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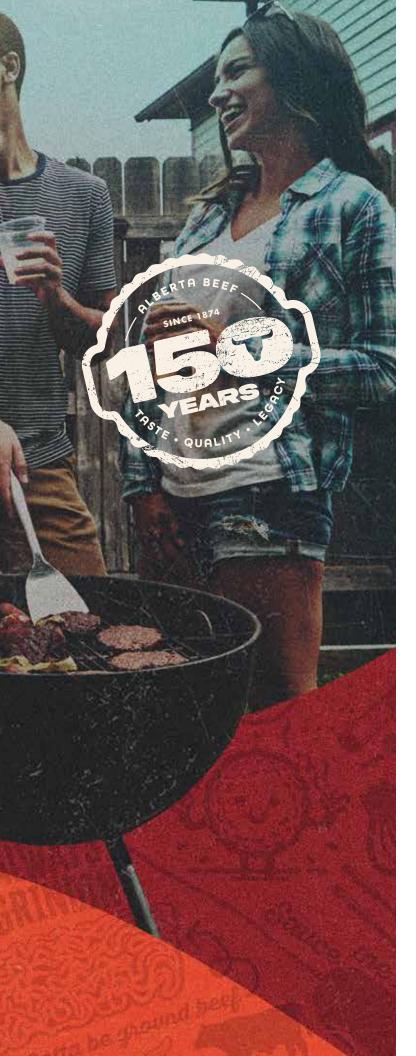
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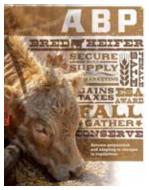
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# ON THE COVER

Autumn is on the horizon, and for many of us, that means bringing the herd home, harvest and making planning decisions for next year. As we embrace change in the season, we review the changes in policy and regulations that impact the beef business.

# Highlights from the Chair

WITH BRODIE HAUGAN



As we move into fall, it's a good time to reflect on some summer highlights for our organization.

I would have to say the third edition of the Alberta Beef Industry Stampede Summit was incredible. We had a very good turnout from the government and all organizations that represent the cattle industry in Alberta. It was an amazing opportunity to have a unified voice in conversation with both provincial and federal government representatives on the ins and outs of the cattle industry.

The last several years during Summit we've been in a severe drought, and conversations centred around the importance of drought program effectiveness with the politicians. This year, we were able to spend more time building relationships and being thankful for working together.

I really think we've found the perfect place to connect the cattle community with the rest of the population at an event that's historic and popular. As cattle producers, I know sometimes we don't like going to the Stampede because we know there's often hay at home to cut, but we've found that perfect touchpoint to show off what we're doing in the industry featuring the Environmental Stewardship Award as a pillar for the event. More than 60 MLAs attended, and even Premier Danielle Smith was there to watch the award being presented.

Stampede Summit also gave us the chance to talk with government representatives about the Business Risk Management suite of programs, and specifically, the AgriStability pilot project we've got in place. As we roll this out, it's critical to get buy-in from other provinces, and we've had plenty of inquires on the pilot. Our big push at the Stampede Summit was to ensure this made the agenda at the Federal Provincial Territorial (FPT) agriculture ministers meeting the following week. We were successful, and it sounds like there was a good conversation about AgriStability at the FPT meeting. We continue work on the pilot, which we hope will result in some changes to make AgriStability more responsive and relevant.

That links back to a lot of things I've been talking about since I've been in this position, including having representation from other organizations at our board table to improve communication and collaboration. This is just one of the many things we've implemented and it's starting to pay off.

During Calgary Stampede we also showcased TV advertisements by ABP, with one playing during the rodeo and one during the chuckwagon broadcasts. They were noticed. I had people – both producers and non-producers – comment they were very happy to see Alberta beef on the main stage again. These advertisements are part of an ongoing campaign so keep your eyes open for more Alberta Beef commercials soon.

It's always encouraging to me to see progress on issues brought forward as resolutions at our producer meetings. One such example included the recent announcement by Alberta Forestry and Parks Minister, Todd Loewen, of a grizzly bear management program to deal with problem bears. We've had many conversations with provincial government on the issue, all stemming from resolutions at our producer meetings. Seeing these concerns acknowledged is a win, and we're continuing to work with the Government of Alberta to ensure it is a positive step forward. There is also a lot of work around predation and ungulates and their impact on ranching. That also ties back to many resolutions and conversations we've had at producer meetings for years.

Foot and Mouth Disease discussions continue, and we are attending meetings provincially, as well as nationally and in the U.S. A lot of work is happening there as well.

The recent announcement from Alberta Agriculture and Irrigation Minister RJ Sigurdson on changes to the AFSC's young farmer loan programs is also encouraging (see page 30 for more details). We've had resolutions on better supporting youth, and it's been a constant theme at all of our producer meetings. So we were very pleased to see what we feel is positive progress to support youth in agriculture.

We're gearing up for another round of Producer Meetings in January and February. Watch for information on dates and times. We're always looking for delegates, so if anyone is considering being involved and has specific expertise or interests, please reach out.

We're always looking for delegates, so if anyone is considering being involved and has specific expertise or interests, please reach out.

It seems risk-management systems are working better this year. We've gotten really positive feedback from producers on the responsiveness of AFSC when it comes to crop damage, or any insurance programming and requirement for action. We're very thankful for AFSC's commitment to the industry, as they work closely and efficiently with producers. We are seeing an increased uptake in the Moisture Deficiency Insurance this season, and because of changes made several years ago, it looks like the program is effective, so we're very happy about that.

During the summer, we saw commitment from both the federal and provincial governments on funding for the Verified Beef Production Plus Program, so we're excited to see it launched. It's a program I've always been passionate about because it was developed by producers and is driven and steered by producers. We hope to maintain that, as it needs to be a program in the best interest of producers. The \$1.9 million is a step in the right direction to continue to create value for the program to producers, and it reinforces ABP's commitment to sustainable practices.

I'm heading into my last six months of being officially involved with ABP. I've always said that organizations like ABP are bigger than any one individual. The quality of people in our industry always amazes me. I've traveled this entire province now, and look forward to doing it again this winter. The types of people I've been able to meet and the operations I've been able to experience has been so valuable. That's why I come back to saying every minute I've spent away from my operation has been worth my time. If you've ever thought about becoming an ABP delegate, consider it seriously now – it will be valuable to you and your operation, and you won't regret it.





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# New Insights into "Low-Stress" Weaning

Cow-calf producers Lance and Karyn Neilson (Neilson Beef) sought advice from Dr. Désirée Gellatly, Research Scientist, Technology Access Centre for Livestock Production (TACLP), Olds College of Agriculture & Technology, regarding weaning methods. To explore this topic, the Neilsons partnered with TACLP through a fee-for-service arrangement. The goal was to evaluate the effectiveness of two-stage weaning methods (fenceline and nose-flap) compared to abrupt weaning in terms of animal health, welfare and growth performance.

TACLP assessed over 42 days post-weaning the incidences of clinical health issues like coughing/sneezing, nasal discharge and diarrhea. Nasal discharge was the most significant indicator observed, with 17.5 per cent of the calves affected. Both control groups showed the highest incidences, followed by the nose-flap, while fenceline had the least incidence. Additionally, 92 per cent (23/25) of nose-flap calves had wounds in their nasal septum immediately after device removal, with 72 per cent of these wounds persisting for up to 14 days.

Fenceline and control-weaned groups maintained similar weights up to 14 days post-weaning and were on average 30 lbs heavier than the nose-flap group. This suggests that producers using nose-flap weaning may see compromised weights by the time the nose device is removed.

Additionally, by day 42 post-weaning, fenceline calves were 17.7 lbs heavier than nose-flap calves – but showed no significant difference compared to control-weaned calves.

The control-weaned calves might have already been partially weaned by their mothers while on pasture, as they were 10 months old and creep-fed, which could have influenced the results in comparison to fenceline. If a producer opts for abrupt weaning, acclimating calves to eating from a feed bunk beforehand may help alleviate the stress associated with abrupt weaning. More studies are recommended to confirm this hypothesis. The fenceline method, along with demonstrating better growth performance compared to the nose-flap, also showed a greater potential for reducing illness in cattle post-weaning, compared to the other methods.



# A Thank You for Supporting Alberta's Beef Industry

Thank you to all cattle buyers and sellers who pay check-off remittances on private treaty sales.

Check-off dollars are investments into the future of cattle production in Alberta. This year, they're supporting advocacy efforts to improve the agri-insurance suite of programs for cattle producers, ensuring fairness and accessibility. They're also crucial as we push forward on Foot and Mouth Disease preparedness, safeguarding the health and sustainability of the cattle industry.

