

2025 Annual Report



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Mission

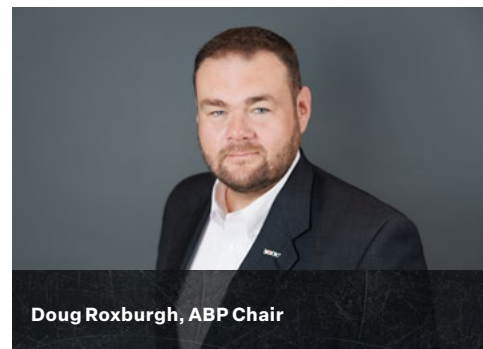
Alberta Beef Producers is a strong, clear, and representative voice speaking and working on behalf of cattle and beef producers in Alberta, contributing to a vigorous and profitable beef industry.

Vision

To strengthen the sustainability and competitiveness of the beef industry for the benefit of beef producers in Alberta.

Message from the Chair

Amid all the activity at Alberta Beef Producers (ABP), there is one area that has generated considerable discussion and deserves clear communication. This August, our Board of Directors chose to initiate withdrawal from the Canadian Cattle Association (CCA) effective July 1, 2026.



Doug Roxburgh, ABP Chair

The decision to withdraw membership was not made lightly. It follows careful deliberation and discussion between the Board, delegates, and producers, and reflects a growing consensus that reform is needed to ensure national representation truly serves Alberta's cattle industry.

Our concerns centre around three key areas: funding and fiscal transparency; organizational structure and governance; and communication.

While the concerns raised are not new, ABP felt it was important to communicate them directly and formally to the CCA before sharing them more broadly. These areas are foundational elements of a strong national organization. We believe that prioritizing them is essential for a national organization that is accountable, equitable, and responsive to the needs of its provincial members.

On funding and fiscal transparency, ABP has long advocated for a fair and consistent approach to provincial assessments. Alberta's current model, based on retained check-off dollars, reflects our commitment to the commission, as a strong national body relies on strong provincial members. We continue to urge the CCA to adopt this model across all provinces to ensure fairness and sustainability.

Organizational structure and governance remains another critical area. Alberta contributes over half of the CCA's budget yet holds only seven of 24 board seats. We are calling for a review of the representation formula and the unfreezing of board seats to better reflect provincial contributions. Additionally, we are calling for the establishment of a dedicated governance committee and a comprehensive organizational and governance review of CCA.

On communication, ABP believes that early and consistent engagement with member provinces is essential to building trust and alignment. We have encouraged the CCA to bring provincial voices into strategic conversations sooner, ensuring that messaging and priorities are shaped collaboratively.

This decision is a call for renewed partnership built on transparency, shared values, and mutual respect. ABP will continue to fulfill its financial obligations to the CCA through the end of the current agreement and remains committed to dialogue.

The provinces are now coming together with a facilitator to develop a list of recommendations. This is a positive step, and ABP is fully engaged in that process. Our goal remains clear: to find common ground and support a national organization that reflects the strength and diversity of Canadian cattle producers. We believe that with meaningful reform the CCA can serve this role for its member provinces and the producers those member provinces represent.

We recognize that producers hold a range of views on this and other areas of industry significance. To engage with the work of ABP, I encourage you to attend a Producer Meeting near you this January and February. ABP is our commission. It's guided by producers, for producers, and its strength comes from our voices around the table.

Sincerely,
Doug Roxburgh

Message from the General Manager

It's been another busy year from an operations standpoint at Alberta Beef Producers. Across every area of our mandate — from policy and production to communications and stakeholder relations — our team has worked to ensure Alberta's cattle producers are well-supported and well-represented.



Brad Dubeau, ABP General Manager

One of our key priorities this year was completing a comprehensive update to ABP's Bylaws and Plan Regulation. This marks a major milestone in our governance evolution. The new framework is more agile and less bureaucratic, enabling ABP to respond effectively to the needs of producers, while maintaining appropriate oversight from Marketing Council and the Minister of Agriculture and Irrigation. With this work complete, ABP is better positioned to manage future changes, streamline operations, and focus on the policy matters that truly impact Alberta's beef industry.

In 2024, ABP saw a notable decrease in refund requests and an overall reduction in net dollars refunded. We are deeply appreciative of every producer who sees value in ABP's work. Our overarching goal remains rooted in our mission: to strengthen the sustainability and competitiveness of the beef industry for the benefit of beef producers in Alberta. We're hearing from so many of you that this work matters, and that feedback continues to drive us forward.

Threats of international tariffs have underscored the importance of strengthening relationships across the U.S. border and beyond, and it's been encouraging to see growth in Indo-Pacific markets, including Australia's recent opening to Canadian beef.

Domestically, concerns around bovine tuberculosis and the potential risk of foot and mouth disease (FMD) have prompted greater focus on emergency preparedness. As part of this focus, ABP is actively engaged in planning and supporting industry-wide FMD drills, which will create an opportunity to learn together and build resilience.

At the same time, the shrinking cattle herd in Alberta remains a consideration in our planning efforts. Each year, ABP revisits its strategic plan with input and approval from the delegate body at our Annual General Meeting. A shrinking mother herd is among the priority issues the Board of Directors is considering as it directs the commission's work to remain relevant, responsive, and rooted in the needs of producers.

You'll find summaries for ABP's work in our key areas, and our financials in more detail in this report.

In the area of stewardship, we continue to build relationships with conservation organizations and explore opportunities for ecological goods and services programs. While progress on wildlife coexistence initiatives slowed temporarily due to staffing challenges, we've taken steps to re-evaluate the position and, by the time you receive this report, we hope to have hired a new team member to lead this important work.

Thank you for your support and for your commitment to the industry. We look forward to connecting over meals at our upcoming Producer Meetings, and at the Annual General Meeting in March.

Sincerely,
Brad Dubeau

Committee Updates

Audit Committee

Audit committees are viewed as a critical component of the overall corporate governance process. The ABP Audit Committee is tasked by the Board of Directors to assist the Board in fulfilling its oversight role and to help discharge its fiduciary responsibilities. The primary tasks of the ABP Audit Committee are to:

- Identify and monitor the management of principle risks that could impact financial reporting.
- Monitor the integrity of the financial reporting process and the system of internal controls regarding financial reporting and accounting compliance.
- Monitor the independence and performance of the external auditors.
- Provide an avenue of communication between the auditor, management, and the Board of Directors.

The ABP Audit Committee is comprised of:

- Three members appointed by the Commission (the Board of Directors).
- One non-delegate member appointed by the members of the Audit Committee.

The Chair is elected by the members of Audit Committee.

The Audit Committee met multiple times throughout 2024-2025, including meetings with the external auditors from Kingston Ross Pasnak LLP to review the final audited financial statements. In addition to this core responsibility, the Committee undertook a comprehensive review of several key areas, including its Terms of Reference, ABP's financial reporting and disclosure procedures, and internal control and risk management frameworks. The Committee also conducted a self-evaluation and initiated planning for the 2025 audit cycle.

Throughout the year, the Committee updated its guiding documents and engaged in discussions around training and succession planning to enhance its effectiveness and continuity.

Governance Committee

The ABP Governance Committee is one of the standing committees established under the ABP Bylaws. Its mandate includes reviewing and refining ABP's governance policies and practices, and providing recommendations to the Board of Directors.

In 2024-2025, the Governance Committee undertook several initiatives and continues to plan for future improvements. Highlights include:

- **Policy Manual Overhaul:** The Governance Committee led a major revision and restructuring of the ABP Policy Manual. A new version was recommended by the Committee and adopted by the Board in December 2024.
- **Annual General Meeting Procedures:** The Committee reviewed the process of "ceding the floor," and delegates will receive guidance on this procedure during the AGM.
- **Governance Committee Terms of Reference:** Updates were proposed to clarify the selection process for the Governance Committee Chair and Vice Chair, among other changes.
- **General Manager Evaluation:** The Committee is developing new policies and procedures for the annual review of the General Manager.
- **Board and Delegate Assessment Surveys:** In 2025, the Governance Committee launched trial assessment surveys for both the Board of Directors and the delegate body. The Committee looks forward to continuing this practice in the coming months.
- **Representation to the Canadian Cattle Association (CCA):** The Governance Committee is exploring options for how ABP appoints representatives to the CCA. Discussions are ongoing, and dependent on the considerations of ABP membership in CCA.
- **Zone Coordinator Role:** Discussions are ongoing on the role of Zone Coordinators and the process by which these positions are filled.

The Committee appreciates the ongoing support and collaboration from ABP staff and stakeholders, which has been instrumental in advancing these governance initiatives.

Issues Management Committee

The Issues Management Committee (IMC) has had an active and productive year, addressing a range of challenges and resolutions. The Committee's primary role is to provide strategic recommendations to the Board on emerging issues and producer resolutions impacting the agricultural industry. Throughout 2024-2025, the IMC has tackled various topics, including risk management programs, wildlife concerns, agricultural standards, water access, and youth programs.

A significant area of focus is the development of programs aimed at supporting young producers. The Committee conducted extensive analysis on initiatives such as Livestock Price Insurance and limited equity loans to improve financial accessibility for new entrants into the industry.

Water security and drought preparedness have also been recurring themes. The IMC engaged in substantial discussions on water support programs and the implications of water-sharing agreements. These efforts contributed to shaping positions on future drought support policies, with the goal of enhancing Alberta's agricultural resilience.

Agricultural production standards is another key topic, particularly in relation to financial institutions. The Committee examined how evolving standards could influence lending practices and market distribution, ensuring that producers are adequately represented in policy discussions.

Wildlife concerns, while discussed within the Committee, were recognized as having a disproportionate impact on certain producers. As a result, a specialized working group was established to collaborate directly with affected stakeholders and develop targeted solutions.

The committee is also doing a deep dive into interprovincial trade of beef to try to find a path forward that both protects the beef industry's export markets and opens more potential for farm-to-table sales. The committee acknowledges that this is a complex issue to solve, but one that would be meaningful to many cattle producers in the province.

The IMC remains committed to addressing pressing issues and developing strategic positions that support a sustainable and prosperous agricultural industry.

Research Committee

ABP's producer-led Research Committee is in the midst of evaluating research proposals received through the Agriculture Funding Consortium and Saskatchewan Agriculture Development Fund research calls. Proposals are undergoing a scientific technical review and then are evaluated by the Research Committee for benefits to producers in the short, medium, or long-term.

ABP, along with Alberta Grains, RDAR and Alberta Agriculture and Irrigation, continues to be a strong supporter of Western Crop Innovations, formerly the Field Crop Development Centre. This organization focuses on breeding feed and forage barley and triticale with improved yield, standability, quality, and disease resistance. New and improved varieties provide producers with choices to boost feed and forage production.

The ABP Beef Research Showcase was held at Lakeland College in Vermilion in March 2025. There was strong attendance from students and a large online presence as the Showcase was broadcast via DLMS. This event is a great opportunity to learn about new research relevant to different production systems, and network with scientists, students, and other producers. Stay tuned for details on the next Showcase through ABP Daily and the ABP magazine.

This year's website redesign has made information on research that ABP is involved in easier to find and search – click "research" under the "updates" dropdown on albertabeef.org and check it out!

Beef Production & Extension

The Beef Production and Extension portfolio focuses on enhancing the competitiveness of Alberta's beef industry through targeted research investments and knowledge transfer. Activities in this area aim to increase producer awareness and utilization of research findings and extension resources funded by check-off dollars. These efforts support improvements in sustainability, profitability, and production efficiency.

ABP's producer-led Research Committee once again invested producer check off dollars into research in 2024 to improve the competitiveness, sustainability, and profitability of beef producers. Proposals are received through the [Agriculture Funding Consortium](#), undergo a scientific technical review, and then are evaluated by the producer representatives on the ABP research committee. Decisions are guided by the [Five-Year Canadian Beef Research and Technology Transfer Strategy](#) and consider scientific merit as well as benefits for the beef sector in the short, medium or long term.

