

# ABP



**Insights into  
Sustainability  
Practices and the  
Alberta Agrisystems  
Living Lab**

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Volume 2 Issue 4 **OCTOBER 2022**

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### ON THE COVER

Keep it simple by showcasing the tenderloin's delicate profile. In this issue, discover what makes this cut so special, and elevate your next meal with our editor's favourite recipe.

# #AllForTheBeef

WITH BRAD DUBEAU

## Elevating the Business of Beef



Legendary horseman Tom Dorrance once said: *“You can learn anything with these three words – observe, remember, and compare.”* Beyond that, he said, learn to adjust to fit the situation.

Although Tom’s wise advice was a reflection

on horsemanship, I couldn’t think of any better advice for what our industry faces today.

Throughout last spring we were in constant conversation with the Alberta government and Alberta Financial Services Corporation (AFSC), as we watched the drought situation very closely. Things looked desperate. We resigned ourselves to the fact that there would be no moisture relief. Tough decisions on cow herd dispersals looked inevitable, and cows were starting to come to town from every direction. Thankfully, in late June, the skies opened, and we received the “million-dollar rain” province-wide.

Since then, we’ve seen a return to hot, dry conditions. In fact, Alberta spent more late summer days under heat warnings than at regular temperatures. Our feed situation is much improved compared to last year, but we are just beginning to replenish depleted supplies. The two-in-three years stockpile is gone, and producers must now attempt to put up enough feed to replenish their stackyards.

In other words, we have a long way to go to fully recover from the severe drought in 2021. In my opinion, now is the time to elevate our beef operations, by deciding what we can do to be as “drought-proof” as possible. *Remember and observe* as we look back on our operations. What would have helped us through that extended period of drought? *Compare* to the present situation. What can be done differently now? What investments might help get us through the next one (which we know is coming)? Keep in mind that there may be government funding programs for water projects, so don’t put those on the back burner.

Of course, drought recovery is not the only issue we faced in recent months. Although we can’t control the weather, at ABP we do work hard and lobby on behalf of our industry and producers for better outcomes.

In early June, Health Canada introduced new Front-of-Package (FOP) labelling. This regulation would have required ground beef sold in stores to carry a “high in saturated fat” warning label, indicating that ground beef is unhealthy when, in fact, it’s a nutrient-rich, wholesome source of protein that Canadians rely on.

We reacted quickly. I reached out to the Alberta Minister of Agriculture, Nate Horner, and our team focused on the issue from that initial contact to a full reversal of the decision at the end of June. We are grateful for the leadership and support we received from government representatives like Minister Horner and Minister of Health, Jason Copping.

I was extremely proud of what our ABP team accomplished. We worked quickly and diligently alongside the Canadian Cattle Association, the National Cattle Feeders' Association, Alberta Pork, and provincial organizations Canada-wide, to bring this issue to the public's attention. It worked, and consumers came to the defence of the beef industry – a testament to the work we've done to build a relationship with consumers and loyalty to the Alberta beef brand.


I would also like to commend our Chair, Melanie Wowk, for her incredible leadership on this issue. When I asked Melanie if she would help us elevate the concern at a consumer awareness level, she said: "Tell me the time and place, and I will be there." Melanie's strong comments resonated with consumers nationwide. I even received feedback from eastern Canada confirming that people were affected by seeing our chair stand up publicly for the beef industry.

Of course, Melanie didn't act alone. The ABP executive and staff worked together. It was our combined efforts and the contributions of other organizations that propelled the Canadian government to reverse their decision and remove ground beef from their policy directive. I offer my thanks to the ABP team, and the many other associations and industry organizations who defended farmers and ranchers.

One thing we learned from the FOP issue is that there is a real disconnect at the government level with agriculture. We now have an opportunity to build a better understanding of our beef industry, which is why we were thrilled to host the inaugural Alberta Beef Industry Stampede Summit on July 14, 2022.

ABP, along with Alberta Cattle Feeders' Association, Canadian Cattle Association and the Western Stock Growers Association, brought together beef producers, industry stakeholders and politicians. ABP staff organized an exceptional event that strengthened relationships, helped build a foundation of understanding, and connected people to our industry. The event also created an opportunity for us to answer politicians' questions about our industry. It was a great success.

We ended the summer at the Canadian Beef Industry Conference (CBIC) in Penticton, BC in August. There was great attendance and connections made across the industry.

As we enter the busy season of fall gather, with cautious optimism about reduced feed costs and increased returns on the calf crop, I wish everyone a successful, profitable season. May this season also offer us time to "*observe, remember, and compare*" so we can elevate our operations and industry to best support a sustainable future. 

## Editor



### LINDSAY ROBERTS

Lindsay is the Marketing and Communications Manager at Alberta Beef Producers. She has an extensive background in agri-marketing, publication and brand development. Lindsay has a passion for creative storytelling and all things agriculture.

## Contributors



### DIANNE FINSTAD

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.



### ROBIN GALEY

Robin Galey fell into an agricultural communications career after falling off a horse in the Alberta foothills over 25 years ago. She has been cheerfully writing and editing agricultural communications from her home office in Calgary ever since. She seldom rides horses.



### LAURA LAING

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 along with her husband, West of Nanton, AB.



### CRAIG LESTER

Craig is an award-winning agricultural journalist who loves connecting people, ideas, and resources. He is also a cattle producer, who enjoys working on the family farm in Rolling Hills, AB.



### KIMBERLY GRAY


Kimberly Gray is a writer, teacher, and storyteller. Gray's connection to the environment and making a positive impact through story, art, and community is an integral part of her passion. As a sessional instructor Mount Royal University, a communications entrepreneur, and voice artist, Gray's intention is to inspire critical thinking, cultivate connection, and provoke beautiful questions.

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# Table of Contents

## INNOVATION & TECHNOLOGY

---

- 17 Living Labs Brings Research to Reality

## TRAILBLAZERS

---

- 20 National TESA Recipient for 2022:  
B.C.'s Bar 7 Ranch  
39 With a Little Love and Tenderness  
42 Youth Take on Pressing Agriculture Issues  
48 Showcase Your Tenderloin with These  
Simple Tips

## BUSINESS TOOLS

---

- 12 Regenerative Agriculture Practices Lead to  
Healthier Soil and Higher Quality Beef  
43 Locally Made Animal Health Solutions  
Respond to Alberta Producers Needs

## ISSUES & INSIGHTS

---

- 30 Seeking Sire Success  
47 ABP Aids in Front-of-Package Labelling  
Exemption Win  
51 Canfax Cattle Market Update

## CHECKING IN WITH ABP

---

- 3 #AllForTheBeef  
8 Highlights from the Chair  
10 Funding Update  
25 On the Minds of Canadian Consumers  
26 We Had Some Work Done – Check out the  
New Website  
27 A Good Influence  
34 The Ultimate Burger Autumn  
36 Out and About with Alberta Beef Producers  
41 We've Moved Tag Distribution Closer to Industry  
46 Canadian Agricultural Leaders Sit Down With  
Canada's Beef Sector Leaders  
52 ABP Delegate Nominations Due October 31  
53 ABP Zones and Delegates  
54 Cheers to New Adventures

17



## INNOVATION & TECHNOLOGY

Living Labs Brings Research to Reality

20



## TRAILBLAZERS

National TESA Recipient for 2022: B.C.'s Bar 7 Ranch

12



## BUSINESS TOOLS

Regenerative Agriculture Practices Lead to Healthier Soil and Higher Quality Beef

30



## ISSUES & INSIGHTS

Seeking Sire Success

34



## CHECKING IN WITH ABP

The Ultimate Burger Autumn

# Highlights from the Chair

WITH MELANIE WOWK

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## Strength in Numbers

It's been a busy summer, with a return to conferences and events. As we continue trying to stabilize from the drought, herd dispersals and low feed supplies, I am actually optimistic. Everything is signalling the promise of strong calf prices. The question is: how strong do they need to be to help us recover? Or to help us retain producers or attract the next generation? Or to help us be sustainable as an industry?

Many producers were forced to spend a lot of money last season for expensive feed and inputs. Many are tired. In an industry where so many factors have worked against us, we can only hope things start to work for us. It is my sincere hope that we don't have just one good payday, like in 2015, but that we reap the benefits of the hard work and heart we put in each and every year.

I write this after returning from the Canadian Beef Industry Conference (CBIC) in Penticton, BC. Attendance was high, and the outlook was positive for fall calf prices and feed availability going into winter.

The ranch tours at CBIC showed us how difficult it is ranching in unforgiving environments under challenging conditions: drought, heat, fires, and limited pastures and water. It showed me the importance of strength in numbers, and that we need to combine our efforts through alliances with groups and organizations outside of our own industry, and especially with environmental conservation groups working to sustain the land, wildlife, native grasslands and species at risk.

At CBIC, we also had the opportunity to attend meetings with the National Cattlemen's Beef Association (NCBA) and Mexican delegates. Discussions highlighted the immediate need to be proactive in addressing foot and mouth disease in case this disease is introduced to North America.



The NCBA also offered reassurance of their stance against Country of Origin Labelling (COOL). All three countries are aligned on the importance of it not being reinstated.

Back at the office, our ABP staff continue to be in close contact with the Alberta government and Canadian Cattle Association (CCA), to seek a better understanding of the Federal government's fertilizer emissions reduction target. The approach is to reduce Canada's fertilizer emissions 30 per cent from 2020 levels, by 2030.

We realize this won't only affect grain farmers – it affects us all. We are keeping a close eye on it, and maintaining an open line of communication with the provincial government and other provinces. Consumers need to know that this legislation will cause higher prices and less selection at the grocery store, because growers just won't be able to grow as much.

Fertilizer is the issue today, but there will be others down the road. It highlights the importance of getting consumers more involved in thinking about, talking about and defending the sources of their healthy, diverse food supply. Issues like these cause confusion and concern for the industry. Again, there is strength in numbers, and we need to work together.

I want to take this opportunity to acknowledge the incredible support we received from our consumers with the recent front-of-label packaging issue. We saw huge support through CCA's "Don't Label My Beef" campaign. Consumers stood up for our beef. It's another example of the importance of involving consumers more directly in learning about, and staying connected to the industry that grows and raises their food.

