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**Alberta Beef
Producers**

Volume 5 Issue 2 **MAY 2025**

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matter to producers.

Published by:

Brad Dubeau,
Alberta Beef Producers

Editor
Katie Songer

Creative
Tracy Irving

Front Cover Illustration
Megan Weir

Copy Editing
Laura Laing

Writing
Emma Cross
Dianne Finstad
Jeff Gaye
Robin Galey
Jamie Kerr
Mark Lyseng
Karin Schmid
Kaley Segboer-Edge
Katie Songer
Gina Teel
Andrea White

Printing
Burke Group

CONTACT

Advertising Opportunities
Jillian McLerie
jmclerie@albertabeef.org

Editorial
Katie Songer
katies@albertabeef.org

Publisher
Brad Dubeau
bradd@albertabeef.org

Subscription/Contact Information Updates
Kathy Jardine
kathyj@albertabeef.org

To read ABP online:
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ON THE COVER

"Red Angus Glow," original oil painting by Alberta artist, Megan Weir

Highlights from the Chair

WITH DOUG ROXBURGH, CHAIR, ABP



*Listen to Doug on **The Bovine** Podcast: "From cattle rancher to industry leader: Doug Roxburgh intends to make a difference."*



Since being elected your ABP chair in March, it feels like we've jumped in head first! Literally, within the first hour or two after being appointed, we got right into some media scrums.

Since the timing of our AGM and the following Alberta Beef Industry Conference coincided with tariffs scheduled to take effect, there were plenty of questions about their impact on beef producers, which we addressed alongside our industry partners.

Since then, we've been fortunate that some of our tariff discussions have quieted down, for the time being. But we certainly continue to watch the situation closely. We have supported our national organization on some trade missions to meet with our U.S. counterparts, talking about how trade goes back and forth with Canada, both on feeder calves coming north and on fats headed south to support their packing industry. It seems state representatives are more aware than some national ones about how integrated our two countries are when it comes to trade on beef cattle and boxed beef, so it's definitely good to help communicate more at a national level in both Canada and the U.S.

When we did our zone meetings this past year, one of our key takeaways from different regions was the need to open borders interprovincially. The feedback from producers pushed us to think this needed to be a focus, long before trade talks with the United States became a thing. Interprovincial trade has really moved to the forefront now with our provincial agriculture minister and even at the federal level, to get those trade discussions happening again. I think it's really important we start to focus on seeing trade within boxed beef happen more east/west and not solely focused on moving beef north/south.

It's no surprise improving business risk management tools, especially for the youth who are trying to get involved in beef production, is a big focus for me. There's a lot of work happening around programs like Moisture Deficiency Insurance. Where I'm stepping into this is to facilitate further discussions on some of the improvements that have already been made, because I think programs like MDI have been very beneficial to a lot of producers in this province. With some of our outlook on provincial forecasts for this summer, I think MDI is going to be a program used quite extensively.

On Livestock Price Insurance, we continue to advocate for shared premiums within the federal and provincial governments. We really want to see that happen. We're not there yet, but we've definitely opened up that discussion a lot further. Another focus for ABP is our continual work on improvements to AgriStability through the pilot project that happened with AFSC. We're hoping to push that over the finish line. The federal and provincial governments have a lot of interest in seeing AgriStability work better for producers than it has in the past. With improvements and changes we hope to see a higher uptake of the program from producers.

We're working through the resolutions from the AGM. Some are already in our policy handbook and we've been dealing with them, while others are just minor modifications. Wildlife issues are coming to the forefront more. We're starting to see elk herds moving into regions of the province where producers didn't see them before. And we're hearing a lot of issues around feedstock management—whether it's swath grazing, bale grazing, or even feed stacks. So we're really working with the province on creating some further management tools. We received some resolutions around coal development and we're trying to navigate that contentious issue, making sure environmental stewardship practices are handled properly within the mining industry.

Building on the work of our past chair, Brodie Haugan, growing communication within our industry remains a priority going forward. I'd say the big change is that traditionally, we've communicated what's happened, or is happening. Now we're starting to look more into the future. We're asking our industry representatives who come to the table to think about that. As an organization we want to start really discussing what our plans are

for the next five years. Where do we see things going, how do we start to prepare, and how do we be more insightful into the future? As a progression on communication, we want to start to navigate what things look like going forward.

In March we attended the CCA's AGM in Ottawa. I was there as a CCA rep, but also as the new chair of ABP. At the time, government was prorogued, so we didn't have an opportunity to meet with many MPs. So one thing we're really excited for is the upcoming Stampede Summit—the event ABP co-hosts every year during the Calgary Stampede. We conduct our own internal meetings, we also invite and have meetings with many of our federal representatives, including hopefully, the new federal agriculture minister and MPs from across the country. Premier Danielle Smith has been able to attend in the past, along with our provincial Agriculture and Irrigation Minister RJ Sigurdson. It's also where we announce our Environmental Stewardship Award winner. It's a very big event, and one that allows us to get in front of many government officials to meet face to face, to create dialogue about our industry.

Producer engagement is another priority. Some zones still need people to join us as delegates. We want to increase communication with producers through this magazine, [ABP Daily](#), the website, and our podcast [The Bovine](#). We're really hopeful producers can see the level of engagement that ABP is doing, not just to the consumer base, but also to producers we're representing.

Overall, markets have stayed relatively strong. Reports out of the U.S. reflect one of their largest heifer slaughters in history, and are above year to date numbers as well. So there are indications heifer retention and rebuilding of the cow herd hasn't happened yet. Producers are watching the skies to see what the weather does, and hopefully we can start to see a little bit of a rebound to get the cow herd growing again.

As we head into summer, I encourage you to stay engaged, follow the markets, and be willing as a business to pivot and find the opportunities within the industry right now, to take advantage of them. The prices are strong, things are good overall, so work to improve and grow, utilize the business risk management tools that are in front of you today, and let's look forward to a prosperous fall weaning time. 🍷

Photo credit: Tia Schram (Seven D Media),
at Lakedell 4-H Achievement Day



It's 4-H Achievement Day Season

Alberta Beef Producers is proud to support the next generation of farmers and ranchers through Alberta's 4-H program. This time of year marks many exciting milestones, as members across the province prepare to showcase the results of their hard work and dedication for Achievement Day.

To view the full schedule of upcoming Achievement Days, visit:



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Building Your Beef Business:

INSIGHTS FROM MODERN STEAK

BY JEFF GAYE

AMID THE EVER-GROWING PANOPLY OF EXOTIC RESTAURANT EXPERIENCES, STEAK IS STILL KING.

“People see going for a high-quality steak dinner as something special,”

says Stephen Deere (right), owner of Modern Steak’s two Calgary restaurants.



Deere sits alongside 5th generation Alberta beef producer (left) and supplier to Modern Steak, Michael Munton of Benchmark Beef.

“We strive to provide the best experience to our guests with a nice bottle of wine, an incredible cut of the best beef and great ambiance to ensure that they have an elevated experience when dining. Guests will pay for the experience along with the food.”

Modern Steak sources ranch-specific beef for their menu. When marketing is all about differentiating your brand and telling your story, Deere says Alberta’s beef isn’t appreciated the way it should be.

But Deere, a third-generation Albertan, sees something special in our beef.

“Alberta has the best native grass. We have some of the best water and we definitely have the world’s greatest barley,” he said. “Those are the three inputs that make Alberta beef what it is.

“Great ranchers and producers can make something phenomenal that rivals anything in the world. I’m not sure that every person in Alberta or Canada knows that, so it’s



my job to scream from the rooftops about how special this product is—as well as the people behind it.”

He likens the distinctive qualities of great beef to *terroir* in French wine—a term that refers to the unique flavours imparted by geography, climate, and soil.

“We can show *terroir* of beef when you know there’s a difference between ranches in northern Alberta and southern Alberta—the grass might be different or the water is different. Or the processing is different in terms of their aging regimens.”

Deere owned Muse in Calgary for three years. Before that he held the Canadian licence for Jimmy Buffett’s Margaritaville restaurants, working with Buffett in the Caribbean and the United States.

It was then that Deere saw the potential for a new style of upscale steakhouse.

“What we had in Calgary was the traditional kind of steakhouse—contemporary or even old-school New York. Lots of dark reds and browns and leather, and very masculine,” he said.

Deere saw an opportunity to serve outstanding beef, and to sell more of it, by shaking up the preconceptions of what a steakhouse should be.

“Not everyone is interested in the classic steakhouse experience, we want to provide guests with options for something different that stands out amongst the crowd,” he said.

A truly outstanding steak, whether six ounces or 40 ounces or cut to order, is a heck of an option.

Deere insists on dealing directly with selected ranches. He talks with the producers and learns about everything from their breeding programs to their feed and forage; from their animal welfare practices to their land stewardship.

It matters to him, he says, because it matters to his customers.

Modern Steak’s primary source of beef is Benchmark Angus, owned by the Munton family and based in Lethbridge. The restaurant boasts that its commitment to top-quality Alberta beef is so strong, they partnered with Benchmark and bought their own bull.

For selecting their suppliers, “we have a checklist,” Deere said. “It starts with the people. Benchmark’s been in the same place for almost 110 years. Their son Michael will be the fifth generation running that ranch.

“They have a great track record. They are always improving their stewardship of the land. Their animal welfare is top of mind. And the biggest thing for us is that they produce top quality—they are myopic in that focus.”

Deere looks for the same thing from other suppliers: a goal to produce the best, whether grass-fed, conventional or hybrid.

He offers some advice for ranches looking to get into the specialty market.

WHAT’S YOUR STORY?

It’s the story that gives your steak its sizzle, and it’s the sizzle that sells. Deere looks for suppliers with a great story to tell.

He will ask, where is your ranch? What kind of water does it have? What kind of feed or grass does it have? What is its history? If you have a product that stands out from commodity beef, you need to establish its provenance.

“The specialty beef market demands a good story along with quality beef. Guests want to know the who and why behind what is on their plate when paying a premium price,” he says.

QUALITY AND QUANTITY: CAN YOU DELIVER?

“We also want to know that you have the expertise to be able to do it,” Deere said. You need to have a large enough herd to supply your specialty buyers, whether it’s one steak house or butcher shop, or 10.

Though their main supply comes from Benchmark, Modern Steak deals with smaller producers on a feature sheet basis. “We might only get one to three animals from a ranch, and we run that until we run out and then we move on to something else,” Deere said.

But ranches that want to establish themselves as a premium brand need to have the numbers to meet demand, or they will end up spending more to build the brand than they will earn in sales.

MAKE FRIENDS WITH TECHNOLOGY

As ranches move towards artisan beef, they need sophisticated marketing tools. Again, it ties into the story of the beef and how to tell it.

Marketing doesn't always feel like a priority, Deere says. But a website, an Instagram page, someone to handle your social media, and someone to handle your order desk are vitally important.

"It's the turning point for getting your beef into somewhere special. When you master this, you get more money for your animals. Your product is coveted because they buy into the quality of the story, and the place and the person behind it."