ABP committed \$228,000 to nine projects with a total project value of over \$3.9 million, for a leverage ratio of \$17.2:1, meaning that every dollar spent by ABP was matched by over \$17 from other funding sources.

Project topics include:

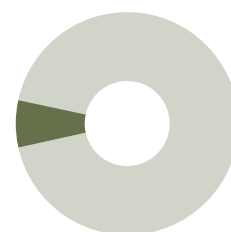
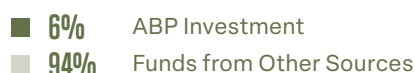
- Examining antimicrobial resistance in understudied pathogens that contribute to bovine respiratory disease.
- Investigating the potential of probiotics to support animal health (2 projects with different approaches).
- Preventing bacterial biofilm formation in processing plants.
- Double cropping.
- Regional variety trials of crops commonly used for silage.
- Examining the molecular basis of heterosis (hybrid vigour).
- Improving feed barley variety development through genomic selection.
- Furthering perennial legume variety development (sainfoin, alfalfa) with higher leaf lipid content.

On March 25, 2025, 119 in person attendees and over 400 online attendees tuned into the second edition of the 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 allowed us to reach a much larger audience and made tuning in convenient for people who were unable to travel to the event. We are excited to host the next edition of the Showcase in spring 2026 – stay tuned for more details as they become available!

See the Research Committee report on page 5 for more information on the 2025 research proposal review process, Western Crop Innovations investments, and more.

ABP INTERNAL RESEARCH FUNDING



\$228,000

dollars ABP contributed to nine projects in 2025



\$3.9 million

total project value

The University of Calgary's Faculty of Veterinary Medicine (UCVM) has had several exciting developments over the past year. The [Diagnostic Services Unit](#) (DSU) is now providing a full suite of diagnostic services – pathology, cytology, bacteriology, serology, parasitology, PCR and some limited telepathology, along with disease investigation services. This rebuilds much needed capacity for disease surveillance, animal health, food safety and student training in the province. UCVM has also expanded its student capacity to 100 as of this year and added [new facilities](#) to support the growing demand for veterinarians. ABP appreciates the Government of Alberta's continued support of the DSU and UCVM.

ABP, along with CCA, NCFA, ACFA, and Animal Health Canada (AHC) have initiated projects to support foot and mouth disease (FMD) preparedness. Building off the Integrated Emergency Response Plan and Vaccination Implementation Support Structure developed by the FMD Working Group and gaps identified during that process, along with learnings from the FMD exercise in Kansas last December, we are planning a series of drills over the next several months to refine our emergency plans and communication processes. The other project, led by Canfax, will investigate the economic trade-offs of various FMD vaccination strategies. Additionally, Canada's livestock and poultry sectors have come together under AHC to create the [Foreign Animal Disease Executive Management Board](#) – this builds from the work undertaken by the pork

sector for African swine fever (ASF), and will focus on FMD, ASF and highly pathogenic avian influenza (HPAI).

Speaking of preparedness, ABP has received a Sustainable CAP grant to identify potential centralized mass disposal sites within the province and complete geotechnical assessments for suitability. We are working with ACFA, Alberta Pork, Alberta Milk and the Office of the Chief Provincial Veterinarian on this project.

The bovine tuberculosis (bTB) investigation originating from a cow identified at slaughter in November 2024 is ongoing. For the latest information on the investigation, please refer to the [CFIA's investigation updates](#).

ABP continues to provide assistance to CFIA, and support affected producers as required throughout the investigation. Producers with questions or concerns are encouraged to contact Karin directly. A mid-investigation meeting was held with CFIA to discuss challenges and opportunities for more integrated collaboration. It is painfully clear that significant deficiencies exist in our financial support frameworks and business risk management tools to manage business continuity and recovery from reportable disease events, and we will continue to advocate for appropriate programs or tools to be put in place to mitigate negative impacts on affected producers and the wider industry both in the immediate term and into the future.



Government Relations & Policy

The Government Relations and Policy portfolio works to influence legislation and regulatory frameworks that impact Alberta's beef producers. Engagement with elected officials and departmental leadership is focused on advancing policies that support the long-term viability of cattle ranching.

This year's fall run has been exceptional, and though the year has tested producers in new ways, it has also highlighted some paths forward. Amid unpredictable markets, tariffs, and shifting policies, ABP is actively working to ensure producer voices remain strong at every table.

Early in the year, the United States briefly applied tariffs on Canadian beef imports. While the tariffs were quickly removed, they served as a reminder of the fragility of international agreements and the ongoing need for strong, consistent advocacy.

In response, ABP met with officials and partner organizations across North America to emphasize the interconnected nature of our beef industries and the mutual benefits of open trade.

In meetings with federal and provincial representatives, ABP stressed that retaliatory or counter-tariff measures would only harm producers and consumers on both sides of the border. Our focus remains on maintaining a rules-based trade environment where producers can compete fairly and on ensuring that future trade agreements reflect the realities of modern beef production.

Over the past five years, varying degrees of drought have reshaped how producers manage forage and water and have prompted the province to undertake significant work on water availability and watershed planning.

ABP is closely engaged with Alberta Environment and Protected Areas (EPA) as the department advances water management and allocation planning. While much of the current work applies to select watersheds, the direction being set will influence the entire province. In southern and central Alberta, where surface water sources are already under strain, growing competition between agricultural and urban water users has made these discussions increasingly critical.

Through these consultations, ABP has emphasized that water is the foundation of both forage production and animal health. As Alberta's population grows, we continue to advocate that agriculture must not be sidelined in favor of urban expansion. Reliable access to water is essential not only for the beef

sector's economic contribution but also for the environmental stewardship producers provide through grassland management and carbon storage.

ABP also participated in the province's Private Land Conservation and Stewardship Consultation, ensuring that private property rights and voluntary stewardship remain central to any new conservation tools or land management policies.

Maintaining the forage base that supports the beef industry is a growing challenge. Between drought, land conversion, and wildlife pressures, the amount of productive pastureland in Alberta continues to shrink. ABP has continued to advocate for policies that protect agricultural use of Crown grazing leases and support forage retention on private lands.

Another area of concern this year has been pest management. With the federal phase-out of strychnine for controlling Richardson's ground squirrels (gophers), many producers have struggled to find effective alternatives. ABP has continued to engage with both federal regulators and Alberta Agriculture to identify workable, science-based pest management options that balance environmental safety with the practical needs of livestock operations.



18,000

beef producers in Alberta



55,000

the number of Albertans provided with jobs in the industry

Economic uncertainty, weather extremes, and market volatility continue to highlight the importance of effective business risk management (BRM) programs.

Key Priorities Include:

- Improving the timeliness and predictability of AgriStability payments.
- Ensuring that reference margins reflect the true cost structure of cow-calf and feedlot operations.
- Securing long-term federal and provincial commitments to fund LPI and enhance its flexibility.

AgriStability saw a significant shift in the new federal budget, with pasture costs now eligible expenses and the program cap doubling in 2025, changes that could greatly improve its effectiveness for producers. It remains the only program capable of addressing both rising input costs and major revenue declines when it functions properly. LPI, originally initiated by ABP, also remains a key part of producers' risk-management toolbox, and we continue to strongly support the program while working toward improvements that make it more responsive and accessible.

Additionally, ABP has provided ongoing input into the development and implementation of policies surrounding on-farm slaughter operations. These operations have become

increasingly important tools for local food security, animal welfare, and producer flexibility, particularly in remote areas or during times of limited processing capacity.

Throughout the year, ABP engaged with Alberta Agriculture and federal regulators to ensure that policies governing on-farm slaughter are practical, science-based, and reflective of real-world production conditions. Our goal is to maintain a regulatory environment that protects food safety and animal welfare while allowing producers to operate efficiently and meet growing consumer demand for locally sourced beef.

The past year has reaffirmed that our work is not just about policy, it's about ensuring Alberta's beef producers have the tools, markets, and support they need to thrive in an increasingly uncertain environment.

As we look forward, the challenges facing beef producers remain complex, but so does the strength and resilience of our industry. From trade instability to resource competition, ABP continues to demonstrate that producers' interests are best represented through proactive, collaborative advocacy. Through every conversation, consultation, and policy table, ABP remains committed to protecting the land, livelihoods, and legacy that define this industry.



Alberta Beef Producers was pleased to tour the Texas Farm Bureau through Chinook Ranch and Rimrock Feeders during Stampede 2025.

Marketing

The Marketing portfolio builds consumer trust and supports demand for Alberta Beef through coordinated brand campaigns, digital content, and influencer partnerships. Activities in this area also include sponsorships, consumer-facing events, and education initiatives that connect the public with Alberta's beef industry and its production practices and standards.

ABP Magazine

Now in its fifth year, ABP magazine is printed and distributed to more than 16,000 producers, auction markets and industry stakeholders across Alberta. The publication is also available online, with the pdf posted on albertabeef.org and individual articles featured on ABP Daily.

In 2025, each issue featured cover art from western Canadian artists, and practical, industry-focused editorial content.

We welcome your feedback and article ideas. To share suggestions, contact the editor at katies@albertabeef.org

- **Cattle Trail:** Featured the "I ♥ Alberta Beef" marquee letters and a 30-foot beef floor maze, drawing heavy foot traffic and engagement.
- **Beer Festivals:** Major sponsorships of sold-out Calgary and Edmonton Beer Fests and title sponsorship of Banff Beer Fest, providing direct engagement with consumers showing curiosity about buying and cooking Alberta Beef.
- **Community Events:** Maintained a strong presence at consumer-focused events, such as Open Farm Days, Alberta on the Plate, and a variety of BBQ/Pitmaster events.



Sponsorships & Partnerships

24%	Consumer Events & Causes
11%	Youth Events (Junior Shows and 4-H)
43%	Industry Events & Causes
23%	Education

In 2025, ABP continued to support events and initiatives that connect consumers with Alberta beef and build public trust in the industry.

Key Highlights Include:

- **Calgary Stampede:** Chuckwagon demo sponsorship and rodeo/chuckwagon broadcast, providing national visibility and engaging audiences through televised coverage reaching an estimated 3.2 million viewers.
- **Kitchen Theatre:** Featured two acclaimed chefs preparing Alberta beef in live demos that drew full audiences all three days and media coverage from Global News and CTV Morning Live.



High school students experience a beef cattle show and learn about stewardship and care during the Cultiv8 Summit. (Seven D Media)

All Ways Alberta Beef

Funded in partnership with Canada Beef through the Provincial Marketing Alliance (PMA) program, the *All Ways Alberta Beef* campaign continued to grow consumer awareness and trust through storytelling and targeted digital media.

The three-phase campaign emphasized the quality and versatility of Alberta beef, supported by influencer partnerships, recipes, and user-generated content shared across multiple platforms.

Campaign Reach:

- Phase 1: High In-person engagement at the Calgary Stampede and 4.5 million impressions
- Phase 2: *All Ways to Celebrate* campaign: 37.6 million impressions
- Phase 3: *All Ways Alberta Beef* campaign – 10.3 million impressions
- Light Campaign (May-June): repurposed creative to sustain momentum – 1.9 million impressions

ABP Only Consumer Campaign

The *Land and Legacy* commercial ran from October 30, 2024, to March 9, 2025, across digital, broadcast, and radio platforms. The campaign showcased how stewardship, family tradition, and innovation shape the taste and quality of Alberta Beef. Social media and radio adaptations supported the campaign.