We are also excited to celebrate 150 years of Alberta beef production, a milestone that showcases our rich heritage and commitment to excellence.

Thank you for your support and dedication to the industry.  $\checkmark$ 

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# Home on the Wilk River Ranch

BY DEBRA MURPHY



On the Alberta-Montana border, set above the surrounding plains, is a unique expanse of glacial-formed prairie grasslands. Known as the Milk River Ridge, the area features rolling fescue hills, with pockets of wetlands that provide critical habitat to many sensitive and at-risk species of wildlife.

On the northern slope of the ridge, west of Warner, Alberta, Robert and Audrey Taylor sit for a second at the family table over coffee, light music playing in the background. Their house is set to the side in a yard dedicated to farm life.

And while the house and yard provide a welcoming stop for a visit, it's clear 'home' for the Taylors stretches far beyond that.

# STARTING A BUSINESS ON THE MILK RIVER RIDGE

Robert and Audrey Taylor acquired the ranch on the Milk River Ridge in 2001, with soon-to-be four children at foot – Kyza, Katrina, Courtney, and Clayton. They set to work immediately.

"One of my first memories is being in a barn," smiles Courtney, who now farms alongside her parents and brother, Clayton, who agrees.

"Since day one, we've been in the barn."

While part of their early involvement was likely born of necessity, as they grew, the kids' role in the ranch was never underestimated.

"The kids have always had a say," explains Audrey.
"When they were about eight years old, we'd let them start by helping us pick out the bulls."

Heading to a bull sale, the Taylors had a strategy for selecting genetics. Each family member had a vote, and majority ruled. A bull would need at least three votes to see a bid.

"We're very fortunate that our parents let us be hands-on and make financial decisions, and every day day-to-day operations decisions," says Clayton, adding this involvement made him feel his decisions were respected, and in turn helped him respect his parents' decisions as well.

In total the Taylors manage around 800 commercial cows and more than 15,000 acres of land in three separate locations.

And as the children grew older, the decisions they were involved in grew with them. Today, Clayton and Courtney each manage a portion of the herd through calving. Courtney quads off to the west with her dog, passing pintail ducks, hawks, coyotes and occasionally elk or antelope on her route. She'll look through 300-head of cows, to ensure all is well, and assist only if needed. Clayton opts for another kind of saddle, and takes off on a horse, his dog at his side. He'll calve 400 cows to the east of the home place.

"It's huge for us to incorporate our kids and to have them manage portions of the ranch on their own, and to have their own responsibilities to look after this type of thing," says Robert. "In the future, they're going to need more of those skills."

# MANAGING FOR HEALTH AND HABITAT

In total the Taylors manage around 800 commercial cows and more than 15,000 acres of land in three separate locations.

These acres include the land surrounding their home place on the Milk River Ridge; land near Milo, Alberta; and an allotment with the Waldron Grazing Cooperative.

The three grazing locations come with big responsibilities, but they offer the Taylors flexibility in the way they manage the rangelands, animal health, and the overall efficiency of the business.

"Our policy here on this ranch is we take 50 per cent of the grass, leave 50 per cent of the grass," says Audrey, adding this allows the grass to catch more precipitation, and the land in turn to be more profitable and sustainable. Still, as anyone who has ever seen a kid at a buffet can imagine, it takes some foresight to have cattle graze evenly.

To improve grazing distribution, the Taylors have strategically placed salt, upgraded watering infrastructure and are now beginning to utilize temporary fencing options.

To the family, these are small adjustments to make in the name of rangeland health and efficient business management.

"We enjoy the land," says Robert. "It's almost everything besides our family to us. So, looking after it is very, very important to us."

# WILDLIFE FOR THOUSANDS OF YEARS

The Taylors' love of the land extends to the animals they share it with.

"Protecting the wildlife is really important to us," says Audrey. "Our jobs as stewards of the land are to keep everything how it has been for the last 100 years – so the grass is the same, the wildlife is all the same. And we'd like to see this exactly how it is 100 years from now."

Solar watering systems have changed the way we operate.



Since acquiring the ranch, the Taylor family has developed relationships with industry partners like Ducks Unlimited Canada (DUC) and MULTISAR. These relationships have proved crucial in their ongoing efforts to preserve the grasslands, prioritize wildlife habitat, and continue to graze cattle on the landscape.

With DUC, Taylor Ranches has celebrated the restoration of 39 naturally occurring wetlands. These areas serve as critical habitat for a diverse range of species. One of those species is the pintail duck. According to DUC, the wetlands the Taylors manage on the Milk River Ridge are some of the highest value pintail duck breeding habitats in North America.

In addition to pintails, Taylor Ranches is home to high densities of porcupines, elk, mule deer and even grizzly bears.

Through work with MULTISAR, the Taylors prioritize on-ranch species conservation. The operation is home to at-risk species like ferruginous hawk, Sprague's pipit, loggerhead shrike and northern leopard frog. On a tour of the ranch, you'll likely also see sensitive species like pronghorn antelope; sharp-tailed grouse; and common nighthawk.

"If there's any way that we can manage [wildlife] habitat with our operation, we prioritize that, and try really hard to include it," says Robert.

The Taylors have human-made nesting sites available for birds of prey on cropping land. They also hay late in the season to give the ducks time to raise their brood. And if you take a wander out to one of the water troughs, you're likely to notice a ramp, providing an escape route for any animals that fall in or simply need a swim to cool off.

Robert is particularly fond of those water troughs, and grins when he tells stories of the northern leopard frogs he's found under them.

Going that extra mile for native wildlife is a mantra he enthusiastically shares with his family.

"They've been here for thousands of years; there's no reason they can't be here for thousands more."

# WATER FOR ALL

The species the Taylors steward rely on consistent, safe water supplies as much as they do.

To effectively utilize and maintain water sources, Taylor Ranches have collaborated with Alberta Conservation Association in building off-site watering systems.

The Taylors have incorporated a couple of different watering systems into the lands they manage.

They've incorporated continuous-flow waterers into natural springs to prevent the overgrazing of riparian areas.

With dugouts, the Taylors utilize solar power to pump water into off-site water troughs.

"Solar watering systems have changed the way we operate," says Robert. "It's really helped our cattle health, our riparian health – just the overall management of the ranch."

These projects have improved the quality of the water source, the habitat that surrounds it and the health of the animals utilizing it.

# ENVIRONMENTAL STEWARDSHIP ON THE RIDGE

Robert, Audrey, Courtney and Clayton talk over coffee.

On busy days, it's a meeting of task updates and filling the family in on expected whereabouts for safety. On slower days, it might be a discussion on the future. Like growing the cattle herd and improving genetics. Or installing more off-site watering systems, and incorporating electric fencing to support wildlife, efficiency, and grazing management.

It doesn't matter if it's a day-plan or a longer-term strategy – the environment has a seat at the table. Because, just as Robert and Audrey have shared decision making with their kids, they've also shared their love of the land.

"Being a steward of the land is pretty important to me because native grass doesn't forget," says Clayton.



"You can see if someone takes care of their land, their grass comes faster, grows harder."

"When you have healthy cattle, and healthy range, well then you have a healthy rancher," says Courtney. "When you have healthy family ranches, then you get a healthy community. It's really interesting that something as remote as this can be such a bigger part of a community."

Once coffee's done, it's off to work – checking the cattle, the range and the wildlife that share their home on the Milk River Ridge.



For their efforts in habitat and wildlife conservation, rangeland health and business sustainability, Alberta Beef Producers is pleased to announce Audrey and Robert Taylor and the Taylor family as the 2024 recipients of the Environmental Stewardship Award.

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**BUILDING RELATIONSHIPS BRIDGES THE GAP** 

# Where Rancher & Hunter Meet

BY ROBIN GALEY

The success of hunters in Alberta depends on wildlife availability and access, factors affected by the cattle ranchers who manage grasslands. Making prime hunting land accessible for recreational use has become more complex, as hunting popularity increases and new digital apps make contacting landowners and leaseholders easy. We asked three Alberta ranchers who manage access to prime hunting land to share their perspectives on the importance of bridging the gap where rancher and hunter meet.

# SUNDRE RANCHER TAKES IN THE VIEW FROM BOTH SIDES

Graham Overguard is a fifth-generation rancher who stewards grazing leases and deeded land northwest of Sundre. "My father and I run 225 cow-calf pairs on land our family has ranched since 1904," he says.

On both deeded and leased land, Overguard is the contact point for hunter access. "When we have hunters who come consistently and are respectful and kind, it goes well. We've made lasting relationships with some of these guys."

Overguard has also been hunting since he was 12. "Hunting is a great way to feed yourself a wonderful protein source and help manage wildlife at the same time," he says.