I would also like to acknowledge our staff at ABP for the incredible job they did putting together the Stampede Summit in July. More than twice as many people came than we expected. Whenever you say the word "beef" people show up. We're a popular commodity! It was a great way to have the whole board exposed to some of our elected government officials, at both the provincial and federal levels. It was a great success.

Looking forward, we will be keeping an eye on what's going on with the fertilizer situation and we will continue talks with the Canadian Food Inspection Agency (CFIA), to strongly encourage increased awareness and develop an action plan in regard to foot and mouth disease. As the province with the highest number of cattle in our country, we need to be extremely diligent.

At the 2021 Calgary Stampede, the Minister of Agriculture announced the beef competitiveness study, which is trying to address profitability down the value chain to producers. Supply management is not what we're looking for. We're looking for ways to be profitable in this volatile market. This is something that we are continuing to work on. We expect results of the study to be available at the end of November 2022. We are eager for the results and directives that will stem from the study and help us see more fairness in margins of better returns for producers.


At ABP there is never a lack of issue or opportunity and we continue to work hard on behalf of producers and our industry to navigate successful outcomes.

As we prepare for what forecasters are predicting to be an extremely cold winter, I hope that this fall harvest is a safe one for you and your family, and one that brings the returns of profitable calf prices, replenished feed supplies and pocketbooks. 🍷

# ABP Funding Update

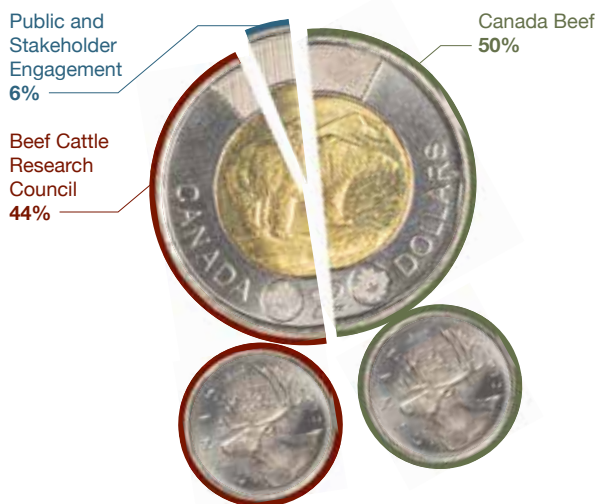
BY BRAD DUBEAU AND MELANIE WOWK

Since running a three-part series on ABP's financial situation, we've continued to work to find a solution that will benefit Alberta's beef industry. When the Board of Directors reviewed the latest refund report, there was some optimism around the table. A slight decrease in refunds was reflected year-over-year, and contributions were directed towards ABP, the Canadian Cattle Association,

and the remittance fee to auction markets. This signals to the board that producers are not only hearing our concerns, they are taking action to support their industry. As we stay focused on stabilizing industry funding, we want to thank those producers responsible for recognizing the strength that comes from a united community of farmers, ranchers and the feeding industry. 

## National Levy Breakdown

**\$2.50 NON-REFUNDABLE**



## Provincial Service Charge Breakdown

**\$2.00 REFUNDABLE**



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# Regenerative Agriculture Practices Lead to Healthier Soil and Higher Quality Beef

BY KIMBERLY GRAY

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Producers and stewards of the land know that many of the solutions to the world's environmental crises lie in the soil beneath our feet. Healthier soil means more nutrient-dense food and healthier cattle.



While many world leaders are focused on policies that reduce carbon emissions from the air through regulation and taxes, there are still questions and some uncertainty surrounding agriculture's role in the discussion – perhaps leaving producers feeling left out or disenchanted. In order for agriculture to effectively contribute to emission reduction objectives, producers need a seat at the table. The contributions that they can make must be valued on par with other approaches.

Some companies offer tools that can verify these impacts through sophisticated soil carbon measurement, enabling development of robust soil carbon markets. This allows producers to not only enrich the health of their own soil by sequestering more carbon, but also increase their profitability by adding a corresponding income stream. Though certainly not a 'one-size-fits-all' solution, it could be a lucrative prospect – especially for producers who are interested in more nature-based regenerative practices.

Carbon Asset Solutions (CAS), a Canadian climate tech company based at Olds College, for example, uses patented technology to measure and verify carbon atoms in the soil.

[[ Part of my mission is to serve farmers, companies, and communities, by improving their profitability, increasing their functional soil health, and helping large corporate strategies meet their net zero objectives. ]]



Bradley says he's looking to work with producers who are either fully engaged in, or interested in, regenerative agriculture practices.

"Part of my mission is to serve farmers, companies, and communities, by improving their profitability, increasing their functional soil health, and helping large corporate strategics meet their net zero objectives," says CAS President Jason Bradley. "We do this by creating carbon credits through measuring the sequestration of atmospheric carbon into the soil."

Upon signing a contract with CAS, a carbon baseline is established on a piece of land. In the agreement, producers commit to regenerative practices that promote carbon sequestration through consultation with their agronomist or other resources. The company returns to the land to complete verification scans every two years, and payments are adjusted based on how much carbon has been sequestered into the soil. CAS commits to pay the landowner for their actual results for up to 20 years.

At present, producers are paid 60 per cent of the forward sale price of global market carbon credits and 25 per cent is held as a contingency fund set up to cover unforeseen circumstances, extreme weather events, or other conditions. Essentially, producers are rewarded with cash for being good stewards of the earth.

CAS also works with agriculture leaders who nurture communities and are focused on reimagining economies. This, Bradley says, creates resilience, efficiency, profitability, and allows producers to think more broadly about generational succession.

"I do this because I believe the people who grow our food can do well and still do good," says Bradley.

Bradley says he's looking to work with producers who are either fully engaged in, or interested in, regenerative agriculture practices. The company is especially focused on producers who are prioritizing soil health and interested in reducing their reliance on synthetic inputs.

Producers across Alberta are making considerable steps towards evolving their practices. Dr. Sheldon Atwood is the General Manager at Tomahawk Ranch – a 15,000 acre ranch with 2,500 cows, located 80 kilometres west of Edmonton.

Through practices like planned grazing, forage production, timber thinning based on ecological relationships and stock flow, along with supplementation and nutrient deposition, Tomahawk Ranch has seen tangible results.

"We're very encouraged by the headway we've made and excited about the prospects for the future, especially with the strong evidence of carbon sequestration that we've been able to show," says Atwood. "We believe very strongly that the only way to develop a credible market for soil carbon is through actual measurement, not through practice-based methodologies or prescriptions."

"Rotational Grazing, Adaptive Multi-Paddock Grazing, Holistic Management, Bale Grazing, Low-Stress Stockmanship, Silvopasture Management, Polyculture Plantings, Edge Effect Optimization, and use of tools like wildlife-friendly fencing, off-stream water systems, and portable handling facilities are all a regular part of what we do," says Atwood.





By considering future effects on the soil, plants, animals, and people, Atwood says they're not only consistently improving their practices, but they're also facilitating a dialogue with other producers who value what they do and are keen to learn from them.

Much of this regenerative work thrives on what the team at Carbon Asset Solutions calls 'coopetition' – seeking ways to collaborate and problem-solve with companies doing similar work and research. Some of these organizations have different business models, so producers can choose the best fit for their land.

[[ Much of the push behind regenerative ag feels like a bandwagon with hope of a windfall for people who appear to want something for nothing. Nature isn't like that. One of our mottos is 'Don't trust us, test us.' ]]

Alberta-based Food Water Wellness Foundation is currently working on their Soil Quantification Project, in collaboration with The Alberta Conservation Association. The project is studying and measuring organic carbon in the soil at eight sites across the province. Using regenerative agriculture practices, the project is tracking increases in crop quality, output, soil health, changes in production costs, and any effects on drought and flood mitigation.

TerraMera, a Vancouver-based sustainable agriculture cleantech company, has a number of resources online for producers seeking compensation for the carbon they sequester on their land.

With initiatives like these, Bradley says he hopes to empower producers by giving them ways to demonstrate measurable outcomes, improvements, and land stewardship. Using nature-based approaches to food production can be the biggest solution to the net zero challenges we face.

Atwood adds that there's an open invitation for producers to come and see what's going on at Tomahawk Ranch.

"Much of the push behind regenerative ag feels like a bandwagon with hope of a windfall for people who appear to want something for nothing. Nature isn't like that," says Atwood. "One of our mottos is 'Don't trust us, test us.'"

There is a multitude of resources online about regenerative agriculture practices. By changing the conversation around soil carbon testing, land managers can sequester carbon to create nutrient-dense food, healthier vegetation, and higher quality beef. 🍖





Alberta Agrisystems Living Lab (AALL)

# Virtual Information Session

We are looking for beef, forage, and cropping producers interested in partnering with researchers to implement or adapt certain BMPs on their operations and measure the productivity, profitability, and sustainability impacts.

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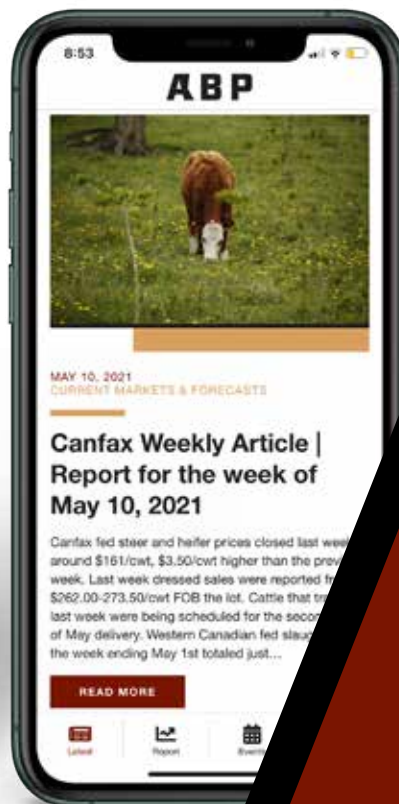
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# Living Labs Brings Research to Reality

Alberta Beef Producers (ABP) is leading a project that will benefit Alberta's beef, forage, and cropping sectors through collaboration, innovation, and research.

In July, The Honourable Marie-Claude Bibeau, Minister of Agriculture and Agri-Food, announced the expansion of Agricultural Climate Solutions – Living Labs program, including an initiative led by ABP.

