

# Staying Strong in a Changing World



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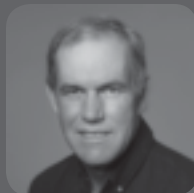
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The mission of Alberta Beef Producers is to strengthen the sustainability and competitiveness of the beef industry for the benefit of Alberta's beef producers.

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**RICK BURTON**  
ABP Chair

## CHAIR REPORT

It used to be a lot more fun to be a cowboy! We are all currently facing strong financial challenges with a lack of profitability in nearly all sectors of the industry. The beef industry has been battered by a series of significant and catastrophic events: drought in 2002, BSE in 2003, R-CALF challenges in 2004, rising value of the Canadian dollar, high feed grain prices, COOL, global economic collapse affecting commodity prices and drought again in 2009. We are still paying a high price in reduced export market access and increased regulatory cost for BSE. A significant reduction in cow herd size is occurring with possible reductions in cattle feeding and beef processing capacity.

Much like the cattle industry in Alberta and across Canada, we have had a tumultuous year at ABP. We certainly are going to remember the year that ABP/ACC turned 40 because we have had a wild ride since our 2008 Annual General Meeting (AGM). As the newly-elected Chair of ABP, I knew I would face challenges in this position. In addition to the financial challenges facing producers, I was concerned that implementation of the Alberta Livestock and Meat Strategy (ALMS) and the development of the Alberta Livestock and Meat Agency (ALMA) would create further cost and burden for Alberta cattle producers. However, I was not expecting to approach the 2009 AGM under new legislation making the ABP service charge (check-off) refundable.

The first sign that our plans for the past year would be imposed on us from outside the organization and the cattle producers that we

represent came during the 2008 AGM. While the duly elected representatives of Alberta cattle producers were meeting to discuss issues of real importance to the cattle industry, a small number of Beef Industry Alliance (BIA) representatives were holding a press event in another part of the hotel suggesting that the most important issue facing the industry was the collection and distribution of a \$3/head service charge. In our view, it is the issues costing producers several hundred dollars/head, not a \$3/head check-off, that are most affecting their profitability. However, the BIA and a few influential producers were very effective in their lobbying and a great deal of our work this past year has been aimed at countering the impacts of their political action.

Over the course of the winter and spring, we took advantage of every opportunity to address this issue at meetings, in our own communications, and through the media. At the end of January, we

continued our direct communications with producers by sending a second letter from the ABP Chair to all cattle producers on our mailing list. This letter talked about the reaction of producers to the ALMS, the strong interest in the ALMS and support for the ABP position on the ALMS that we had seen at the 2008 fall meetings, and the ABP positions on livestock information systems, traceability, and the role of the ALMA. This letter also included a notice to producers about the challenge to the non-refundable check-off.

When it became clear the government was considering legislation making the check-off refundable, we met with the Rural Caucus of the Alberta Government and then with the Minister of Agriculture and Rural Development, asking them to give cattle producers and producer organizations the opportunity to resolve the check-off issue free from impending government intervention. We asked our delegates to contact their MLAs



and also encourage influential producers in their areas to contact MLAs. When we saw that the Minister was not going to give us the opportunity to resolve the issue, we formally asked the Government of Alberta to conduct a plebiscite of producers before taking any action to make the check-off refundable.

On April 28, 2009, the day before the annual Red Meat Reception for MLAs and government officials, Minister Groeneveld announced the tabling of Bill 43, legislation making service charges (check-offs) refundable for ABP and three other commissions (Alberta Pork, Alberta Lamb Producers and the Potato Growers of Alberta). ABP immediately responded to this announcement with a press release, newspaper advertisements, and radio spots. We sent a third letter from the Chair of ABP to all cattle producers on our mailing list with an urgent request that they ask for a plebiscite. We also sent a letter to MLAs outlining our desire for a plebiscite and emphasizing our position that the producers have a right to make a choice on this matter.

Despite the best efforts of ABP directors, delegates, staff, and many producers, we were not able to stop the passage of Bill 43. The wild ride is not over. We will continue to represent producers and voice our opposition to this legislation that removes the right of producers to choose how their organization is funded. However, we also must prepare for the implementation of this legislation in April 2010 and work to mitigate the worst impacts of this Bill. Of course, we must continue our work on the critical issues challenging cattle producers and place a renewed focus on demonstrating the value of our work for producers.

Alberta Beef Producers mission statement is to strengthen the sustainability and competitiveness of the beef industry for the benefit of Alberta beef producers. In our view, this mission statement is still a

sound foundation for our activities. In the face of reduced funding and changes in our operations as a result of a refundable check-off, ABP will continue working on behalf of producers to find solutions to the challenges facing our industry. We think these solutions involve increased export market access, reduced regulatory costs and barriers, enhanced product value, improved productivity of feed grains and forages, enhanced research and development performance, and a

and there has been a lot of talk over the past year about the need for fundamental change in the industry and the governance of industry organizations. However, we believe these solutions are valid and we think that the fundamental change that cattle producers need most is achieving these solutions.

Cattle producers in Alberta and ABP are facing yet another year of tremendous challenges. While the delegates, directors, and staff of ABP

“In the face of reduced funding and changes in our operations as a result of a refundable check-off, ABP will continue working on behalf of producers to find solutions to the challenges facing our industry.”

traceability system that is driven by markets, provides benefits that are greater than the costs, and is implemented at a rate that commerce and technology will allow without placing undue costs on producers.

While the industry has yet to be successful in implementing these solutions, progress has been made on a number of them in the past year. You can read about this progress and the success that has been achieved in other sections of this Annual Report. These solutions are not new

recognize the severity of these challenges, we have a vibrant industry, responsible producers, and a strong organization. I am confident that we will survive these challenges and continue to help build a sustainable, competitive, and profitable cattle industry for Alberta producers. ▼

Sincerely,

*Rick Burton, Chair*





**RICH SMITH**  
General Manager

## GM REPORT

A common theme for all reports in the 2009 ABP Annual Report is the idea of staying strong in a changing world. The world is certainly changing for cattle producers in Alberta, the cattle industry in this province, and ABP as an organization. With the drought and the global recession, cattle producers are facing yet another in a long series of years with major events that have hurt profitability. There has been a significant reduction in the Alberta cow herd and shortages of feed this fall could send this number even lower. The Alberta cattle industry is seeing an unprecedented level of government involvement through the Alberta Livestock and Meat Strategy (ALMS) and the Alberta Livestock and Meat Agency (ALMA). At ABP, we are dealing with the impact of a refundable service charge (check-off) and considering how we can best provide representation and benefits for cattle producers if our funding is reduced.

In a changing world, the need for producers, the industry, and producer organizations to stay strong is clear. Change is never easy and it can test the resolve of even the strongest individuals and organizations. We believe that the cattle producers of Alberta still need a strong organization to represent their views and ensure that their voice is heard in this changing world. ABP is a democratic and truly representative organization that works, to the best of our ability, for the benefit of all cattle producers in Alberta. We will continue to be governed by producers and act on priorities we hear from producers at fall meetings and communications with delegates.

Through our own efforts and our support for national organizations such as the Canadian Cattlemen's Association (CCA), Beef Information

Centre (BIC), Canada Beef Export Federation (CBEF), and the Beef Cattle Research Council (BCRC), we will continue to work on solutions that will make the industry more profitable and sustainable. The solutions include increased export market access, reduced regulatory costs and barriers, increased value for our products through branding and differentiation of all Canadian beef, improved feed grain and forage productivity, better research and development performance, and improved risk management programs for cattle producers. Most of these challenges are not new, but we have faced some difficulty in getting governments and other cattle organizations to also make them a high priority. We hope they now will work with us to make real progress on these issues.

At a provincial level, ABP has been a strong advocate for the positions we have heard from cattle producers. We worked with the Agriculture Financial Services Corporation (AFSC) to make the Alberta Farm Recovery Plan (AFRP) more equitable for cow/calf producers and feeders of light-to-medium weight animals through increases in the margin enhancement for bred cows and calves (from around \$24/cow to over \$87/cow) and lighter feeders. These increases were carried forward into AFRP II and created a more balance sharing of AFRP benefits among the sectors of the cattle industry. Based on the concerns we heard from producers, ABP developed a position paper on livestock information systems and traceability that was distributed to the Government of Alberta and all producers on our mailing list. We were pleased to see that the revised ALMS implementation plan includes changes to the mandatory traceability and voluntary information exchange system that are largely consistent with the ABP position.

This year, we worked with AFSC, Alberta Agriculture and Rural Development, Alberta Sustainable Resource Development, and conservation organizations to enhance the support for producers dealing with the drought. The response to this drought was still not satisfactory and we know that we need to work with the government to

be better prepared for the next drought. However, we did have some success in encouraging these organizations to improve the flexibility and timeliness of existing support programs and to provide more opportunities for producers to find grazing land and feed.

While a number of cattle organizations and influential producers in Alberta are focusing on finding a processor solution dedicated to the development of their differentiated product strategy, the large majority of cattle producers will continue to supply beef to a commodity market. Since ABP represents this majority of producers, we are strongly supporting the Canadian Beef Advantage (CBA) and Beef InfoXchange System (BIXS) programs of the Canadian Cattlemen Market Development Council (CCMDC) and CCA. The CBA is a global brand strategy that will raise the value of all Canadian beef, branded or commodity, and the BIXS will improve communications, information sharing and efficiency across the entire beef supply chain.

A key component of having an organization such as ABP stay strong is finding and keeping the right staff. One of the priority actions of the 2005 Strategic Plan was enhancing ABP's issues management and policy development capabilities. We responded to this priority by bringing together a dedicated and very capable group of staff members, while still ensuring that our staffing level reflected the financial constraints of the organization. The producers who are delegates and directors of ABP establish the policies and priorities of the organizations, but they need the knowledge, expertise and commitment of ABP staff members to implement these actions. The cattle producers of Alberta, ABP, and I are very fortunate that we have such enthusiastic and energetic staff members working to ensure that our industry and our organization stay strong in a changing world. ▼

Sincerely,

*Rich Smith, General Manager*



**CHARLIE CHRISTIE**  
BCRC Vice-Chair

## BCRC REPORT

The Canadian Cattlemen's Association established the Beef Cattle Research Council (BCRC) in 1997 to determine research and development priorities for the beef cattle industry, and to administer the research funding allocation of the National Check-off. Producers in Alberta and Saskatchewan contribute \$0.10 out of every National Check-off dollar to the BCRC; producers in other provinces contribute \$0.05.

The BCRC has contributed over \$4 million in funding to more than 60 different projects and initiatives. These industry funds are heavily leveraged by federal and provincial research funds. For every \$1 the BCRC contributes to research, \$5 in other funds has been leveraged, so the total estimated cost of these projects, including BCRC's contribution, is over \$20 million. Funding has been allocated to research into animal health and welfare (42 per cent), food safety and quality (25 per cent), production efficiencies (20 per cent), and environmental issues and forage development (10 per cent).

For Canada's beef industry to be internationally competitive and sustainable, we need to produce cattle and beef efficiently, provide a consistent, safe and desirable product to consumers at a reasonable price, while ensuring our animals and environment are well-cared for. However, a recent review initiated by the Canadian Cattlemen's Association and National Beef Value Chain Roundtable found that overall research funding and infrastructure, expertise, and technology transfer to support beef and cattle research have fragmented and declined significantly in Canada. This realization grew into the concept of the Beef Science Cluster. The Beef Science Cluster is an opportunity for

Canada's beef industry to partner with Agriculture and Agri-Food Canada so that research funds can be allocated more strategically to industry priorities, and to leverage industry research funds more effectively. Based on stakeholder engagement and BCRC's priority setting process, the beef industry has defined two core research objectives:

- Reduce costs of production through enhanced feed and forage production, increased feed efficiency, decreased impact of animal health issues and production-limiting diseases, improved utilization of specified risk materials, and improved animal care.
- Improve beef demand and quality through improved food

safety, setting quality and yield benchmarks supporting the Canadian Beef Advantage, improved beef quality through an audit program and primary production improvements, and the development and application of post processing technologies to optimize cutout values.

Information on all of the projects being funded by the BCRC and fact sheets for completed research is available on the CCA website at [www.cattle.ca](http://www.cattle.ca). ▼

Respectfully submitted,

*Charlie Christie, BCRC Vice-Chair*





**BRAD WILDEMAN**  
CCA President

# CCA REPORT

The Canadian Cattlemen's Association continues to work on numerous issues contributing to improvement of Canada's cattle and beef industry, both at national and international levels. We collaborate closely with the Government of Canada, providing advice and recommendations on many initiatives.

## Export Market Access

### Status of the Agricultural Market Access Secretariat (AMAS)

Spearheaded by the CCA and other red meat organizations, the secretariat gained momentum through the Beef Value Chain Roundtable (BVCRT) - co-chaired by CCA's Executive Vice President, Dennis Laycraft. In January, Minister Ritz accepted the proposal and quickly moved on it.

The 25 key recommendations we developed with our partners for "Enhancing Canada's Technical Market Access Capabilities for Agriculture," provide a comprehensive roadmap for secretariat staff to aggressively and strategically work full-time to secure access to international markets. Collaborating closely with industry and government, AMAS' trade experts will ensure cohesion of trade initiatives that effectively eliminate technical barriers and promote agricultural exports worldwide.

Quick progress has been made on the creation and roll-out of AMAS. CEO Fred Gorrell is laying groundwork for the secretariat he characterizes as belonging to industry and government.

### U.S. Mandatory Country-of-Origin Labelling (mCOOL) and the WTO challenge

We continued our fight against the unfair United States (U.S.) trade barrier to Canadian beef throughout 2009.

In conjunction with the Canadian Pork Council, we developed the legal opinion, in 2007, which supported initiation of the Government of Canada's WTO (World Trade Organization) case against the U.S. discriminatory nature of mCOOL requirements. As a result, some flexibility appeared in the final rule which came in effect March 16, 2009.

Nevertheless, the legislation remains discriminatory and may worsen, if the U.S. Agricultural Secretary follows through on intentions to mandate more requirements.

The CCA remains resolute that the Canadian government requests initiation of a WTO dispute settlement panel as soon as possible. Together, we are assessing mCOOL's impact on market prices, exports and individual operator returns and costs to maximize the likelihood of winning a WTO dispute.

**European Union (EU)** - Negotiations toward creating a comprehensive free trade agreement with Canada could be one of the most important, new trade initiatives in years. CCA is seeking full elimination of Europe's prohibitive tariff on Canadian beef plus resolution of technical issues. We are cautiously optimistic that this is achievable, but it could take a year or more to complete. Political support from the cattle industry will be needed throughout the process.

