



## Key Factors Influencing Alberta Beef Producers' Withdrawal from Canadian Cattle Association

Alberta Beef Producers (ABP) shared a list of key factors behind the decision to withdraw with the Canadian Cattle Association (CCA) this week. It was important to the commission that the CCA be the first to receive and reflect on the information before any broader communication. While the formal document is new, the challenges outlined are not — ABP has been transparent with the CCA about these concerns over time.

We remain open to direct and respectful dialogue with the CCA regarding the specifics of each point outlined below.

### **Funding and Fiscal Transparency**

- ABP requires that provincial funding assessments be based on retained marketings across all provinces to ensure fairness and consistency.
- The assessment rate of \$0.53 must be maintained.
- We have ongoing concerns regarding fiscal transparency and recommend the establishment of an elected Finance Chair within the CCA to enhance financial oversight.
- We also seek reassurance through regular reporting that there is an active and effective Audit Committee in place.

### **Organizational Structure and Governance**

- ABP strongly urges the unfreezing of board seats and a revision of the representation formula to reflect the financial contributions made by each province.
- Currently, ABP contributes over 50 per cent of CCA's budget, yet holds only seven of 24 seats under the existing freeze.
- To ensure strategic and unbiased leadership, ABP encourages CCA Executive to engage a reputable third-party executive search firm in hiring the Executive Vice President.
- We have significant concerns regarding governance and recommend the formation of a dedicated Governance Committee.
- Additionally, we suggest engaging an independent third-party to conduct a comprehensive review of CCA's governance structure, with input from elected representatives.
- It is important to reaffirm that the CCA is directed by nine member provinces, not by 60,000 individual producers.



## **Communication**

- It is essential that both elected representatives and provincial organizations are given adequate time and opportunity to review, digest, and collaborate meaningfully on key issues.

ABP recently completed a comprehensive organizational overhaul, reaffirming our belief that evolution is the only constant in effective organizations. We are committed to continuous improvement and progress, and we hope to see the same commitment reflected in the CCA's future direction. We believe that with meaningful reform, the CCA can better serve its member provinces and the producers those member provinces represent.

## **ABP: By Producers, For Producers**

All eligible producers are invited and encouraged to attend ABP Producer Meetings in January and February. These meetings offer an opportunity to engage in open dialogue and share thoughts on this decision and the future of our industry.

Eligible producers are encouraged to consider running as delegates — and delegates, in turn, as board members. ABP's directors are elected to make decisions in the best interest of the provincial commission. By strengthening ABP, they help ensure Alberta's beef producers have a clear and effective voice.

ABP's mission is to strengthen the sustainability and competitiveness of the beef industry for the benefit of beef producers in Alberta. We remain committed to this mission and all eligible cattle producers need to be part of shaping the future of our industry.