The Living Labs program was developed as part of the Government of Canada's work to reach net zero emissions by 2050. The goal of Living Labs is to "accelerate the development and adoption of sustainable practices and technologies by Canadian farmers," based on three core principles:

- Focusing on farmers' needs
- Broad and diverse partnerships
- Testing in the real-life context

"We typically think of these kind of things as research, but really it's extension. It's taking and putting these practices on the landscape and making them work in reality. And that whole co-development piece is a beautiful part of the extension with this, and collecting real-life, farm-scale data," says Sheri Strydhorst, Alberta Barley and Alberta Wheat Commission.

[[ We have a really important opportunity here to be able to demonstrate to the federal government what is feasible and what is not feasible, and where extra incentives might be needed. ]]

– Karin Schmid, ABP





## COLLABORATION IS KEY

For the **Alberta AgriSystems Living Lab (AALL)**, the application alone required collaboration between all 16 partners, including agriculture commissions, Indigenous communities, non-governmental organizations, research institutions, and private industry.

That collaboration will continue as individual projects develop on farms and ranches participating in the program.

## WHAT IT WILL DO

The goal of AALL is to co-develop beneficial management practices (BMPs) that work on-farm, offering real value to the environment and to producers. That means working directly with experts to determine what BMPs a producer might be interested in implementing on their operation and determining how best to undertake that implementation for each individual operation. Preferably, these will be practices that improve profitability or productivity, while also demonstrating some potential environmental benefits, such as improving carbon sequestration or reducing greenhouse gas emissions (GHGs).

### **BMPs will focus on the following key areas:**

- Crop rotations and cropping systems
- Land use changes
- Grazing management
- Livestock feeding
- Nutrient management
- Increasing carbon storage on the whole farm

“Ideally we’d like to see some of these practices spread beyond our core participants and out into the wider community across agricultural producers in Alberta,” says Karin Schmid, ABP’s Beef Production and Extension Lead.

“Part of the socio-economic analysis is looking at those adoption levels and how they change and may be impacted by the Living Labs Program. If we see that peer-to-peer networking and learning experiences having an impact, I think it might even revolutionize some of

the models and some of the ways we think about doing extension and adoption work within agriculture.”

## WHERE IT'S AT NOW

Since receiving approval, the ABP-led initiative has hired contract staff, including Brian Karisa as the Director, and Adrienne Herron as Knowledge Translation and Transfer (KTT) and Engagement Lead. Kristine Dahl will be an Engagement Facilitator located in the Edmonton/Central and Lethbridge/South Regions.

The Initiative is also now branded, with its name, a logo, and its own website: [agrisystemsll.ca](http://agrisystemsll.ca)




**ALBERTA  
AGRISYSTEMS  
LIVING LAB**

## NEXT STEPS

Project staff will work to organize information and recruitment sessions, with the goal of recruiting approximately 50 beef, forage, and cropping producers as core participants.

“There’s lots of opportunity for producers if they’ve been thinking about trying something but are not sure where to start,” says Schmid. “That’s where our researchers and their expertise can really fine-tune that and set them up for success right out of the gate.”

Producer participants will be primarily located in three geographical regions: the Peace region, Edmonton/Central region, and Lethbridge/South region.

If you’re interested in participating in the project, or have further questions, please visit [agrisystemsll.ca](http://agrisystemsll.ca) and sign up! 

“I would like to thank Minister Bibeau and the federal government for recognizing agriculture as an industry focused on climate solutions through this program. We recognize the importance of our industry’s continual efforts to improve carbon sequestration, reduce greenhouse gas emissions, and mitigate impacts of climate change, while ensuring farms remain competitive, profitable, and sustainable for future generations.”

– Melanie Wowk, Chair, ABP



(L to R): Kimberly Cornish, Food Water Wellness Foundation; Melanie Wowk, Chair of Alberta Beef Producers; Minister Marie-Claude Bibeau; Reg Schellenberg, President of Canadian Cattle Association





NATIONAL TESA RECIPIENT FOR 2022:

# B.C.'s Bar 7 Ranch

BY LEE HART

---





For the Fossen family of south central British Columbia (B.C.), applying proper stewardship to forage and water management practices on their private land as well as Crown range pastures not only benefits the environment, it makes good business sense for their ranching operation.

As the second and third generation on the Bar 7 Ranch near Rock Creek in B.C.'s Kootenay Boundary Region, Doug and Erika Fossen, along with daughters Adele, Jade and Reine, have been applying their best management

practices to optimize forage production on deeded, rented and leased land for the past 25 years. That management has helped to provide stability to the ranching operation through market and weather ups and downs.





## AWARD RECIPIENTS

Those management practices earned the Fossen Family recognition as the recipients of The Environmental Stewardship Award (TESA) presented by the Canadian Cattle Association on August 17 at the Canadian Beef Industry Conference (CBIC) in Penticton, B.C.

“We hope to showcase some of the positive environmental benefits our industry supplies, giving future generations a chance to continue ranching across our great country,” says Doug Fossen.

The Fossen Bar 7 Ranch west of Rock Creek, and about 42 km east of Osoyoos was started by Doug’s parents, Ed and Louise Fossen, in 1976. Doug and Erika met during their studies of Agricultural Business at Olds College in Alberta and after graduation in 1998 they returned to the Fossen farm in B.C. Later began the transition of the ranch business from his parents to the next generation. Ed and Louise Fossen continue to live on the ranch and are still involved, although mostly retired.

Today, the Bar 7 Ranch includes about 2,300 acres of deeded land, which supports a 350-head commercial cow-calf herd along with 80 replacement heifers and 18 bulls, and backgrounds about 100 calves each winter.

They also rent some private pasture and hold grazing leases on about 19,000 acres of Crown Land in the Rock Creek and Midway area. The private land includes about

The 600-acre timbered area of the ranch is carefully managed. Selective logging practices open up areas to improved forage growth.

600 acres of timbered, rough native grazing land along with about 150 acres of old hay fields that get grazed. In addition, they have about 250 acres of irrigated land, leaving roughly 1,500 acres of native grassland.

## GRAZING MANAGEMENT

Over the years, the Fossens have developed a rotational grazing system. “Our plan is to use each pasture only once, giving the grasses plenty of time to recover,” says Fossen. “Depending on the year and growing conditions, we may graze some a second time, but ideally it is only once.”

That approach also applies to managing the creek side riparian areas on the ranch. In some areas they have off-site watering systems set up, which encourage cattle to drink from a trough rather than the creek, while other riparian areas are used for grazing late in the season after the ground is frozen.

The summer grazing season usually ends in late September with cow-calf pairs brought home and placed on alfalfa hay field regrowth. Calves are sold through on-line sale and remain on the farm until weaning and delivery to buyers in late October. About 220 steer and heifer calves are sold to feedlots, while another 110 head remain on the farm. Between 50 and 80 heifers will be kept as replacement, while the rest are backgrounded over winter to be sold as grassers the following spring.

The ranch has about 200 acres of irrigated cropland, watered by five small pivot irrigation systems as well as some hand-move irrigation pipe.


An overall philosophy of the ranch is to properly manage the forage resources to not only benefit beef production but also to benefit wildlife habitat. There is an extensive weed management program on the ranch to control invasive weed species.

The 600-acre timbered area of the ranch is carefully managed. Selective logging practices open up areas to improved forage growth. Properly managed livestock grazing makes use of the grass and helps to clear some of the undergrowth and mitigate wildfire hazards in and around their ranch. Being able to utilize these areas for grazing helps lessen the pressure on their fragile natural grasslands.

The Bar 7 Ranch is home to diverse wildlife such as whitetail and mule deer, elk, moose, bobcat, cougar, coyote, bear, badger, marmot, mountain bluebird, northern pygmy owl, tiger salamander, Lewis's woodpecker, fox, bald eagle, and wolf.

The Fossens believe they have a responsibility to the wildlife in their area and do their best to ranch in a way that enhances healthy habitat for them, while also caring for their beef herd.

Over the years, the ranch has partnered with both Ducks Unlimited Canada (DUC) and the B.C. Ministry of Forests. Under their partnership with DUC, they were able to install an off-stream water trough and five more water troughs on range with the Ministry of Forests.

"Looking ahead, our goal is to continue to improve forage production on the ranch," he says. "We will be looking at ways to improve efficiency perhaps through a more intensive grazing system. Our motto is farming for big production on a small acreage using tools such as zero till, proper crop rotation and diversity, and properly managed fertility. We're looking to lower equipment costs and reduce water use while having more pasture for the cattle." 





# DOING WHAT'S RIGHT...

## EVEN WHEN NO ONE IS LOOKING.

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Funded [in part] by the Government of Canada and the Government of Alberta through the Canadian Agricultural Partnership.



# On the Minds of Canadian Consumers

As part of the Canadian Roundtable for Sustainable Beef's (CRSB's) mandate to recognize and advance sustainability in Canadian beef production, it is important to measure the understanding, attitudes and changing perceptions of Canadian consumers. CRSB partnered with a consumer research agency to ask Canadians questions about what is on their minds when it comes to beef and sustainability.

## SUSTAINABILITY

Sustainability is on the minds of Canadians – it is popular, aspirational and part of a lifestyle many are hoping to achieve. While its impact on actual behaviour is limited (factors like price and quality are not minimized by desires to lead a sustainable life), it does sway perceptions, which can be just as powerful in the long-term. The majority of Canadians have an interest in a sustainable lifestyle – 84 per cent are trying to make more sustainable choices, with three-quarters who are passionate about making sustainable food choices.

## BEEF AND SUSTAINABILITY

Impressions of sustainability in the beef industry remain consistent and overall positive. A majority believe the beef industry can be sustainable, is operating sustainably in Canada, and is working to improve its environmental footprint.

Three in five Canadians feel better after reading about the industry's long-term 2030 goals, with strongest support for reducing food loss and waste, maintaining and enhancing agricultural land that supports wildlife habitat, and reducing GHG emissions by 33 per cent.

Over 90 per cent of Canadians report being beef eaters. Taste, quality and price still remain the most important factors for purchasing beef, though sustainability factors are rising in importance. Fifty-six per cent of Canadians say they would be more likely to purchase a beef product if they see the CRSB Certified logo on the product.