If he gets a tag, Overguard will hunt for himself before welcoming others onto his deeded land. Managing access on leased land is different. "If people approach us ahead of time, are courteous and agree to our conditions, I allow access to almost everybody."

# COEXISTENCE IS KEY

The closer prime hunting land is to large population centres, the greater the pressure for recreational access becomes.

John Buckley ranches southwest of Cochrane, less than 40 minutes from downtown Calgary. He runs 600 cow-calf pairs on deeded and leased land stretching from the Old Man River to the Red Deer River. "We're absolutely inundated," he says. "I get over 1,000 emails a year, everything from butterfly- and bird-watchers to plant people to hunters and fishermen."

Looking back, Buckley recalls there being concerns with hunting 40 years ago. "Back in the oil boom days of the '80s, hunting was a safety issue here, because you'd be working underneath flying lead. It became a serious problem. In our community, ranchers on deeded land had to shut it down."

But then wildlife populations began to increase and spread, and ranchers realized they need hunters, especially in areas where ungulate species, like elk, herd up and are hard on forage and feed resources.

"From the wildlife management standpoint, hunters are essential," says Mark Lyseng, Government Relations and Policy Lead with Alberta Beef Producers. "In agricultural areas especially, we don't have any predators. The only thing controlling animal populations in those areas is hunters."

# GOVERNMENT POLICY SETS THE TONE

The Alberta government's Recreational Access Regulation (RAR) requires that hunters and other recreational users connect with the deed or leaseholder in advance, giving ranchers some control.

"Prior to RAR it was a free-for-all on grazing leases. RAR gave us the opportunity to better steward the land. Is it perfect? No. But it's much better than it was," Buckley says.

Lyseng adds, "Land access is complex, and there is a growing understanding that we are having problems with it. One way to solve this is through good government policy. It's also going to take support from both ranchers and hunters to build these relationships."

One challenge is the current tag draw system, which doesn't support relationship-building. "There's no consistency. If the same hunter uses your land year after year, you develop a relationship, but the draw system means hunters often have to look for new spots every year, and ranchers can't develop trust in the hunters using their land," says Lyseng.

"Enforcement poses another challenge. Issuing tickets for failure to contact on leased land is inconsistent, and prosecuting trespassing cases on private land through the courts is difficult." Lyseng says, "The hunting community feels they have a right to access public land under grazing dispensation. It causes animosity when everyone is vying for access to the same resource."

# SYSTEMS APPROACH SUPPORTS RESPECTFUL ACCESS NEAR CALGARY

Like some other ranchers, Buckley has divided his land into zones. Hunters book a zone at least a week in advance for up to three consecutive days on a first-come, first-served basis. "It gives them a better experience and ensures their safety, because they know they are the only group in the zone," he explains. His system is effective, but the administration is intense. "If demand continues to increase, it will get severely out of balance for me."

# REPEAT VISITS STRENGTHEN RELATIONSHIPS WITH PEACE RANCH

Land access is generally easier to manage in areas where hunting is less desirable or accessible. Such is the case for Gary These, who has peaceful relationships with the hunters who visit his land north of Peace River. "We have hunters who come repeatedly for the elk hunt. Most have become friends who touch base with us throughout the year," says These.

Here, Gary, his wife Jean and son Kade run 200 cows on nine quarter sections of prime hunting land. These recognizes that hunters play an important role in his success. "When we get hundreds of elk using the land, it decimates our feed source. Hunters disperse them so they stay in the hills," he says

# PRODUCERS' GRAZING APPROACHES PRESERVE GRASSLAND

While juggling multiple priorities, cattle producers play an essential role in the conservation of wildlife habitat, maintaining healthy grasslands. Land used for beef production of which 84 per cent is pasture [used for grazing] contribute the majority of critical habitat wildlife need for reproduction (74 per cent) and feeding (55 per cent) when all Canada's crop and pastureland is considered, according to the Canadian Roundtable for Sustainable Beef (CRSB)¹.

Using rotational or time-controlled grazing strategies, along with techniques like swath and bale grazing, cattle producers are successfully reducing the long-term impact of beef cattle on their land. Buckley notes that



time-controlled grazing means protecting grasses at certain times. "Rough fescue is the major grass on our ranch, and it is most vulnerable in June and early July. To maintain a healthy plant community, we need to stay off it then."

Using the "take 50, leave 50" rule, Overguard has seen incredible grass recovery, supporting wildlife recovery too: "We see wildlife hanging around in areas where there weren't any before."

# GRASSLAND CONSERVATION SUPPORTS HUNTERS AND RANCHERS

Alberta's grasslands are part of an important nationwide ecosystem, being lost at an alarming rate. "The grasslands we have need to be respected and managed properly, and the best way to do that is by having cattle graze," says Overguard.

Grazing cattle simulates what bison did here for thousands of years. "When we use appropriate grazing strategies, we can see the symbiotic response.

The success of wildlife that leads to increased hunting opportunities is partly due to the success of ranchers in stewarding healthy grasslands. Here, hunter and rancher meet. Here, with patience, understanding, goodwill and respect for boundaries, the potential to develop trusting relationships exists.

<sup>1 =</sup> Canadian Roundtable for Sustainable Beef. (2024a). National Beef Sustainability Assessment: Environmental and Social Assessments. Calgary, AB: Groupe AGECO. (CRSB NBSA, 2024a).

# To Sell or Background Calves

WITH THE PROSPECT OF HIGH PRICES IN THE FUTURE, IT CAN BE TEMPTING TO BACKGROUND. HOWEVER, FACTORS INCLUDING CURRENT CALF PRICES, COST OF GAIN AND PROJECTED FEEDER PRICES CAN IMPACT PROFITABILITY. ADDITIONALLY, OPERATION-SPECIFIC FACTORS LIKE FEED COSTS, ANIMAL PERFORMANCE AND INTEREST RATES ARE HIGHLY VARIABLE. THEREFORE EACH OPERATION NEEDS TO CRUNCH THEIR OWN NUMBERS.

While back-of-the-envelop calculations can give a quick sense of financial viability, sometimes it's best to dive deeper into the numbers. The Beef Cattle Research Council's (BCRC) Background Calculator allows for a direct comparison between selling at weaning or backgrounding for 30, 90, 120 or 180 days. The tool's user-friendly design allows for a quick comparison between all options.

For example, using a current market scenario, all four backgrounding periods show a negative return. Backgrounding periods of 30 and 90 days show estimated returns of -\$203/head and -\$393/head, respectively. Longer backgrounding periods increase the magnitude of negative returns. By increasing average daily gain (ADG) to 3 lb/day and feed costs to \$3.03/head/day the losses are reduced to \$117/head on 30-day backgrounded cattle and \$213/head on 90-day backgrounded cattle.

Assumptions used in this analysis include: a 3 per cent shrink on weight, average daily gain of 2 lb/day, feed costs of \$2.02/head/day (\$1.01/lb of gain), vet and medicine at \$26.28/head, yardage (including labour) at \$0.60/head/day, death loss at 3 per cent, marketing costs at \$20/head and interest at 7.7 per cent. The cost of barley is estimated at \$270/tonne for the entire feeding period. Anyone backgrounding should calculate the interest cost, as current rates make it substantial.

The current weakness in the futures market is playing a role in these results. It should be remembered that backgrounding last winter, backgrounding margins looked disappointing until the February 2024 rally in feeder prices provided support.

In the end, deciding whether to sell or background calves comes down to analyzing the numbers for your specific operation. While the current market scenario above showcases the capabilities of the BCRC's Background Calculator, every farm has its own unique costs and performance factors, so it's important to do your own calculations.

The Background Calculator, which has recently been updated, is a fantastic tool to help producers crunch their own numbers. Give it a try at beefresearch.ca/tools/preconditioning-calculator to see how different backgrounding periods might impact your bottom line

Taking the time to investigate your options can lead to smarter and more profitable decisions. ▼



# STORM-PROOFING ALBERTA BEEF:

# The Impact of Verified Beef Production Plus

BY KALEY SEGBOER-EDGE

Alberta beef producers have the Verified Beef Production Plus (VBP+) program to help them 'prepare for the storms.' Whether it's localized 'squalls' like scours that can devastate an individual producer, or large 'winter storms' that could have devastating impacts like BSE did in 2003, the program is there to prevent and minimize the impact of the 'storms' beef producers might face.

# KEEPING THE STORM OF PUBLIC PERCEPTION AT BAY

In an era where public trust in the food system is wavering, the VBP+ program offers reliability and integrity for Canadian beef producers. Recent data from the Canadian Centre for Food Integrity Initiative (CCFI) reveals that 25 per cent of Canadians believe the food system is heading in the wrong direction. This sentiment highlights the immediate need for programs like VBP+

that tackle consumer concerns directly. By enhancing on-farm food safety practices and animal care practices, VBP+ aligns with public expectations. This proactive approach ensures that producers can weather the storm of potential public distrust.