KNOW YOUR CUSTOMER

If you want to sell to a premium steakhouse, Deere says, come in and experience what they're serving. It's one thing to know your cattle and your beef, but you have to understand your customer—not just the restaurateur, but the paying guest.

"It can be incredibly helpful to the ranchers to understand the entire process of their hard work. We invite producers to come to the restaurant to live the experience from the customer's point of view," Deere said.

Every rancher in Alberta will tell you their beef is the best, he says, and obviously they can't all be right. Find out where your product stands.

SOME CLOSING THOUGHTS

Deere is excited by the product Alberta's ranchers can provide. He believes Alberta produces the best beef—he wants to celebrate and promote the best of the best.

And he's looking forward to doing even more of it. Modern Steak plans to feature 12 different ranches over 12 months. "I want to have all these different brand-named ranches and what they do and what's special about them," Deere said. "Every month we'll feature their beef and let people know about all these different places."

It's all part of unlocking ever-more value for Alberta beef, he says, and helping ranchers reap the benefits of the brand.

"In today's world and economy, it's in the ranchers' and farmers' best interest to find how they can unlock more value within what they're doing already," he said.

"They're all at the doorstep of it. They just have to decide if they want to walk through that door and build that side of the business up.

"There's a lot of blue sky in front of a lot of ranchers right now," Deere said. "They just don't know it yet." ▼



Photo credit: Avenue Magazine

What to Expect During a Bovine Tuberculosis Investigation

BOVINE TUBERCULOSIS IS RARE IN CANADA—BUT WHEN A CASE IS FOUND, STRICT ERADICATION PROTOCOLS ARE TRIGGERED. HERE'S WHAT PRODUCERS NEED TO KNOW IF THEIR HERD IS INCLUDED IN A DISEASE INVESTIGATION.

In November 2024, routine slaughter surveillance detected bovine tuberculosis (bTB) in a six-year-old cow. The case was traced to a premise in Saskatchewan, where further positive animals were confirmed.

As part of rigorous eradication protocols, a full disease investigation is required to protect herd health and maintain Canada's international trade opportunities. But what exactly happens during a bTB investigation? What do producers need to prepare, and what can they expect if their operation is impacted?

WHAT IS BOVINE TUBERCULOSIS?

Bovine tuberculosis (bTB) is a chronic bacterial disease caused by *Mycobacterium bovis*. It progresses slowly and can remain dormant or latent in an infected animal for months or even years before becoming active.

When symptoms do appear, they can include weakness, reduced feed intake, weight loss, fever, or a cough—particularly if the lungs are affected. Internally, the disease causes granulomas in lymph nodes and other tissues as the animal's body attempts to wall off the infection. However, few infections in Canada progress to the point of visible clinical symptoms.

Thanks to rigorous eradication programs that began in 1923, bTB is rare in Canada. But occasional, isolated cases do occur due to the insidious nature of the disease. Most are caught during routine slaughter surveillance.



Although primarily a cattle disease, bTB can infect other mammals such as horses, bison, deer, goats, pigs, cats, and dogs. It can also be transmitted to humans, though this is rare and usually limited to people with prolonged, close contact with infected animals.

A known wildlife reservoir of bTB exists in Wood Buffalo National Park. As a result, wildlife surveillance—primarily targeting ungulates—is initiated during every bTB investigation to rule out spillover to or from wildlife.

WHAT INFORMATION TO PROVIDE

If your operation is linked to a confirmed case—through animal movement, shared pasture, or other contact—CFIA staff will work with you to complete a Premises Identification Questionnaire (PIQ) that gathers key information about your herd and management practices.

Investigators will request records related to recent illnesses, reduced performance, and unexplained mortalities...

You'll be asked to provide a site plan for your operation, associated Premises Identification Numbers (PIDs), and your Canadian Cattle Identification Agency (CCIA) or Canadian Livestock Tracking System (CLTS) account number. A current inventory of animals on the premises, including a breakdown by class—such as cows, backgrounders, bred heifers and bulls—as well as any other livestock species that share the property will be needed.

Investigators will request records related to recent illnesses, reduced performance, and unexplained mortalities, including observed symptoms, diagnoses made by a veterinarian and any laboratory findings.

You'll need to provide detailed records of cattle movements over at least the past five years, including

animals brought in or shipped out for custom grazing or calving, auction or private sale, or slaughter. Investigators will assess how cattle interact during the production cycle—such as shared feeding, backgrounding, or grazing—and whether commingling with cattle from other operations, fence-line contact, or exposure to wildlife has occurred.

Contact information for your herd veterinarian will be requested. While not required, keeping a logbook of visitors—along with dates, reasons for the visit, and any biosecurity protocols followed—can also support the investigation, especially if there's concern about disease transmission between sites.

THE TESTING PROCESS

If the information gathered suggests disease control measures are necessary, the CFIA will assign a case officer to work directly with the affected operation and determine the next steps. These may include testing more animals, placing the herd under movement restrictions, or ordering the destruction of trace-in/trace-out animals.

Live animals are typically tested using the caudal fold test (CFT), which involves a small injection at the base of the tail and a follow-up check 72 hours later. Animals that show a raised bump at the injection site are called reactors. Depending on each individual situation and herd risk level, additional testing may be required.

Primary diagnostic tests for bTB are not 100 per cent accurate, which is why reactors undergo an enhanced postmortem examination to look for lesions or granulomas consistent with bTB infection, and tissue samples are sent to the lab for histopathology, PCR (in some cases), and culture.

COMPENSATION

The CFIA provides compensation for animals ordered destroyed as part of a bTB investigation, with values determined by current market conditions and the producer's recent purchase and sales records. The current maximum compensation is \$4,500 for commercial animals and \$10,000 for registered purebreds. However, the CFIA does not cover costs related to quarantine (such as additional feed), lost marketing opportunities,

For more detail—including specific testing procedures, compensation information, and guidance for affected farms—scan the QR code to access the full resource online at abpdaily.com



What to expect if your farm is part of the investigation for bovine tuberculosis:



Updates on the current investigation:



business disruptions, or cleaning and disinfection expenses. Producers must access additional business risk management support through lenders, provincial governments, or Agriculture and Agri-Food Canada to cover these costs. Compensation amounts may be appealed within three months of issuance. Carefully tracking additional costs and providing those to industry organizations or provincial governments can help justify additional financial assistance.

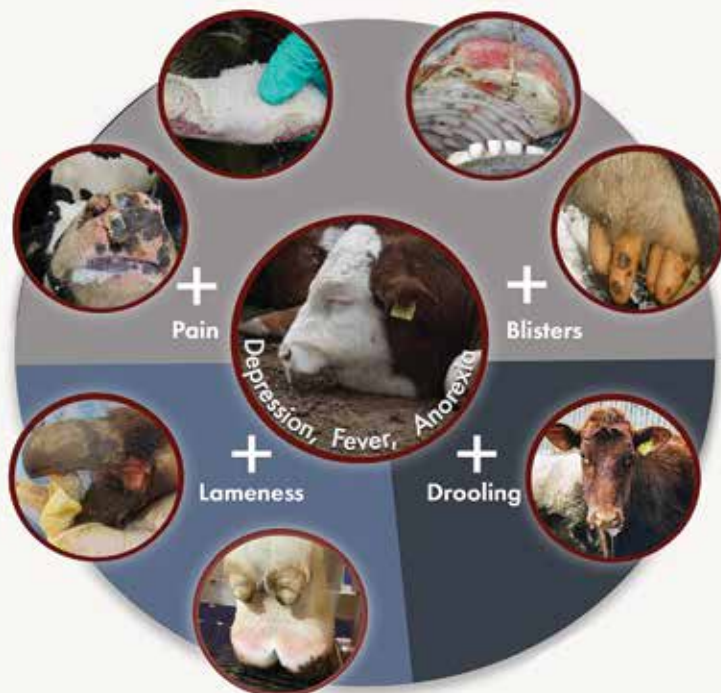
ABP'S ROLE

ABP is in regular communication with CFIA during any disease investigation in Alberta.

While ABP is available to help producers during a disease investigation, we don't know who may need it, because CFIA correctly maintains strict producer confidentiality. Producers can contact Karin Schmid at the ABP office directly (karins@albertabeef.org or 403-451-1173) or make a written request to CFIA to share your contact information with her for additional support. ▼

FOOT AND MOUTH DISEASE IN CATTLE

Spot the Signs, Stop the Spread



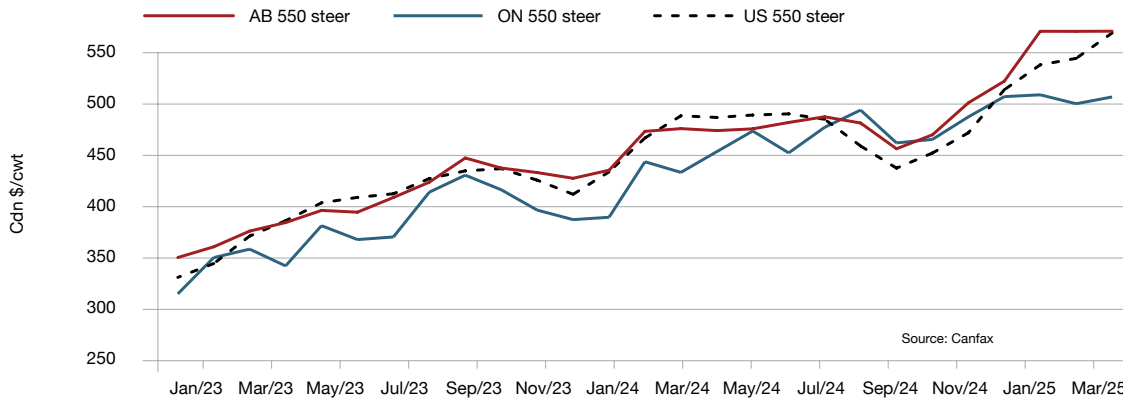
**If you suspect FMD on your farm,
call your veterinarian immediately!**



BeefResearch.ca/FMD

Photos courtesy of National Centre for Foreign Animal Disease (Canada), Animal Health Australia and Mark Stevens

5-600 lb Feeder Steer Prices



Western Canadian Cattle Dynamics Impacted by Tariffs

BY JAMIE KERR, MARKET ANALYST, CANFAX

Market fundamentals continue to point to a bullish outlook for the Canadian beef industry in 2025, though significant volatility has already been noted. Feeder cattle contracts responded negatively to the imposition of tariffs on April 2, with the April contract declining 1,100 points by April 7. Stock and futures markets remained on the defensive as of the middle of April due to the changing tariff landscape.

The Canadian cattle herd on January 1, 2025 was down 1 per cent from 2024, with beef cows down 1.2 per cent, steers down 2 per cent, and heifers for slaughter down 1 per cent. Calves were steady with 2024 while beef heifers for breeding were up 1 per cent. However, the increase in beef breeding heifers was not able to offset the decline in the beef cow herd. Weather, competition for pastureland, and aging producer demographics appear to be limiting factors. The U.S. cattle herd also continues to contract.

