent Holowath**

Kent Holowath operates a grain and cow-calf operation with his wife, Jill, and three kids near Rumsey. They have both purebred and commercial black Angus cattle, as well as a backgrounding operation. Currently he is the head leader of the Rumsey 4-H Beef Club and a director at the Big Valley Feeder Association.

**CELL**

403-820-6352

**EMAIL**

holowath@telusplanet.net

**REGION**

Starland County

**Craig Lehr**

Craig Lehr was born and raised on his family farm, Short Grass Ranches, near Medicine Hat. After three years at Olds College he returned to the farm where he lives with his wife, Nicole, and their two kids, who are the fourth generation on the farm. Short Grass Ranches consists of a cow-calf operation and backgrounding feedlot, along with irrigation and dryland farming.

**CELL**

403-581-7242

**EMAIL**

craiglehrsgr@gmail.com

**REGION**

Cypress County



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## SW ZONE

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### Brad Osadczuk



Brad Osadczuk, along with his wife, Elaine, and their three daughters, ranch in the community of Jenner, located in Special Areas #2. They run a primarily cow-calf and yearling operation. Brad has been a delegate with ABP for seven years and in that time has sat on the Board of Directors, and is currently the ABP Finance Chair.

**CELL**

403-793-5041

**EMAIL**

brad.osadczuk@gmail.com

**REGION**

Special Area No. 2

### Jim Bowhay



Jim Bowhay, along with his wife, Nola, and their family, operates a mixed farm operation near Sundre. The mixed operation includes cow-calf, meat goats, butcher turkeys, and laying hens. Jim often refers to it as a mixed-up operation. Jim has been involved in both the cattle industry and government while being on the provincial board of the Alberta Feeder Association for 12 years, on the LIS board for six years, and also worked in the field as a Brand Inspector for several years. Jim has a real passion for our youth in the industry, which is demonstrated by close to 50 years of 4-H involvement.

**CELL**

403-994-0517

**EMAIL**

jnbowhay@gmail.com

**REGION**

Mountain View County

### Graeme Finn



Graeme Finn and his wife, Heather, run a cow-calf and grass finishing operation near Madden. They run a year-round grazing program based on regenerative agriculture. Graeme is president of Union Forage.

**CELL**

403-312-2240

**EMAIL**

graeme@southerncrosslivestock.ca

**REGION**

Rocky View County

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### Sheila Hillmer



Sheila Hillmer and her family have a farming and ranching operation near Del Bonita, and her two sons are beginning the process of succession in the family business. Sheila is a Key Account Manager with Elanco Canada, a global animal health company. Sheila works with corporate feedyards and is based in southern Alberta. She also spends a significant amount of time developing and executing Learning and Development, both internally within Elanco and externally to customers.

**CELL**

403-394-5798

**EMAIL**

hillmer\_sheila@elanco.com

**REGION**

Cardston County

### Lee Irvine



Lee Irvine and his family have recently set up a grass backgrounding operation in the Cochrane area. Throughout his career, he has had the opportunity to market cattle through TEAM and Calgary Stockyards, to sit in the boardroom of multinational pharmaceutical companies and to run the auction market and feedlot software for ViewTrak Technologies. He has been an auditor for the Verified Beef Production Plus program and sat on the Canadian Roundtable for Sustainable Beef Framework Committee.

**CELL**

403-671-4878

**EMAIL**

lee@irvinefamily.ca

**REGION**

Rocky View County

### Chris Israelson



Chris Israelson, along with his wife, Stacey, and their young family, operate a cow-calf herd, background feedyard, and market finished cattle near Didsbury. Chris also owns a custom harvest operation that services beef and dairy producers in the southern half of the province.

**CELL**

403-994-0561

**EMAIL**

cisrael@telus.net

**REGION**

Mountain View County

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## CENTRAL ZONE

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### Fred Lozeman



Fred Lozeman operates a farm near Claresholm. Along with family members and dedicated employees, they produce cattle, grains, oilseed, and forage. Fred has been an ABP delegate for the past four years, including four years as a Director, three years as the Chair of the Research Committee, three years on the Governance Committee, and two years as an ABP representative for BCRC.