**Japan** - Canada is seeking to raise the age limit beef from 21 to 30 months as a step toward full World Animal Health Organization (OIE) access with Japan, who signalled it may consider raising the age limit, but prefer a tri-lateral arrangement with the U.S. So far the U.S. has refused, holding up our access. The National Cattlemen's Beef Association passed a resolution, in January 2009, to support the increased age limit - a step toward full OIE access.

On a different front, Japan's ruling party recently changed as a result of a national election. We hope that Canada will work to ensure this change does not translate into further delays in expansion of beef access.

**South Korea** - Canada continues to work on regaining market access similar to that granted to U.S. beef. A

WTO Dispute Settlement Panel was established on August 31st. An initial decision could come in spring 2010, with appeals likely after that.

**Hong Kong** - signed a new trade agreement, immediately improving access for Canadian beef through a staged process. By the end of 2009, all under-thirty-month (UTM) beef, plus boneless over-thirty-month beef and offals have full access.

**Mexico** - Canada has full UTM access to Mexico, but full OIE access faces entrenched opposition. We are encouraging our Mexican counterparts to sign a joint letter requesting full access to their market.

**Colombia** - the first South American country to partially restore access to Canadian beef, now accepts a wide range of Canadian beef and value-added beef products. Annual exports could reach \$6 million in beef and \$1 million in livestock and genetics.

**Panama** - in August, it lifted BSE restrictions in place for six years, plus signed a free trade agreement (FTA) with Canada.

**Jordan** - restored full market access to our beef and cattle. The estimated value of Canadian beef exports could increase up to \$1 million annually.

**Saudi Arabia** - opened their borders for Canadian boneless beef exports from UTM cattle. Extensive talks continue aimed at attaining full market access. Once achieved, export levels worth nearly \$6 million could be re-established.

## Domestic Agriculture

### Improving business risk management programs

We are closely following development of a national cattle price and basis insurance program after federal, provincial and territorial agriculture ministers directed their officials to develop a model for review at their next meeting. We continue to lobby aggressively for development of a national price and basis insurance program that is effective and affordable, in collaboration with governments and industry.

### Federal tax decision brings relief to disaster-stricken cattle producers



CCA continues to press governments to deliver a comprehensive disaster program of tax deferrals, feed assistance, and land rehabilitation to allow producers to make effective management decisions. We welcomed the new federal tax relief for producers struck by natural disasters across the prairies in 2008 and 2009.

### **Environment**

CCA actively consults, analyzes and develops recommendations to government on the impacts of environment and climate change commitments. We firmly believe that the cattle industry is a significant benefactor to the overall environment - it should be rewarded not punished, in any new legislative change.

### **Animal Welfare**

To ensure new international animal welfare requirements are based on sound science, the CCA works actively on this through our relationship in the Five Nation Beef Alliance, rather than risk elimination of our industry through regulation that may be well-meaning.

### **Beef InfoXchange System (BIXS)**

BIXS is the new, national voluntary data and information exchange system based upon an individual animal's identifier tags. A cornerstone of the Canadian Beef Advantage (CBA) strategy, it facilitates information sharing across the beef value chain.

Over the past year, the BIXS development focused on designing, constructing and testing the BIXS portal, program requirements and functionality. This included execution of a pilot project, in early 2009, which focused testing the system's functionality at the feedlot to packer stage.

The successful pilot demonstrated that feedlot and slaughter data/information could be captured and uploaded to a central database, and viewable by project participants, according to unique RFID numbers. With information gained from the pilot, work proceeded on final development of the system.

This fall, BIXS will roll out to Canadian cow/calf producers. Stay tuned for further details as the soft launch rolls

out throughout the fall. During the initial stage any feedlot planning to participate in BIXS, later this fall, is strongly urged to collect some of the basic, required information as cattle enter their feedlot. This includes recording the weight-in and date-in linked to the individual animal's CCIA tag number, plus storing this information for upload later to complete your registration, once the full program launches later in the fall.

Be sure to visit the recently-launched BIXS website which provides access to the system and answer any questions regarding the feasibility and benefits of participating in the BIXS. Visit [www.bixs.cattle.ca](http://www.bixs.cattle.ca).

### **Keeping producers informed - Improving communications**

In our efforts to improve producers' access to critical news and industry information to help their business, the CCA continues to undertake major initiatives.

### **Revitalized CCA website evolves with industry needs**

Have you visited [www.cattle.ca](http://www.cattle.ca) lately? It received a major facelift to improve delivery of time-sensitive news, events, projects and programs, adding tools to improve access to the federal government, market and trade information, plus research and development initiatives.

It provides quick access to key industry programs and services directly from CCA's homepage: the new BIXS, the Verified Beef Program (VBP) and a new BIC (Beef Information Centre) producer website. It features hot links to industry organizations and our provincial members, plus tips to build your lobbying skills and contact information for elected federal officials and government ministries.

### **Real-time news available at auction marts**

This fall, we launched a unique, real-time news delivery system at auction marts in Alberta. It features news and events, plus market and trade information aimed at helping you stay up-to-date on factors affecting your business when you need it most - at the time you plan to buy or sell.

Computer monitors linked directly to a central website deliver up-to-the-minute information from regional, national and international perspectives, including local content from the auction mart, plus market facts from CanFax and North American commodity markets.

After a two-stage pilot is completed in early fall, together with our provincial members, we plan to take the new system nationwide.

### **News delivery services - direct to you**

Stay tuned for more news on the roll-out of this exciting project and other important issues by signing up to CCA's new 'Action News' services. The free service comes directly to you by e-mail or fax, depending on your preference. The service features our recently launched bi-weekly newsletter, CCA Action News'. To subscribe, visit [www.cattle.ca](http://www.cattle.ca), or contact our Communications team at 403.275.8558.

### **Moving forward...**

Looking back on this report, it is obvious that the CCA undertakes extensive work for the industry, at levels that require a national voice to achieve success. The decline in cattle numbers, plus the implementation of Bill 43 in Alberta will put a considerable strain on provinces; and subsequently on the CCA.

Remaining competitive with the U.S. adds to this challenge. If we fall behind the U.S., we simply can't continue at current industry levels, having lost some of our packing industry and feeding capacity. With our stringent regulations, more feeder cattle will be sent into the U.S. at a great discount. This has the potential to create further, more severe border disruption.

In order to keep up, first and foremost, we need to continue our efforts to remain competitive with the U.S. Only through continuing our work to improve efficiency and reduce the excessive costs of regulatory burdens to even the playing field, can we achieve this. ▼

Sincerely,

*Brad Wildeman, President*



**JUDY NELSON**  
BIC Committee  
Vice-Chair

## BIC REPORT

The Beef Information Centre's (BIC) vision is for a sustainable, profitable beef industry where Canadian beef is recognized as the most outstanding by domestic and export customers. BIC's mission is to maximize demand for Canadian beef and optimize the value of Canadian beef products. BIC's current market development program focuses on domestic, commercial beef and U.S. markets.

### **Building a Canadian beef brand identity**

BIC continues to encourage Canadian retailers and foodservice operators to take advantage of the Canadian beef brand logo and the tagline 'Canadian beef. Goodness in every bite' in their marketing initiatives.

As of late August, BIC has worked with over 90 industry partners and has signed 41 brand license agreements with retail, foodservice and processing operations, including: XL Fine Foods; Costco Canada; Canada Safeway; McDonald's; Boston Pizza; Panago Pizza; Sobey's in Ontario, Quebec and the Maritimes; and Alberta's Longview Farms, Freson's IGA, Prairie Heritage Beef and Diamond Willow Beef.

The positioning of the new brand includes quality attributes and points of differentiation versus other proteins to position Canadian beef as strongly as possible within identified market segments. These points of differentiation include quality attributes such as superior genetics, excellent animal health management, individual animal identification, world renowned food safety system, superior grading, excellent supply capability and improved profitability.

On the consumer side, this involves building an awareness of the Canadian beef brand by encouraging current consumers to enjoy Canadian beef

more often; and to shift light beef eaters from 69 to 65 per cent by 2011. Within trade, this involves differentiating Canadian beef from imports, specifically U.S. beef.

### **Domestic and Commercial Markets**

#### **Canadian Beef Brand Multi-Media Campaign Launched**

BIC launched its \$1.4 million Canadian beef brand multi-media campaign from March through June 2009, focused in Ontario where beef consumption is underdeveloped compared to the rest of Canada. The campaign targeted the beef consumer who eats beef one to two times per week, with a specific focus on mothers 25-49 years of age who are the food decision makers in their family. The three-month campaign reached 93 per cent of the target group 28 times, with 61.5 million impressions. BIC conducted consumer research to measure the effectiveness of the campaign. Preliminary results indicate that the advertising campaign was successful in positively changing consumer attitudes toward beef. Those who saw the ads improved their attitude towards beef versus those who didn't on several key attitudinal measurements. Some signs show that beef advertising helped to make people believe more that beef is a lean and healthy food, fitting their current lifestyle.

#### **New consumer website launched in support of new Canadian beef brand**

BIC re-launched its consumer website at [www.beefinfo.org](http://www.beefinfo.org), and more recently, launched a French language consumer website, at [www.boeufinfo.org](http://www.boeufinfo.org). Both sites target light beef consumers, typically women between the ages of 25 and 49 who make the majority of menu planning and purchasing decisions within the Canadian household. The content includes helpful recipe, buying, preparing and inspiring information for all things related to beef, and communicates the healthfulness, tastiness and convenience of Canadian beef products.

#### **Protecting producers' interests through nutrition and food safety policy and issues management**

BIC protects beef producer interests by working with government in areas such as food safety, nutrition recommendations and labelling. An example is BIC's ongoing collaboration with the American Meat Institute, National Cattlemen's Beef Association, National Pork Board and the Canadian Pork Council on a North American strategy to address the World Cancer Research Fund Policy report. Other examples include participation in regulatory matters such as Federal Government's Standing Committee on Food Safety, the development of organic product regulations, engagement with government on sodium dietary recommendations, and BIC's participation in various health symposiums, such as the Dietitians of Canada Omega-3 for Health Symposium, and the International Meat Secretariat Committee meetings on nutrition and health.

In addition, several initiatives are under way, including a project to address current health issues through various communication vehicles, and collaborative initiatives to maintain credibility and strengthen relationships among the health professional community – a key health and nutrition influencer group. In fiscal 2008/09, BIC reached over 11,000 registered dietitians and 35,000 physicians with nutrition information that included positive messages about beef's contribution to a healthy diet. By providing credible, balanced and practical responses to proposed regulatory policy, BIC continues to play an important role as a voice for the beef industry.

#### **Increasing Canadian beef sales at retail and foodservice**

BIC works extensively with the retail and foodservice sectors across Canada to maximize demand for Canadian beef and optimize the value of Canadian beef products for the benefit of Canadian cattle producers. These efforts result in increased beef sales by featuring new beef menu items, introducing branded beef programs at retail and foodservice outlets and increasing carcass use through new cuts.

On the retail side, BIC provides training to retail operators, distributors, processors, end users and education partners in an effort to maintain a high degree of Canadian beef product, quality, safety and merchandising knowledge with key segments of the industry. BIC's efforts help build meaningful value into Canadian beef retail programs, and improve education within the trade that reciprocates into improved market reach and expedited transfer of fact-based quality information to the consumer.

BIC also works with foodservice industry partners to build awareness and comprehension around the brand positioning while leveraging Canadian beef brand attributes, and assisting supply chain alignment where required. As well, BIC educates the foodservice trade through focused seminars, trade shows and editorials; and works directly with national foodservice distributors and chain restaurants to build awareness of the CBA.

### **New beef products create more opportunities for Canadian beef**

A key aspect of increasing the size and maintaining a higher share of the domestic market has been the development of new products and reformulation of existing products to utilize Canadian beef. Since the inception of the Product Development and Reformulations Partners Program five years ago until the end of the previous fiscal year (2008/09), 102 projects involving fed and commercial beef with a total value of more than \$6.54 million have been managed by BIC. Of that total, approximately \$1.51 million was funded through BIC.

## **U.S. Market**

### **Mitigating the impact of country of origin labeling (COOL)**

The United States continues to be the world's largest beef consuming nation and the world's largest importer of beef. The United States is also Canada's largest and best export market accounting for 77.5 per cent of Canada's beef exports. While BSE and country of origin labelling (COOL) have impacted beef

and cattle trade, the U.S. market continues to offer the highest value market with the least amount of import barriers for Canadian beef.

BIC continues to work with U.S. trade clients in order to mitigate the impact of U.S. COOL and build awareness of the Canadian Beef Advantage (CBA). BIC's approach has been to align with Canada's packers and U.S. distributor partners to communicate Canada's key points of differentiation, and to provide educational resources and market development support that leverage the CBA.

BIC has developed programs, with a focus on premium positioning, at retail and foodservice. BIC also maximizes the opportunities to build equity in the Canadian brand identity in targeted ethnic markets, and facilitates linkages within the supply chain to maximize use of Canadian commercial beef within the U.S. processing sector.

BIC has developed a comprehensive communications package around COOL and is delivering the message to small to mid-sized U.S. retail operations with U.S. packer participation via education seminars being held in strategic U.S. markets. In addition, BIC has launched a COOL website ([www.meatcool.info](http://www.meatcool.info)) to communicate the details of COOL regulations, and placed trade advertisements about COOL mitigation on the Meatingplace website and in the Meatingplace print magazine.

Key U.S. market accomplishments during 2008/09:

- Distributed over 4,500 technical resources
- Participated in over 30 different trade shows and seminars
- Hosted 13 trade missions with U.S. buyers and Canadian packers; the potential of these trade missions during fiscal 2008/09 is over 27 million lbs. of Canadian beef volume
- Reached over 89,000 U.S. buyers and end users
- Foodservice distributor partnerships leveraged almost 2.4 million lbs of Canadian beef

sales, an increase over last year's cumulative total of 1.1 million lbs

- Overall volume associated with retail initiatives in 2008/09 was close to 12.4 million lbs of Canadian beef, an increase over last year of 10 million lbs
- Total volumes associated with ethnic programs for 2008/09 was 3.9 million lbs of Canadian beef, an increase of 2.6 million lbs

In response to direction from CCA, BIC developed a proposal to address the negative impact of COOL on live Canadian cattle export volumes and value and ensure long term cattle export viability. The live cattle strategy will work to optimize demand for Canadian cattle at key U.S. packing plants. The strategy:

- Identifies U.S. packers with a geographical dependency on Canadian cattle that provide opportunities for long term value;
- Leverages the competitive advantages of Canadian fed cattle based on the attributes that define the CBA;
- Conducts consumer research on various forms of COOL compliant labelling; and
- Develops branded programs that position beef from Canadian fed cattle as premium based on quality and safety assurance attributes.

BIC is proceeding with implementation of the U.S. Live Cattle Strategy Pilot Project in 2009/10 fiscal year.