# WEATHERING THE STORM OF INFECTIOUS DISEASES

The VBP+ program equips the Canadian beef industry to withstand the tempest of trade-limiting diseases like Foot and Mouth Disease (FMD). Research underscores the catastrophic impact a major biosecurity event like FMD could have, with potential losses estimated at a staggering \$65 billion. Such an outbreak would not only devastate the livestock sector but also ripple through the grain, veterinary and tourism industries, with Alberta bearing the brunt of these economic losses.

VBP+ implements rigorous on-farm food safety and biosecurity standards. Since its inception in 2003, the program has continually evolved, recently incorporating the federal Beef Cattle On-Farm Bio-Security Standard in 2023. This ensures that producers are not only prepared for potential outbreaks but are also actively working to prevent them. By promoting best practices in animal health, biosecurity and environmental sustainability, VBP+ helps producers minimize the risk of disease outbreaks and maintain public trust.

By meeting the VBP+ Standard, especially in relation to indicators related to disease managment, producers can increase the number of healthy calves, boost weight gain and significantly reduce costs associated with treating sick animals and managing open cows. This forward thinking approach ensures that the herd remains resilient and productive.

# SIMPLE YET IMPACTFUL BEST PRACTICES PLAY A CRUCIAL ROLE IN THIS PREVENTIVE STRATEGY

- Segregating and vaccinating new cattle upon arrival helps prevent the introduction and spread of diseases within the herd.
- Avoiding the use of colostrum from other farms minimizes the risk of transferring pathogens to vulnerable newborns.
- Washing boots after visiting cattle shows, farm tours and auction markets prevents the inadvertent spread of contaminants.

Straightforward and simple actions like those listed above, along with many others provided in VBP+ training and resources, help batten the hatches before a storm. They help maintain herd health and productivity, allowing producers to navigate the complexities of livestock management with confidence and peace of mind.

By embracing VBP+ standards, producers can maintain the health and productivity of their herds, safeguard public trust and ensure the resilience of the Canadian beef industry. In a world where uncertainties are inevitable, being prepared is the key to thriving,

# Alberta's VBP+ Incentive Program

The Alberta VBP+ Incentive program allows eligible cattle producers to apply for rebates to facilitate further adoption of best management practices on-farm.

This program is possible thanks to \$1.9 million in funding for VBP+ through the Sustainable Canadian Agricultural Partnership (Sustainable CAP).

Sustainable CAP is a five-year, \$3.5-billion investment by federal, provincial and territorial governments to strengthen Canada's agriculture, agri-food and agri-based products sector.

# **STREAM 1: VBP+ TRAINING STREAM**

The VBP+ Training Stream is for beef cattle operations that are not yet VBP+ audited but have completed the training since 2016.

Applications through this stream are eligible for up to \$2,500 in funding.

# **STREAM 2: VBP+ AUDITED STREAM**

The VBP+ Training Stream is for beef cattle operations that are VBP+ audited.

Applications through this stream are eligible for up to \$5,000 in funding.

# **ELIGIBLE PROJECTS**

- Voluntary veterinarian assessments to a maximum of \$500 per operation.
- Biosecurity or animal welfare protocol manuals or standard operating procedures developed by a veterinarian or clinic for use on your livestock operation.

- VBP+ initial audit or recertification audits, which are eligible to a maximum rebate of:
  - \$625 for Level 1 (cow-calf);
  - \$875 for Level 2 (backgrounding);
  - \$1,000 for Level 3 (feedlots) and
  - \$125 for each secondary VBP+ audit/certification for the operation.

# **BIOSECURITY IMPROVEMENTS**

- Segregation pen:
  - Metal panels, metal gate(s) and metal feed trough/bunk(s).
  - Gates(s) and metal bunk(s) must be purchased and claimed in conjunction with the metal panels.
- Deadstock site fencing (may include metal panels and gate, sucker rod or drill stem, metal or wood posts, all types of wire, staples or fasteners).
- Fencing to prevent access to stored feed and standing water (may include metal panels and gates, sucker rod or drill steam, metal or wood posts, all types of wire, staples or fasteners).
- Radio Frequency Identification technology (RFID) tag reading equipment (tags are not eligible).

# **ANIMAL WELFARE IMPROVEMENTS**

- Hoof trimming chute and/or tilt table (stationary or portable, hydraulic or manual, including leg restraint(s).
- Bud box (metal).
- · Cattle oiler.
- Loading chute (metal, adjustable and stationary or portable).
- Livestock weigh scale package. Package may include load bars or load cells, platform, weigh indicator and cables. Weigh indicator may be purchased as part of package or standalone. Group scales are not eligible.

- Feed scale used in conjunction with feed or mixing wagon. Feed or mixing wagons are not eligible.
- · Squeeze chute:
  - Portable or stationary, manual or hydraulic including powerpak, all types of gates, head gate, palpation cage and extra restraints, purchased as part of a package or standalone.
  - Alleyway (metal, all types of widths and lengths).
  - Crowding tub (metal, all sizes).
- Rubber traction matting for loading facilities and working cattle facilities.
- Calving/maternity pen (metal, all types with headgate).
- · Portable calf cart with headlock.
- Calf tip table/chute/spin chute, including neck extender.
- · Vaccine cooler.
- Vaccination/medication organization system including vaccine tubing, holsters and medicine administration guns (must be claimed as a package).
- · Remote surveillance for water monitoring:
  - Game camera connected to cell service to monitor water sites.
  - Range booster.
- Portable corral systems or portable handling systems.

# SCAN HERE TO SIGN UP FOR THE PROGRAM:



Herd Management Software, Health monitoring systems, and remote monitoring systems are not eligible for funding under this program. For producers looking to access support related to these systems, there is funding available under the On-Farm Efficiency Program (more information on page 26).

# Stampede 2024:

# The Place to Be for ABP

# THE DUST HAS SETTLED ON ANOTHER SUCCESSFUL CALGARY STAMPEDE. OVER THE COURSE OF THE 10 DAYS, "THE GREATEST OUTDOOR SHOW ON EARTH" WELCOMED APPROXIMATELY 1,331,280 GUESTS.

Calgary Stampede broke attendance records on both Tim Horton's Family Day and TC Energy Community Day. ABP representatives were busy, starting off the Stampede with the third-annual Alberta Beef Industry Stampede Summit.

This year's rendition of the Summit began with a tour on July 7, hosted by Westway Farms in Didsbury. On July 8, ABP and our partner industry organizations welcomed government officials from all levels (and even some international guests) to an exclusive reception where ABP awarded the 2024 Environmental Stewardship Award.

ABP also represented at the Brandt Cattle Trail, located in the Nutrien Centre. Our new "I ♥ AB Beef" marquee sign welcomed guests into Cattle Trail where they had the opportunity to learn about the beef industry and the roles different partner organizations play in the industry. ABP also collaborated with other industry partners to host "Meet the Expert" segments alongside the live cattle display. This allowed the public the opportunity to ask beef related questions and have one-on-one time with producers and various experts from the industry.

The tour, hosted at Westway Farms, concluded with a lunch, featuring ingredients sourced on farm, as well as from other local Alberta provisioners









Clockwise starting top left: Tour group at Westway Farms.

Brodie Haugan, ABP chair, giving opening remarks at the Stampede Summit.

Hon. Premier Danielle Smith and representatives from the UCP party addressing the audience at the Third-Annual Alberta Beef Industry Stampede Summit.

# STEAKS WERE HIGH AT KITCHEN THEATRE

Back by popular demand, ABP invited three chefs to compete in "black box" styled cooking competitions at the 2024 Kitchen Theatre. Chefs Mel Chmilar Jr. and Xavier Lacaze went head-to-head on Day One. This was a potential redemption round for Chef Xavier as he lost to Chef Mel in our 2023 Kitchen Theatre competition. This year's black box highlighted Alberta Beef Striploin with complementing ingredients. Chef Xavier indeed received his redemption as he took home the win for his pink peppercorn-crusted Striploin with honey carrot salad, inching out Chef Mel's delicious Striploin bao bun and



Mel Chmilar Jr. and Brad Billard ready to face off at Kitchen Theatre on July 11, 2024.

kimchi drizzle. To help with our judging and moderating, we welcomed special guest Sarah Crosbie from QR Calgary, who not only brought her energy, but ignited a hunger in the crowd for prime Alberta Beef.