Key Metrics:

- **Total Impressions:** 16 million (58% digital, 40% broadcast, 2% organic social).
- **Television:** Two ad flights on major Alberta networks reached 1.35 million and 3.39 million viewers.
- **Radio:** 1.65 million impressions, reaching 342,200 unique listeners in Calgary and Edmonton.
- **Digital Engagement:** Paid digital content increased traffic and engagement on allwaysalbertabeef.ca microsite.

2025-2026 Strategic Plan: Every Cut Makes the Cut

ABP integrated the PMA and *ABP Only* campaign budgets into one coordinated initiative to maximize reach and messaging consistency across video, digital, retail, and local media.

Goal: Increase domestic beef consumption by reinforcing the value of Alberta Beef as a high quality, versatile protein—leveraging growing ‘buy Canadian’ sentiment and consumer pride in local products.

Content Pillars:

- **Every Cut Makes the Cut:** Emphasizing the versatility and value of Alberta Beef, showing how every cut – premium or affordable – delivers exceptional quality.
- **Beyond the Cut:** Showcasing industry innovation, partnerships, and leadership that strengthen Alberta’s beef sector, spotlighting the producers behind Alberta Beef.

The campaign is scheduled to launch winter 2025-2026.

Education

ABP continued its commitment to youth engagement in 2025 through:

- **Calgary and Mountainview Aggie Days:** introduces urban students to agriculture through interactive learning
- **Know Your Food Trailer:** ABP is a funding partner in this mobile unit, bringing Alberta’s farm-to-table story to schools.
- **Cultiv8 Youth Agriculture Leadership Summit:** Hosted by Inside Education, this program brings high school students and teachers together to explore careers, science, and technology shaping Alberta’s agriculture sector.

Stakeholder Relations

The stakeholder relations portfolio encompasses a diverse range of activities aimed at keeping cattle producers informed and engaged in our work. This includes regular updates on ABP initiatives, effective media relations, and dedicated efforts in portfolios such as youth engagement and the Environmental Stewardship Award.

Producer Engagement

ABP continues to strengthen its digital presence, ensuring Alberta's cattle producers have timely access to relevant industry news, updates, and resources. Since the launch of ABP Daily in 2021, our commitment to providing high-value content has resulted in significant growth in both reach and engagement.

Over the past year, ABP Daily has seen strong growth, with notable increases in both users and article views. This reflects producers' growing reliance on the platform for timely information. Our e-newsletter performance shows similar momentum. Monthly Minute distribution has grown, and both open and click-through rates improved year-over-year.

We also maintain targeted communications with delegates, directors, and guests at the Board of Directors. In addition to creating an avenue for specific communications, these emails also act as a trial of tailored content, something we hope to work towards for all our stakeholders.

On May 5, we launched a major update to albertabeef.org. The redesign offers improved site structure and navigation; a rebuilt backend to facilitate internal content management; and searchable research and resolutions.

Since the relaunch, we've seen encouraging growth in user engagement and traffic acquisition (stats on page 13). Organic search, referral traffic, and social media-driven visits have all increased significantly, indicating that our content is reaching more producers and stakeholders through multiple channels.

Our social media platforms continue to be vital tools for stakeholder communication. Facebook remains our strongest channel, delivering broad reach and consistent engagement. Instagram and LinkedIn are showing promising growth, especially in interaction rates and follower counts. While we've scaled back our activity on X (formerly Twitter), we continue to monitor its relevance and maintain a presence for those who still engage there.

In addition to our digital efforts, ABP hosted 12 Producer Meetings in 2025, providing valuable opportunities for in-person engagement and feedback. Based on producer input—particularly around travel challenges during winter feeding months—we will expand to 15 meetings in 2026, offering more flexibility and accessibility. Our Annual General Meeting (AGM) was held at ABIC in downtown Calgary. While overall feedback was positive, some concerns were raised regarding the timing and location. In response, the Board of Directors is considering a return to fall meetings, with a December AGM in a quieter setting to better accommodate attendees.

Youth Engagement

ABP continues to invest in the next generation of cattle producers through a variety of youth-focused initiatives.

In 2024, we began a major redevelopment of our youth contest, historically a platform for youth aged 8-23 to showcase their knowledge and creativity through essays, videos, and presentations. Working closely with educators, parents and guardians, we've restructured and rebranded the contest to be more accessible, engaging, and rewarding. The *Young Creators Contest* introduces age-appropriate categories, a streamlined evaluation rubric, and exciting new prizes – including industry experiences and branded items. Our goal is to create a more impactful experience for all participants while strengthening connections with educators and guardians through targeted outreach and feedback.

ABP also supports youth leadership through the Canadian Cattle Youth Council, where Alberta's provincial representative plays an active role. In 2024, we formalized expectations and opportunities for this role, resulting in consistent updates to our Board of Directors and participation in ABP events such as Producer Meetings, the AGM, and the Stampede Summit.

As a sponsor of 4-H Alberta, from October 2024 to October 2025, ABP supported 22 provincial programs, and six scholarships as well as advertising, including radio advertisements supported by local stations that kindly donated airtime.

Environmental Stewardship Award

ABP was proud to present the Environmental Stewardship Award to Plateau Cattle Co., operated by John Smith and Laura Laing, in recognition of their outstanding commitment to sustainable ranching practices.



Online Engagement (Oct. 1, 2024 – Oct. 1, 2025)

ABP Daily

114K Users (↑ 42.8%)
410K Views (↑ 21.1%)

Monthly Minute

2,130 Recipients (↑ from 1970)
51.8% Average Opens (↑ 6.5%)
8.1% Average Clicks (↑ 11.0%)

Website (albertabeef.org)

25K Users (↑ 19.0%)
78K Views (↑ 3.7%)

Website (albertabeef.org) post-redesign (May 5 – Oct. 1, 2025):

11K Users (↑ 36.4%)
38.4% Increase in Organic Search
3.8% Increase in Direct Search
94.2% Increase in Referral
460.9% Increase in Organic Social

Social Media

1.9M Facebook Reach (↑ 55.1%)
1.7K Instagram Interactions (↑ 100%)
3,092 LinkedIn Followers (↑ 18%)



Four medals

won at the 2025 Canadian Farm Writers' Federation Awards

Alberta AgriSystems Living Lab

This year, the Alberta AgriSystems Living Lab (AALL) continued to work with enthusiastic producers, researchers, and partner organizations to increase shared knowledge, innovation, collaboration, and adoption of Beneficial Management Practices (BMPs). We are deeply grateful to the participating producers, the dedicated research teams, our partner organizations, and funders for their support and commitment to the AALL.

The AALL has a focus on shared problem solving through continuous feedback and co-development between researchers and producers. This year some of our producers received preliminary results from the on-farm research conducted in previous years and this information was used to co-develop and shape the future implementation of BMPs.

The economics of adoption for some BMPs, led by Canfax Research Services, were also explored in case studies and journal publications. The economics of BMPs are critical to make sure the costs or benefits of adopting practices match on-farm realities.

During the field season this year, the research teams were busy collecting field data and samples to evaluate the impact of BMPs. These samples are currently undergoing analysis and will help our producers and researchers to work on improving soil health, reducing greenhouse gas emissions, and increasing productivity.

The AALL is continually reaching out to a larger producer audience, and during the winter months we hosted over 10 webinars and producer panels on topics ranging from winter feeding strategies to the history of Indigenous agriculture in western Canada.

This summer we had four field days for producers, researchers and industry to connect. This year's field days had the highest attendance numbers yet for the AALL and we are excited to continue to share our learnings. We also launched a new program that allows more direct producer to producer interaction. These sessions allowed producers who are interested in a BMP to spend time directly with a producer who has already adopted that same BMP – to share experiences, challenges, successes, and to learn from each other.

If you are interested in talking to another producer about adopting a BMP on your farm or ranch, please reach out to us and we would be happy to help connect you.

The team at the AALL is looking forward, sharing everything we've learned, and having more interactions with producers across all of Alberta in 2026. Check out our information library, videos and upcoming events at agrisystemsll.ca.



Producers at an AALL field day gather around a Master's student as he explains how he measures carbon dioxide and methane gas emissions on a pasture managed with adaptive multi-paddock grazing.

Verified Beef Production Plus

ABP administers the Verified Beef Production Plus (VBP+) program in Alberta, supporting producers in adopting best practices for food safety, animal care, biosecurity, and environmental stewardship. As part of its mandate, ABP also delivers the Alberta VBP+ Incentive, helping producers access training and equipment needed for certification. This work aligns with ABP's broader goals of improving production standards and demonstrating industry commitment to responsible beef production.

Alberta VBP+

Between September 2024 and August 2025, VBP+ participated in over 25 events across Alberta, including cattle shows, workshops, trade shows, auction sales, and community gatherings. These engagements provided direct opportunities to connect with producers, share program information, and gather feedback on certification and broader industry issues.

Program Coordination and Certification

VBP+ continues to maintain a steady pace of re-certifications, with a renewed focus on attracting new participants. Adoption remains a key priority, as producers assess the value of certification in the context of financial returns and operational benefits.

Upcoming Priorities

Plans for the coming year include expanded participation in industry events, development of a VBP+ 4-H Short Course to introduce youth to verified production principles, and enhanced outreach efforts to increase program visibility and engagement.

Alberta VBP+ Incentive

The Alberta VBP+ Incentive Program has been active since September 2024. During its first 12 months, just under \$500,000 was disbursed to more than 155 producers across Alberta. The program continues to demonstrate strong engagement and tangible support for on-farm improvements aligned with Verified Beef Production Plus (VBP+) standards.

Funding Distribution and Use

- 80% of incentive funds were awarded to VBP+ Certified operations, with the remaining 20% going to producers who have completed VBP+ 2.0 training.
- The most common funded purchases included panels for segregation pens, facility upgrades, and handling infrastructure such as scales, squeeze chutes, tag readers, and loading chutes.

Application Trends

AVERAGE OF 12-15 APPLICATIONS PER MONTH during the program's first year.

APPROXIMATELY 80% of applications were approved.

A DECLINE IN APPLICATION NUMBERS was noted in late summer 2025, potentially due to producer workload, reduced program visibility, or a combination of both.

A RENEWED OUTREACH AND MARKETING STRATEGY is being developed to re-engage producers and enhance program awareness.

Canadian Cattle Association

CCA has the privilege and responsibility of representing nine provincial beef cattle organizations. In doing that, we give voice to issues affecting beef producers across Canada. We invest check-off dollars to focus on advocacy initiatives and efforts so that Canada's beef cattle producers can focus on raising cattle, not on trying to book meetings with elected officials to share concerns.

We rely on producers to step forward to serve as elected member representatives and directors just as ABP relies on producers to step forward and serve as delegates. Elected representatives work with their organization to represent you, share your challenges, and meet with elected officials on behalf of you and your fellow producers. In this annual report message, rather than focus on key issues our industry has faced, we want to highlight a few achievements that result from CCA and ABP working together.

In early January, the world was plunged into uncertainty when President Donald Trump took office and made tariffs a priority. There was uncertainty about possible tariff rates, implementation dates, and the goods that might be tariffed. On March 4, the USA imposed a 25 per cent tariff on goods imported from Canada and some exporters began passing on tariffs immediately while everyone waited for more details. Although the USA announced that Canada-Mexico-United States Agreement (CUSMA)-compliant products would be excluded within a few days, ABP and CCA were flooded with media inquiries asking about the economic impact of the tariffs. While these requests would be overwhelming at any time, all of this occurred at the beginning of the Alberta Beef Industry Conference (ABIC).

Recognizing the opportunities that ABIC presented, ABP invited CCA, National Cattle Feeders' Association, and Alberta Cattle Feeders' Association to participate in a media scrum. This cooperative approach allowed journalists to ask their questions, allowed each group to share their concerns, allowed us to amplify and reinforce each other's messages, and it also highlighted cooperation in the Canadian cattle industry.