Western Canadian auction volumes swung wildly during the first 14 weeks of 2025 as cattle were marketed ahead of impending tariff deadlines. Auction volumes were historically high during the second half of January and spiked ahead of tariff implementation deadlines in March and April. Year-to-date western Canadian auction volumes are 3 per cent larger than last year.

The calf market has been moving mostly sideways in both Alberta and Ontario during the first quarter of 2025, with

some downward pressure noted in Ontario in February. At the same time, U.S. steer calves have continued to move higher, narrowing the discount against the Alberta market. Alberta 5-600 lb steer calves averaged \$522/cwt in the first quarter, up 27 per cent from the first quarter of 2024. Ontario steer calves averaged \$456/cwt in the first quarter with U.S. steer calves at C\$502/cwt. Alberta steer calves averaged a \$66/cwt premium against their Ontario counterparts and a \$20/cwt premium to the U.S. March was the sixth consecutive month that Alberta 5-weight calves were at a premium to Ontario and the ninth consecutive month the Alberta calves were at a premium to the U.S.

Alberta cull cow prices moved inconsistently higher through the first quarter, and similar to the feeder and fed markets, remain subject to tariff volatility. Alberta D2 cows averaged \$194/cwt in the first quarter, up 35 per cent from last year. U.S. Utility cows have kept pace, averaging C\$196/cwt while Ontario D2 cows were at a \$25/cwt discount, averaging \$169/cwt. Cull cow prices dipped ahead of both the March 4th and April 2nd deadlines but recovered as tariffs against CUSMA compliant products were exempted.

With the North American cattle cycle contracting and retail prices rising, there remains the question of demand holding up. For ongoing market analysis and to become a Canfax member, visit canfax.ca. ▼

Canada Beef Update

BY GINA TEEL, DIRECTOR, STAKEHOLDER COMMUNICATIONS, CANADA BEEF

CANADA'S CATTLE INDUSTRY WAS SPARED FROM THE UNITED STATES ADMINISTRATION'S RECIPROCAL TARIFFS ON APRIL 2 DUE TO A CARVE OUT FOR PRODUCTS THAT ARE CANADA-U.S.-MEXICO AGREEMENT (CUSMA) COMPLIANT SUCH AS CANADIAN LIVE CATTLE AND BEEF.

The reprieve continued for CUSMA compliant goods the following week when the U.S. administration implemented and then paused some of its substantial new tariffs for 90-days.



With no guarantee of a return to normal trade relations anytime soon and headwinds including the renegotiation of CUSMA in 2026, Canada Beef is actively exploring alternative export markets with potential for further expansion and diversification of Canadian beef exports.

The team recently activated a stepped-up market diversification strategy to expand the presence of Canadian beef in high opportunity export markets—many of which are impacted by the U.S. reciprocal tariffs.

Market diversification is why Canada Beef travelled to the United Arab Emirates, Mexico, Japan, South Korea, Vietnam, Taiwan and the Philippines in recent weeks.

Canada Beef's Investment Plan for fiscal 2025–2026 (effective April 1) represents an upshift in strategies to maximize opportunities for Canadian beef and broaden consumer loyalty.

From April to October, Canada Beef plans to exhibit at the Seoul Food Show in South Korea, Food and Hospitality Indonesia, WOFEX in the Philippines, and ANUGA in Germany, as well as host a demand-building seminar in Japan. Additional demand-building seminars in Canada Beef's key emerging Asian markets are being developed for later in the year.

The investment plan will also see Canada Beef utilize tactics to elevate customer experience and connection with Canadian beef and partner with industry to grow mindshare in areas of mutual interest.

Domestic consumers in a major target market were encouraged to 'Pick the Beef with the Leaf' in a recent campaign that involved a high visibility, Canadian Beef wrap on the exterior of a city transit bus. Additional signage inside the bus encouraged riders to post a selfie with the bus and enter the 3 Cues Contest. The bus took different routes through Toronto streets each day of the campaign period to maximize exposure to the messaging. The bus and its travels were promoted on Canada Beef social media channels.

Initiatives to promote the value of beef as a protein and nutrition powerhouse, as well as its versatility in meeting a range of budgets and preferences, will cultivate brand awareness among key target audiences—including women, seniors and immigrant and new Canadian communities.

The Canadian Beef Marketing Alliance Program is a new initiative to support projects that expand the reach of messaging for Canadian consumers in priority areas. This innovative, cost-shared initiative (50-50 projects) is open to industry partners that meet the program requirements for collaboration with Canada Beef in promoting Canadian Beef.

The strategies in the investment plan will help Canada Beef deliver on its mission to create value for producers and the beef value chain through impactful, innovative marketing solutions that enhance demand, experience, and awareness. 🍖



Recent Amendments to Recreational Access Regulations

SUBMITTED BY ALBERTA GRAZING LEASEHOLDERS ASSOCIATION

THE RECREATIONAL ACCESS REGULATIONS (RAR) LAY OUT THE RULES AROUND ACCESS TO CROWN LAND UNDER GRAZING DISPOSITION FOR THE PURPOSES OF RECREATION. AT AGLA'S 2024 AGM, BEFORE THE CONSULTATION FOR THE AMENDMENTS STARTED, MINISTER OF FORESTRY AND PARKS TODD LOEWEN PROMISED LEASEHOLDERS THERE WOULD NOT BE SWEEPING CHANGES BUT RATHER TWEAKS TO UPDATE THE REGULATIONS.

Photo credit: Sam Wirzba



Minister Loewen struck the ‘Minister’s Advisory Committee for Public Lands and Recreation’ for consultation on possible amendments. AGLA had a seat on this committee, which met five times between May and September 2024. Recommendations were submitted to the Minister for amendments; some of which he heeded, some of which he didn’t.

Overall, the amendments introduce several modernizations and administrative updates with a couple changes regarding departmental power. As with any legislative or regulatory change, it is how the associated policies are implemented and interpreted on the ground that will show how harmful or helpful they can be to leaseholder rights.

MODERNIZATION OF COMMUNICATION METHODS

One of the changes is the removal of outdated references to fax as a means of communication. As fax machines have largely fallen out of use, this update replaces them with more contemporary methods, including video conferencing and texting. This adjustment reflects the shift toward more efficient, digital forms of communication.



A new provision in Section 9 of the regulations under *Duties of the Recreational User* allows leaseholders to provide “reasonable instruction” to recreational users.

EXPANSION OF RECREATIONAL ACTIVITIES

Another update involves the inclusion of electric bicycles (e-bikes) within the definition of bicycles under the regulation. Additionally, the regulation now includes target shooting as a recognized activity on grazing leases. Leaseholders have voiced concerns around target shooting due to safety reasons. In some cases, calves have nibbled and swallowed shotgun plugs, which has been fatal when the plugs become lodged in the digestive system. Adding target shooting in the list of recognized activity does not equal permission or encouragement to engage in this activity. Leaseholders are within their rights to deny access to individuals engaged in target shooting.

INTRODUCTION OF PURPOSE AND NEW PROVISIONS

A notable addition to the regulation is the inclusion of a clear purpose—something previously lacking. This purpose sets a framework for how the regulations should be interpreted and enforced. The purpose is “to govern access to agricultural disposition land in a manner that benefits Albertans and recognizes the economic, social and environmental importance of the land.”

A new provision in Section 9 of the regulations under *Duties of the Recreational User* allows leaseholders to provide “reasonable instruction” to recreational users. While these instructions are not enforceable by law, the department states they are to foster open communication, enhance safety, and build trust between leaseholders and recreational users. The department anticipates developing additional policies around this section to ensure effective implementation.

The department tells us that the value of this amendment is that it gives leaseholders the ability to bring disputes forward under this section, allowing the Land Stewardship Officer (LSO) to impose terms and conditions on the recreational user. This process is intended to encourage collaborative solutions.

BIOSECURITY CONSIDERATIONS

Biosecurity is also included in the recent changes. A new amendment allows leaseholders to restrict access to their land due to biosecurity risks, with oversight from the director. While most biosecurity issues will continue to be governed by the Canadian Food Inspection Agency (CFIA) and other provincial regulations, this new provision allows leaseholders to bring their concerns directly to the director. In turn, the director can impose conditions on lease access to mitigate biosecurity threats.

RECREATIONAL MANAGEMENT PLANS AND MINISTERIAL POWERS

In terms of recreational management, the regulations have seen a shift in power dynamics. While a recreational management plan (RMP) still requires the leaseholder’s agreement to be implemented, recent amendments have expanded the minister’s ability to amend or cancel an RMP following consultation with the leaseholder. Previously any changes required the agreement of the leaseholder. This change gives the minister more authority in ensuring “reasonable recreation.” This



Photo credit: Sam Wirzba

increase in power is concerning for AGLA since there is a difference between agreement and consultation. The policy development around this amendment and how it is implemented on the ground will determine whether it increases leaseholder liability.

In a related amendment, terms and conditions for accessing leases can now be amended or removed by an LSO or director if they determine that the conditions are no longer necessary, if the lease has been assigned to a new leaseholder, or if it is necessary to ensure reasonable access for recreational users. Previously, LSOs or directors could only impose terms and conditions; they were not authorized to amend or remove them. The department describes this as an administrative update aimed at improving efficiency and responsiveness. Again, policy development and implementation will play a role in how this affects the leaseholder.

INCREASED FINES FOR VIOLATIONS

Changes to the Provincial Offences Procedure Act, which governs the fines for violations under the Recreational Access Regulation (RAR), have also been introduced. The amendments increase fines for 21 offences under the RAR, with most raised by an additional \$100 to \$150 per offence over previous amounts. This increase in fines is welcome and aims to discourage non-compliant behaviour.

NON-REGULATORY CHANGES

The consultation leading up to the changes in RAR highlighted a few areas in need of improvement that fall outside amendments to this regulation. It was noticeably apparent that familiarity around the grazing lease instrument, its role in Crown land management and the value of the leaseholder is basically non-existent to those who are not in the system. This includes those who seek to access grazing leases for recreation. The department has committed to expanding education information as well as exploring options for improving enforcement. In addition, the department is researching improvements for processes like dispute timelines, data collection around recreational access, fire bans and IT solutions.



REGULATORY CHANGES OUTSIDE RAR

The department has told us that it is exploring ways to improve access for commercial recreation users (including outfitters) on agricultural dispositions. This was a topic of discussion at the Minister's Advisory Committee, but commercial activity (including outfitting) is not covered under RAR. Changes would have to be made to the Public Lands Act Regulations. AGLA is watching this consultation carefully since it has the potential to change leaseholder rights. The government should not be seeking to expand the rights of one (small) group of Albertans by reducing the rights of another.