## **Moving Forward**

BIC continues to pursue a shared vision with the CCA for a sustainable, profitable beef industry in order to maximize demand for Canadian beef, and to optimize the value of Canadian beef products for the benefit of Canadian cattle producers. ▼

Respectfully submitted,

*Judy Nelson, Committee Vice-Chair*



**GIB DRURY**  
CBEF Board Chair

# CBEF REPORT

While our industry today continues to face some tough challenges, there is also cause for optimism.

## The Challenges

### Domestic Production and Consumption

Canada's beef and dairy cow herd is estimated at 5.6 million head with beef production for 2009 estimated to be 1.5 million tonnes. It takes the production from about 3 million cows to meet the beef consumption needs of our domestic market – which is about one million tonnes. The Canadian market is an excellent one, but it is simply not large enough to absorb the beef production from our 6-million-head national cow herd.

### Trade and Herd Size

We have to remain focussed on deriving full value from international markets. Commercially-viable access to our major markets in Asia and Mexico has the ability to add \$85 per head in value for beef derived from Under-30-Month (U30M) cattle over what can be generated in Canada. Further, these markets have the ability to add \$100 per head in value over what can be generated for these same products in the US. The extent to which we're successful in creating commercially viable access not only to Asia and Mexico but to Europe, Russia, the Middle East and South America will determine the eventual size of our industry. What lies in the balance is the difference between an industry maintaining six million cows – and one maintaining three million cows.

### Shrinking Industry

The Canada Beef Export Federation has established the goal to export a

total of 521,000 tonnes (\$1.9 billion) of Canadian beef products to world markets. Of this total, the Federation has established the goal of exporting 156,000 tonnes (\$637 million) of Canadian beef products to Asia and Mexico by 2015; reducing Canada's trade dependency on the USA to less than 70 per cent. This current set of goals represents significant reduction from 2006, when the Canadian industry was far more optimistic regarding market access and its ability to utilize its one million head per year processing capacity.

It should be noted that 2015 goals have fallen by 479,000 tonnes (\$900 million) from 2006 to 2009 due to primarily to increasing pessimism associated with continued market access restrictions. This is equivalent to 750,000 cattle no longer being processed in Canada – indicating a reduced cow herd and/or larger exports of live cattle to the USA. Canada's goal of reducing its beef trade dependency on the USA to 50 per cent appears to be no longer part of our collective expectations.

The Canadian beef industry has regained access to many international markets. Unfortunately, several key international markets remain either highly restricted (i.e. Japan) or closed (i.e. South Korea and Mainland China). As our industry turns to trade recovery we are also aware that restrictive quotas and excessive tariffs remain in many key markets (i.e. Japan, South Korea, European Union and Russia) for Canadian beef and veal products. These challenges must be addressed.

### American Country of Origin Labelling Compounds Damage

Mandatory Country of Origin Labelling came into effect on September 30, 2008. The implementation of the Interim Final COOL Rule was the conclusion of a long-standing campaign which has been led by protectionist groups in the USA that see it in their interest to impair trade in Canadian cattle and beef. Since this date, the financial impacts on a per head basis have

been as high as \$90 per head in reduced revenues to Canada's cattle producers. Canada and Mexico had indicated their intent to pursue a WTO challenge and as a result the Final COOL Rule implemented on March 16th, 2009 offers some relief. However, this may be only temporary as Secretary Vilsack has issued an open letter to industry stating his intent to impose even more stringent measures than contained in the Interim Final Rule if US processors do not voluntarily establish these types of practices. While the US does offer an alternative market for Canadian cattle which is helpful, the emergence of COOL is an important reminder of the urgency of diversifying beef exports and eliminating our dependence on live cattle exports.

## The Opportunities

### Non-USA Trade is the Solution

The Canadian beef and cattle sector has strongly endorsed the enhancement of Canada's capabilities related to regaining and retaining agricultural market access around the world. This is a perspective shared by the pork sector and among the broader agricultural community in Canada. We welcomed the January announcement by the Government of Canada that it was acting upon the recommendation of industry in the creation of an Agriculture Market Access Secretariat and are pleased that the government is moving forward with this initiative. The reward for accomplishing this objective and the remainder of the 25 recommendations provided to the Government of Canada by the red meat sector will be the possibility of attaining the \$85-per-head premium in non-US markets.

### A New Approach to Market Access

In January the Government of Canada also announced that it was acting upon a second industry recommendation, that government pursue incremental access which is commercially significant to the industry. It should be noted that this

new approach to trade policy does not require a predetermined time table toward normalization.

This new approach to market access is delivering results, with market expansions in:

- Saudi Arabia – agreement was reached securing access for Canadian U30M boneless beef and veal on February 12, 2009. Our industry showed its flexibility by determining that a boneless entry strategy for Saudi Arabia made sense.
- Jordan – has normalized trade in Canadian beef.
- Hong Kong – on January 16, 2009, Canada reached an agreement in-principle with Hong Kong to expand access for Canadian beef in a staged process. The first stage (March 9, 2009) gave Canada access for U30M bone-in beef products (excluding vertebral column). The second stage (June 30, 2009) provided additional access for O30M boneless beef and rib cuts, and offal from all ages of cattle. The third and final stage will give access for the remainder of U30M bone-in beef. The increased access could see Canadian beef exports to Hong Kong/Macau almost double; in 2008, those exports were worth \$68 million.
- Colombia – normalized trade in Canadian beef on May 22, 2009.
- Russia – Russian authorities informed Canadian officials on June 23, 2009 that access for U30M bone-in beef was approved
- Panama – on August 11, 2009, Panama normalized trade in Canadian beef.

The Federation believes that utilizing the Canadian Government's approach of pursuing incremental access (independent of the timing and terms of US negotiations) in key export markets such as South Korea, Mainland China and Japan would be of tremendous benefit. The Canadian industry has yet to achieve commercially viable access to these very important markets after six

years; and the consequences have seriously depressed our industry.

### **Canada Remains a Top Producer and Exporter**

Despite market interruptions over the last six years, Canada remains one of the top beef producing and exporting nations in the world. In 2007, it ranked tenth in the world in terms of total global production and third in total global exports. It is the largest grain-fed beef exporter in the world.

Canadian beef has been welcomed back in many markets around the world. In 2002, Canadian beef was shipped to 66 markets. Currently, 66 markets are effectively open to Canadian beef, clearly demonstrating that the Canadian industry has regained its status to export. Of these, 12 markets are officially open to over-thirty-month (O30M) Canadian beef products; 19 accept under-thirty-month (U30M) products; one market, Japan, accepts only under-twenty-one-month (U21M) products; and 34 are markets with no formal protocol. Two major markets – Korea and Mainland China – have yet to re-establish trade.

In the absence of a new WTO agreement, Canada is currently negotiating bilateral Free Trade Agreements with several countries that will result in expanded access for Canadian beef.

### **A Focus on Export Market Development**

The Canada Beef Export Federation membership represents over 90 per cent of the Canadian cattle and beef industry on a national level. The stability of this membership through the last six difficult years speaks clearly of our industry's unwavering commitment to international export markets – and its confidence in the Federation's programs and services.

In our fiscal year ended March 31, 2009, the Federation's offices in Canada, Asia and Mexico delivered 388 individual export market development projects. Designed to generate recognition and drive demand for Canadian beef, these

projects included retail and food service promotions, seminars, food shows, newsletters, advertising, promotional materials and public relations activities. We also delivered VIP Beef Buyer's Missions, the Partner Program and market research – as well as facilitated exporter-client relationships; provided market intelligence and worked with the Canadian and foreign governments in key and emerging markets to pursue market access on behalf of the Canadian industry.

We know that these programs and activities are vital and relevant, as Canadian beef and veal exporters attributed 23 per cent of their total trade to Asia and Mexico to the Federation's programs and services.

### **Turning Point**

The Federation believes that we have reached the turning point and are now on the road to recovery. In 2008, world exports of Canadian beef increased 8.4 per cent over the previous year to 393,000 tonnes (\$1.36 billion). Exports to the Federation's key markets in Asia and Mexico increased 15 per cent to 83,000 tonnes (\$320 million) for the same period. Due to difficulties in obtaining reliable Canadian beef and veal export data from traditional government sources, the following 2009 statistics refer exclusively to local imports in those markets where the Federation has local representation: imports of Canadian beef in the January to June period decreased from 30,005 tonnes in 2008 to 26,567 tonnes in 2009.

The Canada Beef Export Federation is working hard not only to regain our industry's past markets, but is eagerly seeking out new markets in Russia, the Middle East and Central and South America. ▼

Sincerely,

*Gib Drury, Board Chair*



**CHUCK MACLEAN**  
CFC Chair

# CFC REPORT

The Cattle Feeder Council continues to address issues of concern for the cattle feeding sector of the industry. The council started 2009 slowly, but now has held one conference call and four meetings over the first nine months of this year. There never was a shortage of issues for the CFC to tackle, but the council was caught in the storm surrounding the check-off challenge and suffered from the diversion of ABP attention to this effort.

## **Position of Cattle Feeder Council**

The challenge to the ABP non-refundable check-off and the ensuing legislation (Bill 43) have been difficult issues for the Cattle Feeder Council. The Alberta Cattle Feeders' Association (ACFA) has been one of the driving forces behind the Beef Industry Alliance (BIA) and the push for a refundable check-off, while a number of the key producers who advocated a refundable check-off are from the cattle feeding sector. The CFC has always faced a challenge in defining its role within ABP and its relationship with ACFA. The council has had difficulty finding a full slate of delegates in all zones. If a large number of cattle feeders ask for check-off refunds, the position of CFC with respect to both ABP and ACFA will be made even more uncertain.

At the same time, ACFA is a membership organization that does not represent all cattle feeders in Alberta and many feeders will still want and need the representation that is provided by the CFC. ABP requires some level of sector representation in order to be truly working on behalf of all producers in the province. The future role of the CFC in a world with a refundable check-off will be a major

consideration for the council. There clearly is a strong role for the CFC as ABP develops the process for refunding the check-off and a great need to bring a cattle feeding perspective to discussions and policy work on the Alberta Livestock and Meat Strategy (ALMS) and the role of the Alberta Livestock and Meat Agency (ALMA). The CFC also has been working aggressively on the following key issues.

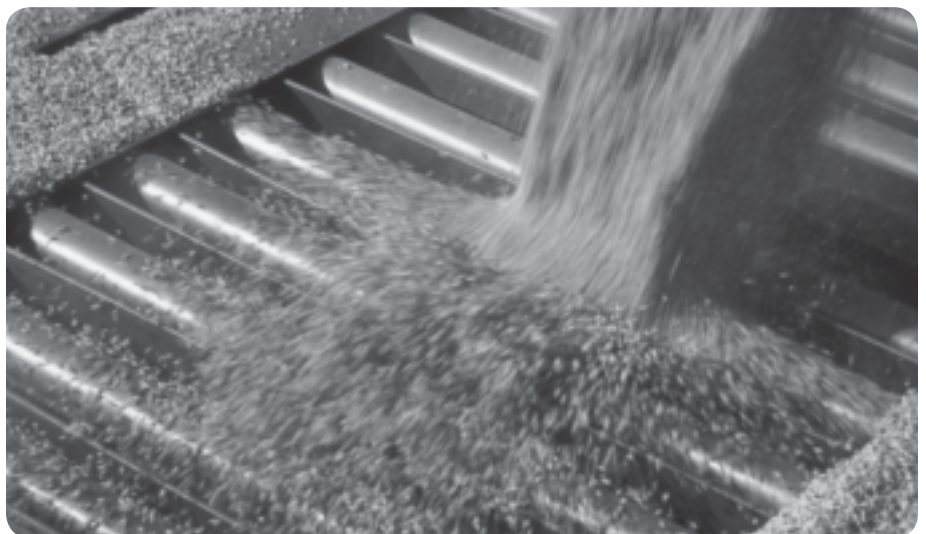
## **Feed Grains Research**

The CFC initiated the idea of having ABP make a substantial commitment to funding for long-term feed grains research. The council is pleased that ABP added to the funding offered by CFC and now has committed \$1.5 million over five years to support research designed to improve the quality and productivity of our feed grains. ABP signed a contract with Alberta Agriculture and Rural Development for this project and the work has started. Funding for the project is also being provided by the Alberta Crop Industry Development

Fund and the Alberta Barley Commission. It has taken some time for the CFC idea to become a reality, but the council is happy to see this project finally moving forward and is excited about the potential benefits for both livestock and crop producers that may come from this research. The CFC joined ABP in applauding the commitment in the ALMS to create a Feed Grains Centre of Excellence and now shares ABP's concern that the latest ALMS implementation plan shows a wavering in this commitment.

## **Animal Health Act Regulations**

The first three regulations under the Alberta Animal Health Act came into force January 1, 2009. These regulations deal with premise identification, age verification, feedlot movement tracking, and reportable diseases. The regulations were developed without any consultation with industry and have serious implications for producers. The reportable diseases include Salmonella typhimurium, Salmonella Dublin, and diseases caused by



exposure to toxic substances that could pose a risk to public or animal health. The two types of salmonella may occur at low levels in many feedlots and the consequences of finding a reportable disease in a herd can be severe. The regulations require feedlots with over 5,000 head annual capacity to read and report the identification numbers of all cattle moving into the feedlot and all cattle moving out of the feedlot that are not going to a processing plant. The government is not enforcing the reading out requirement, but it is still in the regulation. There also is an understanding the threshold feedlot size for reading in requirements will go down in the near future. ABP and CFC delegates, along with ABP staff members, have been working with ARD staff to address the problems arising from these regulations and we have some hope the negative impacts can be reduced. ARD is developing six more regulations under the Animal Health Act and has engaged ABP and other cattle industry organizations in consultations about these regulations, but we do not know whether this consultation has been productive.

### **Cattle Price Insurance Program (CPIP)**

This is another program that came from the Cattle Feeder Council. CFC used funding from Agriculture and Agri-Food Canada to support the work of Gibson Capital Inc on the development of a price and basis insurance program for cattle. AFSC has now taken responsibility for final development and delivery of the program and recently announced the introduction of price and basis coverage on fed cattle. The final phase of the CPIP project is development of price insurance for feeder cattle and AFSC intends to provide this coverage beginning next year.

### **Mandatory COOL**

Mandatory COOL in the United States continues to affect prices, increase the basis, and restrict our access to U.S. packers. The Government of Canada is moving ahead with a challenge of COOL under the WTO protocols and we are waiting for a clear indication of how the U.S. industry will respond to

the guidance provided by Secretary of Agriculture Vilsack.