Advocacy succeeds through collaboration. CCA works on the national level, maintaining an office in Ottawa with staff who invest significant time and energy into developing and maintaining relationships with MPs, Senators, Parliamentarians and their staff. Provincial associations including ABP have staff that put the same effort into developing relationships with

provincial governments. CCA relies on our provincial members to bring forward their issues of concern. Sometimes concerns remain at the provincial level, but other times the concerns are national or international in scope. Extreme weather is an example of a provincial concern that can become national if it becomes widespread. Drought, forest fires and volatile market conditions have highlighted the need for better business risk management programs.

We were very pleased to see changes to the AgriStability program announced this summer. ABP and CCA are among the many industry organizations who have been advocating extensively and consistently for years for improvements to the program, and it is gratifying to see changes tested in Alberta. We look forward to continued cooperation between our organizations as we evaluate the program changes and provide feedback.



L to R: CCA Staff Sarah Creach, ABP Vice Chair Kent Holowath, MP David Bexte, ABP Chair Doug Roxburgh. Alberta Beef Producers representatives flew to Ottawa to meet with MPs, Senators and Parliamentarians to discuss issues of regional and national importance to cattle producers.

Another example of our partnership is annual “producer fly-in meetings” in Ottawa that CCA hosts to connect beef producers with government representatives to discuss Canadian beef industry priorities. CCA arranges meetings with MPs, Senators, political staff, and government officials that allow us to discuss topics of both national and regional importance.

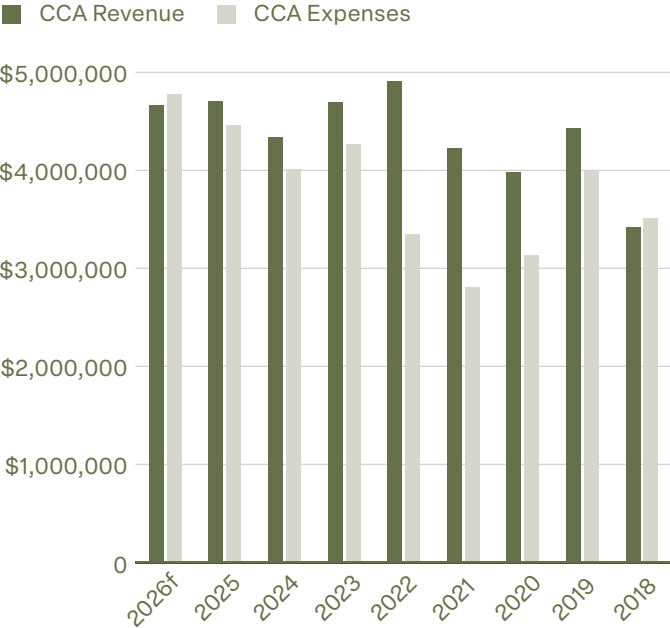
In October, ABP Chair Doug Roxburgh and Vice Chair Kent Holowath flew to Ottawa. Among the meetings that CCA arranged for Doug and Kent were with MP John Barlow, Senators Paula Simons, Scott Tannas and Karen Sorensen, and a staff member in Prime Minister Carney’s office who is primarily responsible for agricultural topics. Past ABP Chair and CCA Director Brodie Haugan participated in a provincial roundtable session with Minister of Agriculture and Agri-Food Heath MacDonald.

Across the meetings, we discussed topics including business risk management programs, tariffs and non-tariff trade barriers, trade and market access, regulatory burdens, the need for regulatory alignment with the USA and other international trade partners, and the importance of enhanced preparedness for foreign animal diseases.

Although we can’t report any immediate policy changes or actions resulting from these meetings, we engaged in meaningful conversations with Parliamentarians on priorities that matter most to our industry and to beef producers in each region, ensuring your voices are heard at the national level. Each meeting presents opportunities for education, relationship building and advocacy—before, during and after. Having representatives such as Doug, Kent and Brodie who can share their first-hand experiences, concerns, challenges and ideas for solutions demonstrate how a strong Canadian beef industry helps strengthen the Canadian economy. Most changes we see are a result of several meetings stretching over weeks, months or years. Momentum builds slowly and creates the conditions for success when windows of opportunity open.

Many of the successes we have achieved in the cattle sector come from the partnership between our provincial organizations and the CCA. The collaboration between ABP and CCA and among all our provincial member associations shows how much more we can accomplish when we work together for the industry.

CCA REVENUE VS EXPENSES



CCA’s operations funding relies on provincial check offs. Since 2017 CCA has operated on \$0.48 per head marketed submitted by every provincial member. During that time CCA has also collected \$0.05 per head and built a “Marketing Reserve” to be able to weather the downturn in marketings that is a recurring part of the cattle cycle. We are in that part now and CCA’s Directors have discussed how to draw on that Marketing Reserve. This discussion overlapped with Alberta Beef Producers’ notice of withdrawal. Provincial funders work on renewing CCA’s funding (ideally with Alberta Beef Producers included) continues as of this writing. The chart below shows revenues and expenses since that decision to operate on \$0.48 per marketing was implemented. Future years will likely show expenses exceeding revenues per the plan of implementing the \$0.05 reserve building and draw down.

If you have questions about CCA’s advocacy efforts or specific challenges, we encourage you to reach out to us at contact@cattle.ca or (403) 275-8558. We welcome your questions and feedback.

Canada Beef

Canada Beef is pleased to provide ABP with year-to-date highlights of domestic and international market development and promotion activities to increase demand for Canadian beef while ensuring the maximum value for producer dollars.



The Provincial Marketing Alliance (PMA) program aligns the collective expertise and resources of provincial cattle organizations through shared goals, objectives, and consumer marketing initiatives. Projects that meet shared consumer marketing goals are eligible for a 50/50 investment match between Canada Beef and the PMA partner.

Last fiscal year (2024-2025), Canada Beef engaged with ABP and collaborated on the 12-month consumer advertising campaign, *All Ways Alberta Beef*. Collaboration under the PMA program included traditional and digital/social media advertising plus provision of the culinary talent for the Stampede Culinary Stage.

This year, as part of the Stampede 2025 activities, Canada Beef and ABP partnered and hosted two joint celebrity cook-offs in the Stampede Kitchen Theatre.

As well, the two organizations joined forces to support Ronald McDonald House Charities® Alberta through participation in the Home for Dinner program. Canada Beef and ABP contributed by hosting a beef dinner, with volunteers from both organizations on hand to support the meaningful initiative.

Canada Beef will continue to back ABP's *All Ways Alberta Beef* campaign this year. This year's theme, *Every Cut Makes the Cut*, will once again be supported through PMA program funding for social media, digital retail, and audio advertising.

Canada Beef and ABP appeared at Farmfair International 2025, where they hosted three free cooking sessions featuring Motley Que – a team passionate about BBQ. They also demonstrated how to prepare beef brisket during the event at the Edmonton Expo Centre.

Canada Beef's Alberta Beef Export Market Development (ABEMD) program provides cost-shared funding support for eligible Alberta beef representative company-initiated projects and activities.

In F2024-25, 46 of a total 53 Export Market Development (EMD) program projects received additional support from ABEMD. Of the 46 projects funded by the ABEMD last fiscal, applicants reported estimated new export sales value of \$130 million.



Canada Beef and Alberta Beef Producers hosted a joint celebrity cook-off in the Calgary Stampede Kitchen Theatre. The second of two action-packed grill-offs featured Mel Chmilar Jr., aka Darkside of the Grill, and Chef Mathieu Paré (pictured) from the Canadian Beef Centre of Excellence. Chef Paré's dish, Grilled Steak Dippables, was declared a fan flavour favourite.

So far, this fiscal year (April 1 to September 22) 42 of the 50 EMD projects approved were eligible for additional support from the ABEMD. All five federally inspected beef processing plants in Alberta have benefitted from support provided by the ABEMD program.

The ABEMD program is a partnership between Canada Beef (50%), Alberta Agriculture and Irrigation (25%) and the Alberta beef industry (25%).

Restaurant recruitment for the fourth annual *Burger it Forward* (BIF) campaign in February 2026 is underway. Organizers are planning for another great year following the 2025 campaign, which raised \$61,399 in contributions of ground beef or funds for regional food banks and Food Banks Canada. An estimated 62.4K+ burgers were sold in 2025, up 5% over the prior year. Full reporting is available at www.burgeritforward.ca.

Canada Beef's Restaurant Gateway website launched in March to support beef sales at restaurants. In addition to information on Canada's restaurant industry and insights from culinary professionals and beef producers, the site housed the [Best Canadian Beef Dishes Contest](#), where beef lovers could nominate their favorite beef dish. The contest closed November 30, 2025.

The Channel Marketing team is promoting the Certified Canadian Beef Training Program (CCBTP), following the full program launch in August. The CCBTP's comprehensive yet approachable curriculum was created in response to industry feedback surrounding the importance of training and difficulty in finding skilled labour. Educational institutions, retailers, foodservice operators, and distributors can benefit from the CCBTP, designed to enhance Canadian beef product knowledge. Larger organizations can collaborate with Canada Beef to develop customized training content with support from the Canadian Beef Centre of Excellence (CBCE).

The CBCE has been busy creating, providing, and completing work in numerous areas. Under Education and Training, the CBCE provided material for new online course modules for the CCBTP (4) and customized merchandiser training videos for Calgary Co-op (20).

CBCE Studios produced several videos such as *Story on Steak* video training tools (18) for foodservice and consumer developed in collaboration Canadian Culinary Federation (100 chefs) and Canadian Master Chef, Michael Allemeier.

The Centre also supported engagements such as professional association, conferences, industry stakeholder, and consumer (Calgary Stampede) engagements (7) as well as export or domestic market development missions (9).

Canada Beef's Public and Stakeholder Engagement (PSE) partnered with Parents Canada to share the positive story of beef's strong commitment to sustainability in a recent article in their August 2025 newsletter delivered to 75,000 subscribers.

Canada Beef PSE is finalizing an additional collaboration with Parents Canada to develop two videos exploring the essential role of iron in teen health, and how cattle production supports environmental sustainability, to be shared through their web and social media channels.

For detailed information, please subscribe to [Canada Beef Performs](#) and read the [Canada Beef Annual Report 2024-2025](#).

 **\$61,399**

in contributions of ground beef or funds for regional food banks and Food Banks Canada

 **62.4k+**

burgers sold in 2025, up 5% over the prior year through Burger it Forward

Beef Cattle Research Council

The Beef Cattle Research Council (BCRC) is Canada's industry-led funding agency for beef, cattle and forage research and knowledge mobilization. The BCRC is directed by a committee of 16 beef producers from across the country, including six from Alberta, plus one ex-officio member. It is funded primarily through the research allocation of the Canadian Beef Cattle Check-Off.

In 2024/25, the BCRC received on average \$0.66 (unaudited) of every \$2.50 of the Canadian Beef Cattle Check-Off collected by the provinces. This funding was leveraged under the Beef Science Cluster program with Agriculture and Agri-Food Canada (AAFC) Canadian Agricultural Partnership funding, where industry contributed 43% (\$2.08 million) and AAFC contributed 57% (\$2.71 million) in 2024/25.

In addition, the BCRC leveraged the Canadian Beef Cattle Check-Off for an additional \$5.5 million in research funding and \$103,800 in-kind from government and industry partners through initiatives outside of the Beef Science Cluster.

When making funding decisions, the BCRC seeks expert advice to ensure proposed projects address industry priorities, are practical and are both scientifically and practically sound. A science advisory body provides relevant advice on the technical merit of any proposed research. As well, independent peer reviewers help ensure new research is original, progressive and uses valid scientific approaches. Before making funding decisions, the BCRC Council members consider this expert advice, priorities in the Five-Year Canadian Beef Research and Technology Transfer Strategy, other scientific and industry feedback, and emerging issues. This process provides a fair, transparent and thorough evaluation of all research activities.