On the second day of competition, we partnered with Crosby's Molasses, which was featured as our secret black box ingredient, accompanied by a gorgeous Alberta Beef Ribeye. It was a battle of East versus West as Chef Mel faced off with his good friend Chef Brad Billard from Niagara, Ontario. The winning Ribeye crostini with not one, but TWO, delicious sauces – a chipotle maple sauce and an East Coast white sauce and Chef Brad secured the win for Day Two. Chef Mel prepared a close runner-up Ribeye mini taco that brought a round of freshness and true feeling of summer to the dish.

Our third and final day, Canada Beef and Alberta Beef joined forces for a special presentation. Chef Mel guided the audience on ways to secure more meat for their money. He showcased his knife skills and gave great insight into the savings you can pocket by cutting down larger beef cuts at home. The audience was then able to try a few different dishes originating from the same cut of meat, further highlighting the versatility of beef in the kitchen.

# Chef Dean Mitchell Feeds Nearly 800 People

# Repurposing Food From ABP's Kitchen Theatre Event

BY KIMBERLY GRAY

AT EVERY GREAT EVENT, THERE IS ALWAYS A LITTLE MAGIC BEHIND THE CURTAIN, AND ABP'S THREE-DAY KITCHEN THEATRE COMPETITION AT THE 2024 CALGARY STAMPEDE WAS NO EXCEPTION.

In the background of the fire and flair of our competing cooks was Chef Dean Mitchell of Saffron Catering. Chef Dean not only prepared and sourced the fresh food for the competition, serving up more than 400 sample dishes over three days, but he also ensured that none of the leftovers went to waste. In fact, Chef Dean has donated thousands of meals to Calgary's unhoused population over the last year as part of his efforts to give back. Chef Dean originally found his passion for food at a young age, spending the summers on his grandparents' farm east of Olds, where his grandmother taught him to cook and to give a helping hand to those in need.

"If she was baking, we'd be baking," says Chef Dean.
"Grandma would give you your own dough, so we could make our own buns or pies. Being with my grandma, cooking just kind of rubbed off on me."

He worked as a cook in high school while taking food prep courses and volunteering his time with the Red Deer Salvation Army. He graduated from the Alberta Apprenticeship cooking program as a Red Seal Journeyman Cook in 1977. After several jobs in hospitality and entertainment, Chef Dean started Saffron Catering and Personal Chef Service Ltd. and has run the company for 25 years.

Taking the time to give back to the community has always been part of his mission. A few years ago, after struggling to find places to send excess food, Chef Dean collaborated with the Leftovers Foundation and its affiliate Fresh Routes. Both organizations work to reduce food waste and offer dignified food security to make healthy and affordable food accessible to all.

Thanks to these organizations and generous donations from H&W Produce, Chef Dean receives fresh fruit and vegetables that are locally sourced as much as possible. In turn, he crafts baked goods and soups for resale in their markets and mobile grocery stores, so Calgarians can access nutrient-dense, high-quality food.

# REPURPOSING LEFTOVERS FROM ABP'S KITCHEN THEATRE EVENTS

During ABP's Kitchen Theatre event at the 2024 Calgary Stampede, Chef Dean and his team prepared all the food behind the scenes, from coordinating ingredients to preparing sample meals for the audience. None of the food from the event went to waste. Chef Dean was quick to refrigerate or freeze all the leftovers, which were repurposed into soups, stews and casseroles and then distributed to YYC Helping Homeless, an organization that provides meals to about 200 people every Saturday night in Calgary's East Village.



I look at it as my
way of giving back to
the communities and
saving food from going
into the landfill," says
Chef Dean. "The food
goes straight to the
person [in need].

"I look at it as my way of giving back to the communities and saving food from going into the landfill," says Chef Dean. "The food goes straight to the person [in need]. In some cases, they pop the lid and start eating it right away."

Between the demo meal leftovers and some of the raw product, Chef Dean estimates about 800 people were served repurposed meals from the Stampede event's leftovers.

# SUPPORTING ELDERS AND OPENING THE FIRST FOOD CENTRE ON SIKSIKA NATION

Chef Dean has also spent the last few years working with Siksika Nation providing professional training at the Elders' Lodge. During the pandemic, Chef Dean and his team worked on the Nation six days a week making meals for people in isolation and setting up food programs. They made more than 500 boxed lunches a week for kids on the Nation and helped open the Nation's first food centre (sort of like a food bank). He continues to bring the Nation donated groceries once a week to ensure the community has access to nutritious food.

"Your hard work and time may change someone's frown into a smile just by taking the time to talk to them or give them a simple meal," says Chef Dean. "It makes you realize that you need to walk in someone else's shoes before you are quick to criticize them. We are all too quick to look after ourselves before we are willing to give a little of ourselves so someone else gets a little happiness." ightharpoonup

# New Program Launches to Boost Agricultural Sustainability

THE ON-FARM EFFICIENCY PROGRAM (OFEP) MERGES THE FORMER FARM TECHNOLOGY PROGRAM AND EFFICIENT GRAIN HANDLING PROGRAM, WITH NEW OPPORTUNITIES BASED ON INDUSTRY FEEDBACK COLLECTED IN THE FALL OF 2023.

The approach aims to support producers in optimizing the use of agricultural inputs, such as fertilizers, pesticides and energy, thereby achieving significant environmental benefits.

The primary goal of OFEP is to help producers achieve precision in input usage, resulting in cost savings, reduced off-target applications and lower emissions.

OFEP offers funding through four distinct streams:

- Smart Farm Technology
- · Energy Efficiency
- · Farm Security
- · Efficient Grain Handling

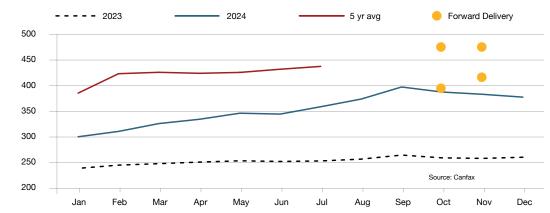


Funding is retroactive to April 1, 2023, with eligible expenses covered at a 50 per cent cost-share rate. The maximum funding per applicant is \$150,000 over the program's duration.



# Alberta 5-600 lb Feeder Steer Price

\$/cwt



# Mismatch Between Futures and Forward Delivery Sales

Forward delivery feeder sales provide an indication of where prices may be heading this fall. It is also an opportunity to manage risk. Buyers who expect the market to turn higher during the fall run will purchase early with a deferred delivery date, while sellers who expect the market to move lower will sell early with a deferred delivery date. Year to date (week ending August 9) saw 171,000 head sold via electronic or satellite auctions in B.C. Alberta, Saskatchewan and Manitoba. This is the thirdhighest forward delivery auction volume on record, going back to 2013. Between the beginning of June and the middle of August, 56,000 head sold via electronic auction, accounting for 33 per cent of the year-to-date total. The only years that had a higher volume of cattle sell during this period were in 2021 and 2023 when summer drought pushed grass cattle to market early and producers were looking to manage their downside risk.

Light volumes of forward delivery cattle were moved in July, with around 8,500 head sold. Five-weight steers for October delivery averaged \$397/cwt, while 550 lb steers for November delivery pushed above \$417/cwt, steady and 7 per cent stronger than last year. During the first two weeks of August, around 12,000 head were sold via electronic auction for deferred delivery. Based on the first half of August sales, 550 lb steers for October delivery averaged \$475/cwt, with November delivered steers averaging \$474/cwt, 24 per cent and 26 per cent stronger than last year.

Feeder cattle futures have come under pressure in the last couple of weeks. Between August 1 and August 16, both October and November contracts declined \$15/cwt, closing at \$236/cwt and \$235/cwt respectively. This may put a damper on forward delivery prices during the second half of August as feedlots adjust their expectations. Last year at this time, October and November feeder cattle contracts were either side of \$251/cwt. Volatility in the futures market is expected to continue until after the U.S. election.

Based on the five-year average, 550 lb steers tend to peak in September just as the fall run gets underway. The July to September rally is 4 per cent, based on the five-year average, putting the projected price for Alberta 550 lb steers in September north of \$455/cwt. October and November have historically been around 2 per cent softer than September, putting Alberta 550 lb steers near \$449/cwt by October and \$447/cwt in November.

Forward delivery sales appear to be pricing in more optimism for the second half of 2024, compared to the live cattle futures. Using the April 2025 live cattle futures (US\$180.23/cwt) and a Canadian dollar of US\$0.73, minus the April cash-to-futures basis of -\$2.81/cwt, puts fed cattle marketed in next April near C\$244/cwt, suggesting calves being purchased on the electronic market are over \$350/head in the red. Breakeven levels are closer to \$405/cwt. Seasonality is anticipated to be the main driver of feeder prices this fall. **\(\bilde{\psi}\)** 



From harsh weather to rugged terrain, various hazards can impact the lifespan of your indicators. Factors like vegetation, fencing and water sources can contribute to wear and tear. Increase retention by implementing environmental modifications or choosing an indicator best suited to your area.