### **Traceability and Disease Control**

The proposed traceability requirements of the Alberta government and the recent announcement of a mandatory national traceability system raise serious concerns for cattle producers. Although the division between mandatory traceability requirements and voluntary information exchange in the new ALMS implementation plan closely follows the recommendations made by ABP earlier this year, producers still struggle to understand

“The Government of Canada is moving ahead with a challenge of COOL under the WTO protocols and we are waiting for a clear indication of how the U.S. industry will respond.”

the connection between these mandatory requirements and the need to meet appropriate food safety and animal health standards. CFC supports the ABP position that traceability must be driven by markets, provide benefits in excess of the costs, and be implemented at a rate that commerce and technology will allow without placing undue costs on producers. CFC also will work to improve the understanding of this issue among council delegates and cattle feeders.

### **Occupational Health and Safety Consultation**

In response to media attention and political pressure, the Government of Alberta is examining the issue of occupational health and safety on farms and ranches. A consultant interviewed a number of producers, including a CFC representative, and is now proceeding with a more in depth consultation with industry organizations. The project team will be making recommendations to the Minister of Agriculture and Rural Development and the Minister of Employment and Immigration on any changes to health and safety policies, programs, and legislation. Cattle feeders recognize the importance of

occupational health and safety and the risk of seeing the implementation of expensive regulations that do not really make farms and ranches a safer work place. CFC will be actively participating in this consultation.

### **Livestock Identification and Commerce Act (LICA)**

ABP has been working closely with LIS to assist with the implementation of the LICA. Since the Act does affect the operations of feedlots, dealers and auction markets, there has been a need for extensive information and education efforts. CFC has been participating in these activities.

It is clear that the CFC will need to spend a considerable amount of time over the remainder of the year examining its membership, role and future. It is equally clear, however, that the issues being addressed by CFC have significant importance for the cattle feeding sector and are not being completely handled by other organizations. We see that the CFC has an important role to play in our industry, but the delegates will need to ensure that the structure and operations of the council can fulfill this role. ▼

Sincerely,

*Chuck MacLean, Chair*

Howard Bekkering, Zone 1  
Joe Groenenboom, Zone 2  
John Schooten, Zone 2  
Don Evans, Zone 3  
Stuart Thiessen, Zone 3  
Craig Ference, Zone 4  
Charlie Christie, Zone 5  
Greg Bowie, Zone 6  
Dave Solverson, Zone 6  
Chad Meunier, Zone 7  
Sheldon Hauca, Zone 8  
Pat Eaton, Zone 9



**DARRYL CARLSON**  
CIC Chair

## CIC REPORT

Prior to 2004, a number of organizations believed they did not have an effective means to represent their sectors within Alberta Beef Producers. These organizations believed in the ABP Mission Statement, “to strengthen the sustainability and competitiveness of the beef industry for the benefit of Alberta beef producers.”

Competitiveness is defined as creating and maintaining an environment that enhances the competitive position of Alberta producers by: actively influencing policy and regulation; providing leadership to practical research and innovation initiatives; and promoting beef products and the industry’s image.

Sustainability is defined as enhancing the long-term sustainability of the production sector by securing access to: land and water resources and domestic and international markets.

The 2004 ABP Plan amendment created the Cattle Industry Council (CIC) for the purpose of providing other sectors of the beef industry an opportunity to come together to discuss items of common concern. This forum provided an opportunity for individuals to bring the issues

Feeder Association of Alberta (FAA) elected to retain their producer association positions while the Western Stock Growers Association (WSGA) opted to join CIC. The Alberta Livestock Dealers and Order Buyers of Alberta (ALDOBA) and the Alberta Auction Market Association

“Sustainability is defined as enhancing the long-term sustainability of the production sector by securing access to: land and water resources and domestic and international markets.”

and point of view of their organization and its members to the ABP table for discussion with cow/calf producers and cattle feeders, elected by producers from their zone, to discuss issues of common concern. This plan change provided the producer associations with the option of retaining their two producer association delegate positions or opting to transfer those positions into the CIC. Alberta Milk and the

(AAMA) became members of CIC immediately upon the creation of the Council, and since the inception a number of other organizations have joined the CIC. CIC may have as many members as they wish but the Council could elect a maximum of six delegates of which two could be elected to represent the Council on the ABP Board of Directors. Those being elected as a delegate must meet the criteria of being an eligible producer as defined in the ABP Plan. CIC quickly established their Mission Statement, goals and values. CIC’s mission is to provide effective representation on broad industry issues to the ABP Board of Directors and enhance communication between industry players. CIC provided a structure for the entire beef industry to communicate and contribute to ABP. Over the years there have been numerous conference calls and meetings; joint work with other ABP committees and outside organizations for the overall good of the industry.

With the plan amendments the ABP delegates approved at the 2008





Annual General Meeting, FAA and Alberta Milk become full members of the CIC. With this change the CIC members can elect 10 delegates to ABP. CIC will continue to have two directors on the ABP Board but they will now be elected by the members of CIC from the CIC delegates. The CIC members will also elect the Chair of CIC from among the two CIC directors. With these amendments, the CIC has the same status as the Cattle Feeder Council and the newly created Cow Calf Council.

Cattle Industry Council has always maintained that two-way communication is the key to success. The more informed and engaged producers are and the more the industry sectors interact with each other the greater the chance the industry will be successful in the future.

*Changes influenced by CIC include:* One of the greatest achievements of CIC was the CIC task force that worked with Livestock Identification Services Ltd. (LIS) and the Department of Agriculture and Rural Development in the consultation and drafting of the Livestock Identification and Commerce Act (LICA) and the Livestock Identification and Commerce General Regulation. As a result of this joint government-industry consultation, the Alberta beef cattle industry has legislation that reflects needs of both government and industry. CIC is continuing to consult with industry and government on the implementation of LICA and on regulations being drafted under the new Animal Health Act. CIC will be working hard to ensure, that in establishing traceability in Alberta, that the government makes use of the infrastructure that currently exists as a result of LICA and the federal Health of Animals Act that is managed by industry through its representation on the Board of Directors for LIS and CCIA.

CIC and the ABP Public Affairs Committee initiated a number of meetings and budget funding with government and industry

representatives which led to the “Benchmarking study of current transport practice in the Alberta beef industry” study. Transportation of cattle is one of the more visible activities of the beef industry; the public sees cattle travelling on major highways every day. Benchmarking the current transportation practices will help identify whether there are areas of particular concern that need

beef organizations, both provincially and nationally.

CIC also held its 3rd annual information meeting in Red Deer in conjunction with the Alberta Beef Industry Conference. Speakers included Dennis Laycraft providing an update on CCA and Country of Origin Labelling (COOL); Larry Thomas, Canadian Beef Advantage

“Cattle Industry Council has always maintained that two-way communication is the key to success. The more informed and engaged producers are and the more the industry sectors interact with each other the greater the chance the industry will be successful in the future.”

to be addressed by regulation or additional research.

During the past year, CIC held two information meetings on the Animal Health Act and the Alberta Livestock and Meat Strategy. In these meetings, various industry and government representatives met to discuss the regulatory framework under which the elements of the strategy will be implemented. CIC will be continuing to work with the ALMA Board in the implementation of the Strategy and by advocating on behalf of the industry to ensure that the Strategy improves upon what is being done already by the various

Program; Frank Goetz, Canada Gold Beef Inc.; and Brent McEwan, Traceability. ▼

Respectfully submitted,

*Darryl Carlson (WSGA), Chair*

Jason Danard, ALDOBA  
 Larry Delver, WSGA  
 Craig Dorin, WCABP  
 Lorrie Jespersen, AB Milk  
 Dale Johnson, FAA  
 Albert Kamps, AB Milk  
 James MacLean, ALDOBA  
 Ted Quist, FAA  
 Danny Rosehill, AAMA





**BEN SCHRADER**  
Cow Calf Chair

# COW CALF

## The Cow/Calf Committee Mandate

The purpose of the Cow/Calf Committee (CCC) is to investigate and address issues of importance and concern to the cow/calf producers of this province. The CCC will address political, business, environmental and social issues that could affect the competitiveness of the cow/calf sector. The CCC will, however, not deal directly with issues being addressed by the ABP Board or other Committees.

The objective of the CCC is to ensure that the policies, regulations and actions implemented by ABP, other agricultural organizations, and government bodies support the interests of cow/calf producers.

**Budget Considerations** - To enhance long-term sustainability the Cow/Calf Committee wants ABP to focus its attention on eliminating regulatory burden and unnecessary costs, and improving trade both inter-provincially and internationally as opposed to asking for ad-hoc payments.

Agriculture and Agri-Food Canada announced a program on July 22, 2009 to allow producers in some regions of Alberta who reduced their breeding herds by at least 15 per cent and no more than 30 per cent to defer 90 per cent of the income from net sales. ABP lobbied to get other regions not on the first announcement to be included in the program.

**Financial Stability** - Alberta Livestock and Farm Strategy – AFRP II. Discussions around the AFRP II payments and age verification occurred. A motion was passed that recognized AFRP II payments as a feed proxy received by all sectors of the beef industry. Also, the cow/calf sector is the only sector that faces a future obligation of age verifying the 2008 calf crop to receive the AFRP II 2009 payment.

**Feeder Cattle Price Insurance (CPIP)** During the year, AFSC continued the process of establishing a fed cattle

price insurance program. The CPIP concept was developed with the aim of enhancing Alberta cattle producers' ability to manage their price and basis risk. A target launch date of September 15 was set for fed cattle products, pending legislative and regulatory approvals. At the present time a program for feeder cattle is also being developed. This should be available by the summer 2010. More information is on the website at <http://cattleinsurance.ca/new/>

## Margin Coverage Concept (MCC)

**Program-Safety Net** - The hope is to have a transparent and bankable program. The marginal concept goes from individual coverage to group area coverage.

## Wildlife Damage Compensation Strategy

There are changes to the new Wildlife Damages regulations. Tags that are under-applied for will be open to the public. Sunday hunting is open. Hunting has been very selective. Wildlife is a cost to producers.

Some members met with AFSC and Fish & Wildlife to work on wildlife compensation issues, and hay and crop insurance. From this a Wildlife Compensation Sub-Committee was formed. As part of this initiative a proposal was to be developed to explore the possibilities of compensation for ecosystem services.

## Study of Wildlife Damage to Producers

Programs for wildlife losses to producers in Alberta are managed by AFSC, Sustainable Resource Development (SRD) and Alberta Conservation Association (ACA). AFSC is responsible for wildlife and waterfowl losses to crops and animal feed sources. The losses reported to producers during the past two years were \$5.6 million and \$3.3 million, respectively, for wildlife feed damages and \$2.3 million and just under one million dollars, respectively, for waterfowl damages.

The program for predator damages to producers in Alberta are managed by SRD and ACA. During the past two years payments for damages to producers were from 140 to 200 claims per year with a payout of about \$100,000 for each year. Over 80 per cent of the claims were from damages from wolves.

**Studies about Financial Burden- BSE, COOL, Costs of Traceability, Cost of RFID Tag Loss** - Some concern ensued about the continuing financial losses in

the cow/calf sector because of high costs and poor feeder cattle prices. Estimations showed that the effect of Country of Origin Labelling (COOL) for 550 pound feeders was a loss of \$5 per cwt or \$30 per head for the last quarter of 2008 and a loss of \$4 per cwt or a loss of \$22 per head for the first quarter of 2009. The costs of traceability for the cow-calf producer was found to depend on the size of the cow herd. Preliminary assessment indicated that there were direct and indirect costs of traceability that were over three times higher than previously published.

## Direction of refundable check-off

The CCC felt ABP should have a new strategic plan. The Committee feels ABP needs some direction and should know who the organization represents. There was also a feeling that CCC should set priorities for the Committee.

**Alberta Drought** - The CCC was concerned about the drought conditions and was willing to meet with ARD if necessary. John Knapp, Deputy Minister, Alberta Agriculture, was in contact with AFSC to look at the situation.

## Alberta Livestock and Meat Agency (ALMA)

Ken Moholityn, interim President and CEO of the ALMA Board, joined the CCC to discuss ALMA. Moholityn explained that some decisions are being delayed until a new CEO is in place. There is a three-year plan in place, with \$56 million in funding for the first year and \$150 million funding will carry over from year to year for the next three years.

**Resolutions** - Fifteen motions were passed dealing with resolutions that arose from the ABP 2008 Fall Meetings. Motions dealing with the cow grading system, animal identification and wildlife compensation were passed. Letters were sent to respective authorities for their response and action. ▼

*Ben Schrader, Chairman*

- Gerry Fowle, Zone 1
- Bob Lowe, Zone 2
- David Lowe, Zone 3
- Frank Murphy, Zone 4
- Margaret Kvigstad, Zone 4
- Walter Suntjens, Zone 4
- Rose Wymenga, Zone 5
- Arny Tateson, Zone 5
- Adam Moseson, Zone 6
- Ted Ford, Zone 7
- Kelly Olson, Zone 7
- Ed Doktor, Zone 8
- Garth Shaw, Zone 9



**BRIAN CHOMLAK**  
Animal Health and  
Welfare Chair

# ANIMAL HEALTH AND WELFARE

The Animal Health and Welfare Working Group is an advisory group to provide direction to ABP in the area of animal health and welfare and specific direction to ABP's representative to the Alberta Farm Animal Care association.

The Working Group combines the animal health activities previously done by the Technical Committee and the animal welfare activities directed by the Public Affairs Committee.

## Animal Health

A number of ongoing and emerging issues are being addressed through producer communication. For example:

*Johne's Disease:* ABP works with both the Alberta Johne's Disease Working Group, and the Canadian Johne's Disease Initiative, as well as our own producer communications based on ABP delegate input, results of industry funded research, and veterinary expertise.

*Trichomoniasis:* Information about this emerging disease and its control is available from the office or the ABP website.

## Animal Welfare

Livestock industries are under increasing pressure to meet higher welfare standards from the public. Farmers and ranchers know that the welfare of their animals is very important, and we need to communicate that to the rest of the world. Outside groups are

constantly looking to exploit any problems, real or perceived, they may find. The goal of these groups is all too often, not to improve animal welfare, but rather to shine a negative light on animal

“Farmers and ranchers know that the welfare of their animals is very important, and we need to communicate that to the rest of the world.”

agriculture all together. ABP needs to be proactive in dealing with this issue and have the resources to react quickly as issues arise.

Doug Sawyer is serving his second term as Chair of Alberta Farm Animal Care (AFAC). Brian Chomlak is ABP's representative to the AFAC board. ABP staff also work closely with the AFAC board and staff. AFAC has attracted North American attention with programs such as their Certified Livestock Transportation course, Livestock Care Conference, an ALERT line with on-call vet service and through their work on transportation issues. AFAC is also a partner in the Alberta Livestock Protection Services which gives them the ability to have input into the regulatory side of animal welfare.