In addition to funding research, the BCRC plays a leading role in increasing industry uptake of relevant technologies through its knowledge mobilization strategies. Information sharing across a broad audience of producers, researchers, funders, government and other industry organizations supports communication networks across the country.



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research projects funded in 2024-25: 23 cluster, 70 priority research, and 16 proof of concept

Beef Science Cluster IV

Beef Cluster IV, titled 'Canada's Beef and Forage Cluster: Driving environmental, economic, and social sustainability', focuses on driving the growth of Canada's beef industry and the overall economy by sustainably advancing Canadian beef and forage production while reducing the industry's environmental footprint. Twenty-three projects were approved for a total Cluster size of \$21.7 million (\$9.6 million from industry and \$12.1 million from AAFC).

Funding is allocated to 23 projects from April 1, 2023 to March 31, 2028. All projects are focused on three centralized themes: economic growth and development, climate change and environment, and sector resilience and societal challenge.

Cluster IV project objectives include:

- Improved diagnostics and vaccines to manage production-limiting diseases in cattle;
- Development of new forages that have the potential to thrive across Canada;
- Improvement of food safety technologies in beef processing facilities to reduce the use of water and energy; and
- Development of practical, science-based resources and economic decision-making tools to support the Canadian beef industry.

Producer Resources and Engagement

The BCRC developed several new resources in 2024/25 including [65 timely posts](#), [57 research summary factsheets](#), [12 monthly e-newsletters](#), [50 podcast episodes](#), [12 articles](#) for the Canadian Cattlemen – The Beef Magazine, [38 new infographics](#), six new or updated [interactive calculators](#), [five videos](#), [three webinars](#), and a new [genetics record-keeping](#)

[course](#). New webpages were developed covering cow management, bull management and winter feed management.

In 2024-25, the BCRC continued its popular, ongoing [#Calf911](#) initiative with the promotion of its calf management guides and videos. One reel related to proper calf positioning reached more than 2.5 million individuals with 34,374 interactions.

Results from the 2023 Canadian Cow-Calf Survey showed that less calves are dying during the first 23 hours than in the previous several years, which corresponds with the launch of the BCRC's Calf 911 resources for distressed newborn calves.

Proof of Concept Projects Inform Research Investment

The BCRC funds short-term projects in a proof-of-concept or clinical trial format to validate the feasibility of pursuing larger, more defined projects in that area. Proof of Concept (POC) projects are funded by the Canadian Cattle Beef Check-Off with some leveraged with government and/or industry partner funding.

A POC project at the Western College of Veterinary Medicine studied what the genetics of BRD at feedlots tell us about antimicrobial resistance. They found clear differences in the antimicrobial resistance genes in bovine respiratory disease (BRD) pathogens in Canada compared to other places in the world, and while not directly related to antimicrobial use at feedlots, these could pose a risk of antimicrobial resistance (AMR) in the future independent of feedlot practices. These findings can all be used to inform surveillance and understand how specific feedlot practices are influencing AMR.

Project Spotlight: What is the forage potential of hybrid fall rye?

A study led by Dr. Vern Baron at the Agriculture Agri-Food Canada (AAFC) Lacombe research station measured the forage quality of hybrid fall rye. Hybrid rye seed is more expensive than other forage cereals such as barley, triticale and wheat, but the results found consistently higher yields and earlier harvest time, which made it comparable in terms of cost of feed produced.



[Subscribe to BCRC](#)

[Click to view the full Beef Cattle Research Council 2024-2025 Year in Review](#)



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beef producers form the BCRC committee

Public & Stakeholder Engagement

As part of the Connectivity and Beef Demand Pillars in the National Beef Strategy

The Public and Stakeholder Engagement (PSE) program, jointly delivered by the Canadian Cattle Association (CCA) and Canada Beef, delivers national public trust issue management and proactive content on the societal benefits of raising beef cattle in Canada.

Issues Management

This year there was an increased emphasis on initiatives that work to promote plant-based eating as superior to animal sourced foods, which is largely based on global emission metrics. For instance, the City of Toronto commissioned a report that analyzed the emissions of food obtained by the city. Using global metrics to calculate the share being produced by beef was resulting in estimates that were up to 7x higher than if calculated using Canadian emissions. Together, PSE and Beef Farmers of Ontario continue to work with city staff to provide Canadian specific data and information on other environmental benefits of raising beef cattle.

Partnerships

Our continued membership in the [Canadian Centre for Food Integrity](#) (CCFI) includes access to the Public Trust Survey each year, which provides broad public perception data for all of agriculture. This year, PSE collaborated with CCFI along with other food industry and commodity partners in a public awareness campaign to raise the profile of agriculture. PSE has provided financial support as well as industry appropriate visuals and video depicting Canadian beef cattle and production practices. The first 100 days of the campaign saw remarkable results with more than 38 million impressions, coverage in the National Post and on BNN Bloomberg, as well as more than [171,000 visits to the website](#).

Consumer Perception Research

Every year PSE conducts nationally representative consumer perception research to benchmark and compare levels of trust in Canadian beef production. Confidence in Canadian beef as a safe (90% agree) and healthy (86% agree) food is exceptional and remains strong year after year among all demographics. Beef is ranked as the second most nutritious protein just behind chicken, however, younger Canadians (18-29 years old) rank beef as the most nutritious protein.

As usual, a large majority of Canadians have positive perceptions of beef farmers and ranchers (70%). When it comes to how Canadians feel about beef cattle welfare, 79% rate the beef industry as humanely treating their animals – another category that has been on the rise and saw 5% growth in the last two years. One of the most impressive increases seen in the past year is the number of Canadians who agree that beef is an environmentally friendly food choice. From 2023 to 2025, this metric saw a 14% jump, with 74% now in agreement.

Public Outreach

A public focused campaign highlighting the Canadian beef sector's environmental sustainability progress wrapped at the beginning of May. Entitled "[Confessions of a Canadian beef farmer](#)," it was delivered in partnership by the Canadian Roundtable for Sustainable Beef (CRSB), Canada Beef, and PSE. Alberta feedlot operator Andrea Stroeve-Sawa graciously served as the face and voice of the campaign. The key messages leveraged data and information from the CRSB's National Beef Sustainability Assessment (NBSA).

The campaign used digital tactics including advertising on Meta, YouTube, and Digital Out of Home (e.g. malls, office buildings, subway stations) to reach Canadians. The campaign garnered a total of over 19.1 million impressions and 274,000 clicks through to the website.

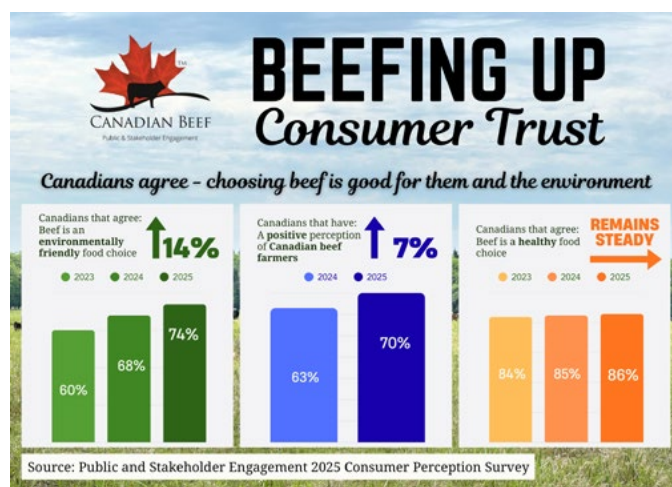
In July, PSE hosted the second annual “Ranching Experience” which brings together a group of social media content creators to a southern Alberta ranch to learn about the benefits of raising Canadian beef. This year, the Robertson family hosted the group, and the influencers heard from conservation partners about the role ranchers play in preserving grasslands and were able to experience the vastness and biodiversity of the ecosystem first-hand.

Before and after the event, influencers were asked to complete a brief survey to gauge their perceptions of Canadian beef cattle farmers and ranchers. Prior to visiting the ranch, 70% of the creators rated Canada’s beef industry as “good” stewards of the land and water, with the remaining responding “unsure” or “acceptable”. After the tour, 100% of responses rated this category as “excellent”. The content shared by the influencers reached an audience of more than 800,000.

The [Guardians of the Grasslands game](#) continues to be a well utilized classroom resource with more than 234 educators registered on the platform and over 3350 recorded student plays in Alberta since January. To amplify this reach outside of schools, the team contacted libraries, museums and science centers across Canada and offered a package that included a tablet or touchscreen, preloaded with the game, along with signage and other resources. There was tremendous uptake, which included 14 partners in Alberta, four in Saskatchewan, two in Manitoba and one in Ontario. Overall, the expected additional reach of these 21 educational partners is more than 568,000 Canadians each year.

For the 2025-2026 fiscal year, PSE is operating with a \$730,000 budget, with \$548,000 to CCA to administer, and \$182,000 to Canada Beef. Additional funding includes a federal SCAP grant supporting the Guardians of the Grasslands Game along with Alberta CAP grant which has supported public outreach.

It is our privilege to be able to work on behalf of beef cattle producers across this country everyday. Any questions or comments are welcomed by email to Amie Peck at pecka@cattle.ca



www.beefadvocacy.ca

Find us online @RaisingCdnBeef
(Facebook, Instagram, TikTok and YouTube)

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Refund Report

INDEPENDENT AUDITOR'S REPORT

To the Directors of Alberta Beef Producers

Opinion

We have audited the financial statements of Alberta Beef Producers ("ABP"), which comprise the statement of financial position as at March 31, 2025, and the statement of operations, statement of changes in net assets and statement of cash flows and accompanying schedules for the year then ended, and notes to the financial statements, including a summary of significant accounting policies.

In our opinion, the accompanying financial statements present fairly, in all material respects, the financial position of ABP as at March 31, 2025, and the results of its operations, changes in net assets and its cash flows for the year then ended in accordance with Canadian accounting standards for not-for-profit organizations ("ASNPO").

Basis for Opinion

We conducted our audit in accordance with Canadian generally accepted auditing standards. Our responsibilities under those standards are further described in the Auditor's Responsibilities for the Audit of the Financial Statements section of our report. We are independent of ABP in accordance with the ethical requirements that are relevant to our audit of the financial statements in Canada, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Other Matter

The financial statements of ABP for the year ended March 31, 2024 were audited by another auditor who expressed an unmodified opinion on those financial statements on November 14, 2024.

Information other than the Financial Statements and Auditor's Report thereon

Management is responsible for the other information. The other information is comprised of the information, other than the financial statements and our auditor's report thereon, in the Annual Report.

Our opinion on the financial statements does not cover the other information and we do not and will not express any form of assurance conclusion thereon. In connection with our audit of the financial statements, our responsibility is to read the other information identified above and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit, or otherwise appears to be materially misstated.

The Annual Report is expected to be made available to us after the date of this auditor's report. If, based on the work we will perform on this other information, we conclude that there is a material misstatement of this other information, we are required to report that fact to those

INDEPENDENT AUDITOR'S REPORT, continued

charged with governance.

Responsibilities of Management and Those Charged with Governance for the Financial Statements

Management is responsible for the preparation and fair presentation of the financial statements in accordance with Canadian accounting standards for not-for-profit organizations, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, management is responsible for assessing ABP's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless management either intends to liquidate the ABP or to cease operations, or has no realistic alternative but to do so.

Those charged with governance are responsible for overseeing ABP's financial reporting process.

Auditor's Responsibilities for the Audit of the Financial Statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with Canadian generally accepted auditing standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements. As part of an audit in accordance with Canadian generally accepted auditing standards, we exercise professional judgment and maintain professional skepticism throughout the audit. We also:

- ♦ Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- ♦ Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the ABP's internal control.
- ♦ Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.