**CELL**

403-625-6391

**EMAIL**

flozeman@telusplanet.net

**REGION**

MD of Willow Creek No. 26

### Kelly Smith-Fraser



Kelly Smith-Fraser operates her family purebred operation, NuHaven Cattle Co., near Pine Lake, where they raise Maine-Anjou and club calves for show steers. Kelly has served the producers of central Alberta for the past six years as a delegate and zone director, as well as Finance Chair and Vice Chair, and, most recently, Chair of Alberta Beef Producers. Kelly was also appointed to the interim board of the Results Driven Agriculture Research and is a director of the Canadian Cattlemen's Foundation. Kelly holds a Bachelor of Arts degree in Marketing from Texas Tech University.

**CELL**

403-598-4323

**EMAIL**

klkfraser@gmail.com

**REGION**

Red Deer County

### Colin Campbell



Colin Campbell and his wife, Marilyn, own and operate a purebred herd of Angus in the Bon Accord area. From 1975 to 2010, Colin was heavily involved in regulatory and corporate liaison activities with Agriculture and Agri-Food Canada. Having served as an ABP delegate for eight years, of which he has served as zone director for five years, Colin has advocated to prevent or reduce costs being imposed on the sector.

**CELL**

780-914-9066

**EMAIL**

colinjames.campbell@hotmail.com

**REGION**

Sturgeon County

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### Rod Carlyon



Rod Carlyon and his family live and run their beef operation near Westlock. Rod has been an ABP delegate for the past two years. He has been involved with the Research Committee and volunteered for various other projects representing ABP.

**CELL**

780-206-7872

**EMAIL**

rcarlran@icloud.com

**REGION**

Westlock County

### Martin Clausen



Martin Clausen, together with his fiancé and parents, run Hazel Bluff Angus near Westlock. Having grown up on a cattle operation, the beef industry has become an important part of Martin's life. Martin hopes to be a positive voice for young producers who are looking to join the agriculture industry.

**CELL**

780-307-7042

**EMAIL**

m.clausen4@hotmail.com

**REGION**

Westlock County

### Austin Dow



Austin Dow lives just outside of Onoway where he runs a cow calf operation along with his wife, Kaitlin. Austin grew up in the agriculture industry and has always had a passion for livestock. He worked in the fertilizer industry for 10 years and has his core technology diploma from Lakeland College.

**CELL**

780-318-3317

**EMAIL**

auzzdow@gmail.com

**REGION**

Lac Ste. Anne County



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## NE ZONE

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### Cathy Sharp



Cathy Sharp and her family own and operate a purebred cow-calf operation east of Lacombe. Cathy has served on the ABP Board of Directors and as an ABP representative to the Canadian Cattlemen's Association Board of Directors.

**CELL**

403-358-0575

**EMAIL**

gwsharp@platinum.ca

**REGION**

Lacombe County

### Emil Dmytriw



Emil Dmytriw is a fourth-generation grain and cattle farmer northeast of Innisfree. Emil feels that he is a beef producer dealing with the same issues, and has the same concerns, as most other producers. As such, he looks forward to continuing to work hard for the beef industry to keep it sustainable for years to come.

**CELL**

780-603-3645

**EMAIL**

barwd1@gmail.com

**REGION**

County of Minburn No. 27

### Shane Franklin



Shane Franklin, along with his wife, Charlene, own and operate the Franklin Rodeo Company in the Bonnyville area, which supplies livestock to rodeos across Canada. They also have 120 head of Black Angus Simmental cattle.

**CELL**

780-812-1338

**EMAIL**

franklinrodeocompany@gmail.com

**REGION**

MD of Bonnyville No. 87

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### Jay Hager



Jay Hager and his family run a 400 head cow-calf operation near Provost. They also operate a welding business that fabricates cattle handling and feeding equipment, and custom fence in the summer. Jay is an active 4-H leader for the Stainsleigh club and is involved at district and regional levels.

**CELL**

780-753-4375

**EMAIL**

07jaybar@gmail.com

**REGION**

MD of Provost No. 52

### George L'Heureux



George L'Heureux operates a ranch near Lac La Biche. As he reaches retirement, he is downsizing to a 60 head cow-calf operation, which will allow him to dedicate more time to ABP to assist the industry in going forward. He is also involved in municipal politics as a county councillor, chair of the local ASB Board, chair of the Athabasca Heifer Co-op, and vice-chair of the Lac La Biche Ag Society.