CONCLUSION

These recent amendments to grazing lease regulations primarily focus on modernization, administrative updates, and expanding the powers of the minister and other authorities. The department claims that these changes will not dramatically alter the long-term sustainability of grazing leases, and that they reflect a commitment to adapting regulations to contemporary needs and challenges. As with all policy changes, intent and results are two different things. It is the policy and its implementation that will determine the results of these amendments and whether they actually succeed in maintaining the integrity of grazing leases and protecting land resources. ▼

Understanding the VBP+ On-farm Assessment

BY KALEY SEGBOER-EDGE,
VBP+ COORDINATOR AND STEWARDSHIP LEAD, ABP

WHEN A PRODUCER DECIDES TO GET CERTIFIED WITH THE VERIFIED BEEF PRODUCTION PLUS (VBP+) PROGRAM, THEY GO THROUGH AN ON-FARM ASSESSMENT TO CONFIRM THAT THEY ARE MEETING THE REQUIREMENTS OF THE VBP+ STANDARD. THIS PROCESS CAN SOUND INTIMIDATING BUT IS REALLY DESIGNED TO HELP PRODUCERS SUCCEED AND MAKE THE MOST OF THEIR CERTIFICATION.

WHAT IS THE ON-FARM ASSESSMENT?

The on-farm assessment (previously known as audit) consists of a visit to the farm by a third-party assessor. When an assessor comes to the farm, they will walk through the key areas of the farm with you, including cattle pens, processing areas, feed and medication storage, and calving facilities. The assessor will also look over the key records that producers keep as part of the VBP+ program, making sure that they include all of the required components for the program.

The assessment is meant to feel conversational. Assessors are there to understand how your operation works and listen to the expert on your farm—you!

“For many producers, the VBP+ on-farm assessment feels like touring a neighbour through the farm,” says Shannon Argent, VBP+ Business Manager and a VBP+ certified producer. “The process is designed to celebrate all of the successful practices and tools producers have implemented and identify areas where risks could be reduced.”

Dan Skeels of Anchor D Ranch Simmentals completed their on-farm assessment last fall. “Our assessor was very complimentary about what we do,” says Dan. “He was great and really helpful.”

When an assessor is assigned to your farm, they will reach out to you to arrange a time for the assessment that works for you. They will also confirm any biosecurity protocols that you may have for visitors coming to your operation to make sure they are respecting the way your operation runs.

WHAT HAPPENS AFTER AN ON-FARM ASSESSMENT?

After the assessor visits the farm, they will complete a report of their findings. The results of the report are kept between the VBP+ program and the producer, and are intended to help the producer identify the areas they are excelling in and places they may want to dive further into to improve.

“The on-farm assessment is not a pass or fail evaluation,” says Shannon. “If an assessor identifies an area where the operation is not meeting a requirement of the VBP+ standard, they will issue what is called a corrective action request (CAR). The assessor will explain the areas where a producer may need to adjust their record-keeping or practices to meet the program requirements, and the producer will be given time to implement those changes.”



Assessor Deborah Armstrong with Cathy Mumford of Hillside Ranch (Alexis Creek, BC) during their on-farm assessment.

The program is not designed to be prescriptive and allows producers to design their own processes and management practices to meet the program. A good example of this approach is treatment records. While VBP+ offers templates that include all of the required information, producers are not required to use these templates. If your notebook, spreadsheet, iPhone, or herd management software are working well for you, there is no need to reinvent the wheel. The assessor will work to understand your systems, not impose one upon you.

“The program to us is common sense,” says Dan. “If you’re new to the program, I would say there’s no need to overthink it. It’s probably what you practice everyday. It’s important that our industry is transparent and that we are able to show people what we do everyday for a living.”

WHO ARE THE ASSESSORS?

The assessor assigned to your operation is there to help you succeed. While they cannot provide coaching or help you implement the VBP+ standard, they are more than willing to answer questions about the requirements of the program.

Assessor Deborah Armstrong and her husband were among the first group of ranchers certified with the Verified Beef Program on their cow/calf operation. “I commend the fact that the VBP+ program is built by producers for producers,” says Deborah. “Assessors, as ranchers themselves, have a sound knowledge of the industry and understand the practical aspects of everyday ranching. For me, being an assessor is an important way to recognize the hard work and commitment of producers.”

“Many of our on-farm assessors are producers themselves,” says Shannon. They are there to help fellow producers and their operations succeed.”

HOW DO I GET CERTIFIED?

Producers who are interested in completing an on-farm assessment to pursue VBP+ certification can contact VBP+ Delivery Services Inc. to submit an application. Find contact information and more details on the certification process on verifiedbeef.ca under the Certification tab. 🐮

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From the Government Desk

BY MARK LYSENG, GOVERNMENT RELATIONS AND POLICY LEAD, ABP

IT MIGHT SEEM STRANGE TO STILL BE TALKING ABOUT TARIFFS, BUT THEY HAVE NOT JUST BEEN A PRIORITY—THEY’VE BEEN *THE* PRIORITY FOR GOVERNMENT RELATIONS AT ALBERTA BEEF PRODUCERS OVER THE PAST FEW MONTHS. TARIFFS AND COUNTERMEASURES HAVE BEEN A MAJOR CONCERN AS WE’VE WORKED TO SUPPORT THE GOVERNMENT’S EFFORTS TO PROTECT THE COUNTRY WHILE MINIMIZING THE IMPACT ON OUR PRODUCERS.

ABP’s approach to this challenge has focused on three areas: countermeasures, risk management programs, and market access.

As soon as the first countermeasures—specifically, counter-tariffs—were introduced, ABP began working closely with our board to identify which products, if tariffed, would have the greatest impact on Alberta’s beef industry. The board engaged in in-depth discussions, with diverse perspectives reflecting the wide range of possible consequences for producers. Ultimately, the board prioritized access to American calves, feed, medications, and genetics—essential items for Alberta producers.

While ABP’s request aimed to minimize negative effects, we recognized that some impact was unavoidable. To help mitigate this, we renewed our push on risk management tools.

AgriStability and Livestock Price Insurance both play important roles in managing risk, but only AgriStability has the scope to directly address the impacts of tariffs. The program can help producers recover a portion of the costs if tariffs are imposed. That’s why ABP has strongly advocated for increasing the AgriStability compensation cap to support the feeding sector, alongside reforms to allowable expenses and the non-market feed adjustment for cow-calf producers.

The need for robust risk management has never been clearer, particularly considering recent international actions.

Former Agriculture and Agri-Food Canada Minister Kody Blois recently announced an increase in the AgriStability cap from \$3 million to \$6 million. While this is a welcome signal, there is currently no indication that this is more than a campaign promise. Under the current funding model, changes like this require engagement and agreement from the provinces, which has not yet occurred.

ABP also heard loud and clear from producers who want more market options beyond the United States. While international trade largely falls under the Canadian Cattle Association, ABP has long championed the need to relax interprovincial trade restrictions. One clear example is the Lloydminster pilot project, which allows meat to be sold across the Alberta–Saskatchewan border within the city limits—regardless of which side it was processed on.

Alberta producers are particularly eager to access northern markets, where protein prices are notoriously high. Although 97 per cent of Alberta beef is federally inspected and eligible for interprovincial trade, practical barriers remain—many of them non-regulatory, such as transportation costs.

Particularly now—when other countries (no need to name names) seem increasingly willing to disregard trade agreements—Canada must be seen as a fair and reliable trading partner.

Alberta also maintains some of the highest provincial inspection standards in the country, a reflection of strong public expectations around food safety. In contrast, provinces like Saskatchewan and BC permit the sale of uninspected meat. ABP is working to find a solution that respects these differences without putting our export markets at risk. With nearly 50 per cent of Canadian beef exported, we cannot afford to create the perception that we're undermining trade agreements by providing Canadian product with a regulatory advantage over international imports.

Particularly now—when other countries (no need to name names) seem increasingly willing to disregard trade agreements—Canada must be seen as a fair and reliable trading partner.

This is a complex file, but it remains a key priority for ABP.

Despite the ongoing tariff issues, other important files have continued to move forward.

AFSC met with all major stakeholders to outline their work over the past year and share their strategic direction. There is a clear commitment to filling acknowledged program gaps and to helping young producers, particularly through the Next Generation lending program. AFSC has become a national leader in program design and delivery—some of Alberta's crop insurance programs are world-class. ABP is grateful for the work AFSC is doing and thanks Minister Sigurdson for his strong support of Alberta agriculture.

Minister RJ Sigurdson also introduced legislation to modernize the Agricultural Operations Practices Act, giving stronger legal backing for biodigesters and the storage/disposal of organic materials. Biodigesters are widely used in Eastern Canada and Europe, and represent a win-win: converting waste into clean energy.

On March 28, Minister Todd Loewen announced changes to the Recreational Access Regulation, which governs public access to land under grazing disposition. While the updates were relatively minor, they included a few important wins for our industry. Notably, penalties for violations increased from \$100 to \$250, promoting greater compliance. The government can now also issue access orders for biosecurity reasons—particularly relevant given the threat of diseases like Foot-and-Mouth or Bovine TB. ABP appreciates Minister Loewen's responsiveness to concerns from the grazing community.

As we move into summer, files like risk management and interprovincial trade will remain front and center. Recent events have underscored the need for a well-rounded, resilient beef industry—and the danger of taking old systems for granted.

With the AGM now complete, we're ready to dive into a new set of resolutions. It's shaping up to be an exciting year. 🍷

2025 ABP Beef Research Showcase Wrap-Up

BY KARIN SCHMID, BEEF PRODUCTION AND EXTENSION LEAD, ABP

On March 25, 2025, 119 in person attendees and 466 online attendees tuned into the second ABP Beef Research Showcase, held at Lakeland College. This event evolved out of ABP Research Committee discussions about how to elevate the profile of research that the beef industry helps fund, via producer check-off dollars.

This event is relatively new for ABP, so it was amazing to see the increased engagement and participation at this year's event. Hosting the Showcase in conjunction with post-secondary institutions across the province allows for youth engagement and interaction. Utilizing the livestreaming services of DLMS expanded our audience reach and made tuning in convenient for people who were unable to travel to the event. A feedback survey was circulated to help improve future editions.

A wide range of topics important to the beef industry were covered such as:

- Barley lodging
- Veterinary diagnostics
- How the soil microbiome impacts forage yields
- Intercropping for cattle grazing
- Vaccination programs
- Feed efficiency and weather resiliency
- Late season pasture productivity

The next Showcase format, timing and location will be determined by the ABP Research Committee.

If you have topic suggestions, contact Karin Schmid at karins@albertabeef.org

Stay tuned for more highlights from the 2025 Showcase via **ABP Daily** and **The Bovine** podcast! 🐄



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CRSB Certified:

MAKING THE MOST OF YOUR CERTIFICATION

BY ANDREA WHITE, DIRECTOR, MARKETING AND STAKEHOLDER RELATIONS, CRSB

THE CANADIAN ROUNDTABLE FOR SUSTAINABLE BEEF (CRSB) WAS CREATED TO PROVIDE A COLLABORATIVE SPACE FOR PLAYERS ACROSS THE BEEF VALUE CHAIN TO WORK TOGETHER ON SUSTAINABILITY.

The organization works to advance, measure and communicate continual progress in the sustainability of the Canadian Beef value chain.

The CRSB Certified program is a voluntary tool to recognize sustainable practices and provide credible assurances for the production, processing, and sourcing of beef through certified supply chains in Canada.

ABOUT THE PROGRAM

The program is centred around outcome-based standards for beef production and primary processing, with indicators aligned to the five principles of beef sustainability—natural resources, people and the community, animal health and welfare, food (safety and quality), and efficiency and innovation. This model allows flexibility in how indicators are met, recognizing differences in production systems, climate, geography, and operation type.