Don't forget to check the manufacturer recommendations and best practices for the applicator and indicators that you are using. Proper indicator placement is key to increasing retention.

CCIA is led by industry to help you make informed decisions toward traceability to better protect your investment.

WWW.RETENTION MATTERS.CA





# Retention Matters: Using the Right Applicator with the Right Tag

BY PAUL LARONDE, TAG & TECHNOLOGY MANAGER, CANADIAN CATTLE IDENTIFICATION AGENCY (CCIA)

TAG RETENTION IS IMPORTANT TO US ALL. MANY PRODUCERS ACROSS
THE COUNTRY HAVE BEEN TAGGING CATTLE FOR YEARS, AND AS
EQUIPMENT AND TECHNOLOGY EVOLVE, IT IS IMPORTANT TO STAY
INFORMED AND UP TO DATE. FAILING TO DO SO INCREASES THE CHANCES
OF THINGS GOING AWRY.

The rule of thumb when applying CCIA RFID indicators, often referred to as tags, is that the correct applicator must be used to apply the tag. Applicators may all look the same – essentially a pair of pliers with a pin on one jaw – but that's where the similarity ends. Each manufacturer of a CCIA-approved indicator supplies the proper applicator for their product. This is because each pin in each applicator is different in length and at the tip where it seats into the male stud portion.

Using the wrong applicator can cause problems with tag retention. If the pin is shorter than required, the male portion may not seat into the female portion of the tag, preventing it from locking together. The tag may appear installed in the ear, but once the animal moves, the constant motion of its head and ears can cause the male portion to fall out, leading to a lost tag.

Differences between the tips of each brand of pin are even more pronounced. Each pin tip is machined to fit precisely into the tip of the male stud for that specific manufacturer. When the pin doesn't fit it can't lock properly. When pressure is applied during tagging, the pin may slide off the inside of the stud's tip and puncture the side of the stud's shaft. This results in a partial puncture of the ear, a wasted tag stud, and a ticked-off bovine.

You may come across some manufacturers that brand their applicator as a "universal applicator." In my mind, universal means one applicator fits all tags – universally. Applicators all look similar, so choosing one that claims to be universal might seem like an easy decision. However, "universal" in this context typically means it is universal for use with all tags of the same brand, but not every tag on the market. Applicators vary across brands and are designed to be used with specific tags only.

For the best results and improved retention, check the tag package for the proper tools and instructions. Using the correct applicator is key to successfully applying tags and ensuring they stay on the animal.  $\checkmark$ 

# **Empowering Farmers**

AFSC'S EVOLVING NEXT GENERATION LOAN

BY KARA MASTEL

The Next Generation Loan program offered by Agriculture Financial Services Corporation (AFSC) is evolving to better help new producers overcome the financial hurdles of entering or returning to farming.

The Next Generation Loan was designed to address the challenges that young and aspiring farmers face when trying to access capital. As Mark Prefontaine, Chief Strategy and Innovation Officer at AFSC explains, "the next generation loan program is really there to help get over some hurdles that we know young producers and those coming into farming or returning to farming face."

In 2018 the loan saw an update, with the offer of preferential interest rates and an additional one per cent reduction for the first five years for producers under the age of 40.

These incentives were a major draw, making the program one of AFSC's most popular offerings.

Unfortunately, with rising costs of land, equipment and inputs, the loan was losing its effectiveness.

"We've heard feedback from industry, and from our clients since the last time changes were made to this program in 2018, and a lot of that has been based on the costs that producers are facing, whether it be the value of land, the cost of equipment, the value and cost of inputs, etc." In response to this feedback, AFSC is implementing several changes to the Next Generation Loan program, effective September 1, 2024. The adjustments are aimed at making the program more accessible and better suited to the current realities facing new and returning farmers.

# THE KEY CHANGES INCLUDE:

# **Expanded Eligibility:**

The age limit for the young producer incentive is being removed. Now, even those 40 years of age and older who are new to or returning to farming will be eligible for the one per cent interest rate reduction for the first five years. As Prefontaine explains, "If you're 40 or older, if you're new to farming, or returning to farming, you'll qualify for the next gen program, including the incentive as well."

# **Increased Principal Limit:**

The lifetime principal limit on the loan is being increased from \$1 million to \$1.5 million per client. This recognizes the rising costs producers face when establishing or expanding their operations.

Reduced Ownership
Requirement: The minimum
ownership stake in an
incorporated operation is
being lowered from 25 per cent
to 20 per cent.

Expanded Interest-Only
Period: Producers can now
access interest-only payments
for up to five years, up from
the previous two-year
maximum. This provides
additional financial flexibility
during the critical early stages
of a new farming venture.



"We've seen, generally speaking, that average ages of producers within agriculture continue to increase. And if you really want to encourage folks either to return to agriculture, or to get into primary ag, the 40-year-old line that has been drawn in the sand – we knew we needed to rethink that," says Prefontaine.

By removing the age cap for the young producer incentive, the program is open to a wider range of applicants. This shift acknowledges the evolving demographics within the industry. As farms become more complex and capital-intensive, providing financial assistance to this broader pool of applicants becomes increasingly important.

"We're trying to find that line of being responsive to what's happening with our client base, but at the same time ensuring there's a material involvement in the operation for those that are eligible for these incentives," notes Prefontaine.

The updates to the Next Generation Loan program have been well-received by the agricultural community, indicating the industry's recognition of the program's value. At the 2024 Alberta Beef Producers' Annual General Meeting, a resolution was passed supporting the expansion of the Next Generation Loan program.

"When we get that kind of interest in supporting ongoing evolution and development, we view that as success," says Prefontaine.

The changes to the program are also bolstered by the voice of support from the Government of Alberta. As Prefontaine explains, "we've got a tailwind of support from the provincial government. The Honourable RJ Sigurdson, Minister of Alberta Agriculture and Irrigation, is always finding ways to encourage and support succession planning and new entry into primary agriculture."

# Need a better way to manage used baler twine? Recycle it!





Cleanfarms operates the Alberta Ag-Plastic. Recycle It! pilot program to help Alberta farmers improve sustainability by recycling baler twine and grain bags.

For more about Alberta Ag-Plastic. Recycle It! - go to AlbertaAgPlastics.ca



# Cleanfarms.ca

info@cleanfarms.ca ♠X @cleanfarms

# **Recycle Baler Twine**

**BAG** – get a free recycling bag from a participating collection site and fill with used plastic baler twine.

**RETURN\*** – close top of bag and bring back to the collection site.

\*Netting/net wrap is not accepted for recycling for technical reasons. If added, the whole bag will be unrecyclable.







The pilot project is led by the multi-stakeholder Agricultural Plastics Recycling Group; funds were granted by the Government of Alberta and are administered by Alberta Beef Producers.

# From the Government Desk

BY MARK LYSENG

# THIS SUMMER HAS BEEN A BUSY ONE! IT HAS BEEN JAM-PACKED WITH EVENTS, ANNOUNCEMENTS AND PROGRAM DEVELOPMENT.

July started with a bang and some good old-fashioned stampeding!
This year's Stampede Summit saw outstanding attendance from politicians, giving ABP and other organizations a unique opportunity to network with numerous cabinet ministers, MLAs, MPs and Senators.
Premier of Alberta, Danielle Smith, Minister of Agriculture and Agri-Food Canada, Lawrence MacAulay and Alberta Agriculture and Irrigation Minister, RJ Sigurdson all delivered greetings at the event.

Right after the Stampede, the federal and provincial agriculture ministers met in Whitehorse, Yukon, for the Federal Provincial Territorial (FPT) meetings. Minister Sigurdson presented the work done by AFSC on the AgriStability analysis and pilot. Hopefully, we will receive a decision on the proposed AgriStability changes in the coming months. With the proposed changes, AgriStability would be much more responsive to cow-calf producers.

Another big win for the beef industry, and agriculture as a whole, was the changes made to the Next Generation Loan Program. More details on how the program was

improved can be found on page 30. These changes stem from an ABP resolution passed at the 2024 ABP Annual General Meeting and are welcome improvements, making the program more supportive of new entrants into agriculture and providing easier access to capital. Thank you to the AFSC staff and Minister Sigurdson for pursuing these changes.

I cannot emphasize enough how much of a champion Minister Sigurdson has been for agriculture and rural Alberta.