## 2008 ABP Resolutions

Three resolutions from the 2008 ABP fall meetings were referred to the Working Group. Reports on these resolutions are available on the ABP website.

## Drought Response

In light of the poor 2009 growing season, members of the Animal Health and Welfare Working Group were involved in developing a number of articles and radio spots pertaining

to alternative feeds, pasture water, and early weaning and cow marketing considerations that were published.

Given the likelihood of forage shortages in some areas of the province this winter, ABP's animal welfare communications will continue to focus on producer awareness related to winter grazing and feeding programs, as well as cull cow transportation and marketing. ▼

*Brian Chomlak, Chair*

- Larry Gano, Zone 3
- Pat Rutledge, Zone 4
- Doug Sawyer, Zone 5
- Ted Ford, Zone 7
- Jany's Boyte, Zone 9



**BRIAN EDGE**  
Research Chair

# RESEARCH

The ABP Research Committee funds practical, applied research to enhance the competitiveness of Alberta's beef industry. Along with zone delegates, each council is represented on the Research Committee to ensure that sectoral interests are represented.

Improved competitiveness involves lower production costs, improved returns, or both. Consequently, eight new research projects were approved based on three priority areas:

### Priority 1: Improved feed supply and efficiency

- Breeding forage oats with increased yield and quality (University of Saskatchewan);
- \*Regional Silage Variety Trial (ARECA);
- \*Relative roles of the animal and its rumen bacteria on feed efficiency (University of Alberta).

### Priority 2: Lower cattle health and welfare costs

- Effect of feeding dried distillers' grains on animal health (University of Saskatchewan);
- Prey composition, habitat selection, and movement of wolves in southwest Alberta (University of Alberta).

### Priority 3: Improved carcass and meat quality

- Relationship between dietary vitamin A and carcass marbling score (Agriculture and Agri-Food Canada Lethbridge Research Station);
- Investigation of a candidate gene for growth rate and fat

deposition in beef cattle (University of Saskatchewan);

- \*Factors influencing the formation of dark-cutting beef (University of Alberta).

### **Value of Research:**

Here is how three of the projects listed above (the projects with an \*) can help maintain and increase the competitiveness of Alberta's beef industry:

docked ~\$400 apiece. If the Dark Cutting Beef project helps get the rate of B4's back to normal levels, we could save \$1.50 to \$5 for every young animal slaughtered in Alberta (\$5-10 million annually).

The three projects described above will cost ABP around \$300,000, but could help the industry save over \$20 million annually. Even if only 10 per cent of that potential is realized, and industry takes advantage of it

“If the Feed Efficiency project helps to reduce feed requirements by 1 per cent, Alberta's cow-calf producers would save close to \$2 million annually.”

### **1. Lower production costs:**

Information from the Silage Variety trial could be very useful for swath and bale grazing (as well as silage). Bale grazing is estimated to save ~\$0.40/head/day and swath grazing saves ~\$0.84/head per day. If Alberta's 2-million cows and bred heifers could be kept out of the corral for one extra day each winter, annual savings could amount to \$0.80 to \$1.7 million province-wide.

If the Feed Efficiency project helps to reduce feed requirements by 1 per cent, Alberta's cow-calf producers would save close to \$2 million annually (during the 90d confinement winter feeding period alone). Improving feed efficiency of feedlot cattle by 1 per cent would save over \$11 million annually.

### **2. Improved consumer satisfaction:**

Before 2005, 0.7 per cent of young cattle graded B4 in Alberta. Since 2005, this rate has more than doubled. These carcasses are

for just one year (\$2,000,000), it's still a 7:1 return on investment. ▼

*Brian Edge, Chair*

Howard Bekkering, CFC  
Dr. Larry Delver, CIC  
Frank Murphy, Cow Calf  
Bruce Niznik, Zone 1  
Tom Toney, Zone 2  
Diane Panrucker, Zone 6  
Harvey Hagman, Zone 7



**GREG BOWIE**  
Environment Chair

## ENVIRONMENT

We have seen a lot of change within the last year and were able to adjust during difficult times to position this industry to be able to move forward. The creation of the new Environment Committee allows us to concentrate on issues on the minds of Albertans and other Canadians. Even during these challenging economic times, the environment continues to be a priority for a large percentage of the population.

The primary goal of the Environment Committee is to advocate best management practices in areas of land, air, and water-use. The committee promotes the goals of Cows and Fish, and reviews and directs ABP's involvement. We also work to enhance, protect, and promote the image of the cattle industry. The objectives of the committee include: watershed groups, Land-use Framework, air-shed groups, Environmental Stewardship Award (ESA), ecological goods and services, carbon credits, and energy sector issues.

This committee, and the former Public Affairs Committee, has had representation on numerous watershed groups throughout the province. With assistance from ABP, a number of mapping projects and state of the watershed reports have been created. It is necessary for this involvement to not only continue, but to expand further as the Water for Life Strategy continues to develop. It is necessary to protect sustainable sources of potable water for the long-term use of all Albertans, including the cattle sector.

The Land-use Framework Report was released December 2008. As the Regional Advisory Councils are set up for each of the seven regions it will require participation from ABP to ensure the beef industry is well represented. As demands on the land increase due to population growth, the need to balance economic, social and environmental values will also increase. Almost a third of Alberta's 164 million acres is used for agriculture, thus the need for agriculture to have good representation during the planning of the Land-use Framework.

Although air-shed work is still in its infancy, this is the time for ABP to get involved. Our input can be beneficial in determining how air issues will be dealt with, and how they will be tied to both watersheds and land-use work.

The need to inform our largely urban population on how the beef industry conducts itself in an environmentally sound manner is crucial. The ESA is one way to do this, and at the same time recognize an operation for their stewardship excellence. We can let our consumers know that not only do we provide them with a top quality product, but we are able to do it in a way that protects the environment in the short and long term. The 2009 ESA winner, OH Ranch, is doing a great job of showing how environmental stewardship can work hand in hand in the production of beef in a pristine setting. This award was first presented in 1992, and will hopefully continue well into the future. The judging team recently completed the tour of the nominees

from across the province for the 2010 ESA. It was gratifying to see how producers were able to adapt to very challenging climatic conditions.

As the need for preserving ecosystems increases, so does the value of ecological goods and services. The challenge will be to determine what that value is to society as a whole, and the best way to compensate the producer for what they provide. With carbon credits, the challenge will also be determining value and setting guidelines for the future.

Alberta's large energy and agriculture sectors have ongoing issues that continue to arise between them. Involvement in resolving these issues with the land, water and air are also part of what the Environment Committee will be dealing with in order to find balance between the economy, the environment, and social values.

We will continue to face challenges in the future and will need to be creative in order to find solutions that work for all sectors of society. With the continued support of dedicated staff and an excellent group of committee members, I am confident we will succeed. ▼

*Greg Bowie, Chair*

John DeGroot, Zone 1  
Anne Stevick, Zone 2  
Gordy Cunningham, Zone 3  
Carol Wilson, Zone 4  
Charlotte Johnson, Zone 5  
Murray Kerik, Zone 7  
Bill Fox, Zone 8  
Bruce Jack, Zone 9



**ROB SOMERVILLE**  
CVC Chair

# COMPETITIVENESS AND VALUE CREATION

The Competitiveness and Value Creation Working Group (CVC) is new to Alberta Beef Producers in 2009. The Working Group has been given two roles: being a number cruncher and a think-tank.

ABP was aware of the need to communicate to producers how they receive direct value from their check-off dollar right back to their farm gate. The CVC Working Group has targeted major ABP budget line items and has calculated a direct bottom-line return to producers expressed in terms of dollars per head where possible.

Areas we have examined include the cost and benefits of the last countervail challenge brought by R-CALF in 1999 which Canada successfully challenged as a result of our ability to finance a defense. The cost to defend our industry against the R-CALF challenge was \$5 million of which ABP fully funded 59 per cent or \$2.9 million. As ABP was the only provincial cattle organization with secure funding, ABP financed the balance of the cost of the anti-dumping and countervail challenge which the remaining provinces later repaid as they could. Some significant costs to individual producers and the industry could have occurred if the challenge had not been contested and not been won in Canada's favour. For example, a) had the Canadian cattle industry not been able to finance a defense to the anti-dumping and countervail challenge and b) had R-CALF won their legal suit or c) had the suit dragged on for even a year the cost to producers would have been \$160 million for temporary duties exceeded \$70 per

head on every animal sold during that period. The cost of financing the defense of the R-CALF suit amounted to 58 cents per head marketed in 2000 based on five-million cattle marketed.

The Canada Beef Export Federation (CBEF) is responsible for assisting global beef marketing to regions other than Canada and the U.S. CBEF does not make any sales; it assists beef marketing companies in their sales endeavours. CVC assessed returns from check-off dollars directed to CBEF. Total contributions to CBEF from the National Check-off were about \$1.6 million per year for the past three years. From this, CBEF was able to leverage other funds by 3.8:1 for a \$6.2 million operating fund for 2008. Some of the efforts of CBEF can be seen in beef export sales.

During 2002, Statistics Canada indicated \$536 million in beef export

sales to markets other than to the U.S. After 2003, exports decreased to \$262 million by 2006. During 2007, beef exports started to increase; by 2008 export sales had gone up to \$364 million. For 2008 each check-off dollar worked through the system to show \$227 in export beef sales. Twenty-three percent of the exporters attributed value to the program; they indicated that \$74 million of export sales in 2008 were directly linked to CBEF's effort.

Alberta cattle producer check-off dollars directed towards the Beef Cattle Research Council (BCRC) are leveraging government investments in research from 9:1 to 5:1. Return on Investment in research investment is projected at about 7:1 to the industry. The BCRC is the national cattle research organization which is funded as part of the National Check-Off Agency which collects a national \$1 check-off. One dollar of the \$3 non-



refundable ABP check-off was directed towards the National Check-Off Agency. The overall research in beef in Canada is CDN \$0.31 per head compared with Australia that invests AUS \$1.57 per head. However, this is even threatened by the Alberta Government decision to make the entire check-off refundable.

As its single largest industry funder, Alberta's check-off dollars are vitally important to the Beef Information Centre (BIC). BIC is the beef marketing arm of the Canadian Cattlemen's Association responsible for the domestic and U.S. markets. In the fiscal year ending June 30, 2009, Alberta's check-off contribution to the BIC was \$2.7 million, or 57 per cent of the \$4.67 million of total check-off dollars received by the organization. BIC was also able to take check-off funding and leverage government industry development funds for commercial beef (beef over 30 months) and U.S. programs. Domestic programs are not eligible for industry development funds. Consequently, overall total revenue from all sources was \$10.9 million - this was a leverage of 1.33 to 1.

For U.S. programs, \$850,000 of producer check-off investment leveraged an extra \$2.5 million from industry development funds giving a total investment of \$3.4 million. Each check-off dollar placed here leveraged an extra \$2.95.

CVC has also examined costs within the industry. For example, some financial burden occurs with the requirement of meat processors to dispose of specified risk materials

(SRM). These costs are pushed down to the producer with relatively lowered livestock prices. Regulatory burden exists in all aspects of the beef sector in Canada and the U.S. Regulatory burden costs Alberta producers about \$80 per head additional to the U.S. costs on every animal sold. Extra costs include the Alberta government implemented mandatory age verification of cattle and premises identification. Other examples of regulatory costs include animal traceability, extra producer administration time and costs, and extra livestock handling costs to get and record information. ABP has looked into the cost of traceability to the cow-calf producer. Initial projections for direct and indirect costs were about three to four times the level per breeding cow as previously published. ABP is still looking into the costs of traceability at the feedlot level.

The Competitiveness and Value Creation Working Group has a "think tank" role to develop and forward suggestions to the Board of Directors on how ABP could better serve Alberta cattle producers. The CVC Working Group covered a broad and diverse spectrum of topics literally ranging from resolutions to retaining the check-off. Another area included review of a market model for proprietary information in the beef sector which could be used for the Lamb and Pork sectors as well.

We are facing a new challenge with the passage of Bill 43 resulting in the sudden and dramatic loss of Alberta's secure funding for our livestock

industry. Prior to Bill 43, Alberta cattle producers were able to use their secure funding structure to be a leader within Canada and internationally. The National program goal is to allow Canada to collect check-off dollars on imported cattle and beef coming into the country; this becomes ineffective with a refundable check-off program.

Australia has a \$5 per head non-refundable cattle check-off to support their industry. An independent analysis completed showed a direct 5 to 1 return to Australian producers for every check-off dollar spent there. The province's decision to remove our industry's secure funding put our producers at a distinct competitive disadvantage. It is incredible that this was done without giving Alberta producers a choice through a plebiscite vote.

I would take this opportunity to thank the Working Group members for their exceptional contributions. Your insight, knowledge and vision for our industry have been invaluable. It has been a pleasure to serve as your chairman. As well Dr. Fred Hays, ABP Policy Analyst, has been instrumental in most, if not all of the reports and studies our committee generated. ▼

*Rob Somerville, Chairman*

John Schooten, Zone 2  
Erik Butters, Zone 3  
Larry Gano, Zone 3  
Pat Rutledge, Zone 4  
Ben Schrader, Zone 7  
Kelly Olson, Zone 7  
Ted Ford, Zone 7  
Glen Leitch, Zone 9



**ROY ECKERT**  
Promotion Chair

## PROMOTION

2009 truly challenged the Promotion Committee's ability to parlay modest resources into a program that would thrive in Alberta's big money marketing landscape. Being resourceful though, the committee members took up the challenge and, through some very hard work and focused thinking, have achieved much this year to promote our product to a consumer increasingly more prudent with her protein shopping dollars.

Faced with highly restrictive transport regulations initiated in 2008, the committee's first task of 2009 was to find ways to ensure the best possible placement of ABP's Raised Right rural murals. Thanks to the efforts of both committee members, staff and a board member, our two major placement issues have now been resolved. The first of these is the Bar U mural. Despite previous government threats to remove it, this mural has finally been given ministerial dispensation to stay next to the junction of Highways 22 and 540 where, over its projected life span, approximately 1,168,000 Albertans will see its "Raised Right" message and its brand new twelve foot "Alberta Beef" logo.

The second placement problem the committee dealt with concerns the Colin McNiven mural at the south end of Calgary. It has now been moved to a Red Deer location which, after much research, was discovered to allow a setback relaxation that was not permitted at its former site. Therefore, it now rests about 150 meters from the QE2 on a turnoff at Heritage Ranch, where an estimated 14,900 travellers daily will be attracted by its close proximity, its brilliant white

backdrop, and its eye-catching "Alberta Beef" sign. For just a one year tenancy, this would mean that approximately 5,438,500 travellers will be exposed to our Alberta Beef logo at that spot.