## CRSB CERTIFIED

Demand continues to grow for CRSB Certified beef. Last year, 10 Million lbs of beef were sold with a CRSB Claim; a 36 per cent increase from the previous year. Demand continues to outweigh supply, even with further uptake of the program by producers. The CRSB encourages producers at all stages of the supply chain; cow-calf, backgrounder and feedlot to get certified and take advantage of the incentive programs offered by our members, including FCC and Cargill.



*The research was done by Abacus Data with a representative sample of 2,000 Canadians, with a margin of error of  $\pm 2.19\%$ , 19 times out of 20. The data was weighted against Canadian census data to ensure it matched Canada's population in terms of age, gender, education and region.*



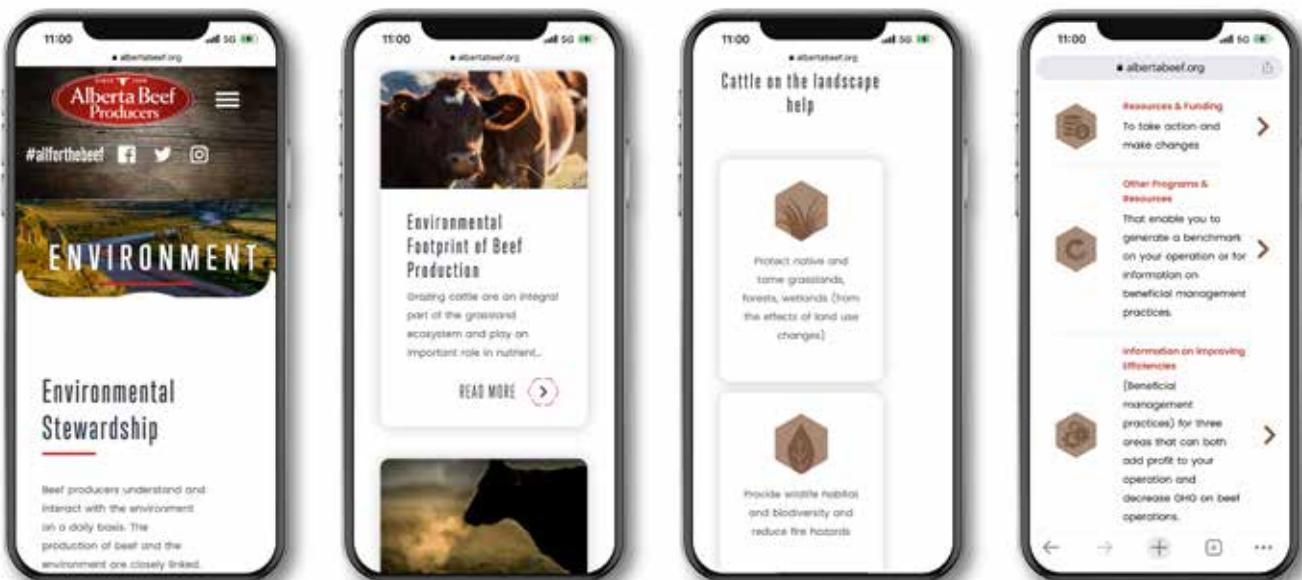
# We Had Some Work Done – Check it Out!

The Alberta Beef Producers' business website, [albertabeef.org](http://albertabeef.org), has recently undergone a facelift to streamline content between ABP – the organization, our consumer facing website ([allforthebeef.ca](http://allforthebeef.ca)), and [ABPdaily.com](http://ABPdaily.com).

The site will primarily house documents and information related to the organization, including policy and legal documents, cattle practices, check-off information, research fact sheets, and the Environmental Stewardship Award.

An additional page focused on the beef industry's environmental efforts has been added, where you can find information on the benefits of beef production, the Canadian beef industry 2030 goals, and other resources.

Lastly, a page has been added for producers to submit resolutions throughout the year by filling out a form online. Grab a coffee and go check it out. ☕





# A Good Influence

BY AMIE PECK, PUBLIC AND STAKEHOLDER ENGAGEMENT


## ON A BEAUTIFUL SUMMER MORNING, DINA BATTISTESSI AND HER FAMILY ARRIVED AT THE HISTORIC CL RANCH, JUST WEST OF CALGARY.

Dina, the owner of a preschool and an online influencer through her Instagram account, Move Play Mom, was excited to be on a ranch and had brought along a couple important guests. Her father, a butcher from Montreal who has operated a family-owned shop for more than 80 years, was in town and came alongside Dina's mother and two young sons.

"We are proud to support local and we love our Canadian Beef!" wrote Dina. "As the daughter of a butcher, it was such a wonderful experience to be invited to visit CL Ranch. Their mission is to learn from the lands, how to produce food for the future while leaving our environment, our animals, and our families better off with each generation. We left with a deeper understanding of where our food comes from and how well cared for the animals are."

Dina's tour is part of a campaign called "Good for you, great for the environment" organized by Public and Stakeholder Engagement, a joint program of the Canadian Cattle Association and Canada Beef. Five different Instagram influencers were sourced for beef farm and ranch visits in six provinces, with the aim to bring our industry's sustainability and animal care story directly onto the screens of Canadians. Story Brokers Media House produced video content from each of the farms and ranches, capturing authentic conversations on how beef cattle are raised.

Kicking off the campaign was influencer Zane Caplansky, owner of Caplansky's restaurant in Toronto's Pearson Airport and guest star on the Food Network. Zane met first with Keith Manders of Garnet Valley Ranch in Summerland, British Columbia. Keith has two grazing leases that border important infrastructure in the Okanagan and are part of the targeted grazing pilot projects through the British Columbia Cattlemen's Association. "When you think of beef, think of Keith," says Zane in his post. "He's not just a farmer, he's also a dad, a husband and a steward of this land."

Zane also met Kristine Tapley and her family, who own and operate Old Shore Cattle Company in Manitoba. The land that the farm is built on is a reclaimed gravel pit that now houses a plethora of wildlife species and is a true testament to land stewardship. "Through a shared vision, lots of hard work and passionate commitment they've turned a wasteland into pristine grassland cattle pasture and wildlife preserve," Zane comments. 



Dina Battistessi and sons at CL Ranch.



Keith Manders and Zane Caplansky.

The campaign is now at the half-way point with the first three videos live on Instagram and YouTube. Online reach has been impressive, with the first three stops garnering over 85,000 views on YouTube alone. Short video ads have also been created with a current reach of more than 300,000. The next three stops include Dibbhurst Farms in Ontario with influencers This Kinda Life, Brylee Farms in Quebec with Chef Antonio Park, and the 2021 TESA recipient, Manning Family Farms in Halifax with CTV personality Michelle Jobin. Stay tuned to Canadian Beef's Instagram to catch these upcoming videos!



# BRED FEMALE *sale*

Saturday, December 3, 2022 - 1:00 PM  
Calgary Stockyards, Strathmore, Alberta

**450**  
Bred  
Heifers

**225 BLACK BRED HEIFERS**  
- March and April calvers bred  
Black Angus, Soder Aviator 26H  
- January calvers bred Black Angus,  
Soder Renown 32H

**225 RED BRED HEIFERS**  
- March and April calvers bred  
Red Angus, Soder Red Blood 31J  
- January calvers bred Red Angus,  
LSF SRR Hedge Fund 7017E



Soder Aviator 26H



Soder Renown 32H



LSF SRR Hedge Fund 7017E



Soder Red Blood 31J

CONTACT FOR MORE INFORMATION  
website [www.soderglen.com/females](http://www.soderglen.com/females)  
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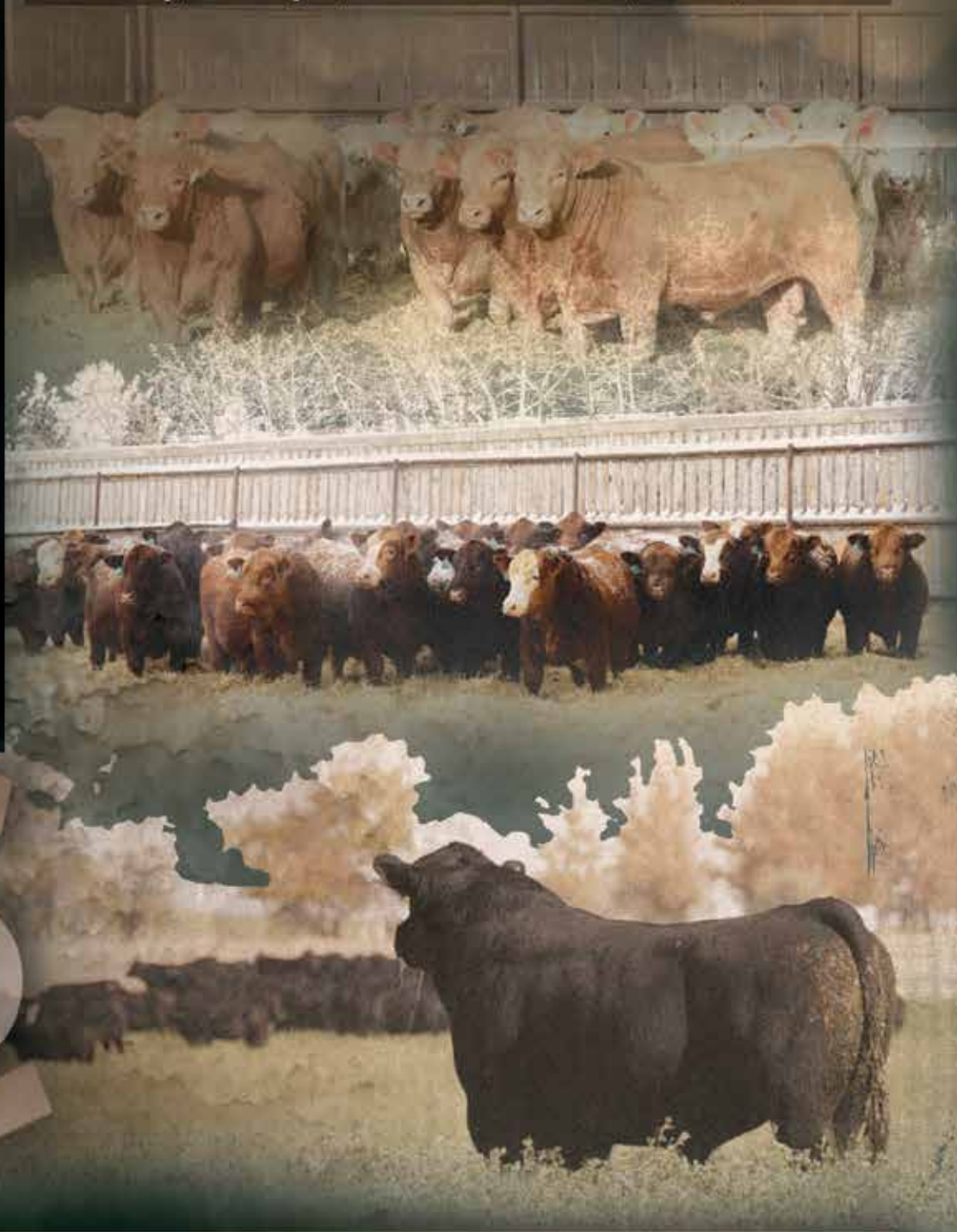