Photo credit: Rachel Neufeld Photography

The program was developed through extensive multi-stakeholder input, including beef producers, subject matter experts, public consultation, industry feedback, and consumer research.

HOW THE SYSTEM WORKS

CRSB Certification is delivered by third-party bodies: VBP+, Ontario Corn Fed Beef Quality Assurance (for Ontario feedlots), and Where Food Comes From. VBP+ producers are certified to both programs through a single streamlined process. Certification involves meeting all indicators in the Sustainable Beef Production Standard, verified through an on-farm assessment every five years, with records assessments and self-declarations in between.

CRSB Certified beef must move through certified operations from birth to processing. Since 2022, the Canadian Cattle Identification Agency (CCIA) has served as the sole live cattle chain of custody system (excluding Quebec), supporting traceability and ensuring the credibility of CRSB claims.



QUALIFYING CATTLE REQUIREMENTS



To **qualify for a CRSB Claim**, cattle must move through CRSB Certified Operations from birth up to and including the primary processor. The beef must come from animals with documented records,

including an RFID tag for identification, birth date (age verification) evidence from a CRSB approved live-cattle chain of custody verifier, and movement records confirming cattle moved through only applicable CRSB Certified Operations.



To help supply chain players, CRSB also worked with CCIA to incorporate a **CRSB Certified qualifying cattle search tool** in the CLTS.

“CRSB Certification means acknowledgement for the hard work producers dedicate to their operations every year. A complete supply chain is of utmost importance—it enables the CRSB program to work for producers and their operations, and everyone should benefit,” says Brodie Haugan, Past Chair of ABP and member of the CRSB Council. “I encourage Alberta producers to also take advantage of the government funding currently available for producers certified by VBP+.”

“I encourage all producers to ensure they are completing all the steps for their role in the supply chain. Information gaps in the system at each one of these steps affect the qualifying cattle for supply chains seeking CRSB Certified beef and ultimately impacts the benefits for all participants,” says Ryan Beierbach, Chair of the CRSB and a Saskatchewan rancher.

BENEFITS AND INCENTIVES

The CRSB Certified program recognizes the diverse sustainable practices already in place on many Canadian beef farms and ranches, builds consumer confidence, and offers the opportunity to promote certification status using the CRSB logo.

Over the past several years, CRSB’s retail and food service partners have embraced the program, and are sourcing CRSB Certified Beef, while supply chain partners such as Cargill and members like Farm Credit Canada are recognizing the investment producers are making through financial incentives.

In March 2025, CRSB and Cargill announced the continuation of the Recognition Credit—up to \$400 for any CRSB Certified operation that didn’t receive at least that amount in per-head qualifying cattle credits in 2024.

CRSB also continues to develop tools and practical solutions to support certified producers.

For more information, visit crsbcertified.ca or contact info@crsbcertified.ca. ▼

Make the Most of Your Certification

Ensure your cattle qualify for CRSB supply chains by completing the required steps in a timely manner. These actions help maintain the integrity of the supply chain and may also be linked to receiving financial benefits from supply chain partners.

1. **Become CRSB Certified and maintain certification.**
2. **Consent to sharing data with CCIA for the purposes of chain of custody tracking.**



3. **Submit birth dates:**

Animals born on your operation within six months of your CRSB certification date are eligible.



4. **Submit move-in events:**

Move-in events must be submitted to the CLTS each time eligible cattle move to a new operation.

Sparkling Veterinary Dreams

BY DIANNE FINSTAD

THE CALGARY STAMPEDE'S YOUTH DEVELOPMENT FOCUS GETS A NEW DIMENSION IN 2025 WHICH COULD HAVE SOME LONG-TERM BENEFITS FOR THE LIVESTOCK INDUSTRY.



Building on an existing partnership with the University of Calgary, Stampede and University officials used the 40th anniversary of the Aggie Days program in April to announce the debut Youth Veterinary Science Competition.

The two-day event for grades 9-12 students interested in animal science or veterinary medicine will be held at the University of Calgary Faculty of Veterinary Medicine Campus June 6 and 7.

"We all know there's a shortage of veterinarians, particularly large animal vets in rural areas. We need bright young people to fill that need. Through the competition we hope to expose it to young people who may have an interest in that area," says Calgary Stampede CEO Joel Cowley.

Cowley spent 15 years with Houston Livestock Show and Rodeo before coming to Calgary, and that's where he first experienced the concept.

"These types of competitions are fairly common down there, very valuable for those youth who have an interest but aren't quite sure how to get started in this field. Many of those students do go on to pursue a degree in veterinary science," adds Cowley.

The program will enable young people to get a real-life taste of being a veterinary student.

"Day one will be all about skills building," says Dr. Renate Weller, Dean of the University's Faculty of Veterinary Medicine. "On day two, they're going to showcase those skills in a competition style."

Above left: University of Calgary students work in the bovine lab at the Faculty of Veterinary Medicine. Photos by University of Calgary.

Students participating in the Veterinary Science Competition will be assigned to a team for some of the components, bringing younger and older students together. Participants will also be invited to the Calgary Stampede Stars of Agriculture Program July 12, and will walk the stage at the beginning of the evening show of the Rangeland Derby.

“We have our team already lined up to support it, so we are super excited about it,” adds Weller.

Dr. Ed Pajor, a U of C Professor of Animal Behaviour and Welfare as well as the Director of the University’s W.A. Ranches has been integral to the partnership between the University and the Calgary Stampede.

“The Stampede has been so welcoming, so open to us being engaged with them on the research side of things, and now to be able to do this with a group of 50 students is just absolutely fantastic,” says Pajor, who’s seen the benefits of vet students gaining experience with large animal work during the Stampede itself. “It exposes them to more and more opportunities out there in agriculture, and makes ag that much more appealing as a place to practice. Anything we can do to increase that exposure and get students interested in large animal practice is going to be positive for the ag industry.”

The timing of the youth initiative is ideal, with the UCVM program embarking on a major expansion.

“This September we are going to double the intake of our students, going from 50 to 100, so it’s quite a jump,” says Weller.

“We have built a new building, 73,000 square feet dedicated to vet student learning. It’s on time and on budget, to open in August.”

Weller and Pajor are optimistic more vet students will ultimately help solve a common issue heard among livestock producers, faced with retiring or burned-out local veterinarians.

“I think one of the issues we have in the veterinary profession—and we don’t want to sugar coat this—it is a stressful profession,” says Weller. “We have changed our admissions ‘way’ from academic demands only. Because we need resilient people. It’s an academically demanding program, so they need to have the academic ability, but



Calgary Stampede CEO Joel Cowley, looks on as the University of Calgary’s Dr. Renate Weller and host, Sue Deyell, make the announcement.

they also need to be well-rounded people. They need to have hobbies, do sports, because there will be stressful situations in their life and they need to have those mechanisms in place to cope with that. Resilience is a big topic for us in admissions, but also during the course.”

There are hopeful signs for the future, including early enthusiasm for this new youth opportunity. When the program entries opened April first, without any promotion at all, 10 students had signed up within 24 hours.

The 2025 Youth Veterinary Science Challenge is capped at the first 50 students to apply. But the Stampede’s Cowley indicates expansion could be possible in the future.

“Ultimately, we’d hope producers would see new graduates of veterinary science coming into their communities, because a really good large animal vet in a rural area is a rare thing. We need more of them, so that ultimately 10, 20 years from now we won’t have a shortage of rural veterinarians—that would be the goal of this program.”

To get more information, head to the Calgary Stampede Agriculture and Western events website at ag.calgarystampede.com/events/year-round-events/youth-veterinary-science. 🐾

Please note: This program has reached full capacity and there is currently a waitlist.



Guardians of the Grasslands Game Brought to Learning Centres Across Alberta

SUBMITTED BY PUBLIC AND STAKEHOLDER ENGAGEMENT, CCA

ALBERTAN FAMILIES ARE STEPPING INTO THE VIRTUAL PASTURE TO LEARN ABOUT THE BENEFITS OF RAISING CANADIAN BEEF. THE *GUARDIANS OF THE GRASSLANDS* GAME HAS BEEN PLACED INTO 14 MUSEUMS AND LEARNING FACILITIES ACROSS THE PROVINCE TO EXPAND ITS REACH.

Launched in 2023, the *Guardians of the Grasslands* video game allows students to step into the boots of a rancher and try their hand at rotational grazing. Based on the award-winning short documentary of the same name, the game teaches players about the environmental benefits of beef cattle on Canadian grasslands.

Players move cattle through a rotational grazing system, earning carbon points for moving cattle at the correct stage of grazing. New wildlife species appear throughout the game, and players earn wildlife points for finding species and correctly adapting to their habitat needs.



The game was developed by the Public and Stakeholder Engagement (PSE) program, jointly delivered by the Canadian Cattle Association and Canada Beef with the goal of securing and maintaining public trust in the way



beef cattle are raised in Canada. Funding for the project was secured through both the Alberta Sustainable Canadian Agricultural Partnership (S-CAP) Resiliency and Public Trust Program and through federal S-CAP AgriCompetitiveness. Thanks to these cost-share grant programs, producer check-off dollars were matched 1.5:1, increasing the reach of the project.

Combined, the museums and learning facilities offering the game have a total annual visitor count of nearly 275,000. The game can be found at the following locations:

- **Glenbow Ranch Provincial Park, Cochrane**
- **Ellis Nature Park, Lacombe**
- **Didsbury and District Museum, Didsbury**
- **Museum of the Highwood, High River**
- **Millet Museum, Millet**
- **Canadian Tractor Museum, Westlock**
- **Pioneer Acres Museum, Irricana**
- **Red Deer Museum & Art Gallery, Red Deer**
- **Trochu Library, Trochu**
- **Sundre Museum, Sundre**
- **Rimbey Museum & Historical Society, Rimbey**
- **Mirror Museum, Mirror**
- **Fort Museum, Fort Macleod**
- **Nose Creek Valley Museum, Airdrie**

Facilities received tablets loaded with two versions of the game—a longer classroom version aligned to Alberta science curriculum and an express version designed

for quick gameplay. Along with the tablets, centres also received a kit including game instructions, stickers and postcards for visitors, and custom signage.

Since launching the game in these learning centres, the number of plays for the Alberta classroom version has increased by over 55%.

Since launching the game in these learning centres, the number of plays for the Alberta classroom version has increased by over 55 per cent. The game has received overwhelmingly positive feedback from coordinators excited to offer an interactive ranching experience to families and student groups coming through their centres.

Numerous other museums, parks, and science centres across the country are also offering the *Guardians of the Grasslands* game with the support of federal S-CAP funding. Several Canadian teachers are also using the short documentary and game in the classroom.

All versions of the game can be downloaded from the Apple and Amazon app stores, as well as played online at gotgame.ca. ▼

Beef Operations Benefit from Making Way for Water

BY ROBIN GALEY



THERE ARE MANY BENEFITS TO MAINTAINING AND EVEN RESTORING WETLANDS ON THE RANCH—AND A HANDY GUIDE AVAILABLE TO HELP YOU LEARN THE INS AND OUTS OF WATER MANAGEMENT IN ALBERTA.