INDEPENDENT AUDITOR'S REPORT, continued

- ♦ Conclude on the appropriateness of management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on ABP's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause ABP to cease to continue as a going concern.
- ♦ Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

Baker Tilly Catalyst LLP

**CALGARY, ALBERTA
SEPTEMBER 18, 2025**

**CHARTERED PROFESSIONAL
ACCOUNTANTS**

ALBERTA BEEF PRODUCERS
STATEMENT OF FINANCIAL POSITION
MARCH 31, 2025

	2025	2024
<hr/>		
Assets		
Current		
Operating reserve fund, following year	\$ 3,956,829	\$ 3,443,620
CCA assessment fund, following year	1,778,602	2,143,405
Investments (Note 3)	9,917,500	9,289,698
Service charge receivable	2,662,212	2,323,552
Interest and other receivables	434,327	507,214
GST receivable	57,987	100,001
Prepaid expenses and deposits	116,231	188,044
Inventory	7,010	3,869
	<hr/>	<hr/>
	18,930,698	17,999,403
Operating reserve fund, future years	1,097,000	1,000,000
Capital assets (Note 4)	<hr/>	<hr/>
	145,647	13,438
	<hr/>	<hr/>
	1,242,647	1,013,438
	<hr/>	<hr/>
	\$20,173,345	\$19,012,841
	<hr/>	<hr/>

The accompanying notes are an integral part of the financial statements

ALBERTA BEEF PRODUCERS
STATEMENT OF FINANCIAL POSITION
MARCH 31, 2025

	2025	2024
Liabilities and net assets		
Current		
Bank indebtedness	\$ 391,239	\$ 241,271
Accounts payable and accrued liabilities (Schedule 1)	4,321,882	2,717,587
Alberta marketings held in trust	1,072,410	1,874,458
Deferred contributions (Note 5)	1,329,192	861,413
	<u>7,114,723</u>	<u>5,694,729</u>
Net assets		
Trade Advocacy Reserve (Note 6)	4,700,000	4,336,000
Operating Reserve, Following year (Note 6)	3,956,829	3,443,620
Operating Reserve, Future years (Note 6)	1,097,000	1,000,000
CCA Assessment Fund (Note 6)	1,778,603	2,143,405
Unrealized Gain on Investments	635,724	268,266
Invested in Furniture and Equipment	145,646	13,438
Unrestricted Net Assets	<u>744,820</u>	<u>2,113,383</u>
	<u>13,058,622</u>	<u>13,318,112</u>
	<u>\$20,173,345</u>	<u>\$19,012,841</u>
Commitments (Note 8)		
Approved on behalf of the Board		
<u>Kent Holowath</u> Director	<u>Doug Roxburgh</u> Director	

The accompanying notes are an integral part of the financial statements

ALBERTA BEEF PRODUCERS
STATEMENT OF OPERATIONS
FOR THE YEAR ENDED MARCH 31, 2025

	2025	2024
Revenue		
National levy	\$ 9,641,599	\$ 9,855,090
Alberta service charge revenue	7,447,022	8,432,391
Plus voluntary contributions to CCA	408,641	630,566
Interprovincial marketings	395,206	210,434
Plus recovery of dealer rebate and voluntary contributions	148,679	108,795
Less dealer rebate	(384,827)	(197,102)
Alberta service charge refunded	(3,257,789)	(3,912,352)
	<u>14,398,531</u>	<u>15,127,822</u>
Canadian Beef Check-Off Agency (Schedule 1)		
Canada Beef	5,861,297	5,804,648
Beef Cattle Research Council	2,930,808	2,939,773
The National Agency	482,080	454,270
Public and Stakeholder Engagement	367,414	656,399
	<u>9,641,599</u>	<u>9,855,090</u>
Excess of revenue over expenses before other revenue and expenses and operating expenses	<u>4,756,932</u>	<u>5,272,732</u>
Other revenue		
Grants (Note 7)	1,980,722	1,421,232
Interest and other income (Note 3)	980,855	828,079
Producer Loyalty Partnership Program	89,707	87,676
	<u>3,051,284</u>	<u>2,336,987</u>
Other expenses		
Grants (Note 7)	1,980,722	1,421,232
Research commitments from long-term fund	100,000	-
	<u>2,080,722</u>	<u>1,421,232</u>
Excess of revenue over expenses before operating expenses	<u>5,727,494</u>	<u>6,188,487</u>
Operating expenses		
Operating expenses (Schedule 2)	5,960,861	5,071,323
Amortization	26,123	9,523
	<u>5,986,984</u>	<u>5,080,846</u>
Excess (deficiency) of revenues over expenses for the year	<u>\$ (259,490)</u>	<u>\$ 1,107,641</u>

The accompanying notes are an integral part of the financial statements

ALBERTA BEEF PRODUCERS
STATEMENT OF CHANGES IN NET ASSETS
FOR THE YEAR ENDED MARCH 31, 2025

	Net Assets - Beginning of year	Interfund transfers	Excess (deficiencies) of revenue over expenses	Net Assets - End of year
Trade Advocacy Reserve (Note 6)	\$ 4,336,000	\$ 364,000	\$ -	\$ 4,700,000
Operating Reserve, Following year (Note 6)	3,443,620	513,209	-	3,956,829
Operating Reserve, Future years (Note 6)	1,000,000	197,000	(100,000)	1,097,000
CCA Assessment Fund (Note 6)	2,143,405	890,243	(1,255,045)	1,778,603
Unrealized Gain on Investments (Note 3)	268,266	-	367,458	635,724
Invested in Furniture and Equipment	13,438	158,331	(26,123)	145,646
Unrestricted Net Assets	2,113,383	(2,122,783)	754,220	744,820
	<u>\$ 13,318,112</u>	<u>\$ -</u>	<u>\$ (259,490)</u>	<u>\$ 13,058,622</u>

The accompanying notes are an integral part of the financial statements

ALBERTA BEEF PRODUCERS
STATEMENT OF CASH FLOWS
FOR THE YEAR ENDED MARCH 31, 2025

	2025	2024
Cash flows from operating activities		
Excess (deficiency) of revenues over expenses for the year	\$ (259,490)	\$ 1,107,641
Adjustments for		
Amortization	26,123	9,523
Gain on disposal of investments	(24,420)	(34,677)
Unrealized gains on investments	(367,458)	(220,013)
	<u>(625,245)</u>	<u>862,474</u>
Change in non-cash working capital items		
Service charge receivable	(338,660)	(224,467)
Interest and other receivables	72,887	(4,792)
Goods and services tax	42,014	35,008
Inventory	(3,141)	8,946
Prepaid expenses and deposits	71,813	(102,156)
Accounts payable and accrued liabilities	1,604,295	(198,993)
Alberta marketings held in trust	(802,048)	(548,258)
Deferred revenue	467,779	133,565
	<u>489,694</u>	<u>(38,673)</u>
Cash flows from investing activities		
Purchase of capital assets	(158,331)	(8,479)
Proceeds on disposal of investments	2,119,793	3,591,891
Purchase of investments	(2,355,718)	(3,872,492)
Transfer to operating reserve fund, future years	(97,000)	-
	<u>(491,256)</u>	<u>(289,080)</u>
Decrease in cash	(1,562)	(327,753)
Cash, beginning of year	<u>5,345,754</u>	<u>5,673,507</u>
Cash, end of year	<u>\$ 5,344,192</u>	<u>\$ 5,345,754</u>
Cash consists of:		
Bank indebtedness	\$ (391,239)	\$ (241,271)
Operating reserve fund, following year	3,956,829	3,443,620
CCA assessment fund, following year	<u>1,778,602</u>	<u>2,143,405</u>
	<u>\$ 5,344,192</u>	<u>\$ 5,345,754</u>

The accompanying notes are an integral part of the financial statements

ALBERTA BEEF PRODUCERS
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED MARCH 31, 2025

1. Nature of operations

Alberta Beef Producers ("ABP") was incorporated under the Marketing of Agricultural Products Act for the purpose of initiating and carrying out projects and programs to simulate, increase and improve the production and marketing of cattle and cattle products. Effective since April 1, 2018, ABP is authorized under its Plan Regulation and Commission Regulation to collect a \$2.00 refundable Alberta service charge ("Alberta Service Charge") and a \$2.50 non-refundable National Levy ("National Levy") from producers who sell cattle or who are in the business of feeding and slaughtering their own cattle.

The National Levy is paid to the Canadian Beef Check-Off Agency ("The Agency"). The National Levy is paid to the Agency by all provincial cattle associations to fund research, market development, and promotion projects for the benefit of Canadian producers. Effective April 1, 2024 until March 31, 2025, the ABP Board of Directors allocates the National Levy as follows:

An Agency fee of 10% is withheld to enable the Agency to operate and thereafter the net funds are allocated 64% to Canada Beef ("CB"), 32% to the Beef Cattle Research Council ("BCRC"), and 4% to Public and Stakeholder Engagement.

ABP meets the qualifications of a not-for-profit organization as defined in paragraph 149(l) of the Income Tax Act, and as such is exempt from income taxes.

2. Significant accounting policies

These financial statements are prepared in accordance with Canadian accounting standards for not-for-profit organizations. The significant policies are detailed as follows:

(a) Cash and bank indebtedness

Cash and bank indebtedness is defined as cash on hand and cash on deposit, net of cheques issued and outstanding at the report date, less internally restricted cash reserves for future years.

ALBERTA BEEF PRODUCERS
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED MARCH 31, 2025

2. Significant accounting policies, continued

(b) Financial instruments

(i) Measurement of financial instruments

The ABP initially measures its financial assets and liabilities at fair value.

The ABP subsequently measures all its financial assets and financial liabilities at amortized cost, except for investments in equity instruments that are quoted in an active market, which are measured at fair value. Changes in fair value are recognized in the statement of operations in the period incurred.

Financial assets measured at amortized cost include cash, service charge receivable, and interest and other receivables.

Financial liabilities measured at amortized cost include accounts payable and accrued liabilities, and Alberta marketings held in trust.

Financial assets measured at fair value include investments.

(ii) Impairment

Financial assets measured at amortized cost are tested for impairment when there are indicators of impairment. The amount of the write-down is recognized in operations. The previously recognized impairment loss may be reversed to the extent of the improvement, directly or by adjusting the allowance account, provided it is no greater than the amount that would have been reported at the date of the reversal had the impairment not been recognized previously. The amount of the reversal is recognized in the statement of operations.

(iii) Transaction costs

Transaction costs related to financial instruments that will be subsequently measured at fair value are recognized in net income in the period incurred. Transaction costs related to financial instruments subsequently measured at amortized cost are included in the original cost of the asset or liability and recognized in net income over the life of the instrument using the straight-line method.

ALBERTA BEEF PRODUCERS
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED MARCH 31, 2025

2. Significant accounting policies, continued

(c) Investments

Investments are recorded at fair market value. The Board of Directors passes a motion to invest up to 20% of funds available in low-risk stocks and the balance of the funds in short-term, low-risk, government secured investments.

The portfolio is managed by a third party investment manager and is subject to an investment policy set by the Board of Directors and which has as its main objective the growth and preservation of capital.

(d) Capital assets

Capital assets are recorded at cost less accumulated amortization. The ABP provides for amortization using the straight-line method at rates designed to amortize the cost of the capital assets over their estimated useful lives. One half of the year's amortization is recorded in the year of acquisition. No amortization is recorded in the year of disposal. The annual amortization rates are as follows:

Furniture and fixtures	10 years
Computer equipment	4 years

Capital assets are reviewed for impairment whenever events or changes in the circumstances indicate that the carrying value may not be recoverable. If the total of the estimated undiscounted future cash flows is less than the carrying value of the asset, an impairment loss is recognized for the excess of the carrying value over the fair value of the asset during the year the impairment occurs.