# SODERGLEN RANCHES <sup>2023</sup> *Select* BULL SALE

Saturday, February 11, 2023 • At the Ranch, Airdrie, Alberta

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website [www.soderglen.com](http://www.soderglen.com)

280023 Range Road 14, Rockyview County, Alberta T4B 4L9





# Seeking Sire Success

Summer's over and the bulls are ready for their winter off. They've made their contribution to production and can be off the active ranch radar. But the time has come to look beyond their seasonal service, to see if there's room for management improvement.

BY DIANNE FINSTAD

"We think about bulls getting semen tested in the spring, and then they're turned out to go do their job, and breed the cows," says Dr. Jennifer Pearson, an Assistant Professor in the University of Calgary Faculty of Veterinary Medicine. "Then we remove the bulls from the

pasture. But we don't really think about them for the rest of the year."

Pearson also works in Bovine Health Management with W.A. Ranches, where new research is focusing on bull health and management. W.A. Ranches at the University





of Calgary is a 19-thousand-acre cow-calf ranch in the Cochrane area, intended by donors Jack Anderson and his daughter Wynne Chisholm to be kept as a working ranch, while also being used for teaching, learning, and community engagement.

“There are very few studies out there that have actually looked at bulls. It’s a complete area that really hasn’t been looked at in terms of health, behaviour and welfare components.”

“The work that we do from a research perspective needs to fit into the working cow-calf ranch process and systems,” explains Ed Pajor, Director of W.A. Ranches. “So in that way we can actually mirror what happens on real ranches in Alberta, which has a lot of practical value.”

With around a thousand head of cows, and about 75 bulls in a variety of breeding pastures, there’s plenty of opportunity to study animal management and behaviour in a commercial setting.

“There are very few studies out there that have actually looked at bulls,” adds Pajor. “It’s a complete area that really hasn’t been looked at in terms of health, behaviour and welfare components.”

Pearson and Pajor have set up a number of bull focused projects.





## PROJECT 1 SIZING UP THE SITUATION

The first project involves benchmarking current bull management practices, and looking at the prevalence of disease and injury. It's a voluntary survey that's been sent out to both seedstock and commercial producers.

It asks about management practices like vaccination, or hoof trimming, and what sorts of disease and injuries producers see in their bulls. As students go over the survey results this winter, they'll be looking for any possible links or trends.

"Our hope is to look at what are these traits and expectations of seedstock producers and commercial producers – where do they overlap and maybe where there are areas they might misalign, and how can we bring those two parts of the industry together," says Pearson.

"We're trying to understand what producers are doing, and what problems they're experiencing as far as managing bulls or diseases or injuries they're seeing. The next part is to try and investigate ways to better understand the behaviour of bulls, and then ways we can mitigate, or try to prevent some of the diseases and injuries."



## PROJECT 2 FROM THE GROUND UP

Another project focuses on lameness issues in bulls. Over the summer, a grad student has been looking at the effects of hoof trimming to see how that may impact the incidence of lameness in breeding pastures, and then how lameness might impact overall fertility.



## PROJECT 3 TECH TALKS FROM THE PASTURE

With funding from Alberta Innovates, the researchers are using technology to identify bull behaviour remotely. Electronic collars on the bulls will collect data on what bulls are doing both in pre-breeding periods in pens, and out in breeding pastures.

GPS technology on the collars can show where the bulls spend time in the pasture. An accelerometer will show whether an animal is standing, lying down or moving

forward; and another indicator will measure proximity – who the bull is hanging around with. The goal is to see which behaviours could be linked to siring capacity, using DNA parentage testing on calves produced. The technology has potential for early detection of disease or injury. And it may even become a way to quantify the important, but sometimes elusive, libido factor.

“Is it a bull that walks more, or one that investigates more cows? We don’t know yet,” says Pearson. “Which behaviours are going to be more associated with bulls

that go out and breed more cows and sire more calves is a tool that could help in the long run.”

“There is some research out there already that shows only certain bulls in these multi-sire pastures sire the majority of calves, so there’s a lot of bulls out there who aren’t pulling their weight. They’re not breeding as many cows and siring as many calves as what we would like, or expect, from them.”

## BOYS WILL BE BOYS

Adding to the complexity of the bull business, and the research, are the rules of the wild kingdom – the social interactions of bulls. Establishing hierarchy and dominance can lead to costly injuries.

“I think a huge component to how successful bulls are going to be is based on behaviour and management of the group,” offers Pajor, whose specialty is animal behaviour.

He ponders questions like when do you put breeding groups of bulls together? Does it make a difference how successful they will be if they know and like each other before they go out to their breeding pasture? If bulls are going to spend most of their time fighting, the possibility of injuries is high, along with them not paying attention to cows. So how can producers create breeding groups that are more successful?

Pearson adds other potential scenarios to ponder, from her veterinary and animal health perspective. Since heat plays such a big role in fertility, maybe the most successful bull is the one who reserves his energy when it’s really hot outside and only breeds when it’s cool and there’s better quality sperm.

## THE BOTTOM LINE

While there are plenty of bull questions, the UCalgary research team is on the hunt for some answers, which could ultimately help rancher economics.

“You invest in a bull, and if he’s not producing a lot of calves, you’re not getting that genetic improvement in


your herd,” points out Pearson. “Or if a bull gets injured early on, you don’t have those years of longevity of him continuing to produce high-quality genetically superior calves, so you’re losing out on that economic benefit as well.”

Pearson points out if the research leads to a way to select for greater libido, it also potentially improves efficiency of bulls, and producers may not need as many in their pastures.

But those outcomes are down the road yet. The hoof trimming project could see some initial observations in the next six months, but the work on collars, and observing behaviour is more of a long-term project. It will take several years before they may see some practical directions to give to producers.

Pearson and Pajor do see real potential in pulling all the layers of information together.

“We’re trying to understand the basic behaviour of these animals, impacts on their health, impacts on their productivity,” says Pajor. “We’re watching them, we’re testing the DNA to understand how the whole system works together. So then we can make scientific based recommendations to producers that hopefully will increase their profitability and their productivity, as well as minimize bull injuries and replacement costs.”

Although the bull management producer survey is nearly wrapped up, there’s still time to participate if you act quickly. Go to: [survey.ucalgary.ca/jfe/form/SV\\_3mcHheLHLoKTudg](https://survey.ucalgary.ca/jfe/form/SV_3mcHheLHLoKTudg) 





## ABP AND CANADA BEEF TEAM UP FOR

# The Ultimate Burger Autumn

## A BEEFY SUMMER CONTEST

The ABP annual consumer campaign kicked off in July, asking consumers “How do you burger?” The contest wrapped September 1, with connoisseurs leading the pack in the way Albertans take on their favourite burger.

“Whether you are a “Connoisseur”, a “Squisher,” a “Tipper,” or a “Stealer,” there are many ways to enjoy a juicy burger prepared with Alberta beef,” says Lindsay Roberts, Marketing and Communications Manager, ABP. “This contest invites beef-lovers to declare their burger-eating style through our digital entry form for a chance to win a \$1,000 Ultimate Summer Grilling BBQ Prize Package that includes a portable BBQ grill and an assortment of beef cuts.”

The consumer-directed contest helped to draw attention to the health benefits of making burger-loving part of Summer, promoting ground beef consumption in a fun way, by asking: “What kind of burger person are you?”


Ground beef is a single ingredient, nutrient-dense whole food that has significant health benefits. In fact, many Canadians don’t get enough of the essential nutrients beef provides through their diets, according to dietitians, especially when their diets contain significant amounts of highly processed foods.

On the heels of the federal government’s Front of Package labeling exclusion for ground beef (read more on page 47), all of this health news is great news for burger lovers, who can fire up the grill and squish, tip, or steal away.

## FIND A NEW BURGER JOINT THIS FALL

Canada Beef, alongside ABP and fellow provincial organizations, have launched “give back burgers” in cities across the country in support of local food banks. Partnering with local restaurants across Alberta, the campaign will feature epic burgers that feature Canadian beef, and support food service recovery at the local level.

Consumers will be able to find a new favourite burger spot beginning October 21 through November 18 in search of the best burger. Proceeds from these select burgers will go to local Alberta food banks, with ABP matching donations in ground beef product.

It’s time to Burger It Forward! Find participating restaurants in your city in your city by visiting [burgeritforward.ca](http://burgeritforward.ca) 



**ATTENTION ALBERTA BURGER FANS!**

**SIGNATURE BEEF BURGERS TO ENJOY WHILE SUPPORTING YOUR LOCAL FOOD BANKS.**

**TO LEARN MORE (AND GET HUNGRY!), VISIT [www.burgeritforward.ca](http://www.burgeritforward.ca)**

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IN SUPPORT OF  

**OCTOBER 21ST-NOVEMBER 18TH**



# Out and About with Alberta Beef Producers



Felt like summer went by in a blink of an eye? Us too. The first restriction-free summer had the team at ABP hustling around the province. Here's a few highlights from the summer:



Mel Chmilar Jr. of Dark Side of the Grill and Megan Marshall of MGM Cattle, joined by special guests, chatted with consumers at the SaveOn Foods Red Deer location

## **SAVE ON FOODS MEET THE RANCHERS JUNE 11, 2022**

This year, alongside other Western provinces, we partnered with SaveOn Foods to host Meet the Ranchers Day in five SaveOn locations across Alberta. The goal of this event was to connect consumers with local producers and chat with people about where their food comes from. It was very successful, with multiple locations selling out of beef.