Wildlife is a major concern for beef producers. Nearly every year, ABP receives resolutions about problematic wildlife. In July, Minister of Alberta Forestry and Parks, Todd Loewen, introduced a program permitting hunters to manage troublesome grizzly bears and elk Both species arguably have the most impact on beef producers. ABP has been advocating for a legal mechanism to address problem animals for years. While this may not be exactly what ABP requested, it is a positive step towards managing wildlife impacts.

Land use conflicts will certainly be a priority in the coming months. Safe, reliable access to land is crucial for farmers and ranchers. For ABP, this will manifest in tackling two very different issues: 1) trespassing and hunter-producer relationships, and 2) conservation on private lands. Both are long-standing issues.

Private land conservation is also a long-standing conversation. Cattle producers need to lead the narrative on how these policies, programs and initiatives can both benefit and impact them.

I know that this year has been especially hard for some producers due to uneven rainfall and skyrocketing input costs. It's tough. Everyone needs someone to talk to sometimes, and support is available. I strongly encourage you to search "need to talk resources" on ABPdaily.com for help.

Wishing everyone a plentiful harvest and a smooth, healthy weaning season. And hey, if things don't go as planned, that's okay too. Next year is just around the corner.

# **CCA Semi Annual Update**

BY NATHAN FINNEY, CCA PRESIDENT

# AS I LOOK BACK OVER THE ACCOMPLISHMENTS AND HOW MUCH OUR PRODUCERS HAVE OVERCOME THIS YEAR SO FAR, I CONTINUE TO BE HUMBLED TO REPRESENT THEM AT A NATIONAL LEVEL.

Fires, floods, strikes, policy roadblocks – our producers and provincial organizations have dealt with many adverse issues this year, but I am seeing a great turnaround on many fronts. Cow-calf prices remain strong and crops are generally looking good. As long as we keep our numbers strong, and growing, I am sure we can continue to provide what the world is demanding – more quality Canadian beef.

2024 so far has been filled with advocacy travel while we push to keep markets open and forge new ones. We are learning that we are earning a seat at international tables and it's making a difference. One of our current priorities is to keep an eye on the looming U.S. federal election. However, the upcoming Canada-United States-Mexico Agreement (CUSMA) review is more of a threat than an opportunity. We enjoy an integrated North American market for our cattle and beef, and this is a key to our competitiveness, cooperation and profitability. Thickening borders is not the answer – we need to voice the positives of trade – in both directions, and that will be a big focus in the next 18 months. As a proactive measure, we are busy building and preserving relationships with all involved so we can protect trade with our largest partner.

The recent strikes have also underscored the importance of streamlining trade with the U.S. and eliminating the 100-day residency rule for U.S. exports to Korea. With the U.S.'s 100-day rule currently in place, this placed even more pressure when farmers have had to ship across border. We are thankful the strikes are over but recognize that they underlined the importance of keeping our supply

chain efficiently operational – and that we will do all we can to ensure that happens. Science and rules-based trade are more important now than ever.

We were glad to see the Livestock Price Insurance (LPI) two-year pilot officially launched in two Maritime Provinces. The new program will permit producers from New Brunswick and Prince Edward Island – and soon Nova Scotia – the ability to purchase insurance on price protection for their beef cattle in the case of an unforeseen market disruption. CCA and the Canadian Cattle Youth Council have been advocating for this program for many years, following the implementation of LPI in western provinces. It's a valuable tool for beef cattle producers to help navigate uncertainty and risks related to adverse weather events. It is also critical for those entering the sector or looking to expand their herds.

The Federal, Provincial and Territorial (FPT) Ministers of Agriculture meetings in July were a great opportunity to have our voices heard and we were persistent with our business risk management and AgriStability asks. The provinces are all on board and we are looking to the federal government to move on the proposed changes before the next five-year policy agreement comes into effect.

Our meetings during the Canadian Beef Industry
Conference gave us an opportunity to assess where
we are with our advocacy goals and determine how
much push to give certain files in order to maximize
our influence to support our producers. It is often
a balancing act at CCA – deciding which levers to pull

and when – just like producers needing to decide when to buy and when to sell. Sometimes you have to take a gamble, and sometimes your hand is forced. The sweet spot is being in a proactive, relationship building position with all options on the table.

We are very proud of our Youth Council and all they have accomplished in helping to build up our industry and our herds. Their help on the advocacy front has been invaluable, and I look forward to working shoulder to shoulder with them to have our industry's voice heard. They are bright representations of the future of the beef industry.

On the sustainability front, we are especially pleased to have so many worthy provincial nominees for The Environmental Stewardship Award (TESA). In our eyes, each one is worthy of recognition and I know the

provincial organizations had difficulty choosing ones to nominate to the national level. We were pleased to see so many of the nominees at the Canadian Beef Industry Conference and to see the national award go to the father-daughter duo, John and Maria Duynisveld, of Holdanca Farms from Wallace Bay, Nova Scotia.

The cohesiveness of the Canadian beef industry keeps getting stronger and stronger. An area for improvement is encouraging our industry to tell our stories, brag about our success and ensure we present with one unified voice. It's a great honour to be part of the Canadian Beef Advisors team, and the group's recent status update outlining industry progress on growing demand, productivity, competitiveness and connectivity are reasons to be proud.

Let's keep sharing our challenges AND successes. ▼



# **Forward Thinking**

ABP staff is hard at work on projects to move the needle for producers. Stay in the loop with upcoming projects and programs in our core focus areas.

# **GOVERNMENT**

We are seeing progress as we continue conversations and collaboration with AFSC on making the AgriStability pilot program more accessible and responsive to the needs of cattle producers.

# **RESEARCH & PRODUCTION**

Over the next couple of months, the Research Committee will be seeking peer reviews for full proposals requested by ABP as part of the Agriculture Funding Consortium research call.

# **STAKEHOLDER**

With Producer Meetings around the corner, we've opened up Delegate Nominations. Check out our FAQ page on ABP Daily to learn more about being a delegate, or send it along to someone you think would be an incredible representative for their zone.

#### **MARKETING**

We are celebrating 150 years of Alberta Beef! Stay tuned to our social media channels and events page for contests and amazing prizes – get ready to show off how you celebrate with Alberta Beef.

# **STEWARDSHIP**

In collaboration with community partners, VBP+ is booking on-farm disease prevention meetings as well as VBP+ workshops for this fall and winter. If you're interested in learning more, please contact kaleys@albertabeef.org



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# Commission Mechanics

HOW ABP LEVERAGES PRODUCER DOLLARS TO FOSTER A SUCCESSFUL ALBERTA BEEF INDUSTRY

BY EMMA CROSS



Farmers know that a good operator understands the mechanics of how their equipment works. That operator understands what it looks like for things to run smoothly, and if something isn't running quite right, how to fix it.

The mechanics of how Alberta Beef Producers leverages producer dollars to secure a strong future for the Alberta beef industry are just as key for smooth operating of the industry as a whole.

Alberta Beef Producers is a commission, which differs from other organizations in agriculture. Rather than taking out a membership with ABP, every producer who markets beef cattle in Alberta is automatically a member of Alberta Beef Producers.

"As a commission, we have the regulatory authority to collect check-off, and to then act on behalf of and represent producers," says Brad Dubeau, General Manager of ABP. "We invest those check-off dollars into consumer-facing marketing and communications, producer-facing stakeholder relations, government relations and policy development, stewardship, and beef production and extension."

"Every time an animal is marketed, there is a \$4.50 check-off that is collected," explains Dubeau. "\$2.00 of that is a service charge, which funds ABP, and from those dollars we contribute to funding the Canadian Cattle Association. That portion is refundable.

"The remaining \$2.50 is non-refundable, and those dollars flow to the Canadian Beef Cattle Check-Off Agency," says Dubeau. "Each province has the ability to set a percentage of those dollars that go to three different organizations: Public and Stakeholder Engagement, Canada Beef and the Beef Cattle Research Council. Alberta is the largest funder of all these groups."

Like other commodity commissions and marketing boards, Alberta Beef Producers is overseen by the Alberta Agricultural Products Marketing Council.

"The Marketing Council is a provincial public agency established under the *Marketing of Agricultural Products Act*," explains Doug Sawyer, Chair of the Council and a beef producer. "We advise the Minister of Agriculture and Irrigation on matters related to Alberta's 19 agriculture marketing boards and commissions."

Members of the Marketing Council are appointed by the Lieutenant Governor in Council and are chosen for their experience within agriculture "to provide valuable input to move the agriculture industry forward," says Sawyer. Members range from producers to professors, accountants and other industry professionals.