With these placement problems solved, the committee then turned its attention to deciding upon specific tactics to effectively reinforce the Raised Right message. Facing budgets radically reduced by a looming refundable check-off, the committee had its work cut out for it.

In order to execute the full roster of marketing tactics the committee had proposed for the 2009-2010 Raised Right campaign, Promo sought ways to leverage budget dollars. As a result, in April 2009, an application for funding was submitted to the newly opened ALMA office. If this application is approved, it will provide Alberta beef producers with up to four times the advertising coverage for their industry and product than ABP could afford on its own.

After the application was submitted, the committee tackled the task of honing our already lean and progressive image, education and community relations programs.

Recognizing the critical importance of ABP's Image Program and the need to vigorously promote our product in recessionary times, the committee decided it was best to continue with what had worked well in the past. Therefore it executed a second airing of the 2008 highly successful bus transit campaign. The 2009 program continued on with a re-telling of the Employee of the Month and the Casual Friday stories in both Calgary and Edmonton. The program ran on 136 buses in those two cities and was slated to appear in September and end in mid October. Due in part to the economic times but also due to AdFarm's skilled negotiations, ABP was, however, able to secure one month of free exposure in both cities so that the campaign actually ran until mid November. This is a rare





accomplishment in transit advertising anywhere.

The committee also managed to maximize exposure and minimize expenditures in ABP's Educational Programs. In order to eliminate administrative costs, the newly edited Beef in the Classroom manual will soon be launched on the Government of Alberta's Education website. This way teachers can simply download it, thereby saving ABP the expense of printing, storing, handling and shipping this critical educational resource. With the manual on the government website and eventually on our own as well, the exposure rate of this resource is expected to dramatically increase with nearly 900 high schools in Alberta having immediate and free access to it. In 2008, over 18,000 high school students were introduced to this resource and, as a result, had the opportunity to learn the ins and outs of cooking a simple and delicious beef meal. These 18,000 students per year represent Alberta's future beef shoppers; making it possible for them to enjoy our product is an important initiative and one the committee takes seriously. If that number increases, as it is expected to do with the inauguration of this new delivery mechanism, the industry can only benefit.

Despite severe financial adversity, 2009 also saw the continuation of the Classroom Agriculture Program. Although unable to continue its role as a major funder of this program, the ABP Promotion Committee nevertheless worked with other commodities to develop a shared costs plan that has now allowed the

program to continue. Operating with greatly reduced resources, the CAP Steering Committee sincerely hopes this program – the only initiative of its kind in the province – continues to thrive. With a mandate to impress upon Alberta's urban children the importance of agriculture in their daily lives, CAP's messaging is believed to play an integral part in the long-term sustainability of our industry.

The 2009 Merchandise Program is another area in which the committee worked to stretch producer dollars. Without the budget to continue carrying larger and more expensive items such as clothing, multiple SWAG items and gift baskets, the committee decided it would also be wise to attempt to fit the smaller collection into a smaller facility, thereby saving administrative costs for the program. With the invaluable help of ABP's controller, Laura Procnier, the committee conceived of a way to do just that by temporarily housing promotional items in an unused office and then sending them directly to delegates to store themselves prior to community events. It is hoped that this strategy will divert thousands of dollars yearly into program spending where it may also be leveraged to promote Alberta beef.

ABP's Community Relations Program has also proven to be another effective and economical way for ABP to enhance the beef producers' image in Alberta. The new Community Events Trailer managed by Chuck Groeneveld and launched in 2009 was featured in over two dozen parades during the summer months and delivered the Raised Right message to literally thousands of Albertans. While en

route to the many events (over 10,000 km clocked in 48 days), the trailer was also seen by tens of thousands of travellers on major traffic corridors across the province.

In conclusion, I would like to thank each and every member of the Promotion Committee for tackling these tasks with optimism in the face of adversity and with an unbridled determination to tell the Alberta beef story. I would also like to say a special thank you to ABP staff who has also worked hard to see that ideas become reality. Nice job everyone.

I look forward to working with you all again in 2010. ▼

Respectfully submitted,

*Roy Eckert, Chair*

Mark Francis, Zone 1  
Judy Nelson, Zone 2  
Sara Arthurs, Zone 3  
Chuck Groeneveld, Zone 3  
Brad Pierson, Zone 4  
Cathy Sharp, Zone 5  
Chad Meunier, Zone 7  
Stephen Jarema, Zone 8  
Lori Kinnee, Zone 9

Judy McKnight, BE President  
Elizabeth Stroeve, BE  
Chuck Groeneveld, BE  
Rose Wymenga, BE  
Billi Solverson, BE  
Lyndon Mansell, BE  
Linda Messner, BE  
Judy Fenton, BE

Mark Francis, CAP Chair



**BRENT CAREY**  
Communication  
Chair

# COMMUNICATION

It's been a very exciting time for the Communications Committee this year. We worked diligently on a project that will change the way ABP gets information to producers. We are in the pilot stages at the time of printing. Together with the Canadian Cattlemen's Association, we placed large flat-screen monitors at Perlich Bros in Lethbridge and Vold Jones Vold Auction mart in Ponoka. These monitors feature ABP and CCA information, Alberta Agriculture information, drought info, market data and more localised info like special and regular sales at participating auction marts. It features a very similar look to what you might see in an airport or grocery store.

Information will be entered by CCA staff to ensure consistent messaging across the province. Using the Internet to transport information to the monitors means we can update the broadcast at any given time.

ABP and CCA are hopeful that together we will be able to expand this program across the province in as many auction marts that are interested in getting on board. CCA's vision is to have auction marts across Canada carry the monitors.

The Communications Committee made the decision to take on this project because it meant a new way to get messaging to producers. By placing the monitors in auction marts, we are reaching producers in a gathering place and giving them easy access to information they may not have time to read at home.

Both auction mart locations welcomed the opportunity to help us

with the pilot program. Both thought this was an innovative way of reaching out to producers and much needed and felt they were best-suited to collect unguarded feedback regarding the pilot.

At the time of the Annual Report printing, the committee is awaiting word regarding a grant proposal application to ALMA for the funding of Phase 2 of this project.

In addition to this project, the committee worked hard at streamlining our budget to activities that most suited our mandate. We continue to produce Cattle Country radio with Jim Fisher twice a week and the Grass Routes newsletter that is mailed to producers five times annually.

With the new website completion last year, communications staff has been committed to ongoing maintenance of the site.

New branding guidelines within the organization, means that our

communications is now streamlined with the promotion and marketing strategies of ABP.

All in all, this year has been about trimming costs and being more creative in how we engage producers. With this in mind, communications is a two-way street and we need your feedback as well. Feel free to contact any committee member or myself about communications or the ABP organization itself. ▼

Regards,

*Brent Carey, Chair*

- Gerald Maser, Zone 1
- Cecilie Fleming, Zone 2
- Joanne Fenton, Zone 3
- Henry Fenton, Zone 4
- Warren Beck, Zone 5
- Shelley Grundberg, Zone 6
- Peter Lazowski, Zone 7
- Soren Odegard, Zone 8
- Roland Cailliau, Zone 9



# ABP OPERATIONS BUDGET

ALBERTA BEEF PRODUCERS Operations Budget for 2010/2011	Proposed Budget 2010/2011	Notes	AMENDED Budget 2009/2010	Actual 2008/2009
<b>Marketings</b>			4,000,000	4,671,459
Revenue:			<b>NOTE 7</b>	
ABP Service Charge and Federal Levy			12,000,000	14,016,628
Less Allowance for net interprovincial sales			200,000	125,004
Less Dealers' Rebates			200,000	233,573
			11,600,000	13,658,051
Investment and other income			200,000	214,909
Grants and recognition of deferred revenue				450,689
Recognition of Refundable Check-Off Paid				
Recovery of Dealers' Rebates Paid				
Administration Fee for Processing Refunds				
<b>Total Revenue</b>			<b>11,800,000</b>	<b>14,323,649</b>
Expenses:				
<b>Canadian Beef Cattle Research, Market Development and Promotion Agency:</b>				
Beef Information Centre	1	2,560,000		3,079,579
Canada Beef Export Federation		1,010,800		1,270,098
Beef Cattle Research Council		349,200		228,930
National Check-off Agency		80,000		93,441
Net revenue over expenses		Unknown		
<b>Allocation of net revenue over expenses to following years' operating fund</b>	<b>2</b>			
<b>Recognition of the Operating Fund for 2010/2011</b>		5,000,000	*	
<b>National Policy and Trade Advocacy Programs:</b>	<b>3</b>			
Canadian Cattlemen's Association		1,550,000	1,550,000	1,419,991
National Governance and Oversight		100,000	100,000	87,509
Enhanced Federal Lobbying		50,000	75,000	44,373
U.S. and International Trade Management		50,000	100,000	124,313
<b>Board and Delegate Expenses, ABP Governance and Provincial Initiatives:</b>	<b>4</b>			
Board meetings and board representatives		150,000	150,000	150,221
Annual General Meeting		140,000	150,000	150,658
ABP Partnership projects		120,000	125,000	-
Fall meetings, resolutions, new delegate orientation		115,000	115,000	113,106
Zone activities		108,000	108,000	78,686
Provincial initiatives		100,000	100,000	194,627
Executive		75,000	75,000	81,996
Annual report		70,000	70,000	61,261
Canfax membership		55,000	55,000	53,400
Provincial government advocacy		30,000	40,000	11,602
Governance Committee		5,000	5,000	-
Audit Committee		5,000	5,000	-
Semi Annual Meeting		-	95,000	99,098
ABP sponsorships		-	25,000	22,649
<b>Council, Committee, Staff and Project Expenses in Priority Areas:</b>	<b>5</b>	1,207,500	2,717,500	2,078,986
Promotion - Image, education and community relations				
Research funding				
Communications				
Environment				
Animal Health and Welfare				
Competiveness/Value Creation				
Cattle Feeder Council				
Cattle Industry Council				
Cow Calf Council				
<b>Office, Legal and Financial Administration:</b>	<b>6</b>			
Salaries and benefits		372,500	397,500	378,354
Rent, office supplies and equipment		500,000	507,000	416,518
Legal, audit, dealer audits, consulting		190,000	200,000	124,158
Research commitments from the reserve				325,744
Grants and deferred revenue				360,028
<b>Total expenses</b>		<b>4,993,000</b>	<b>10,765,000</b>	<b>11,049,326</b>
Excess of revenue over expenses		7,000	1,035,000	3,274,323
Operating Fund for 2010/2011 Allocation			(1,000,000)	(3,000,000)
Capital Budget		(7,000)	(35,000)	
				274,323

\* Any excess of revenue over expenses from the 2009/2010 operation year will be included in this figure and allocated by the Board of Directors on a priority basis.

# NOTES TO OPERATIONS BUDGET FOR 2010-2011

## **A move to a refundable check-off**

With Bill 43, "The Marketing of Agricultural Products Amendment Act 2009 (Number 2)", receiving third reading on June 2, 2009, ABP's current non-refundable service charge will become refundable effective April 1, 2010. A system for refundable check-off is being developed, the draft amendments to the Cattle Marketing Regulation will be discussed with producers at the 2009 fall producer meetings and will be debated and voted upon by the delegate body at the 2009 Annual General Meeting. The amendments to the Cattle Marketing Regulation must be complete by January 1, 2010.

## **1 Payments to the Canadian Beef Cattle Research, Market Development and Promotion Agency (The National Agency) and the impact of a refundable check-off**

ABP collects a \$3 Federal Levy on cattle sold in inter-provincial trade in Alberta (out of province cattle) and a \$3 Alberta service charge on cattle sold in intra-provincial trade in Alberta (Alberta cattle). Pursuant to the Agency Agreement and the Services Agreement with the National Agency, ABP collects and remits to the National Agency \$2 from every \$3 Federal Levy collected by ABP on behalf of the National Agency. ABP also remits to the National Agency \$1 from every \$3 Alberta service charge collected by ABP. Currently the \$1 remaining from the Federal Levy is retained by ABP and has been used to help fund the extra payments ABP has made to CCA and BIC as a result of BSE. When British Columbia and Saskatchewan raise their provincial levy to \$3 from the current \$2, all of the \$3 Federal Levy will be paid to the National Agency.

Of the \$2 from the Federal Levy remitted to the National Agency, the Agency retains \$1 and pays the other \$1 to the provincial cattle association in the province where the seller resides. The \$1 that the National Agency retains from the Federal Levy and the \$1 that ABP pays from its service charge is known as the "National Check-Off". The Agency retains two cents of every dollar for operating expenses and distributes the balance to the Beef Information Centre, the Canada Beef Export Federation and the Beef Cattle Research Council based upon an allocation determined annually by the ABP Board of Directors. ABP continues to itemize the funding separately to inform producers of the level of funding being provided to each organization.

The amendments to the Cattle Marketing Regulation will reduce ABP's commitments with respect to payment of \$1 of the ABP service charge to the National Agency by the amount of refund requests received. The organizations which would be directly impacted with reduced funding would include the Beef Information Centre, whose mission is to maximize demand and optimize the value of Canadian beef products in the domestic and US markets; the Canada Beef Export Federation, whose role is to develop and expand international markets outside the United States; and the Beef Cattle Research Council whose purpose is to sponsor research and technology development for the benefit of all Canadian beef producers.

The amendment to the Marketing of Agricultural Products Act and the Cattle Marketing Regulation will not change the collection of the Federal Levy on out of province cattle sold in Alberta or on Alberta cattle sold out of province. The Federal Levy collected on the interprovincial sale of cattle will continue to be non-refundable.

## **2 Budgeting in the Future**

The Board of Director's have recommended a change in the budgeting process for future years. The net revenue remaining from the amounts collected less refunds and payments to the National Agency in one year are to be used for expenses in the following year. This process of collecting net revenue one year for the following year's expenditures will enable ABP to budget effectively and ensure there are funds available for the core operations.

For transition purposes, the Board of Directors passed a motion to reduce the current 2009 – 2010 budgeted expenses by \$1 million plus reduce the transfer to the Trade Advocacy Reserve by \$1 million. This \$2 million in addition to the \$3 million excess of revenue over expenses from the 2008 - 2009 year end will provide \$5 million dollars for the Operating Fund for the 2010 – 2011 budget year.

The \$3 million excess is the result of the number of marketings being significantly higher than the budget of 4,000,000 marketings for the 2008 – 2009 year end. At the time this budget was struck the Board of Directors anticipated that a greater number of cattle would be exported to the United States for sale, in which case ABP would not receive a service charge. As a result of COOL and a number of U.S. plants closing to Canadian imports this expectation was not realized and the cattle were sold in Alberta which resulted in an increase in ABP's revenue. The refundable check-off legislative changes were proposed at year end and the Board of Director's passed a motion to create an Operating Fund for the 2010 – 2011 year end with the \$3 million of excess revenue over expenses.