## **CALGARY STAMPEDE JULY 8-17**

The first full-fledged cattle trail and Calgary Stampede in a few years did not disappoint. We were thrilled to chat with attendees, and kick-off this year's consumer campaign 'How do you Burger?' We asked people whether they cut their burger in half and save the rest or devour the whole thing, because it's the best? To no one's surprise, most people could not resist a delectable Alberta beef burger.

### **ALBERTA BEEF INDUSTRY STAMPEDE SUMMIT JULY 14, 2022**

This year, ABP, alongside industry partners Canadian Cattle Association, Western Stock Growers' Association, and Alberta Cattle Feeders' Association, hosted the inaugural Alberta Beef Industry Stampede Summit. This gathering, hosted at Modern Steak and the Hyatt in downtown Calgary, was a way for industry to connect with key political figures and build relationships with politicians.

### **LACOMBE FIELD DAY JULY 27, 2022**

Alberta Beef Producers proudly sponsored and attended Olds College's Field Crop Development Centre (FCDC) Field Day in Lacombe. Attendees were treated to informative presentations by researchers and industry experts on malting barley breeding, quality, feed and forage barley breeding and biotechnology, pathology, and triticales breeding.

### **OPEN FARM DAYS AUGUST 13-14**

This year we worked with six producers in Alberta to host Open Farm Days. We sent educational materials, draw prizes and giveaway items across the province for producers who opened their farms for tours. Our producers were so excited to chat with everyone in attendance about where their food comes from and the inner workings of different types of beef operations.

### **CANADIAN BEEF INDUSTRY SUMMIT (CBIC) AUGUST 15-18, 2022**

A small contingent of ABP staff and the executive attended the CBIC in Penticton, B.C. It was wonderful to gather with producers and industry from across the country and tour ranches that operate in tricky conditions, and those that go above and beyond in their sustainability efforts.

### **ALBERTA DAY SEPTEMBER 2-3, 2022**

New to the events calendar this year, we were invited to exhibit at Alberta Day festivities in Edmonton and Calgary. The ABP team saw an excellent turn out and engaged with consumers and producers at the Legislature in Edmonton and at Prince's Island Park in Calgary. What a better way to celebrate Alberta than with Alberta beef. 



# With a Little Love and Tenderness...

WITH COREY MEYER

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## Alberta Beef Tenderloin – A Delicate and Delicious Favourite at the Meat Counter

Beef Wellington is the perfect dish of indulgence. The recipe consists of tender, juicy, pan-seared Alberta beef tenderloin that can be topped with savory mushroom duxelles, wrapped in prosciutto, and covered in a blanket of golden-brown puff pastry.



Enjoyed for its lean factor and tenderness, once the prominent silver skin is removed from the top side of the tenderloin, it is sold in whole or half cut, or in singular steaks. Photo by Corey Meyer.

Despite being one of the more expensive cuts of beef at our meat counter, consumers have transitioned from buying individually cut steak portions to buying either a half or the whole tenderloin.




Beef consumers have a longstanding love affair with beef tenderloin. It is a favourite at the meat counter and understandably so.

Beef tenderloin is widely regarded as the most tender cut of beef. Part of the long loin, the tenderloin is the under round portion of the ever-popular T-bone. These tender steaks do well with a quick stove-top sear before getting finished to perfection in the oven, in a roast, or in the indulgent and decadent Beef Wellington dish.

The tenderloin is exactly that – a “tender” and delicate cut of meat. That’s literally the wording that I use with my customers at the meat counter when they ask for advice on how to best prepare and cook it. I tell them it is very delicate, so to truly enjoy its flavour and texture, treat it

with a little love and tenderness when you prepare it. I advise my customers not to cook tenderloin past medium rare and commonly recommend they stop cooking it when it has reached rare and then let it sit for three to five minutes before enjoying. That timing will usually bring the meat to medium rare and otherwise prevent overcooking.

Despite being one of the more expensive cuts of beef at our meat counter, consumers have transitioned from buying individually cut steak portions to buying either a half or the whole tenderloin. They are either portioning it out themselves at home, so they cut the desired thickness of the steak, or they’re using it to make Beef Wellington.

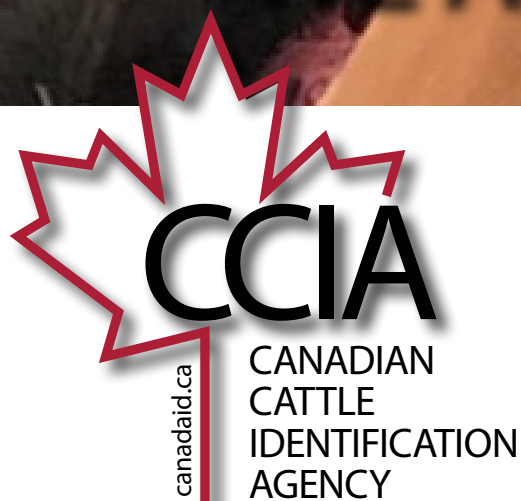
Any way you slice it, Alberta beef tenderloin is world-class. 



# CONCERNED ABOUT TAG RETENTION?

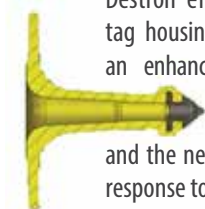
# WE ARE LISTENING

*Photo courtesy of Canadian Gelbvieh Association*



## IMPROVED TAGS = BETTER RETENTION

**SHEARWELL RFID** — An innovative one-piece wrap-around beef tag, the first of its kind. The microchip is overmolded in a plastic insert so readability and read range of the transponder are never compromised.



**DESTRON DMR RFID** — Upgraded version of the Destron eTag. Improvements include a fully molded outer tag housing for better durability and water resistance with an enhanced locking mechanism for greater retention.



**ALLFLEX** — Is continually striving for the improvement of their product and the new design and manufacturing methodology for their male tag stud is in response to tag retention issues reported by producers.

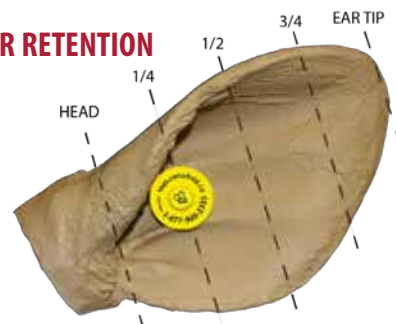
## MORE RESEARCH = BETTER RETENTION

Tag retention is important to a successful traceability system and the Canadian Cattle Identification Agency (CCIA) has done our research. Ongoing tag testing trials, intensive research and direct producer feedback on their experiences have resulted in manufacturers improving their tag offerings. To learn more about CCIA's research activities visit <https://www.canadaid.ca/traceability/research/>

## BEST PRACTICES = BETTER RETENTION

Better tag application practices mean better tag retention.

Always use the manufacturer recommended applicator with the tag and follow placement guidelines.



**Check out our new and improved tag offerings  
at [tags.canadaid.ca](https://tags.canadaid.ca)**

**or contact us directly at [info@canadaid.ca](mailto:info@canadaid.ca) | 1-877-909-2333**

To provide feedback on your tag experience, fill out and return the Approved Indicator Quality Control Form found at: [https://www.canadaid.ca/wp-content/uploads/2021/11/Approved-Indicator-Quality-Control-Form\\_fillable-2021-11-19.pdf](https://www.canadaid.ca/wp-content/uploads/2021/11/Approved-Indicator-Quality-Control-Form_fillable-2021-11-19.pdf)




# We've Moved Tag Distribution Closer to Industry

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On July 11, CCIA brought tag distribution in-house and closer to industry. Moving away from a third-party provider allows producers to buy closer to the source and access any approved tag on the market, at competitive prices.

The webstore [tags.canadaaid.ca](https://tags.canadaaid.ca) has been revamped to provide a seamless shopping experience which is mobile-responsive, so you can shop from anywhere, anytime. You can now create scheduled pick ups from our warehouse in Calgary.

Over 7,000 producers from across the country are already enjoying the convenience of purchasing online. And through our marketing efforts and customer service support, we hope to encourage others to give it a try over the coming months. 





# Youth Take on Pressing Agriculture Issues

BY CRAIG LESTER

Some of the most pressing issues in agriculture were brought forward during the Alberta Young Speakers for Agriculture (AYSA) event this past summer. Youth between the ages of 11 and 24 from across the province spoke passionately about their chosen issue in the BMO Centre at this year's Calgary Stampede.

All the participants delivered a five-to-seven-minute speech from a podium with energy and passion – the research they put into their topic was apparent.

Austin Noirot from Caroline, AB, and Jenaya Roseboom from Rimbey, AB, won this year's junior and senior divisions, respectively.

Noirot chose to speak on the importance of supporting local farmers' markets. "I just wanted to demonstrate and show how important it is for the people at these markets to be supported. It's their livelihood," Noirot said. "To me, it is the most important industry in the world, and I just want to be there to help it every step of the way."

In the meantime, Roseboom says the complexity of the topic "if local food is sustainable" was the reason she chose to speak on it. "It is something that is going to be a challenge and is very prevalent right now, and it just goes hand-in-hand with agriculture," Roseboom said. Like Noirot, she's not shy when talking about what the industry means to her. "It's my life, I have grown up in it, and I want to continue to learn about it, and I want it to continue to be part of my life."

AYSA Chair and co-founder Eric Dalke says it was great to see everyone connect in person after two years of having the competition virtually. While most speaking competitions were cancelled during the pandemic, AYSA found a way to continue virtually, pivoting so that youth could deliver their speeches from home. Dalke says it speaks to the strength and resiliency of the board.

He has seen a lot of youth come through the competition over the seven years since it started. Most, if not all these alumni, have gone on to make significant contributions to the industry.

As for what is next for Roseboom and Noirot, they have the opportunity to take their message to the Canadian Young Speakers for Agriculture competition. It takes place at the Royal Winter Fair in Toronto on November 5. 🇨🇦



AYSA winners Austin Noirot and Jenaya Roseboom.