Photo by Ducks Unlimited Canada



As beef producers plan summer projects to support water access for livestock, there are many things to consider—including downstream impacts, long term effects, and legal implications.

“Water is very important, and when a landowner removes a wetland on their property, it may have unintended negative impacts on both their own water supply and their downstream neighbours,” says Thorsten Hebben, Manager of Provincial Operations in Alberta with Ducks Unlimited Canada.

[[Waterfowl need two things—
healthy wetlands and healthy
uplands with a particular
emphasis on grasslands.]]

In fact, a large proportion of wetlands in Alberta’s settled areas have already been drained, resulting in changes to the water cycle and reduced landscape resilience in response to weather pressures. “Without a doubt we are seeing the knock on effects of having drained between 70 and 90 per cent of our wetlands in some areas of the province,” says Hebben, who works with beef producers in the delivery of Ducks Unlimited programs designed to support healthy wetland and upland management.

“Waterfowl need two things—healthy wetlands and healthy uplands with a particular emphasis on grasslands. That’s exactly the same outcome beef producers are looking for. They need a clean water supply and grasslands. It’s a good match, and that’s why many of our programs are focused on partnerships with the beef sector,” Hebben says.

WETLAND BENEFITS FAR REACHING

While a wetland sometimes appears to negatively affect the bottom line in the short term, water has many long term and far reaching benefits, both economic and ecological. For example, wetlands provide important protection in periods of flood or drought, as experienced in Alberta in recent years.

“Local wetland basins can be incredibly important to maintaining water on the landscape in dry periods. In flood scenarios, wetlands actually impair flow, catching water and releasing it slowly, so downstream communities are less impacted,” Hebben says.

Wetlands also play a critical role in recharging groundwater, supporting quality and supply. “I often emphasize this with landowners, asking: where does your well water come from? It has to come from somewhere. It’s either being recharged by a wetland on your property or a wetland three properties over,” says Hebben.

Wetlands also offer refuge to pollinators, which tend to gravitate to them at night and then come out during the day to pollinate field crops. Removing wetlands can negatively affect pollination, and resulting crop yields. “We tend to focus on just one or two aspects of these water bodies, and fail to appreciate the broader spectrum of things going on,” Hebben says.

LANDOWNER GUIDE AVAILABLE ONLINE

Hebben previously directed a team in the development of the Alberta Wetland Policy, one of the guiding regulations for water use in Alberta. “The challenge with regulations is that the average member of the public often isn’t aware they exist, or of their obligations thereunder,” says Hebben.

In fact, water is owned through legislation at the provincial level, and any impact on it requires regulatory authorization, whether it’s draining or infilling a wetland, realigning a stream bed, or any other movement of water.

To help dispel confusion, the Landowner Guide to the Alberta Wetland Policy is now available online as a free download. The guide was developed by the Alberta North American Waterfowl Management Plan (NAWMP) Partnership, and is helpful to producers in learning your rights and responsibilities in relation to water regulations.

“Without the guide, the average landowner may not have the knowledge, experience and tools to interpret what is required of them under the law,” says Hebben. “The key consideration is to be aware of your legislated rights and responsibilities in association with water before you intervene.”

IT PAYS TO RESPECT WETLANDS

Beyond outlining rights and responsibilities, the Landowner Guide also creates awareness of the importance of wetlands and introduces the opportunities associated with best management practices that can, quite literally, pay off.

For example, funding streams are available to facilitate projects that account for wetland best management practices, such as installing a solar water pump or drilling a well to move cattle off a wetland. Ducks Unlimited Canada, the Alternative Land Use Services Program, and the Resilient Agricultural Landscape Program are all possible sources of project funding.

Additionally, wetland removal in one area can provide funding for restoration of a previously drained wetland in another area, meaning help and payouts are available for wetland restoration projects handled through a wetland restoration delivery agent.

Photo by Adelle Gervin

Explains Hebben, “When an urban land developer drains a wetland to put in a subdivision, they are obligated to make a payment into a wetland replacement fund that is reallocated to restoration programs, creating a full cycle approach to wetland management.”

In other words, summer projects that support both healthy beef cattle and healthy water bodies are a great idea—whether you’re restoring a wetland, fencing it, or creating an offsite watering source.

Over the long term, returning water to its historic hydrology will provide direct benefits to beef operations, such as a robust water supply and increased hay production and grazing opportunities. It’s also good to know that your work is contributing to key ecosystem services on the landscape, protecting the land for future generations, Hebben says.

“Beef producers often have a symbiotic relationship with the water on their property. A thoughtful, responsible relationship with water is always likely to create opportunities,” he concludes. ▼



A Look Back at *All Ways*

2024 MARKED A MILESTONE FOR ALBERTA BEEF: 150 YEARS OF HERITAGE, QUALITY AND DEEP-ROOTED CONNECTION TO THE PEOPLE AND LAND OF ALBERTA.



To honour this legacy, ABP evolved the *All Ways* campaign—a multi-phase celebration that unfolded in three dynamic stages across the province, engaging consumers, communities and culinary champions.

From the excitement of the Calgary Stampede to a province-wide celebration that spanned 150 days, *All Ways* became more than a campaign. It became a collective invitation to reflect, rejoice and rally behind Alberta beef.

PHASE ONE: ALL WAYS TO STAMPEDE

There's no better place to kick off a celebration of Alberta culture than at the Calgary Stampede. *All Ways to Stampede* invited Albertans to experience the province's most iconic summer tradition with Alberta beef as their guide.



At the Kitchen Theatre, top chefs brought the heat with friendly head-to-head showdowns, from Chef Mel's pitmaster know-how to Chef Xavier's plated perfection. Attendees engaged with producers at the "Ask an Expert" booth on the Cattle Trail and lit up their social feeds with selfies at the popular 'I Love AB Beef' light-up installation. ABP supported this bold on-site presence with branded booth handouts, engaging social media and influencer posts, strategic press coverage and appearances on broadcast TV.

The Stampede activation racked up more than 4.5 million media impressions, with paid efforts leading the charge. Influencer partnerships brought in nearly 67,000 impressions, while in-person activations and digital coverage helped lay the groundwork for what was to come.



PHASE TWO: ALL WAYS TO CELEBRATE

Building on Stampede's momentum, *All Ways to Celebrate* kicked off in August and ran through December 31, transforming ABP's brand into a nostalgic nod to 150 years of taste, quality and legacy.

The campaign ran across CTV (Amazon Prime), Spotify, StackAdapt, Google Display and social media channels. A reskinned microsite served as the campaign hub, highlighting the contest, recipes, partner restaurants and producers' commitment to the highest quality beef. Complemented by PR and media efforts and a multi-channel email campaign, *All Ways to Celebrate* reached more than 1.7 million Albertans earning 37.6 million impressions with over 6.5 million video views.

ALL WAYS TO WIN

As part of the celebration, ABP launched an Instagram-based consumer contest inviting people to show how they celebrate with Alberta beef. Using the hashtag [#AllWaysToCelebrate](#), over 300 Albertans submitted their stories and photos—from treasured family recipes to weekend BBQ traditions.

A series of emails, PR hits and paid and organic social media posts helped drive entries and keep excitement high. Contest-related posts saw elevated engagement, especially shares, which helped extend the campaign's

reach beyond ABP's existing audience. Instagram user [@shaunademaere](#) took home the prize—a Blackstone Griddle Ultimate Grill Package—with her post of a grilled steak cheeseburger salad.

WHERE LAND MEETS LEGACY

The *Land Meets Legacy* concept highlighted the deep connection between Alberta's landscapes and the taste, quality and legacy of Alberta beef. A long-form video—edited into 30- and 15-second cuts—took viewers into the lives of Alberta beef producers John Buckley and Cherie Copithorne-Barnes, highlighting their legacy of raising cattle on private and leased lands. With these lands at risk due to increased demand for recreational access, this campaign aimed to build public loyalty and support by instilling a sense of pride in the beautiful landscapes resulting from cattle farming.

Audio from the video was repurposed for digital and traditional radio ads, while stills were used for organic social media. Full-colour print ads paired stunning landscape imagery with black-and-white visuals to help tell their powerful stories.

This campaign's digital paid media mix was strategically chosen to reach as many Albertans as possible across a broad range of touchpoints. The ads aired during NFL playoffs, *The Masked Singer* and *Kitchen Nightmares*, leveraging top-rated prime time shows. Through digital media, organic social media and traditional media, the campaign had a total of nearly 17 million impressions.



PHASE THREE: ALL WAYS ALBERTA BEEF

To round out the campaign, the focus was again on *All Ways Alberta Beef*. Even as the 150-year celebrations wrapped, Alberta beef's exceptional taste, unparalleled quality and enduring legacy remained at centre stage. Audiences were encouraged to savour the versatility of beef in diverse cultural recipes and explore the possibilities of new flavours. This final phase of the campaign saw another reskin of the microsite with an even greater focus on recipes, a new video making use of the contest's user-generated content that was amplified through paid social media, CTV (Amazon)

and Google Ads. This phase also leveraged social influencers @chantal.gregoryy and @life_with_benjamin to amplify messaging and recipe content to their combined 155,000 followers, giving audiences a fresh, engaging way to explore Alberta Beef.

LOOKING BACK, MOVING FORWARD

All Ways to Celebrate reminded us that Alberta beef is not just something we eat—it's something we share. It's the centrepiece of Sunday dinners, summer cookouts and holiday traditions. It's a legacy cared for by producers who steward Alberta's land with pride. It's our shared history and our future with Alberta beef at the core of our province's identity. ▼



CANADIAN CATTLE ASSOCIATION

Spring Updates and Priorities

BY TYLER FULTON, PRESIDENT, CCA



The start of my term as president is during an odd combination of events. In Canada, a federal election campaign just wrapped up. While this would traditionally be a quieter time for CCA, my calendar quickly filled up with invitations to attend meetings in Washington, D.C. and with key stakeholders in Canada as we continue to try and navigate the uncertainty and confusion about tariffs imposed by the United States.

Photo courtesy of Manitoba Beef Producers

Canada's beef industry is heavily reliant on exports, which makes it crucial for CCA to dedicate attention to maintaining market access. That is not an easy task, but there are a couple of silver linings for us. First, we as beef producers are not in this situation alone. The entire world is affected and nearly all Canadian industries and businesses are impacted. Second, we have the National Beef Strategy, developed by the National Beef Advisors, to guide our response. The Strategy helps ensure consistent messaging among the entire Canadian beef industry.

Our industry takes pride in our commitment to continuous improvement, and it is through that commitment and ongoing consultations between producers and industry that we are nearing the end of the process to improve our livestock traceability system.

There are some in the industry who urge us to pursue other markets that have potential for increased exports. Canada Beef is working hard on this task to ensure that we are prepared for all possible outcomes. Even amid this tariff uncertainty, the United States is an economic powerhouse that not only takes a large percentage of Canadian beef products, their consumers are willing to pay high prices for beef. I believe that the North American cattle market is complementary. We are more efficient together from a global perspective. CCA is committed to continued advocacy on behalf of an integrated North American cattle market, and we hope that it will prevail. When CCA attends meetings in the USA, we take a message supporting the integrated cattle and beef market. Increased market access around the world can only lead to increased demand for beef, requiring more cattle production and more opportunities for producers.