**CELL**

780-689-8036

**EMAIL**

cloudydrawranch@gmail.com

**REGION**

Lac La Biche County

### Josie Pashulka



Josie Pashulka lives in the County of Two Hills, near Derwent. She farms with her husband, Ken, and three sons, operating the Rusylvia Cattle Co. They raise 400 cows and farm 2,000 acres of grain, silage, hay, and grazing corn. Josie was a 4-H beef leader for 14 years, and currently teaches the Beef Artificial Insemination course at Lakeland College.

**CELL**

780-787-0077

**EMAIL**

kenpashulka@hotmail.com

**REGION**

County of Two Hills No. 210

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## NW ZONE

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### Joanne Solverson



Joanne Solverson and her family operate a cow-calf to finish operation near Camrose. Joanne has been working in the ag industry for most of her life in both retail and on the farm. Working with producers and helping the industry grow has always been her passion.

**CELL**  
780-679-5618

**EMAIL**  
joanne.solverson@gmail.com

**REGION**  
Camrose County

### Melanie Wowk



Melanie Wowk and her husband operate Wowk Ranch, a multigenerational cow-calf operation near Beauvallon. Melanie has also been primarily a cow-calf veterinarian since 1993, operating her own practice, and she now works in the pharmaceutical industry. Melanie has served on the ABP board for four years, two of those as Finance Chair and this past year as Vice Chair. She also sits as a member of the AFAC board.

**CELL**  
780-210-2500

**EMAIL**  
dvm.mcw@gmail.com

**REGION**  
County of Two Hills No. 21

### Lori Kinnee



Lori Kinnee, along with her husband, Paul, and their family, ranch in the Lost Lake area west of Grimshaw. Lori is looking forward to being a part of ABP in promoting Alberta beef to consumers, as well as moving the industry forward for young producers.

**CELL**  
780-834-8851

**EMAIL**  
tenbarcattle@abnorth.com

**REGION**  
MD of Peace No. 135

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### Erin Moskalyk



Erin Moskalyk, along with her husband, have started a niche market herd of commercial Scottish Highlands near Fairview. They plan on building their herd and marketing grass finished holistically raised beef.

**CELL**  
780-834-0187

**EMAIL**  
mustcallitfarm@gmail.com

**REGION**  
MD of Fairview No. 136

### Mike Nadeau



Mike Nadeau, along with his wife and three children, have a joint venture ranching operation with his in-laws, southwest of Beaverlodge. They have a cow-calf operation as well as a backgrounding feedlot.

**CELL**  
780-933-8886

**EMAIL**  
mike@melbern.ca

**REGION**  
County of Grande Prairie No. 10

### Gary These



Gary These, together with his wife and son, operate a cow-calf and backgrounding operation north of Peace River. Gary has been an ABP delegate for the last two years and was previously a director for Peace County Forage and Beef. At ABP, he was on the Cow-Calf Council and found risk management very interesting.

**CELL**  
780-625-6793

**EMAIL**  
gjthese@gmail.com

**REGION**  
Northern Sunrise County





# ABP Statement on Coal

**This statement was released by Alberta Beef Producers January 21, 2021**

Alberta Beef Producers (ABP) has heard concerns from producers regarding open-pit coal extraction in the eastern slopes of Alberta and their potential impacts on water quantity and quality, air quality and biodiversity. As an organization, we are frustrated with the limited public engagement that took place prior to

the Government of Alberta rescinding the 1976 A Coal Development Policy for Alberta on June 1, 2020.

The ABP Board of Directors has passed a resolution brought forward by producers that supports lobbying for the reinstatement of the coal policy until

proper public consultation is complete. While we recognize the importance of modernizing outdated government policies, we encourage the practise of public consultation when creating policies related to land use. ABP is not opposed to environmentally responsible resource extraction. We hope the decision by Minister of Energy Sonya Savage to pause future coal leases provides the necessary motivation for further consultation on land use decisions in the region.

There are several coal mining projects in various stages of development in the southwest part of the province. Some are preliminary and exploratory, while others are in advanced stages of the federal and provincial regulatory review process – specifically

the Grassy Mountain Coal Project. This project was submitted for approval in 2015, prior to the rescinding of the coal policy and is currently under joint federal-provincial government review.

ABP would like to remind producers that when an application for development is submitted to the Alberta Energy Regulator (AER), Albertans who are directly impacted may file a Statement of Concern to express their concern with the proposed development.