ALBERTA BEEF PRODUCERS
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED MARCH 31, 2025

2. Significant accounting policies, continued

(e) Revenue recognition

ABP follows the deferral method of accounting for contributions, which includes government grants. Restricted contributions are recognized as revenues in the year in which the related expenses are incurred. Unrestricted contributions are recognized as revenue when received or receivable, if the amount to be received can be reasonably estimated and collection is reasonably assured.

The Alberta Service Charge (Note 1) collected is held in trust until such time as the refund period is complete. When the number of marketings retained is known, the revenue is recognized. The revenues reported represent the Alberta Service Charge collected and management's best estimate of uncollected fees.

Effective April 1, 2024, ABP pays a dealer rebate of \$0.10 per head to those who collect and remit the Alberta Service Charge and National Levy collected on behalf of ABP.

Investment income includes interest, realized and unrealized gains and losses on investments. Revenue from investments and other income is recognized on an accrual basis as it is earned.

(f) Refunds

The Alberta Service Charge and National Levy is payable by producers who sell cattle and by producers who feed and slaughter their own cattle. The Alberta Service Charge paid by or on behalf of a producer is refundable to that producer at their request. A producer could request a refund of all or a portion of the \$2.00 Alberta Service Charge. The National Levy is non-refundable. The refund is only available to Alberta residents selling or feeding and slaughtering cattle in Alberta.

(g) Interprovincial marketings

When non-Alberta residents sell cattle in Alberta, the purchaser or livestock dealer is deducting and remitting the \$4.50 Federal Levy and not the Alberta Service Charge and National Levy. The \$4.50 Federal Levy is forwarded to the Agency for national beef cattle research, marketing and promotion projects for the benefit of Canadian producers. The Agency pays a portion of the Federal Levy to the provincial cattle association in the province where the seller resides. When an Alberta resident sells cattle in another province, the provincial cattle association in that province is, in turn, collecting the Federal Levy from the Alberta producer. The Federal Levy is non-refundable.

ALBERTA BEEF PRODUCERS
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED MARCH 31, 2025

2. Significant accounting policies, continued

(h) Allocated expenses

ABP has chosen to continue to classify expenses by function and allocate expenses to a number of functions to which the expenses relate. ABP has allocated salary expenses to operational expenses and administrative expenses (Note 9).

(i) Budgeting process

The net revenue remaining from the Alberta Service Charge and National Levy collected less refunds of the Alberta Service Charge and payments to the National Agency in one year are to be used for the following year's draft budget (Schedule 3). This process of collecting net revenue one year for the following year's expenses enables ABP to budget effectively and ensure there are funds available for core operations. The budget is finalized once the total amount available to be spent is known.

(j) Measurement uncertainty

The preparation of financial statements in accordance with Canadian accounting standards for not-for-profit organizations requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities at the date of the financial statements, and the reported amounts of revenues and expenses during the period. Significant areas requiring the use of estimates include: useful lives of capital assets, collection of the Alberta Service Charge, collectability of accounts receivable, and accrued liabilities. Actual results may differ from management's best estimates as additional information becomes available in the future.

ALBERTA BEEF PRODUCERS
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED MARCH 31, 2025

3. Investments

	2025 Cost	2025 Fair Value	2024 Cost	2024 Fair Value
Bonds	\$ 7,285,957	\$ 7,647,695	\$ 7,179,820	\$ 7,260,799
Stocks	1,970,021	2,269,805	1,820,780	2,028,899
	<u>\$ 9,255,978</u>	<u>\$ 9,917,500</u>	<u>\$ 9,000,600</u>	<u>\$ 9,289,698</u>

Although some of the bonds have maturity dates beyond one year, due to their ability for prompt liquidation all have been classified as current assets.

Interest and other income is comprised of the following:

	2025	2024
Interest on investments	\$ 236,552	\$ 210,368
Unrealized gain on investments	367,458	220,013
Realized gains on investments	<u>24,420</u>	<u>34,677</u>
	628,430	465,058
Interest on bank balance	302,034	328,083
Other income	<u>50,391</u>	<u>34,938</u>
	<u>\$ 980,855</u>	<u>\$ 828,079</u>

4. Capital assets

	Cost	Accumulated Amortization	2025 Net Book Value	2024 Net Book Value
Furniture and fixtures	\$ 144,417	\$ 49,191	\$ 95,226	\$ 859
Computer equipment	95,514	45,093	50,421	12,579
	<u>\$ 239,931</u>	<u>\$ 94,284</u>	<u>\$ 145,647</u>	<u>\$ 13,438</u>

ALBERTA BEEF PRODUCERS
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED MARCH 31, 2025

5. Deferred contributions

	2024	Additions	Recognition of Revenue	2025
Agricultural Plastics Recycling Pilot Project Grant	\$ 512,937	\$ 195,320	\$ (282,494)	\$ 425,763
Verified Beef Production +	23,850	1,079,110	(536,145)	566,815
Living Labs	296,795	1,179,066	(1,162,083)	313,778
Climate Change Extension Initiative	13,545	-	-	13,545
Beef Competitiveness	9,291	-	-	9,291
Deferred magazine advertising	4,995	-	(4,995)	-
	<u>\$ 861,413</u>	<u>\$ 2,453,496</u>	<u>\$ (1,985,717)</u>	<u>\$ 1,329,192</u>

6. Internally restricted net assets

Trade Advocacy Reserve Fund

In 2005, the Board of Directors passed a motion to establish a reserve fund for the purpose of future trade advocacy and legal defense projects. Countervail trade actions are almost always accompanied by an anti-dumping investigation. While the government can and will defend their programs from countervail action, the responsibility for a defense against an anti-dumping action rests almost entirely with industry and industry organizations such as ABP.

Operating Reserve Fund, following year

In 2009, the Board of Directors passed a motion to establish a reserve fund for the purpose of allocating operational funds for the following budget years.

Operating Reserve Fund, future years

In 2010, the Board of Directors established this fund to cover budget shortfalls caused by short-term declines in cattle marketings during the cattle cycle. The purpose of this fund is to allow ABP to maintain a high level of services for the benefit of producers during these periods. The cattle herd in Alberta is currently at a low level and the Board of Directors expects that the number of marketings will be low over the next few years as the herd is rebuilt.

ALBERTA BEEF PRODUCERS
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED MARCH 31, 2025

6. Internally restricted net assets, continued

CCA Assessment Fund

Effective July 1, 2018, ABP's annual membership assessment for Canadian Cattlemen's Association ("CCA") will be based on the Alberta cattle marketings calculated at \$0.53 per head. The rate of \$0.53 per head includes \$0.48 for operations, and \$0.05 to build a reserve fund for CCA for the fiscal years ending June 30, 2019 through to June 30, 2026. The assessment will be revised each year based upon the provincial marketing numbers for the related calendar year's reported cattle sales.

Accordingly, in 2020, the ABP Board of directors passed a motion to establish a CCA Assessment Fund. Producers who requested a refund were asked to leave \$0.53 of the \$2.00 Alberta Service Charge to be allocated to the CCA Assessment Fund. The Fund is used to pay the annual CCA Assessment. Producers who did not ask for a refund are assumed to have left \$0.53 of their \$2.00 Alberta Service Charge as a voluntary contribution which has been allocated to the CCA Assessment Fund. In February 2021, the ABP Board passed a motion to pay the CCA \$0.48 assessment for operations effective July 1, 2020. ABP has forwarded the funds that producers allocated in excess of the \$0.48 to CCA. ABP and CCA continue to negotiate in a fair and equitable manner in which to calculate the assessment rate.

Interfund Transfers

During the year, the following interfund transfers were made:

	Transferred for use in current year operations	Internally restricted for future operations	Internal transfer for purchase of assets	Total
Trade Advocacy Reserve	\$ -	\$ 364,000	\$ -	\$ 364,000
Invested in Furniture and Equipment	-	-	158,331	158,331
CCA Assessment Fund	(888,359)	1,778,602	-	890,243
Operating Reserve, Following year	(3,443,620)	3,956,829	-	513,209
Operating Reserve, Future years	-	197,000	-	197,000
Unrestricted Fund	4,331,979	(6,296,431)	(158,331)	(2,122,783)
	<u>\$ -</u>	<u>\$ -</u>	<u>\$ -</u>	<u>\$ -</u>

ALBERTA BEEF PRODUCERS
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED MARCH 31, 2025

7. Grants

	<u>2025</u>	<u>2024</u>
Living Labs	\$ 1,162,083	\$ 1,084,675
Agricultural Plastics Recycling Pilot Project Grant	536,145	334,076
Verified Beef Production +	282,494	2,473
Beef Competitiveness	-	8
	<u>\$ 1,980,722</u>	<u>\$ 1,421,232</u>

Living Labs

In August of 2021, ABP received a grant from Agricultural and Agri-Food Canada's ("AAFC") Agricultural Climate Solutions ("ACS") program to develop a comprehensive proposal that would support the creation of a Living Laboratory in Alberta, where producers, scientists and other stakeholders will co-develop, test and monitor beneficial management practices in real-life situations on farms to improve carbon sequestration and reduce greenhouse gas emissions.

Agricultural Plastics Recycling Pilot Project Grant

In February of 2019, Alberta Agriculture and Forestry provided ABP with a grant in the amount of \$1,000,000 for a three-year Agricultural Plastics Recycling Pilot Project that will expand agricultural plastics recycling collection sites and services in Alberta leading to the development of a permanent and sustainable provincial agricultural plastic recycling program. ABP will be the program administrator of the grant for the project, while the Agricultural Plastics Recycling Group will provide advisory and oversight services.

Verified Beef Production +

On November 1, 2019, ABP became the provincial delivery agent for Verified Beef Production + ("VBP +"). ABP received the balance of a provincial Canadian Agricultural Partnership ("CAP") grant for Public Trust. This project will continue and funding is being requested for the upcoming year.

ALBERTA BEEF PRODUCERS
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED MARCH 31, 2025

8. Commitments

ABP leases office space and equipment under various operating leases. The future minimum lease payments over the next five years and thereafter are as follows:

2026	\$ 128,795
2027	126,570
2028	121,045
2029	120,870
2030	122,220
Thereafter	<u>702,045</u>
	<u>\$ 1,321,545</u>

9. Allocated expenses

The salaries of the General Manager and the Controller have been allocated proportionately as determined by the Board of Directors on an annual basis. Costs that can be directly attributed to the individual programs and functions have been allocated to those specific programs and functions.

For the current fiscal year, the General Manager's salary was allocated 40% to operational expenses and 60% to administrative expenses (2024 - 40% and 60%), and the Controller's salary was allocated 30% to operational expenses and 70% to administrative expenses (2024 - 30% and 70%).

ALBERTA BEEF PRODUCERS
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED MARCH 31, 2025

10. Financial instruments

ABP is exposed to various financial risks through transactions in financial instruments. The following provides helpful information in assessing the extent of ABP's exposure to these risks.

(a) Credit risk

Credit risk is the risk that one party to a financial instrument will cause a financial loss for the other party by failing to discharge an obligation. The ABP's main credit risk relates to its service charge receivable and interest and other receivables.

(b) Liquidity risk

Liquidity risk is the risk that the ABP will encounter difficulty in meeting obligations associated with financial liabilities. The ABP is exposed to this risk mainly in respect of its accounts payable and accrued liabilities.

(c) Interest rate risk

Interest rate risk is the risk that the fair value or future cash flows of a financial instrument will fluctuate because of changes in market interest rates. The ABP is exposed to interest rate risk on its fixed interest rate financial instruments. Fixed-rate financial instruments subject the ABP to a fair value risk.

Unless otherwise noted, it is management's opinion that ABP is not exposed to significant other price risks arising from these financial statements.