There is no question that tariffs are the main area of focus but they are by no means the only topic that

CCA is working on. Of increased importance following the recent CCA AGM is a renewed focus on animal disease preparedness. It cannot be stressed enough that traceability and biosecurity must be a priority for beef producers, not just in Canada, but around the world. The ongoing situation with Foot and Mouth Disease in Eastern Europe is of huge concern. Here in Canada, we need a traceability system that works for industry and accounts for our reliance on trade. Canada already has a world-leading traceability system that we can be proud of. Our industry takes pride in our commitment to continuous improvement, and it is through that commitment and ongoing consultations between producers and industry that we are nearing the end of the process to improve our livestock traceability system. CCA has been involved throughout the process, and we look forward to improvements and simplifications.

Biosecurity is another topic that needs far more attention than it receives. As an industry we have some improvements to make, and we simply must be better prepared. Beef Cattle Research Council and Animal Health Canada recently launched a series of biosecurity resources focused on Foot and Mouth Disease, but these best practices are applicable for preventing all animal diseases. Visit beefresearch.ca/topics/foot-and-mouth-disease to learn more. Most of these resources are also available in French and some are also in Spanish.

To reach more producers, I have started recording some short video clips that are being shared on CCA's Facebook, Twitter/X and LinkedIn accounts. There are so many different types of social media platforms, and we all receive so many emails and text messages every day that it can be very difficult to be heard when you have something to share and to find information that is important to you, especially if you're not certain where you should be looking. I hope that these videos will help CCA's posts stand out in your social media feeds.

Although our industry is facing a lot of challenges, I am feeling very optimistic about the future. It is important to maintain our focus on young producers. There are great incentives to get into the cattle business, but we need to provide tools for new and young producers to manage the risk that is required to invest in land and cattle. CCA will pursue these needs with the new federal government. ▼



OUT AND ABOUT WITH ALBERTA BEEF PRODUCERS

Engaging with Albertans Across the Province



EDMONTON CRAFT BEER FESTIVAL

ABP was on-site at the Edmonton Craft Beer Festival, March 7–8, where more than 23,000 guests gathered at the Expo Centre. The Alberta Beef Lounge was a crowd favourite, drawing visitors in for a round of cornhole and a chance to win a beautiful, custom-built Alberta Beef-branded smoker, crafted by internationally renowned Lewis BBQ Manufacturing from Leduc County, Alberta.

CALGARY STAMPEDE AGGIE DAYS

In April, the ABP display returned to Calgary Stampede Aggie Days, held at Stampede Park. Our exhibit focused on the many by-products made from beef animals. From weekday field trips to weekend crowds, visitors of all ages were surprised to learn just how many everyday products come from cattle. The hands-on display encouraged questions from the thousands of Grade 3 students in attendance. We partnered with Public and Stakeholder Engagement, who debuted a new interactive screen allowing students to play the *Guardians of the Grasslands* game.

CALGARY INTERNATIONAL BEER FESTIVAL

We wrapped up our spring beer festival tour at the Calgary International Beer Festival, May 2–3. With over 40,000 attendees and hundreds of breweries represented, ABP engaged with visitors from across North America. Thank you to our volunteers Laura Buss (CYL), Sherin Chopra (CCA), and Macy Liebreich (CBBC) for helping represent beef producers in the Alberta Beef Lounge, where All Beef Catering, Kings Head Eatery, Spice Bros, and Ranchman's served up some delicious Alberta beef.

The winner of the smoker draw—run across both beer festivals—will be announced this May.



MOUNTAINVIEW AGGIE DAYS

ABP attended Mountainview Aggie Days at the Carstairs Curling Arena, May 23–24. The booth once again featured our beef by-products display.

CLARESHOLM JUNIOR STOCK SHOW

ABP congratulates all participants in the 28th Chinook Junior Stock Show. ABP and VBP+ were proud to livestream the event, showcasing many promising young producers.

GIVING BACK

As part of the national *Burger It Forward* campaign led by Canada Beef, ABP proudly donated \$1,000 each to the Calgary and Edmonton Food Banks.

Canada Beef ran another successful campaign this year, meeting its \$10,000 commitment to Food Banks Canada. In total, \$61,399 was raised for regional and national food banks. The campaign saw a 30 per cent increase in participating restaurants—262 in total—and an impressive 62,431 burgers sold. Donations from restaurant partners were up nearly 90 per cent over the previous year. Well done, Canada Beef!

UPCOMING EVENTS

Rollyview Pitmaster's Dinner

June 7, 2025

Rollyview Community Hall

Alberta Schools Athletics Association Fan Fest/ Provincial Track and Field Championships

June 6 & 7, 2025

Foothills Athletic Park, Calgary

Save-On-Foods

"Meet the Rancher"

June 21, 2025

In select stores across Alberta

Calgary Stampede

July 5–14, 2025 | Calgary, Alberta

Alberta Beef Industry Summit

July 9, 2025 | Calgary, Alberta

Alberta Beef Producers Demo Wagon



We're proud to partner with Cruise Bensmiller, a fifth-generation chuckwagon driver, who will represent the Alberta Beef brand on his demo wagon tarp for five nights at the Calgary Stampede. His wagon box will carry ABP branding at 10 events across Alberta this summer. Cruise's accomplishments include the 2023 Rookie Driver Award, 2024 Clean Driver Award, and the Ken Borek Memorial Award. ▼

RETENTION MATTERS



RETENTION MATTERS—USE THE RIGHT TOOLS

Tag retention starts with proper application. Each manufacturer designs its tags and applicators as a matched set, working like a key and lock—only the correct combination ensures proper function. A bent applicator pin will misalign with the stud tip, while an incorrect pin diameter can also cause issues: too small, and the stud may fall off; too large, and it may not release properly, increasing the risk of ear tearing.



PIN COMPARISON

- All pins are different. Use the pin for the applicator it was made for.
- Differences can be found in length, diameter, tip and attachment design.

PROPER PAIRING AND FIT

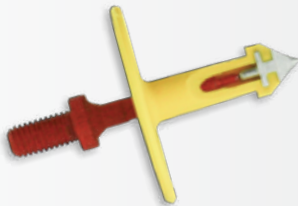
- Stud base is flush with base of the applicator pin for support.
- Applicator pin tip seated in stud tip for optimal application of force to penetrate the ear and not exit out the side of the shaft.



Destron pin + Destron stud



Allflex pin + Y-Text stud

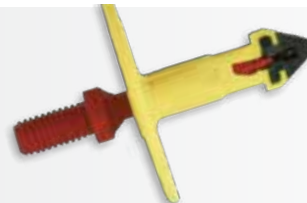


PIN DOESN'T FIT STUD TIP

- Applicator pin is not seated into the base of the stud. Stud will be unstable and/or fall off the pin.
- Applicator pin is not seated into the tip of the tag. The pin will slip off and protrude through the shaft of the stud and the male-female portions will fail to lock.

PIN LENGTH INCORRECT

- Although the pin partially seats into the tip, it isn't stable and will slip out through the shaft as pressure is applied.
- The stud may penetrate the ear but it may slip off and exit through the shaft. The pin doesn't fit properly: no support at the base. The pin becomes stuck in the stud.



Allflex pin + ComfortEar stud



Y-Text pin + Y-Text stud

UNIQUE STUD TIP DESIGN

- The Y-Text stud design is a mirror image of other approved tag studs.
- The applicator pin is hollow, allowing it to act as a stable sleeve over the stud tip.

Welcoming Appointed Delegates

In the December 2024 issue of ABP Magazine, we shared the list of producers acclaimed as delegates following the November nomination deadline. In March, the Board of Directors approved the appointments of three additional producers, including one new and two returning delegates.

Jolene McDermott NORTHWEST ZONE

Jolene McDermott manages a 100-head cow/calf operation with her husband and kids south of High Prairie, AB.

As a delegate, Jolene is looking forward to promoting Alberta beef and actively advocating for the industry.

Karen Shaw CENTRAL ZONE

Karen Shaw, along with her husband Stuart, manages a cow/calf operation, farming on the homestead established around 1903.

Karen is a former Sturgeon County councillor, serving 14 years as a representative to the eastern side of the county. In that time, Karen worked with every level of government.

In addition, Karen spent many years as an Assistant Leader with 4-H. She also worked with industry to establish a scholarship fund for members entering post-secondary education. Karen still serves on the Scholarship Committee, and sits on ABP's Governance Committee.

Miles Wowk NORTHEAST ZONE

Miles Wowk, along with his family, runs a commercial cow/calf operation in the Northeast Zone.

Miles grew up in the beef industry. He participated in 4-H for 10 years, and has served as an Alberta representative with the Canadian Cattle Association for the past six years. He's currently chair of the Animal Health and Care Committee.

Miles believes that a strong voice will move the beef industry forward, and is constantly striving to develop a sustainable future for the next generation of ranchers.

Producers at the AGM had the privilege of hearing from a very special guest, the Minister of Agriculture and Irrigation. From left to right below, The Honourable RJ Sigurdson, current Chair Doug Roxburgh, General Manager Brad Dubeau, and past Chair Brodie Haugan.



There are currently vacancies in Central, Northwest, and Southeast Zones. If you're interested in learning more, please have a look through our websites—albertabeef.org and abpdaily.com—or reach out to a delegate in your zone. ▴

Highlights from the 2025 AGM

DELEGATES AT THE AGM ELECTED SIX DIRECTORS TO ABP'S BOARD, SEVEN REPRESENTATIVES TO THE CANADIAN CATTLE ASSOCIATION, AND TWO REPRESENTATIVES TO THE BEEF CATTLE RESEARCH COUNCIL.

Attendees of ABP's 2025 AGM had the privilege of hearing from Minister of Agriculture and Irrigation, The Honourable RJ Sigurdson. They also heard updates from ABP representatives and national organizations, and discussion on resolutions.

A big thank you to everyone who made our 2025 AGM possible, with a special shout-out to ABP delegates—past and present—for their commitment to the industry. 🍷



(L to R): Brad Dubeau (General Manager), Brenda Rosadiuk (Finance Chair), Brad Mappin, Karen Shaw, Aydon Almberg, Bernie Doerksen, Lee Irvine, Doug Roxburgh (Chair), Kent Holowath (Vice Chair), Jay Hager, Colin Rice, Sheila Hillmer, and Miles Wowk.

2025 Resolution Results

Every year, eligible cattle producers in Alberta have the opportunity to bring forward resolutions through Producer Meetings. Those that are carried at Producer Meetings are sorted and directed by ABP's Resolution Committee.

The following resolutions, including those from Producer Meetings, were considered by delegates at the Annual General Meeting (AGM) in March, or by the Board of Directors at their April meeting.