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*Congratulations to Alberta Beef Producers on the launch of their new magazine*





# 64<sup>th</sup> Annual Medicine Hat **SPRING BULL SHOW AND SALE**

*Show:* March 16, 5:00 p.m.

*Sale:* March 17, 1:00 p.m.

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## ABP Programs & Updates

**THANKS FOR CHECKING IN WITH ABP. IT'S BUSINESS AS USUAL IN UNUSUAL TIMES FOR AGRICULTURE AND THE CANADIAN CATTLE INDUSTRY IS NO EXCEPTION. WE HAVE CAPTURED SOME HIGHLIGHTS OF PROGRAMS AND ANNOUNCEMENTS FOR YOU BELOW.**

### **Cattlemen's Young Leaders Mentorship Program Applications now Open!**

Young people looking to advance their careers in the Canadian beef industry through unique mentorship, networking and travel opportunities can now apply for the Cattlemen's Young Leaders (CYL) Mentorship Program. The Canadian Cattlemen's Association's CYL Program is a national initiative designed to equip young people ages 18-35 with the skills they need to further the success of the Canadian beef industry. Established in 2010, the program has seen over 120 graduates paired with a mentor to help propel their careers in their specific area of interest within the beef cattle sector.

Each year, applications are open from the beginning of January to the end of March, where 24 semi-finalists are then selected from an impressive pool of applicants from across the country involved in various parts of the beef industry such as cow-calf production, feedlot production, research, post-secondary studies, finance, communications and more. Semi-finalists are invited to compete in the annual CYL Selections event held in conjunction with the Canadian Beef Industry Conference. Participants are judged in roundtable discussions centred around timely industry topics. From this event, 16 program

participants are chosen to participate in the program and are paired with a hand-picked industry leader for a nine-month mentorship opportunity in the participant's specified area of interest in the beef industry. Participants also receive \$2,000 to use towards learning opportunities of their choosing. Along with industry networking opportunities, participants often form strong relationships within their peer group in the program who are equally passionate about the success of the Canadian beef industry and serve as meaningful contacts and friendships for years to come.

If you're a young person looking to take your career in the beef industry to the next level, or you know of a young industry leader who would excel in this program, please visit our website at [www.cattlemensyoungleaders.com](http://www.cattlemensyoungleaders.com) to learn more and apply. You can also watch our 10th Anniversary video below to find out more about the opportunities available through the program.

CYL applications for the 2021-22 program year are open from January 4, 2021 to March 31, 2021 at 11:59 pm MT.



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# New Hires

**ABP WELCOMES NEW STAFF TO ALIGN WITH  
MARKETING AND COMMUNICATIONS INITIATIVES.**



Alberta Beef Producers (ABP) is pleased to welcome Kevin Virove and Megan McLeod to the marketing and communications team, effective January 11 and 12, respectively.

Virove will take on the Editorial Content Specialist position coordinating meaningful content for the ABP magazine and online platform. He brings more than

15 years of experience in broadcasting, journalism and photography, during which he has covered news and human interest stories for CTV Calgary, City TV and Shaw Media. He has a thorough understanding of what makes a good story and how best to source and present facts to an audience. Virove comes from a family with strong ties to Alberta's ranching community and brings with him an enthusiasm for the cattle industry.

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[[ ABP is excited to have Kevin and Megan join our team and for the enthusiasm and creativity they will bring to these positions. We are looking forward to incorporating their expertise as we move forward with some new initiatives. ]]

ABP General Manager Brad Dubeau



McLeod joins the team as ABP's Field Representative and will be responsible for connecting with producers and stakeholders out in the field at community events, auction markets and anywhere producers gather. She comes to ABP with a vast knowledge of the beef supply chain from conception to consumer, including cow calf and purebred livestock production and

marketing – with 15 years of experience on her family-owned and operated meat production facility. McLeod earned a Bachelor of Commerce degree from the University of Saskatchewan and brings experience in marketing through her work at McLeod Livestock, WS and Colliers International.