To learn more about the Alberta Young Speakers for Agriculture visit [albertayoungspeakers.com](https://albertayoungspeakers.com) and to learn more about the Canadian Young Speakers for Agriculture (CYSA) visit [cysa-joca.ca](https://cysa-joca.ca)

# Locally Made Animal Health Solutions Respond to Alberta Producer Needs

Beef producers can now have a say to help ensure their animal health needs are met through local pharmaceutical manufacturing. An innovative, family-run Alberta business is manufacturing animal health products right here in Calgary to meet industry demands.

Alberta Veterinary Laboratories (AVL) and Solvet work together to “innovate by request” – seeking industry input about products that are not currently available, and then developing and manufacturing solutions to meet those needs. “By talking to veterinarians and producers, the business learns about unmet needs in veterinary medicine and then seeks product registration or development options to support those needs,” explains Lionel Gibbs, CEO of AVL/Solvet.

“They are always trying new things to support the cattle industry,” comments veterinarian Dr. Roy Lewis. “Cattlemen will come in to their veterinarian talking about a product they need that used to be available, but was pulled from the market due to low demand or some other reason. We tell Solvet, and they bring it back by manufacturing it themselves.”

The business was founded by Drs. Merle and Barbara Olson. Merle is a chemist and veterinarian, and Barb has a background in veterinary physiology, and now specializes in regulatory and Quality Assurance/Quality Control – a great combination for developing, registering, and manufacturing animal health products. Sons Anders and Adam, and daughter-in-law Samantha, also work in the business.

“It’s pretty unique to have a pharmaceutical company based in Canada, run by a Canadian family,” says Paul Nigh, Vice President of Sales with AVL/Solvet. “Plus, Merle and Barb are well connected in the industry. Their proximity to the field, and the smaller size of our business, has allowed us to efficiently develop and bring new products to market.”

“The Covid situation made it very clear that, when there is a supply chain problem, it creates trouble for the Canadian industry. Buying a locally manufactured product from a Canadian company eliminates those problems for veterinarians and producers.”

AVL/Solvet provides products that producers can purchase through their local veterinarian. Adds Gibbs, “The Covid situation made it very clear that, when there is a supply chain problem, it creates trouble for the Canadian industry. Buying a locally manufactured product from a Canadian company eliminates those problems for veterinarians and producers.”





@barxphoto

## ORAL DELIVERY SUPPORTS ANIMAL WELFARE

Some of the products AVL/Solvat now manufactures out of their facilities in south Calgary include Meloxicam Oral Suspension for pain relief, Ivermectin Pour-On for parasite treatment and Vitaferst-Care nutrient supplement.

Meloxicam Oral Suspension was developed as a non-steroidal anti-inflammatory to provide pain relief in large animals. “From an animal welfare perspective, providing pain control during procedures is important. The injectables on the market don’t provide the same duration of pain relief, flexibility, or ease of use as Meloxicam Oral,” says Gibbs.

“In a ranching situation, while branding or castrating, cowboys will literally have the jug in their hand and give a quick squirt in the mouth of each animal in advance of the procedure to provide pain relief,” Nigh adds.

Ivermectin Pour-On was AVL’s first product and has garnered significant market support as a Canadian manufactured alternative antiparasitic treatment. “It is the only pour-on formulation of Ivermectin manufactured in Canada, and there is a huge demand for it. It’s safe, effective and competitively priced. People also appreciate the fact that it’s manufactured here in Alberta, ensuring reliable local supply,” says Nigh.

## NO-NEEDLE NEWBORN SUPPLEMENT

Vitaferst-Care is a supplement that is conveniently available to producers through their veterinarian or farm store retailers. It meets the nutritional needs of calves and other ruminants during the neonatal period with a single oral dose.

“Our vision is to be a one-stop shop, supporting all sectors of the livestock industry by bringing new animal health solutions to producers.”

“This vitamin product is quite unique,” says Dr. Lewis, who has used it both in his veterinary business and family cattle operation. “What makes it unique is that it’s given orally, and it contains vitamins A, D, E and selenium, so it replaces two needles for newborn calves. Plus it contains some vitamin B12, and some iron – which helps calves do better if they are born anemic.”

Vitaferst-Care comes with a syringe and dosage magnet, making it easy to administer. “People like the fact that they don’t have to give needles, they can just squirt it in the calves’ mouths when they are a day or two old,” says Lewis. “As a veterinarian, I see it being a real plus, replacing two injectables with a single oral product that provides an easier way of doing things, with no negative side effects, no cost increase, and no downside.”

## FUTURE PLANS FOR GROWTH

AVL/Solvat continues to expand their business through innovation, product research, and development. They have also built partnerships with international manufacturers for whom they act as a Canadian distributor. “The future is bright for us. We’re going to continue investing in research and expanding our product portfolio through partnerships with international manufacturers to meet the animal health needs of Canadian cattle producers,” Gibbs says.

“Our vision is to be a one-stop shop, supporting all sectors of the livestock industry by bringing new animal health solutions to producers,” adds Nigh. 



## SETTING PRIORITIES FOR THE 44TH PARLIAMENT: PART THREE

# Canadian Agricultural Leaders Sit Down With Canada's Beef Sector Leaders

### ACTIVELY ENGAGING THE GOVERNMENT OF CANADA ON THE PRIORITIES OF THE CANADIAN BEEF INDUSTRY IS A KEY FOCUS OF THE CANADIAN CATTLE ASSOCIATION (CCA).

In early December 2021, Bob Lowe, CCA Past President, and Carley Henniger, President of the Young Cattlemen's Council (YCC) had the unique opportunity to interview the Federal Agriculture Minister, Marie-Claude Bibeau, the Conservative Agriculture Critic, John Barlow, and the NDP Agriculture Critic, Alistair MacGregor to find out how their parties' priorities support and align with the Canadian beef sector.


In Part Three of the series, we will explore priorities for the Next Policy Framework.

#### What are your priorities for the Next Policy Framework set to renew in 2023?

**MINISTER BIBEAU:** We want to be sure that we have a sustainable agriculture that is competitive. It really goes together. Improving BRM is an important element of it, making sure that young farmers feel included, and looking at how we can include climate risks into these programs, which is a new reality we are facing this year. We will keep on investing in research and innovation, that's a sure thing. Helping you to be more resilient, everything related to fighting against climate change is very important. Opening new markets and adding value. Reducing red tape is something we're looking at and improving interprovincial collaboration and trade is something we've raised. We have quite a few priorities that we will be working on.

**JOHN BARLOW:** We need to ensure our stakeholders are engaged in the process, consulted and an active

member in terms of what the framework is going to look like. We need to look at the livestock price insurance program and make it a national program, control the premiums so producers can access the program. Let's look at the livestock tax deferral program and make it in line with what the crop producers have – we need to get this through Finance Canada. It helps producers be more sustainable and keep herd numbers up. We also need to look at the labour issue throughout agriculture and what kind of investments are there for research and innovation.

**ALISTAIR MACGREGOR:** If I could pick a theme for the next agriculture partnership it would be resiliency. I think it encapsulates the challenges we've had over the last two years. It is a broad term and I choose it deliberately because there are a lot of policies we can do. Successful planning and policy has to look at risks 5, 10, 20 years from now and we need a suite of programs that are adaptable, nimble and able to change to an evolving situation. Overall we need to find ways to build resilient agricultural systems so there is some sense of security and comfort that no matter what challenges come our way we will be able to face them together. 

This is the final installment of our three-part series. Thank you for following along. Note, the responses were transcribed and have been shortened for length. If you are interested in watching full interviews, please visit the Canadian Cattle Association's YouTube channel, which also houses the French interview with Bloc Quebecois Agriculture Critic, Yves Perron.

# ABP Aids in Front-of-Package Labelling Exemption Win

BY MARK LYSENG AND KATELYN LAVERDURE

In June, Alberta Beef Producers (ABP) aligned with cattle producers and organizations across the country calling on Health Canada to exempt ground beef from the proposed front-of-package (FOP) regulations.

As part of the Government of Canada's Healthy Eating Strategy, proposed labelling regulations included a requirement for ground beef sold at retail to carry a "high in saturated fat" warning label, while other single ingredient foods were exempt.


According to Health Canada, the implementation of nutrition labelling aims to "improve the food environment in Canada and ultimately lower the risk of diet-related chronic disease." While the initial proposal would have seen Canada as the only jurisdiction in the world with a health warning label on ground beef, the industry wanted to be clear that labelling wasn't the issue. A lack of consistency in the regulations for single-ingredient foods was the cause for concern.

Canadian beef farmers and ranchers have seen a fair number of challenges the last few years. Between the rising costs of production and extreme weather conditions that have increased water scarcity and put pressure on access to feed supplies, many producers were already looking to downsize their herds and sell off cattle.

Support from the Government of Alberta was monumental in garnering the attention needed to shift the conversation.

Minister of Agriculture, Forestry and Rural Economic Development Nate Horner and Minister of Health Jason Copping held a press conference to speak in favour of an exemption for ground beef and pork. Livestock industry spokespersons with ABP, Alberta Cattle Feeders' Association, and Alberta Pork also expressed their concerns with the lack of consistency in the proposed regulations.

With approximately 50 per cent of Canada's beef destined for export markets, there was added concern over potential trade implications that may have resulted from the decision, and negatively impacted already volatile international markets. Alberta's beef industry, including export markets, is a main economic driver, employing over 55,000 full-time workers and contributing over \$4 billion to the provincial GDP.

Following significant provincial and federal lobbying efforts and support from the public through the "Don't Label My Beef" campaign, Health Canada announced the finalized FOP regulations with an exemption for ground beef. The front-of-package labelling regulations came into effect on July 20, 2022. 



# Showcase Your Tenderloin with these Simple Tips

WITH MEL CHMILAR JR.

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The tenderloin is just that. Tender. It's diverse, flavourful, you can roast it, cut it into steaks, grill it whole – so many options.

For that reason, when at the grocery store or the butcher shop, the first thing I look for when searching for that perfect tenderloin, is one that is still in the cryo-bag. This allows you to break the whole thing down the way you want it.

Mel showing off some of his artistry on his home grill.