## **3 National Policy and Trade Advocacy Programs**

Alberta Beef Producers' commitment to the national organization continues to ensure that CCA has resources available to continue to effectively execute its trade and market access programs

## **4 Board and Delegate Expenses, ABP Governance and Provincial Initiatives**

This category of expenses reflects the costs involved in running a democratic organization and specifically addresses the monies required to provide remuneration to delegates and to directors; to hold meetings; and to ensure that ABP is represented at all industry events having the power to impact Alberta's cattle producers.

# NOTES TO OPERATIONS BUDGET FOR 2010-2011

## 5 Council, Committee, Staff and Project Expenses in Priority Areas

ABP business is conducted through one of three councils, through the Board of Directors or through working committees depending upon specific needs and/or the issues of the day. This budget area reflects funds allocated to ongoing endeavours such as stewardship, animal health, promotion, research and communications. Within these areas, ABP will continue to work for market access; to provide leadership on research initiatives and environmental policy; and to promote the Alberta beef industry's image. ABP's structure will enable the Board of Directors and delegates to respond quickly and effectively to emerging issues, thereby ensuring the competitiveness and long-term sustainability for our industry for the benefit of Alberta beef producers. The amount budgeted also includes the costs associated with having staff in these program areas. This is a classification represents a change from prior years and accordingly the prior year's figures have been restated to reflect this change in policy.

## 6 Office, Legal and Financial Administration

This budget item represents the costs associated with employing staff; running an office; auditing the financial statements; and hiring legal counsel and consultants as required. A change in policy is reflected in the amounts budgeted for staff. The costs associated with having staff in program areas have been included in the Council, Committee, Staff and Project Expenses in Priority Areas line item. This is a classification represents a change from prior years and accordingly the prior year's figures have been restated to reflect this change in policy.

## 7 2009 - 2010 Budget Amended

The Board of Directors' motion to reduce the current year's budget by \$1 million has resulted in the following changes.

	Approved Budget 2009 - 2010	Amended Budget 2009 - 2010	Amount of Budget Decrease
<b>National Policy and Trade Advocacy Programs</b>			
Legal Contingency	200,000	-	200,000
<b>Board and Delegate Expenses, ABP Governance and Provincial Initiatives</b>			
Annual General Meeting	170,000	150,000	20,000
Semi Annual Meeting	105,000	95,000	10,000
ABP Partnership Projects	150,000	125,000	25,000
Annual Report	90,000	70,000	20,000
ABP Sponsorships	60,000	25,000	35,000
Cantax Membership and Services	60,000	55,000	5,000
Audit and Governance Committee	40,000	10,000	30,000
<b>Council, Committee and Project Expenses</b>			
Promotion	565,000	465,000	100,000
ABP Research Funding	565,000	465,000	100,000
Animal Welfare	50,000	40,000	10,000
Competiveness and Value Creation	50,000	25,000	25,000
Cow Calf Committee	100,000	50,000	50,000
Cattle Feeder Council	100,000	50,000	50,000
Cattle Industry Council	100,000	50,000	50,000
<b>Office, Legal and Financial Administration</b>			
Salaries and Benefits	1,115,000	975,000	140,000
Rent, Office Supplies, Equipment and Amortization	585,000	507,000	78,000
Legal, Audit, Plan Review and Consulting	240,000	200,000	40,000
<b>Capital Budget</b>	35,000	23,000	12,000
<b>Total Budget Reduced by</b>			<b>\$1,000,000</b>

# ABP FINANCIAL STATEMENTS

May 8, 2009

Auditors' Report

Edmonton, Alberta

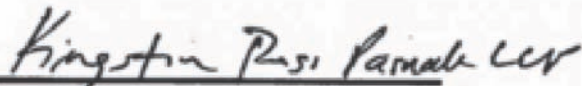
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To the Directors and Delegates of Alberta Beef Producers:

We have audited the statement of financial position of Alberta Beef Producers ("ABP") as at March 31, 2009 and the statements of operations, changes in net assets and cash flow for the year then ended. These financial statements are the responsibility of ABP's management. Our responsibility is to express an opinion on these financial statements based on our audit.

We conducted our audit in accordance with Canadian generally accepted auditing standards. Those standards require that we plan and perform an audit to obtain reasonable assurance whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation.

In our opinion, these financial statements present fairly, in all material respects, the financial position of ABP as at March 31, 2009, and the results of its operations and its cash flows for the year then ended in accordance with Canadian generally accepted accounting principles.



**Kingston Ross Pasnak LLP**  
Chartered Accountants

# ABP FINANCIAL STATEMENTS

## Statement of Operations

### ALBERTA BEEF PRODUCERS

Year ended March 31, 2009

	2009	2008
<b>Revenue</b>		
ABP Service charge and Federal Levy	<b>\$ 13,891,624</b>	\$ 13,229,421
Less dealers' rebates	233,573	223,333
	13,658,051	13,006,088
Grants (Note 8)	355,748	319,899
Recognition of deferred revenue (Note 7)	4,280	11,606
Interest and other income (Note 5)	305,571	317,774
	<b>14,323,650</b>	13,655,367
<b>EXPENSES</b>		
Canadian Beef Cattle Research, Market Development and Promotion Agency (Note 9):		
Beef Information Centre	3,079,579	2,971,005
Canada Beef Export Federation	1,270,098	1,225,317
Beef Cattle Research Council	228,930	220,859
National Check-off Agency	93,441	90,147
National Policy and Trade Advocacy Programs:		
Canadian Cattlemen's Association (Note 9)	1,419,991	1,267,718
U.S. and International Trade Management	124,313	68,739
National Governance and Oversight	87,509	104,801
Enhanced Federal Lobbying	44,373	32,628
Commercial Beef Utilization and Market Recovery Programs	-	525,000
International Legal Contingency Fund	-	196,822
Board and Delegates:		
Annual General Meeting	150,658	140,467
Board Meetings and Board appointed representatives	150,221	184,163
Fall producer meetings and Resolution Policy Development	113,106	104,329
Semi-annual Meeting	99,098	107,029
Executive Committee	81,996	64,008
Zone activities	78,686	68,857
Provincial:		
Provincial Initiatives	206,229	12,115
Annual Report	61,261	73,524
Carfax Membership and Services	53,400	53,400
Board Sponsorships	22,649	18,872
Committee, Council and Project expenses (Note 11):		
Communications Committee	404,581	461,656
Promotion Committee	795,511	554,964
Public Affairs	241,363	264,920
Cattle Feeder Council	90,417	38,023
Cattle Industry Liaison	33,465	4,916
Government Affairs	27,626	43,454
Cow Calf Committee	25,234	-
Research Committee	10,789	144,731
Office, legal and financial administration:		
Salaries and benefits	826,354	935,776
Rent, office supplies and equipment	367,563	371,809
Legal, audit and consulting	124,158	247,057
Amortization of furniture and equipment (Note 5)	48,955	55,796
Research commitments, prior year	325,744	219,640
Livestock health investigator (Note 7)	4,280	11,606
Grant proceeds expended (Note 8)	355,748	319,899
	11,049,326	11,204,047
<b>Excess of revenue over expenses</b>	<b>\$ 3,274,324</b>	\$ 2,451,320

# ABP FINANCIAL STATEMENTS

## Statement of Changes in Net Assets

ALBERTA BEEF PRODUCERS							
Year ended March 31, 2009							
	Internally restricted (Note 4)	Operating reserve (Note 4)	Long-term projects (Note 4)	Invested in furniture and equipment	Unrestricted	2009 Total	2008 Total
Balance, beginning of year	\$ 3,500,000	\$ -	\$ 459,357	\$ 216,026	\$ 4,213,795	\$ 8,389,178	\$ 5,906,591
Transfers	1,500,000	3,000,000	1,693,543	-	(6,193,543)	-	-
(Deficiency) excess of revenues over expenditures	-	-	-	(49,310)	3,323,634	3,274,324	2,451,320
Change in accounting policy	-	-	-	-	-	-	31,267
Investment in furniture and equipment	-	-	-	17,064	(17,064)	-	-
Balance, end of year	\$ 5,000,000	\$ 3,000,000	\$ 2,152,900	\$ 183,780	\$ 1,326,822	\$ 11,663,502	\$ 8,389,178



# ABP FINANCIAL STATEMENTS

## Statement of Financial Position

### ALBERTA BEEF PRODUCERS

March 31, 2009

#### ASSETS

	2009	2008
<b>CURRENT ASSETS</b>		
Cash and internally restricted cash	\$ 2,447,896	\$ 3,763,476
Investments (Note 5)	5,379,246	3,735,368
Service charges receivable	1,209,500	1,142,777
Interest and other receivables	175,613	170,028
Inventory	36,163	89,428
Prepaid expenses	46,555	42,711
	9,294,973	8,963,788
OPERATING RESERVE FUND (Note 4)	3,000,000	-
FURNITURE AND EQUIPMENT (Note 6)	183,780	216,026
	<b>\$ 12,478,753</b>	<b>\$ 9,179,814</b>

#### LIABILITIES

<b>CURRENT LIABILITIES</b>		
Accounts payable and accrued liabilities	\$ 752,574	\$ 755,848
Deferred revenue (Note 7)	62,677	34,788
	815,251	790,636

#### COMMITMENTS (Note 10)

#### NET ASSETS

INTERNALLY RESTRICTED (Note 4)	5,000,000	3,500,000
OPERATING RESERVE FUND (Note 4)	3,000,000	-
LONG-TERM PROJECTS (Note 4)	2,152,900	459,357
INVESTED IN FURNITURE AND EQUIPMENT	183,780	216,026
UNRESTRICTED	1,326,822	4,213,795
	11,663,502	8,389,178
	<b>\$ 12,478,753</b>	<b>\$ 9,179,814</b>



Director



Director

# ABP FINANCIAL STATEMENTS

## Statement of Cash Flow

### ALBERTA BEEF PRODUCERS

Year ended March 31, 2009

	2009	2008
<b>CASH FLOWS FROM OPERATING ACTIVITIES</b>		
Excess of revenues over expenses	\$ 3,274,324	\$ 2,451,320
Add items not involving cash:		
Amortization of furniture and equipment	48,955	55,796
Obsolete furniture and equipment written off	354	886
	3,323,633	2,508,002
Changes in non-cash working capital accounts:		
Service charges receivable	(66,723)	302,029
Interest and other receivables	(5,585)	69,462
Inventory	53,265	24,067
Prepaid expenses	(3,844)	(27,792)
Accounts payable and accrued liabilities	(3,273)	(67,586)
Deferred revenue	27,689	(1,106)
Cash from operating activities	3,325,362	2,807,076
<b>CASH FLOWS USED IN INVESTING ACTIVITIES</b>		
Increase in investments	(1,643,876)	(1,617,497)
Purchase of furniture and equipment	(17,064)	(18,139)
Proceeds on sale of furniture and equipment	-	460
Cash used in investing activities	(1,660,942)	(1,635,176)
NET INCREASE IN CASH AND CASH EQUIVALENTS	1,664,420	1,171,900
CASH AND CASH EQUIVALENTS, BEGINNING OF YEAR	3,783,476	2,611,576
CASH AND CASH EQUIVALENTS, END OF YEAR	\$ 5,447,896	\$ 3,783,476
<b>CASH AND CASH EQUIVALENTS CONSIST OF:</b>		
Cash and internally restricted cash	\$ 2,447,896	\$ 3,783,476
Operating reserve fund	3,000,000	-
	\$ 5,447,896	\$ 3,783,476

Cash included in the operating bank account bears interest at prime less 2% per annum.

# ABP FINANCIAL STATEMENTS

## Notes to the Financial Statements

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### ALBERTA BEEF PRODUCERS

Year ended March 31, 2009

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#### Note 1

##### Description of Business

Alberta Beef Producers ("ABP") was incorporated under the Marketing of Agricultural Products Act ("the Act") for the purpose of initiating and carrying out projects and programs to stimulate, increase and improve the production and marketing of cattle and cattle producers. Under the Alberta Beef Producers Plan Regulation and Cattle Marketing Regulation, ABP is authorized to collect a \$3.00 service charge from producers who sell or who are in the business of feeding and slaughtering their own cattle.

Since April 1, 2000, \$1.00 of the \$3.00 per head service charge collected has been paid to the Canadian Beef Cattle Research, Market Development and Promotion Agency (the "Agency") for national beef cattle research, market development and promotion. The Agency retains \$0.02 of every \$1.00 for administration expenses and then pays the balance of the funds to the Beef Information Centre, Canada Beef Export Federation, Beef Cattle Research Council in accordance with the allocation determined annually by ABP.

ABP meets the qualification of a not-for-profit organization as defined in paragraph 149(1) of the Income Tax Act, Canada and as such is exempt from income taxes.

#### Note 2

##### Significant Accounting Policies

Significant accounting policies observed in the preparation of the financial statements are summarized below. These policies are in accordance with Canadian generally accepted accounting principles.

##### **Revenue recognition**

Revenue from service charges is recognized at the time of sale, at which time collection is reasonably assured. The organization follows the deferral method of accounting for contributions, which includes government grants. Grant revenue is recognized when the related expenses are recognized. Investment income includes interest and realized and unrealized gains and losses on investments. Revenue from investments and other income is recognized on an accrual basis as it is earned.

##### **Investments**

Investments are recorded at market value. ABP's investments consist of government bonds which are held primarily for trading purposes. The portfolio is managed by a third party investment manager and is subject to an investment policy set by the Board and which has as its main objective the growth and preservation of capital.

# ABP FINANCIAL STATEMENTS

## Notes to the Financial Statements

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### ALBERTA BEEF PRODUCERS

Year ended March 31, 2009

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#### Note 2

Significant Accounting  
Policies Continued...

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#### Inventory

Inventory is valued at the lower of cost, determined on an average-cost basis, and net realizable value.

#### Furniture and equipment

Furniture and equipment are recorded at cost less accumulated amortization. ABP provides amortization on its furniture and equipment using the straight-line method at the following rates:

	<u>Rate</u>
Furniture and fixtures	10 years
Computer equipment	3 years
Audio-visual equipment	5 years

#### Leases

Leases are classified as capital or operating leases. A lease that transfers substantially all of the benefits and risks incident to the ownership of property is classified as a capital lease. All other leases are accounted for as operating leases, wherein rental payments are expensed as incurred.

#### Statement of Cash Flow

ABP is using the indirect method in its presentation of the Statement of Cash Flow.

#### Measurement uncertainty

The preparation of financial statements in conformity with Canadian generally accepted accounting principles requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and the disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenues and expenses during the reporting period. Significant areas requiring the use of management estimates relate to the collectibility of service charges receivable and interest and other receivables, the net realizable value of inventory and the useful life of furniture and equipment for amortization purposes. Actual results could differ from those estimates.