"On Marketing Council, I am a producer from the ag industry first, and I am a cow-calf guy second," says John Buckley, who is nearing the end of his first term on the Council. "Our role is to bring our experiential knowledge to the table when we're examining issues, and even though we look at it through different lenses from where we come from, we're very much looking at it from a whole-industry standpoint."

Our role is to bring our experiential knowledge to the table when we're examining issues, and even though we look at it through different lenses from where we come from, we're very much looking at it from a whole-industry standpoint.

Each marketing board and commission is governed by a Plan Regulation, which enables the use of powers from the *Marketing of Agricultural Products Act*. It is the Alberta Beef Producers Plan Regulation that grants ABP the ability to collect check-off from sales of beef cattle in the province.

Commissions and marketing boards are also governed by a Commission or Marketing Regulation and bylaws. For ABP, the Commission Regulation defines the check-off amount and scope and how information can be collected from producers. The current Plan Regulation is what defines delegate zones, meeting requirements and other aspects of governance and overall purpose of the commission. Bylaws further define the governance for ABP such as meeting quorum and terms of office for directors and delegates. Changes to these plans and bylaws require support from the producers under that plan, which may take the form of a plebiscite for major changes.

As Sawyer explains, the Marketing Council is there "to supervise and oversee the marketing boards and commissions in accordance with legislation." However, both Sawyer and Buckley also see an important "building" role for the Council. "We have a mentorship role to understand certain issues that come forward," says John. "Industry may not know where to go, but we can have that discussion and research how to move forward."

One example of how Marketing Council has been able to assist industry in making improvements in policy is through the reduction of red tape. "Alberta Beef Producers led the way years ago on moving regulation into policy, and that allowed them to be far more nimble," says Sawyer.

"ABP developed a set of bylaws under the approval of Marketing Council," explains Dubeau. "What bylaws allow for us to do is manoeuvre a little bit more efficiently." As both Dubeau and Sawyer explain, Marketing Council still has to approve changes to bylaws but the process is much simpler and more efficient than doing a full regulatory review. This leadership paved the way for the other marketing boards and commissions to do the same.

With this level of oversight and the legislative powers that come with it, a commission like ABP "can truly say that under good communication with their producers, they represent the views of the Alberta industry," says Sawyer. "Whether you sell one animal or 100,000 animals, it doesn't matter. The 4-H kid that sells one beef steer a year gets a vote, and the biggest feedlot in Alberta gets a vote. That makes it extremely democratic."

The credibility of representing every producer selling cattle in Alberta carries a lot of weight when ABP communicates with government.

"Under this framework, commissions continue to meet high standards for governance and producer engagement," says Minister of Agriculture and Irrigation RJ Sigurdson. "They are the representative of interest for that specific sector and its producers, and we've seen a lot of amazing work done through research, promotion of the industry, advocacy, education initiatives and growth of the market."

One example of how this relationship can pay off for producers is the development of AgriRecovery programs for producers experiencing drought.

"The government is reaching out to ABP as a sounding board and to be a part of the process to develop programs that work as best they can for producers," says Dubeau. "The programs aren't always perfect, but without ABP there to represent producers, there could be much greater challenges."

"Last year, when it came to the drought conditions,
I was working hand in hand with Alberta Beef Producers
to be able to have conversations about what producers'
needs are and make sure that we move towards an
AgriRecovery for them as quickly as possible," says
Minister Sigurdson. "The logistics of meeting with every
beef producer are impossible. When you have a formal
commission with such a high degree of engagement with
producers, it provides me that confidence that they're
representing the needs of the industry."

Alberta Beef Producers also amplifies the voice of producers to the public through channels that are not accessible to individual producers.

Alberta Beef Producers also amplifies the voice of producers to the public through channels that are not accessible to individual producers.

"We invest in marketing to support the Alberta beef brand and make it top of mind for consumers," says Dubeau. "ABP is investing significantly in digital campaigns, and growing our TV and social media campaigns as well, trying to cover all the bases."

Within the industry, Alberta Beef Producers works closely with the Beef Cattle Research Council "to leverage producer check-off dollars for grant funding, which allows for more significant investment into research that will improve efficiency and productivity for the beef industry," says Dubeau.

Another area that producer dollars go towards is communicating with producers to keep them up to speed on how their dollars are working for them and on developments in policy, research and other areas of the industry. When check-off is collected, ABP does not receive any personal information from producers beyond the number of cattle sold and the number of dollars and cents collected. Producers who want to stay up to date are encouraged to contact ABP to join the mailing list.

To access the producer voice in shaping all of these activities, ABP has a board of producer directors who represent each of the five zones across the province. While having a touchpoint with all Alberta producers selling cattle is key, ABP has also recognized the need for member-based groups to represent clear voices from different sectors of the industry. Currently, Alberta Cattle Feeders' Association, Feeder Associations of Alberta, Alberta Auction Markets Association, Western Stock Growers' Association, Alberta Grazing Leaseholders Association and Alberta Veterinary Medical Association all are invited to ABP's board meetings to participate in the discussion but are non-voting.

# **PAVING THE WAY FOR MBCs**

When the *Marketing of Agricultural Products Act* (MAPA) was changed in July 2020, all agricultural Marketing Boards and Commissions (MBC) were provided authority to develop bylaws identifying:

- · Governance of the board or commission
- Management and conduct of the board or commission affairs, including management and carrying out of powers, duties and functions by the board or commission
- Procedures respecting how members are elected to the board or commission
- Eligibility for membership and general rights of producers
- · Terms of office of a director
- · Appointment or election of the chair and vice-chair
- · Removal of a director, chair or vice-chair
- Procedures for meetings including notice of meetings, the holding of meetings and quorum
- · Approval process for bylaws by producers

Since 2009, ABP was the only agricultural MBC with bylaws, enabled by its Plan Regulation. It wasn't until 2020 that all other MBCs could develop bylaws in the same manner as ABP. ABP truly paved the way for all MBCs, though it took the Government of Alberta's red tape reduction initiative in 2020 to ultimately enable this for other organizations governed by MAPA.

ABP made substantive governance changes in 2020 to its zones, composition (number) of directors and delegates, among other minor and administrative changes. During the 2020 Plan Review, ABP did not comprehensively review its regulations in light of the MAPA amendments, as the timing for the MAPA amendments and review did not align (ABP's Plan needed to be reviewed by June 30, 2020, and the MAPA amendments were not made until July 2020).

The 2024-25 Plan Review (regulatory review) provides an opportunity for ABP to update its Plan, regulations and bylaws to align with the amendments made to MAPA in 2020. The Plan Regulation is made by the Minister of Agriculture and Irrigation, whereas ABP bylaws are made by beef producers, upon approval of Council, and ABP's Commission Regulation is made by the ABP Board, with approval from Council. There is also an ABP Authorization Regulation, but due to recent clean-up amendments to MAPA, this regulation is no longer necessary as ABP is authorized to make regulations now through its Plan Regulation.

Proposed changes to the ABP Plan Regulation will shift many requirements such as those for meetings, quorum, auditor, removal, appointment of returning officer, voting and destruction of ballots from ABP's Plan Regulation into ABP's bylaws. This will create a much more nimble regulatory framework for ABP. No substantive changes are proposed to the requirements, only where these will be positioned going forward.

Shifting many of the governance-related provisions from ABP's Plan Regulation to bylaws, provides ABP with more flexibility in managing future changes with appropriate oversight of Council. This new framework also frees the Minister to focus on more substantive policy and regulatory matters affecting ABP and other agricultural commodities.

Other changes proposed during the review are administrative in nature such as modifying the review date for ABP's next regulatory review to 2032. There was a requirement for all marketing boards and commissions to review regulations every five years, but this shifted to seven years now that a majority of agricultural marketing boards and commissions have established bylaws.

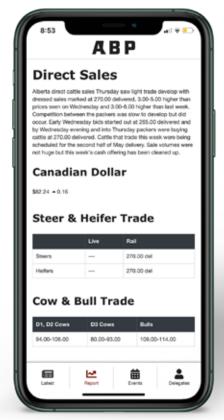
Specific changes proposed to ABP's Plan Regulation, Commission Regulation and bylaws can be found on ABP's website in the coming weeks. ABP invites producers and key stakeholders to review these documents and offer any additional comments or changes that are necessary to ensure ABP is operating as effectively and efficiently as possible.

Feedback can be directed to Brad Dubeau (bradd@albertabeef.org), or brought to the 2025 Producer Meetings, where ABP will lead discussions on the details of these changes.

Moving forward, ABP is working towards its regulatory review with Marketing Council in 2025, and will be providing additional information later this fall.

Producers will be able to provide feedback on these changes at producer meetings in January and February, or by contacting Brad Dubeau at ABP (email bradd@albertabeef.org).









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