FINANCIAL RESOLUTIONS

Be it Resolved: *The 2024-2025 ABP audited financial statements and auditor's report be accepted.*

Considered by: Delegates

Result: Carried

Be it Resolved: *The firm of Baker Tilly Catalyst LLP be appointed as auditors for 2024-2025 year-end audit.*

Considered by: Delegates

Result: Carried

SPECIAL RESOLUTIONS

Be it Resolved: That the ABP Bylaws be repealed in their entirety and restated and replaced with the Bylaws attached as Schedule “A” to this Notice.

Considered by: Delegates

Result: Carried

Be it Resolved: That the ABP Board of Directors be authorized to make whatever consequential changes and edits of a housekeeping nature as may be required to put the amended Bylaws in final form for submission to the Marketing Council for approval.

Considered by: Delegates

Result: Carried

RESOLUTIONS FROM PRODUCER MEETINGS

CENTRAL ZONE

Be it Resolved: That ABP supports a permanent recycling program based on an Extended Producer Responsibility (EPR) model where the user of the product pays for the recycling at point of purchase.

Directed to: Delegates

Result: Carried

Be it Resolved: That cattle and beef products not be used to protect marketing boards in any trade negotiations.

Directed to: Delegates

Result: Defeated

Be it Resolved: That ABP request proportional representation based on funding percentage of Canadian Cattle Association or withdraw ABP’s membership and support.

Directed to: Delegates

Result: Defeated

Be it Resolved: That all ABP resolutions dealing with grazing leases ensure ABP work with all grazing lease associations in close collaboration to execute the resolution.

Directed to: Board of Directors

Result: Defeated

Be it Resolved: That ABP and Canadian Cattle Association lobby the federal government to reinstate Canadian Food Inspection Agency (CFIA) inspectors in ports of entry to monitor travellers coming from farms abroad and going to Canadian farms, feedlots, and ranches.

Directed to: Board of Directors

Result: Defeated

NORTHEAST ZONE

Be it Resolved: That ABP, through its media streams, continue to advocate for recognition of the rural mental health issues.

Directed to: Delegates

Result: Carried

Be it Resolved: That ABP explores joining with organizations to find way of increasing compensation, mitigation options and wildlife control.

Directed to: Delegates

Result: Carried

Be it Resolved: That ABP works with government to manage the impact on the industry, landowner and rural communities from the increase of the elk population in the province.

Directed to: Delegates

Result: Carried

Be it Resolved: That ABP lobby the provincial government to lower land titles transfer within families to one hundred dollars.

Directed to: Board of Directors

Result: Defeated

Be it Resolved: That ABP lobby for timely payments on wildlife damages.

Directed to: Board of Directors

Result: Defeated

Be it Resolved: ABP work with Alberta Government to have a feed program.

Directed to: Board of Directors

Result: Defeated

Be it Resolved: That ABP lobby provincial powers to issue nuisance tags to farmers and ranchers affected, to “at a minimum” control population to current levels and possibly reduce population until a long-term solution is found.

Directed to: Board of Directors

Result: Carried

Be it Resolved: That a media company be engaged to improve knowledge and share the dangers of foot and mouth disease to travellers abroad and cattle producers.

Directed to: Board of Directors

Result: Defeated

SOUTHEAST ZONE

Be it Resolved: That ABP lobby the provincial government to not allow coal mining at the headwaters of the Old Man River on Grassy Mountain.

Directed to: Delegates

Result: Referred to Board*

Be it Resolved: That ABP lobby for an increase in permanent water infrastructure funding like wells, dugouts, pipelines and power. Example: like the province of Saskatchewan.

Directed to: Delegates

Result: Carried

Be it Resolved: That ABP explore avenues for financial compensation for confirmed coyote kills of livestock and lobby for a provincial bounty on coyotes.

Directed to: Delegates

Result: Defeated

Be it Resolved: That ABP form a list of authenticating wetland professionals in the province capable of wetland assessments and impact reports and inform producers of any funding through Sustainable CAP that is available for their services.

Directed to: Board of Directors

Result: Defeated

SOUTHWEST ZONE

Be it Resolved: That ABP lobby for equivalency for the dollar per acre use coverage especially for the moisture deficiency and lack of moisture program.

Directed to: Delegates

Result: Carried

Be it Resolved: That ABP will take an active role in supporting its members in engagement with the government to discuss and adhere to proven science concerning coal development, which results in agricultural consultation regarding the development of a “modernized coal” initiative that secures the protection of the Eastern Slopes and its native grasslands/grazing lands and our watershed from contamination, over allocation of water use and ultimately, protects and preserves the continued sustainability of beef production in the Eastern Slopes. Such support may include but will not be limited to the following: Meeting with the Premier, Minister of Agriculture and Forestry, Minister of Energy, Minister of Environment and Parks, Minister of Jobs, Economy and Innovation, seeking to obtain intervenor status in judicial review applications and meet with the MLAs for the provincial electoral divisions of Livingstone-Macleod, Banff-Kananaskis, Rimbey-Rocky Mountain House-Sundre, and West Yellowhead. In addition, concerned producers should be invited or consulted with whenever possible in these meetings.

Directed to: Delegates

Result: Referred to Board*

Be it Resolved: That the ABP ask the government to not allow the development of a coal mine at the head waters of the Oldman River on Grassy Mountain.

Directed to: Delegates

Result: Referred to Board*

Be it Resolved: That ABP work with government and hunting groups to allow landowners paid hunting privileges to help offset the cost of wildlife management by ranchers and encourage the relocation of large herds of ungulates which cause damage to or eliminate stockpiled forages.

Directed to: Delegates

Result: Defeated

Be it Resolved: That ABP work with any and all government or Non-Governmental Organization (NGO) agencies including but not limited to Alberta Fish and Wildlife, Alberta Parks, First Nations, Research and/or other producer organizations to better understand how to best mitigate the over-population of whitetail, mule deer and elk populations so that a producer-focused strategy for long-term sustainable wildlife management can be developed and implemented.

Directed to: Delegates

Result: Carried

Be it Resolved: That ABP continue to advocate for better response, better tools, and better compensation programs for producers to cope with predator losses of their cattle.

Directed to: Delegates

Result: Carried

Be it Resolved: That ABP lobby the provincial government for stricter management solution than is currently in its existing policy, which will lead to a reduction in feral horse numbers.

Directed to: Delegates

Result: Carried

Be it Resolved: That ABP lobby the government to fast track the interprovincial trade trials currently underway in Lloydminster and immediately open the interprovincial trade negotiations with neighboring provinces that would allow producers forced to slaughter in provincially inspected facilities to have equal market access across provincial jurisdictions.

Directed to: Delegates

Result: Carried

Be it Resolved: That ABP work with Provincial and Federal Governments (through its Canadian Cattle Association membership) to develop methods to reduce Livestock Price Insurance (LPI) premiums so that producers can cost effectively participate in the LPI program allowing for cost effective downside price protection of their cattle.

Directed to: Delegates

Result: Carried

Be it Resolved: That the ABP Board of Directors explore the possibility of changing the bylaws to implement a delegate-at-large position where ABP could fill open delegate positions.

Directed to: Delegates

Result: Carried

NORTHWEST ZONE

Be it Resolved: That ABP lobby the government to improve Business Risk Management programs focusing on reduced cost such as premium shares with all levels of government.

Directed to: Delegates

Result: Carried

**These three resolutions were considered together when referred from the Annual General Meeting. All three were defeated in favour of a single resolution that the Board of Directors approve a new working group to consider the issues of both the Eastern Slopes and Grassy Mountain. That resolution passed.*

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- | | | |
|---------------------|----------------------------|------------------|
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| • Weaning Weight | • MILK | • Fat Thickness |
| • Yearling Weight | • Teat and Udder Composite | • Ribeye Area |
| • Dry Matter Intake | • Fertility | • Yield Grade |
| • Feed to Gain | • Docility | • Marbling |
| • Yearling Height | • Scrotal Circumference | • Tenderness |
| • Mature Weight | • Foot Score Composite | |

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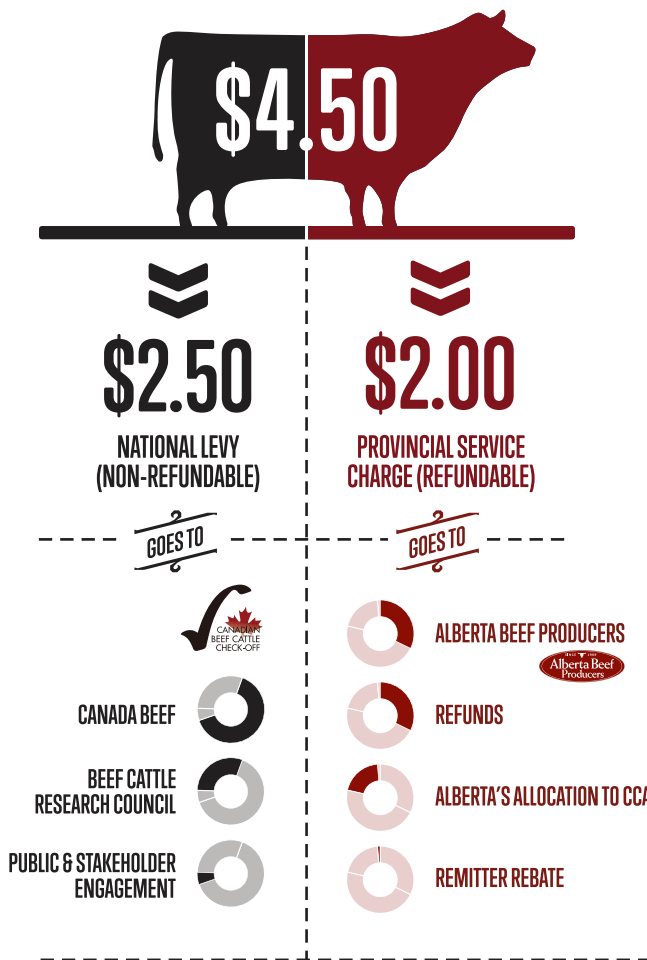
zoetis

Your Beef Check-off Dollars Explained

2025-2026 FISCAL YEAR

If you own cattle, you pay a mandatory check-off each time you sell an animal; a combination of national and provincial fees. The collection of the levies in Canada are an integral part of a sustainable and profitable industry.

BREAKING DOWN THE MANDATORY LEVY



Watch for highlights to each of these areas in future editions of ABP magazine. ▼

About the Cover Artist



Megan Weir is an oil painter and multi-generational rancher—six generations on her mother's side and five on her father's.

Her work reflects the life she's known, the land she grew up on and the stories that unfold with each season. Since she began painting in 2017, Megan has been passionate about expressing her experiences through oil, drawn to the textures and bold colours that bring her experiences to life on canvas. Her layered technique creates depth and movement, mirroring the ever-changing landscapes and moments of ranch life.

More than just a depiction of the environment around her, her paintings celebrate the lifestyle, hard work, and beauty found in the simplicity of rural life. Each piece is signed with her ranch's brand—the quarter circle T—in use since 1897. Through her art, Megan shares her connection to the land and the generations that came before her, preserving their stories and heritage with each brushstroke. ▼

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