[[ The most important thing when you are thinking of cooking your tenderloin is to keep it simple. This cut speaks for itself. ]]




It's such an interesting piece of meat, especially for a primal cut, when you take it out of the cryo-bag it's long and it starts thick at one end and then gets narrower at the "tail" end. The thicker, "nub" end of the tenderloin can be cut up into steaks or used as a roast. When I'm breaking this piece down, that top chain muscle is the first thing I pull away, I like to cut it up and pan fry it hot and fast in a stir fry or in a nice red wine-based stew.

Next is the silver skin. This cut has a silver skin, and you want to make sure you get that off because it doesn't render off.

Now you have a clean piece of beef and it's up to you how you want to break the rest of it down.

If you are looking for a roast to feed a bunch of people, butterfly that tail end and tuck it underneath. That makes the thickness uniform for your roast. With this cut, it's important to tie it with butchers' twine so it keeps its shape when you're cooking it – whether on the grill or in the oven – you don't want it to relax because otherwise the juices will just flow out of it.

Now if you want to elevate your tenderloin even more, you can cut a Chateau Briand. Cut the tail end off, keep that for your stew later, and then cut 5-6 inches back from the nub end. That will get you 3-4 medallion steaks and leave you with the centre cut of the tenderloin, otherwise known as the Chateau Briand – my personal favourite. Again, make sure you tie it tight a few times around so that it keeps its shape. With this roast, you only want to cook it to a medium rare and using a hot cast iron with a bit of butter, sear the outside and cauterize the ends of the roast so the whole outside has a nice skin. Then you'll roast it at 300-325°F for just a few minutes until you get that perfect medium rare. I promise you this is the best roast you will have ever tasted.

The most important thing when you are thinking of cooking your tenderloin is to keep it simple. This cut speaks for itself. You can elevate it with a crust or a simple rub, but don't go too crazy. 

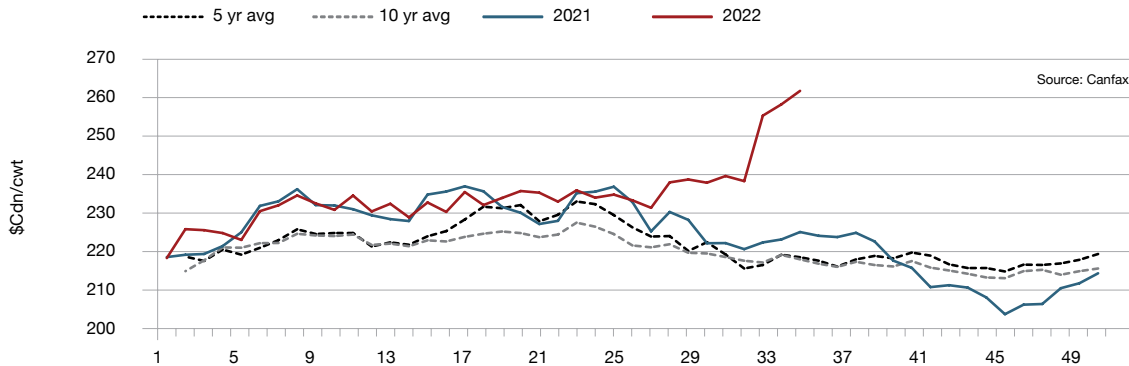
## EDITOR'S CHOICE RECIPE: DIJON MUSTARD PEPPERCORN TENDERLOIN RUB

1/3 cup chopped parsley  
1 cup Dijon mustard  
1/2 cup chopped garlic  
1/2 cup cracked black pepper  
1 lb soft butter  
1/3 cup thyme  
1/3 cup basil  
1/3 cup oregano

Using a large bowl and hand mixer, combine all the ingredients together. Coat the tenderloin roast with a thick layer of rub and wrap the whole roast in tinfoil. Preheat the BBQ to 350°F and place the wrapped roast on the grill. Monitor for an internal temperature of 130–135°F for a perfect medium rare. Pull the roast off the grill and let rest for 15–20 minutes before slicing into 1 inch medallions. Serve extra rub on the side and enjoy!



### Alberta Weekly 5-600 lb Steer Price



## Canfax Cattle Market Update

BY BRENNIA GRANT, ANALYST CANFAX


### SUPPLIES START TO TIGHTEN HEADING INTO THE SECOND HALF OF 2022

Cattle on feed numbers have started to tighten with smaller placements in June and July, resulting in the August 1st inventories being below year ago levels for the first time in over a year. While they remain above the five-year average, fed cattle marketings are expected to tighten throughout the second half of the year and be below 2021 levels in the fourth quarter. Fed cattle prices are projected to increase throughout the second half, with some classes of cattle being back in the black, on a cash basis, by the fourth quarter. The July 1st feeder and calf supply outside of feedlots is down 283,710 head from last year, pointing towards tighter supplies to fill pens; unless the west becomes a net feeder importer again.

In June, western Canada received a billion-dollar rain that has supported pasture conditions and improved the outlook on feed grain production. Feed grain prices eased lower throughout July and August, supporting the feeder market. Alberta calf prices took a sharp jump higher mid-August to reach \$255-260/cwt. This was well before the market could support such prices, which were projected to happen by late November. Therefore, feedlot

purchases are currently in red and need live cattle futures to move higher to support them. Calf prices are currently set to stay steady or move counter-seasonally higher throughout the fall run as long as feed prices stay stable or move lower. The big risk to the feeder market is any upward pressure on feed prices this fall.

Alberta cow prices reached \$115/cwt in late August at the strongest levels since October 2015. Cow marketings are up again this year with slaughter up 4 per cent YTD and live exports up 19 per cent. While the west is seeing cow slaughter up a modest 1 per cent, larger numbers are headed south with live exports up 88 per cent. This is occurring as packers in the west are prioritizing fed cattle through the system; while the US has dedicated cow plants and are taking more, even with enhanced domestic cow marketings. Larger Canadian cow marketings combined with larger heifer placements into feedlots point towards a smaller cow herd on January 1, 2023.

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

## ABP DELEGATE NOMINATIONS

# Due October 31

### ALBERTA BEEF PRODUCERS (ABP) DELEGATE NOMINATIONS ARE NOW OPEN, WITH FOUR TWO-YEAR TERM POSITIONS AVAILABLE IN ALL FIVE ZONES.


ABP is a proud, grassroots producer-led organization, working on behalf of cattle and beef producers in Alberta. We need strong members in our delegate body to provide leadership and connect with producers.


Becoming an ABP delegate is one of many ways you can become more involved in Alberta's beef industry. As a delegate, you'll represent the needs and ideas of producers in your area, and keep them informed on the latest from ABP.

Once a producer becomes a delegate, there are many options to become further involved, including committees and working groups, the Board of Directors, and as an ABP representative in other organizations. To help

delegates carry out their responsibilities, ABP provides tools, training and support; an environment to discuss, debate and make decisions; the messaging to be delivered; reimbursement for specific expenses; and more.

If you are passionate about Alberta's beef industry, 18 years or older, and have paid check-off in the last two years, consider running as a delegate in your zone.

Interested producers can reach out to a delegate in their area to learn more, or contact ABP staff to have them direct you to a current or past delegate. Review the ABP Delegate Responsibilities and complete the 2023 Delegate Nomination Form at [albertabeef.org/producers/board-members](https://albertabeef.org/producers/board-members) by midnight on October 31, 2022. 

 @barxpphoto





# 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:

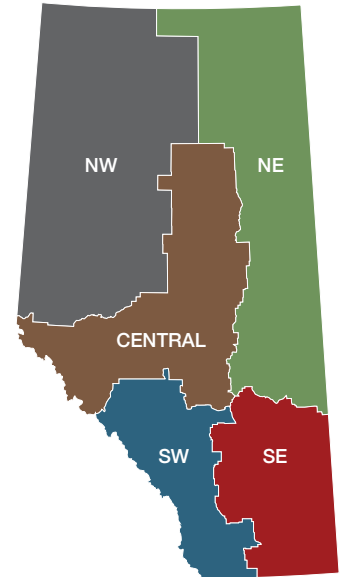
- (a) Lacombe County;
- (b) Ponoka County;
- (c) County of Wetaskiwin No. 10;
- (d) Leduc County;
- (e) Strathcona County;
- (f) Improvement District No. 13 (Elk Island);
- (g) City of Edmonton;
- (h) Sturgeon County;
- (i) Thorhild County;
- (j) Athabasca County;
- (k) Municipal District of Opportunity 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).

## ABP ZONE MAP



### 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).



**SCAN HERE TO  
FIND THE DELEGATES  
IN YOUR AREA**

# Cheers to New Adventures

**AFTER A VALUED 17 YEARS, ALBERTA BEEF PRODUCERS IS BIDDING FAREWELL TO OUR FRIEND, COLLEAGUE AND MENTOR, KATELYN LAVERDURE.**



Over the years, ABP has seen incredible changes, including record-setting droughts and shifts in staffing. Through those changes, Katelyn has been an invaluable resource, offering knowledge and mentorship on everything from the history of ABP to its strategic direction to how best to approach media engagement.

Throughout the pandemic, Katelyn played a key role in bringing the ABP team together. With new team members rarely having the chance to collaborate in person, Katelyn actively looked for ways to help us connect – by initiating virtual team-building activities, checking in on colleagues, or reaching out to see if she could help with heavy workloads.

Katelyn's sincere curiosity doesn't just build relationships – it's an asset for organizational communications. She asks the right questions, quickly understands an issue, and skillfully distills that information into whatever it needs to be – speaking points, print articles, presentations, speeches, or press releases.

Most of Katelyn's work is done behind-the-scenes, and rarely with her name attached. But, if you've listened to an ABP representative speak on the radio, read about them in print, celebrated the Environmental Stewardship Award, looked through our Annual Report, or perused [albertabeef.org](http://albertabeef.org), you've seen work led and informed by Katelyn.

Katelyn – we're sad to see you go, but we're also tremendously excited to watch you take the next steps. Wishing you all the best in your new role at SAIT, and on this next adventure. 🍷

## AD INDEX

16 Alberta Agrisystems Living Lab  
38 CCIA  
24 Canadian Roundtable for Sustainable Beef

55 Corteva  
56 Liphatech  
11 MC Quantock  
28 Soderglen Ranches Ltd.

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