11. Comparative figures

The financial statements have been reclassified, where applicable, to conform to the presentation used in the current year. The changes do not affect prior year earnings.

12. Subsequent events

Subsequent to the year-end, the American government announced the imposition of 25% tariffs on specific imports from the USA to Canada. The current economic situation remains highly fluid, with frequent changes to regulations. As of the reporting date, the Canadian government has implemented tariffs on the import of certain materials from the USA. These restrictions could impact project costs for this company.

Given the rapidly changing situation, the full impact of these tariffs and reciprocal tariffs on subsequent periods for the entity remains uncertain but could have a material effect on ABP's operations.

ALBERTA BEEF PRODUCERS

SCHEDULE 1: RELATED PARTY TRANSACTIONS

FOR THE YEAR ENDED MARCH 31, 2025

The Alberta Beef Producers Plan provides for ABP to be the provincial member of and contribute funds to the national organizations. As a contributing organization, ABP is entitled to representation as follows:

1. Canadian Cattlemen's Association ("CCA")

The number of seats on the Board of Directors of the CCA is based on the proportionate share of the CCA annual assessment. Effective July 1, 2012, ABP is entitled to seven of the twenty-eight seats.

2. Canadian Beef Check-Off Agency ("The Agency")

As a contributing organization, ABP is entitled to representation as follows:

a) The Agency

Alberta is entitled to two of sixteen seats on the Board of Directors of The Agency and by agreement, these seats are divided between ABP and the Alberta Cattle Feeders' Association.

Canada Beef is the Marketing and Promotion Committee of the Agency.

Public and Stakeholder Engagement is a national check-off initiation jointly operated by CCA and Canada Beef.

b) Beef Cattle Research Council ("BCRC")

BCRC is responsible for providing research services for The Agency. A number of representatives to the BCRC based on its proportionate share of total funding. For the year ended March 31, 2025, ABP was entitled to five of the fourteen seats.

	2025	%	2024	%
Canadian Beef Check-Off Agency				
Canada Beef	\$ 5,861,297	60.8	\$ 5,804,648	58.9
Beef Cattle Research Council	2,930,808	30.4	2,939,773	29.8
Public and Stakeholder Engagement	367,414	3.8	656,399	6.7
The National Agency	482,080	5.0	454,270	4.6
	9,641,599	100.0	9,855,090	100.0
 CCA				
CCA, Operations Assessment	1,506,735		1,517,004	
CCA, Reserve Fund Assessment	156,952		158,021	
	1,663,687		1,675,025	
 CCA, Other Payments				
Research project funding	196,800		362,585	
CCA legal assessments	125,470		112,000	
Canadian Round Table for Sustainable Beef Project	8,065		9,451	
Young Cattlemen's Council	5,514		2,500	
	335,849		486,536	

The accompanying notes are an integral part of the financial statements

ALBERTA BEEF PRODUCERS
SCHEDULE 1: RELATED PARTY TRANSACTIONS
FOR THE YEAR ENDED MARCH 31, 2025

	2025	%	2024	%
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ABP made additional payments to the following parties for contracted services:

Canfax, a division of CCA, for membership and services	67,152	64,214
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ABP received payments from the following parties for renting office space as follows:

Canadian Beef Grading Agency, a division of CCA	2,597	20,792
Canadian Round Table for Sustainable Beef, a division of CCA	479	5,752
VBP+, a division of CCA	-	3,922
	3,076	30,466

The above transactions are in the normal course of operations and are measured at the exchange amount, which is the amount of consideration established and agreed to by the related parties.

Accounts payable and accrued liabilities include amounts due to the following:

The Agency	\$ 742,711	\$ 615,202
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Amounts payable at year-end are in the normal course of operations. The amounts owing to and from the Agency includes the monthly collection of the National Levy and the province of original amounts.

ALBERTA BEEF PRODUCERS
SCHEDULE 2: SCHEDULE OF OPERATING EXPENSES
FOR THE YEAR ENDED MARCH 31, 2025

	2025	%	2024	%
Canadian Cattlemen's Association (CCA) (Schedule 1)				
CCA, Operations Assessment	\$ 1,506,735		\$ 1,517,004	
CCA, Reserve Fund Assessment	156,952		158,021	
	1,663,687	27.9	1,675,025	33.0
ABP Governance and Oversight				
ABP Board of Directors	76,387		49,752	
Audit and Governance Committee	3,036		799	
Executive Committee	35,705		48,261	
TAT and IMC Committees	8,193		428	
	123,321	2.1	99,240	2.0
Government Relations and ABP Policy				
Board appointed representatives	25,154		1,483	
Environment	31,407		25,000	
Federal and Provincial initiatives	71,010		46,764	
Projects and programs	76,470		47,970	
Provincial advocacy	12,622		11,959	
Working groups	257		1,896	
Resolutions committee	185		75	
Wildlife	99,049		-	
	316,154	5.3	135,147	2.7
Marketing and Communications				
ABP, the platform	39		-	
ABP, the magazine	206,430		199,450	
Canfax Membership and Services (schedule 1)	67,152		64,214	
Marketing & Education Programs	742,726		453,751	
Sponsorships and other initiatives (schedule 1)	106,313		63,229	
Online communications and internal tools	41,331		42,323	
	1,163,991	19.5	822,967	16.2
National Policy, Trade Advocacy and Legal				
ABP Representation on National Organizations	12,482		13,984	
CCA legal assessments (schedule 1)	125,470		112,000	
US and International initiatives	23,607		28,287	
	161,559	2.7	154,271	3.0

The accompanying notes are an integral part of the financial statements

ALBERTA BEEF PRODUCERS
SCHEDULE 2: SCHEDULE OF OPERATING EXPENSES
FOR THE YEAR ENDED MARCH 31, 2025

	2025	%	2024	%
Stakeholder Liaison				
Communications Initiatives, external tools	41,435		44,646	
Industry initiatives	19,399		29,756	
Media relations	5,676		2,950	
Analytics and media monitoring	13,440		67	
Producer liaison	137,724		195,465	
Townhalls and webinars	3,351		5,469	
Youth initiatives (schedule 1)	30,199		23,000	
Working groups	9,078		4,934	
	260,302	4.4	306,287	6.0
Research and Animal Health				
Animal health and welfare	51,736		21,271	
Research	624,523		216,893	
	676,259	11.3	238,164	4.7
Salaries Associated with Programs	841,168	14.1	807,520	15.9
Administrative Expenses				
Rent, office supplies and equipment (Schedule 1)	331,009		458,711	
Salaries and benefits	362,327		315,014	
Legal, audit, and consulting	61,084		58,977	
	754,420	12.7	832,702	16.4
Total Operating Expenses	\$ 5,960,861	100.0	\$ 5,071,323	100.0

The accompanying notes are an integral part of the financial statements

ALBERTA BEEF PRODUCERS
SCHEDULE 3: OPERATIONS BUDGET
FOR THE YEAR ENDED MARCH 31, 2026

	Budget for the year ending March 31, 2026		Actual expenses for the year ended March 31, 2025	
		%		%
Canadian Cattlemen's Association (CCA)				
CCA, Operations Assessment Fee, \$0.48	\$ 1,610,809		\$ 1,506,735	
CCA, Reserve Fund Assessment	167,793		156,952	
	<u>1,778,602</u>	<u>28.1</u>	<u>1,663,687</u>	<u>28.2</u>
ABP Governance and Oversight				
ABP Board of Directors	70,000		76,387	
Audit and Governance Committee	4,000		3,036	
Executive Committee	50,000		35,705	
TAT and IMC Committees	5,500		8,193	
	<u>129,500</u>	<u>2.0</u>	<u>123,321</u>	<u>2.1</u>
Government Relations and ABP Policy				
Board appointed representatives	17,450		25,154	
Environment	135,000		31,407	
Federal and Provincial initiatives	67,500		71,010	
Projects and programs	59,600		76,470	
Provincial advocacy	35,000		12,622	
Working groups	34,450		257	
Resolutions committee	3,000		185	
Wildlife	50,000		99,049	
	<u>402,000</u>	<u>6.3</u>	<u>316,154</u>	<u>5.4</u>
Marketing and Communications				
ABP, the platform	7,000		39	
ABP, the magazine	248,700		206,430	
Canfax Membership and Services	67,150		67,152	
Marketing & Education Programs	784,600		742,726	
Sponsorships and other initiatives	169,000		106,313	
Online communications and internal tools	45,000		41,331	
Magazine cost recovery	(65,000)		(89,707)	
	<u>1,256,450</u>	<u>19.8</u>	<u>1,074,284</u>	<u>18.2</u>

The accompanying notes are an integral part of the financial statements

ALBERTA BEEF PRODUCERS
SCHEDULE 3: OPERATIONS BUDGET
FOR THE YEAR ENDED MARCH 31, 2026

	Budget for the year ending March 31, 2026	%	Actual expenses for the year ended March 31, 2025	%
National Policy, Trade Advocacy and Legal				
ABP Representation on National Organizations	30,000		12,482	
CCA legal assessments	131,579		125,470	
US and International initiatives	60,000		23,607	
	<u>221,579</u>	<u>3.5</u>	<u>161,559</u>	<u>2.7</u>
Stakeholder Liaison				
Communications Initiatives, external tools	45,000		41,435	
Industry initiatives	35,000		19,399	
Media relations	5,000		5,676	
Analytics and media monitoring	12,000		13,440	
Producer liaison	172,000		137,724	
Townhalls and webinars	5,000		3,351	
Youth initiatives	38,000		30,199	
Working groups	13,000		9,078	
	<u>325,000</u>	<u>5.1</u>	<u>260,302</u>	<u>4.4</u>
Research & Animal Health				
Animal health and welfare	71,500		51,736	
Research	303,000		624,523	
	<u>374,500</u>	<u>5.9</u>	<u>676,259</u>	<u>11.5</u>
Salaries and benefits related to programs	<u>922,122</u>	<u>14.6</u>	<u>841,168</u>	<u>14.3</u>
Administrative Expenses				
Amortization	35,000		26,123	
Rent, office supplies and equipment	332,500		331,009	
Salaries and benefits	403,744		362,327	
Legal, audit, and consulting	155,000		61,084	
	<u>926,244</u>	<u>14.6</u>	<u>780,543</u>	<u>13.2</u>
Total ABP Operations Budget	<u>6,335,997</u>	<u>100.0</u>	<u>5,897,277</u>	<u>100.0</u>
Capital Assets Budget	<u>30,000</u>		<u>-</u>	
Total Budget	<u>\$ 6,365,997</u>		<u>\$ 5,897,277</u>	

The accompanying notes are an integral part of the financial statements

**Alberta Beef Producers
Refund Report**

Refund Period	Number of refund requests	Number of marketings refunded	Net Amount Refunded	Refunded to Cow Calf		Refunded to Feedlots	
				No Requests	Net Amount Paid	No Requests	Net Amount Paid
July to Dec, 2024	324	925,912	\$1,489,017	221	\$299,497	103	\$1,189,520
Jan to June, 2024	402	702,552	\$1,210,593	307	\$334,567	95	\$876,026
	726	1,628,464	\$2,699,610	528	\$634,063	198	\$2,065,546
July to Dec, 2023	368	944,568	\$1,555,863	259	\$317,911	109	\$1,237,952
Jan to June, 2023	451	1,010,983	\$1,616,209	339	\$298,937	112	\$1,317,271
	819	1,955,551	\$3,172,072	598	\$616,849	221	\$2,555,223

Notes



Alberta Beef Producers
120-7777 10 ST NE
Calgary AB T2E 8X2
tel 403.275.4400
fax 403.274.0007

albertabeef.org
abpdaily.com

 @ABBeefProducers
 @loveabbef
 Alberta Beef Producers
 @AlbertaBeef