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# Beef Research and Technology Transfer Priority Survey



The Beef Cattle Research Council (BCRC) is in the process of renewing its five-year Canadian Beef Research and Technology Transfer Strategy (Research and Extension Strategy). This strategy will highlight Canada's beef research and technology transfer priorities and will be instrumental in guiding industry and government investments at both a national and provincial level across multiple funding agencies. BCRC's Research and Extension Strategy will also align with Canada's National Beef Strategy and ten-year-goals recently launched by the Canadian Beef Advisors, a collaborative group of national beef sector organizations including the BCRC.

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## Resolutions

### COAL

Producers have put forward resolutions concerning open-pit coal extraction in the eastern slopes of Alberta. The June 1, 2020 rescinding of the 1976 Coal Policy now allows for potential open-pit coal extraction in areas where this type of land use would have been strongly discouraged previously. The ABP Board of Directors has heard concerns from producers frustrated with the limited public engagement on these changes to land use planning and development in this region.

There are several coal mining projects in various stages of development in the southwest part of the province. Some of these are very preliminary and exploratory, while others are more advanced in the Federal and Provincial regulatory review process. Producers have raised concerns about potential impacts on water quantity and quality, air quality, and biodiversity that may result from these projects. When an application for development is made to the Alberta Energy Regulator (AER), producers that are directly impacted may file a Statement of Concern with AER to express any concerns they may have with the proposed development.

### GRAZING LEASE

Over the last year, Alberta Beef Producers has worked collaboratively with several other grazing stakeholder groups to provide input to Alberta Environment and Parks on their disposition renewal document. Environment and Parks needed to modernize the document and renewal process to address a rapidly increasing backlog of over 1,000 lease renewals and assignments. Alberta Beef Producers provided input to improve clarity within the document and minimize the negative impact of any changes to leaseholders.

The document was completed mid December. Alberta Environment and Parks intends to address the backlog by mid-April. Alberta Beef Producers will continue to work with other grazing stakeholders and Environment and Parks on other emerging and outstanding grazing lease issues.

## BULL SALE EVENTS

### Rawes Ranches 38th Annual Charolais Bull Sale

February 16, 2021

### McLeod Livestock, Kay-R Charolais & Triple M Farms Eighth Annual Charolais Bull Sale

February 17, 2021

### JoNomn Hereford Ranch Annual Bull & Female Timed Online Sale

February 17 & 18, 2021

### Maxwell-Rancier 26th Annual Bull Sale

February 26, 2021

### Belvin Angus Ninth Annual Bull Sale

March 2, 2021

### The Event Bull & Female Sale

March 3, 2021

### Calgary Bull Sale

March 3 & 4, 2021

### Nelson-Hirsche Purebreds Spring Bull Sale

March 11, 2021

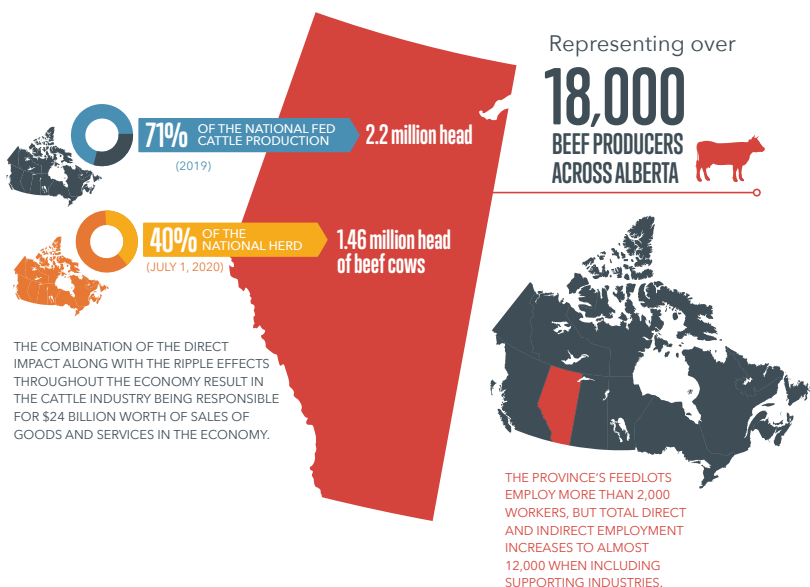
### Medicine Hat Spring Bull Show & Sale

March 16 & 17, 2021

For a complete list of upcoming events, visit [ABPdaily.com](http://ABPdaily.com)

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Megan McLeod. [meganm@albertabeef.org](mailto:meganm@albertabeef.org) | 403-801-9309



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