# ABP FINANCIAL STATEMENTS

## Notes to the Financial Statements

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### ALBERTA BEEF PRODUCERS

Year ended March 31, 2009

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#### Note 3

#### New Accounting Standards

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##### (a) Financial Instruments

The CICA has issued Section 3862 "Financial Instruments – Disclosures", and Section 3863 "Financial Instruments – Presentation", which apply to annual and interim periods beginning on or after October 1, 2007. These Sections revise and enhance the disclosure requirements and carry forward unchanged the presentation requirements set out in Section 3861 "Financial Instruments - Disclosure and Presentation". In the current year, ABP will continue to apply Section 3861 instead of adopting the new Handbook Sections.

##### (b) Capital Disclosures

In the current year, ABP implemented the new Canadian Institute of Chartered Accountants (CICA) accounting Section 1535, "Capital Disclosures". This Section establishes standards for disclosing information about an entity's capital and how it is managed in order that a issuer of the financial statements may evaluate the entity's objectives, policies and processes for managing capital. ABP has included the required disclosure in Note 13 to the financial statements.

##### (c) Inventories

The CICA has issued Handbook Section 3031 "Inventories", which supersedes Section 3030 "Inventories" and applies to annual and interim periods beginning on or after January 1, 2008. This new Section prescribes the measurement of inventories at the lower of cost and net realizable value and includes guidance on the determination of cost, which must include all costs of purchase, costs of conversion and other costs incurred to bring the inventories to their present location and condition. This Section also allows for the reversal of previous write-downs to net realizable value where there is a subsequent increase in the value of inventories. Effective April 1, 2008, ABP adopted CICA Handbook Section 3031. The adoption of this standard has had no material impact on the financial statements.

# ABP FINANCIAL STATEMENTS

## Notes to the Financial Statements

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### ALBERTA BEEF PRODUCERS

Year ended March 31, 2009

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#### Note 4

#### Internally Restricted Net Assets

During 2005, the Board of Directors passed a motion to establish a reserve fund of \$1,500,000 for the purpose of future trade advocacy and defence projects and accordingly \$1,500,000 has been restricted to the reserve fund. Prior to 2009, ABP contributed \$2,000,000 to the fund. In 2009, an additional \$1,500,000 was contributed, for a total reserve of \$5,000,000.

During 2009, the Board of Directors passed a motion to establish a new reserve fund of \$3,000,000 for the purpose of allocating operational funds for the 2010-2011 budget year. This action was taken as a result of the Government of Alberta introducing legislation that would allow the check-off to become refundable. See Note 15 for further information.

During 2007, the Board of Directors passed a motion to establish a reserve fund for the purpose of segregating all multi-year commitments. The Council or Committee making this commitment will have the current year's budget reduced by the amount of the commitment. The cash required to meet these current and long term obligations is disclosed separately in the financial statements.

	<u>2009</u>	<u>2008</u>
Balance, beginning of year	\$ 459,357	\$ 390,307
Current year obligations expended	(325,744)	(219,640)
Current year commitments	2,019,287	288,690
Balance, end of year	<u>\$ 2,152,900</u>	<u>\$ 459,357</u>

# ABP FINANCIAL STATEMENTS

## Notes to the Financial Statements

### ALBERTA BEEF PRODUCERS

Year ended March 31, 2009

#### Note 5 Investments

	2009 Cost	2009 Fair Value	2008 Cost	2008 Fair Value
Bonds:				
Federal government, bearing yield rates ranging from 1.65% to 3.01%, due August 2009	\$ 1,477,409	\$ 1,483,825	\$ 1,749,017	\$ 1,749,989
Provincial government, bearing yield rates ranging from 3.26% to 4.61%, due between June 2009 and June 2012	3,716,772	3,895,421	1,891,948	1,985,379
	<u>\$ 5,194,181</u>	<u>\$ 5,379,246</u>	<u>\$ 3,640,965</u>	<u>\$ 3,735,368</u>

Interest and other income is comprised of the following:

	2009	2008
Interest on investments	\$ 110,592	\$ 80,958
Change in unrealized gain on investments held at year end	90,661	63,140
	<u>201,253</u>	<u>144,098</u>
Interest on bank balance	104,318	173,676
	<u>\$ 305,571</u>	<u>\$ 317,774</u>

# ABP FINANCIAL STATEMENTS

## Notes to the Financial Statements

### ALBERTA BEEF PRODUCERS

Year ended March 31, 2009

#### Note 6

##### Furniture and Equipment

			2009	2008
	Cost	Accumulated Amortization	Net Book Value	Net Book Value
Furniture and fixtures	\$ 281,604	\$ 124,638	\$ 156,966	\$ 187,375
Computer equipment	34,672	19,014	15,658	23,278
Audio-visual equipment	49,533	38,377	11,156	5,373
	<u>\$ 365,809</u>	<u>\$ 182,029</u>	<u>\$ 183,780</u>	<u>\$ 216,026</u>

Amortization provided for in the current year totaled \$48,955; (2008 - \$55,796).

#### Note 7

##### Deferred Revenue

	2009	2008
Deferred revenue is summarized as follows:		
Livestock Health Investigator:		
Balance, beginning of year	\$ 21,442	\$ 33,048
Recognition of deferred revenue	(4,280)	(11,606)
Balance, end of year	17,162	21,442
Other	45,515	13,346
	<u>\$ 62,677</u>	<u>\$ 34,788</u>

#### Note 8

##### Grants

	2009	2008
Cattle Price Insurance Program - During the year, ABP received funding from the Federal Agricultural Policy Framework for phase 3 of a project studying the feasibility of cattle price insurance.	\$ 355,748	\$238,694
Tune into Program	-	41,205
Classroom Agricultural Program (CAP)	-	40,000
	<u>\$ 355,748</u>	<u>\$ 319,899</u>



# ABP FINANCIAL STATEMENTS

## Notes to the Financial Statements

### ALBERTA BEEF PRODUCERS

Year ended March 31, 2009

#### Note 9

#### Related Party Transactions

(a) National organizations

The Alberta Beef Producers Plan provides for ABP to be the provincial member of, and to contribute funds to national organizations. During the year ABP provided funding to the Canadian Beef Cattle Research, Market Development and Promotion Agency and the Canadian Cattlemen's Association ("CCA"). As a contributing organization, ABP is entitled to representation as follows:

(i) Canadian Beef Cattle Research, Market Development and Promotion Agency:

- (a) A number of seats on the Board of Directors of the Canadian Beef Cattle Research, Market Development and Promotion Agency. For the year ended March 31, 2009 ABP was entitled to three of the sixteen seats.
- (b) A number of representatives to the Beef Information Centre committee based on its proportionate share of total funding. For the year ended March 31, 2009 ABP was entitled to six of the twelve seats.
- (c) A representative on the Executive Committee of Canada Beef Export Federation, as a non-government organization annually contributing \$500,000 or more. For the year ended March 31, 2009 ABP was entitled to one seat on the ten member executive.
- (d) A number of representatives to the Beef Cattle Research Council based on its proportionate share of total funding. For the year ended March 31, 2009 ABP was entitled to four of the eleven seats.

(ii) Canadian Cattlemen's Association (CCA)

The number of seats on the Board of Directors of the CCA is based upon provincial marketings. For the year ended March 31, 2009, ABP was entitled to eight of the twenty-eight seats.

	2009	2008
CCA Monthly Assessments	\$ 1,419,991	\$ 1,214,505
CCA Special Assessments		
US trade defence and advocacy lobbying	\$ -	\$ 196,822
Federal lobbying and advocacy efforts	-	72,713
	<u>\$ -</u>	<u>\$ 269,535</u>

# ABP FINANCIAL STATEMENTS

## Notes to the Financial Statements

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### ALBERTA BEEF PRODUCERS

Year ended March 31, 2009

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**Note 9**  
Related Party  
Transactions  
(continued...)

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ABP made additional payments to the foregoing parties for contracted services and for special beef marketing opportunities as follows:

	2009	2008
Payments to Beef Information Center:		
BSE recovery programs	\$ -	\$ 525,000
Payments to Canfax, a division of CCA:		
Producer liason	63,600	57,863
	<u>\$ 63,600</u>	<u>\$ 582,863</u>

**Note 10**  
Commitments

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Operating leases:

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

2010	\$ 154,801
2011	161,401
2012	164,361
2013	170,281
2014	116,904
	<u>\$ 767,748</u>

Funding of research projects:

Funding of research projects is contingent upon researchers meeting certain criteria prior to payments being advanced. The obligations for payments are only recorded in the financial statements when such criteria have been met. If the researchers meet such criteria for all projects outstanding March 31, 2009 the additional charges will be \$2,152,900 (2008- \$459,357).

# ABP FINANCIAL STATEMENTS

## Notes to the Financial Statements

### ALBERTA BEEF PRODUCERS

March 31, 2009

#### Note 11

#### Director and Delegate Expenses

Director and delegate honoraria and expenses are included with the costs of the national organization and committee expenses. The amounts included in each of the categories are as follows:

	2009	2008
Board of Directors and Board Representatives	\$ 129,155	\$ 156,064
U.S and International Trade Management	81,031	36,682
Executive Committee	80,543	62,782
Promotion Committee	69,733	113,970
Canadian Cattlemen's Association	60,914	71,247
Annual General Meeting	92,459	94,110
Semi-annual Meeting	62,210	71,020
Public Affairs	44,137	41,479
Enhanced Federal Lobbying	40,001	9,373
Zone Committees	31,899	27,942
Fall producer meetings and Resolution Policy Development	30,829	21,170
Cow Calf Committee	20,428	-
Government Affairs	16,911	34,304
Research Committee	15,661	27,866
Cattle Feeder Council	15,610	31,714
Beef Information Centre	15,155	22,353
Communications Committee	12,824	21,376
Provincial Sponsorships	12,259	3,821
Cattle Industry Council	6,229	2,143
Canada Beef Export Federation	4,725	2,804
Beef Cattle Research Council	2,672	3,731
National Check-off Agency	1,665	1,673
	<u>\$ 847,050</u>	<u>\$ 857,624</u>

# ABP FINANCIAL STATEMENTS

## Notes to the Financial Statements

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### ALBERTA BEEF PRODUCERS

March 31, 2009

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#### Note 12

##### Financial Instruments

###### *Fair value*

ABP's carrying values of service charges receivable, interest and other receivables, and accounts payable and accrued liabilities approximate their fair values due to the immediate or short term maturity of these instruments. Cash, internally restricted cash, and investments are measured at their fair value.

###### *Interest rate risk*

ABP is subject to interest rate risk relating to the income earned on its interest bearing investments as these investments have a fixed interest rate for a specified period of time as well as its operating bank account which bears interest at prime less 2% per annum.

###### *Credit risk*

Financial instruments that potentially subject ABP to concentrations of credit risk consist primarily of service charges receivable, and interest and other receivables. In the normal course of business, ABP evaluates the financial condition of its customers on a continuing basis. Management assesses the need for allowances for potential credit losses by considering the credit risk of specific customers, historical trends, and other information.

###### *Currency risk*

Currency risk is the risk to ABP's earnings that arise from fluctuations of foreign exchange rates and the degree of volatility of these rates. ABP is exposed to foreign currency exchange risk on cash, accounts receivable, and accounts payable held in U.S. dollars to an immaterial level. ABP does not use derivative instruments to reduce its exposure to foreign currency risk.

#### Note 13

##### Capital Disclosures

ABP's objectives in managing capital are to ensure sufficient liquidity to meet monthly operating requirements and undertake selective expansion initiatives while at the same time taking a conservative approach towards management of financial risk.

ABP's capital is comprised of net assets. The organization's primary use of capital is to finance capital expenditures for leasehold and information technology system improvements and to fund programs to stimulate, increase, and improve the production and marketing of cattle producers. The organization currently funds these requirements through service charges, federal levys, government grants and internally generated cash flows.

# ABP FINANCIAL STATEMENTS

## Notes to the Financial Statements

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### ALBERTA BEEF PRODUCERS

March 31, 2009

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#### **Note 14**

##### Comparative Figures

Certain 2008 comparative figures have been reclassified to conform with the financial statement presentation adopted for the current year.

#### **Note 15**

##### Subsequent Events

On April 28, 2009 legislation was introduced by the Government of Alberta that "would bring consistent regulation to agricultural commodity commissions." Bill 43 of the Marketing of Agricultural Products Amendment Act, 2009 proposes that the non-refundable service charge would become refundable effective in the 2010-2011 fiscal year-end. Alberta Beef Producers requested that the government conduct a plebiscite providing producers with the choice of having a refundable check off. This request was denied.

If passed, this legislation will impact the financing of the Alberta Beef Producers. This legislation will also impact the financing of the Canadian Cattlemen's Association, an organization charged with lobbying and defence initiatives on the federal level. This legislation will also jeopardize the National Agency and the programs which are supported by the \$1.00 Federal Levy which is paid at the same time as the Alberta \$2.00 service charge. Reduced funding will impact the ongoing programs executed by the Beef Information Centre, the Canadian Beef Export Federation and the Beef Cattle Research Council.

The total financial impact cannot be projected but it is anticipated that the ABP financing could be significantly reduced, from 40% to 60%.

ABP had undergone a major plan review and significant changes were going to be implemented when the 2008 amendments to the Plan regulations were approved by the Lieutenant Governor (Cabinet). With the announcement of a refundable check-off and the uncertainty of ABP finances, the proposed plan changes are now under review.

# CCA FINANCIAL STATEMENTS

## CANADIAN CATTLEMEN'S ASSOCIATION

Schedule of Revenue, Expenditure and Net Assets (Unaudited)  
Year ended June 30, 2009, with comparative figures for 2008

	2009		2008	
Revenue:				
Assessments				
Alberta	\$1,444,348	47.8%	\$1,346,920	45.6%
Saskatchewan	482,781	16.0%	487,540	16.5%
Ontario	394,535	13.1%	396,577	13.4%
Manitoba	235,893	7.8%	214,909	7.3%
British Columbia	91,211	3.0%	102,301	3.4%
Nova Scotia	11,250	0.4%	10,823	0.4%
New Brunswick	9,375	0.3%	9,019	0.3%
Prince Edward Island	9,107	0.3%	8,761	0.3%
	2,678,500	88.7%	2,576,850	87.2%
Special assessment	281,768	9.3%	298,806	10.1%
Other	29,529	1.0%	36,520	1.2%
Memberships	26,500	0.9%	35,250	1.2%
Interest	4,423	0.1%	8,447	0.3%
<b>Total Revenue</b>	<b>3,020,720</b>	<b>100.0%</b>	<b>2,955,873</b>	<b>100.0%</b>
Expenses:				
Advocate Services	990,075	32.2%	881,509	31.0%
Calgary Office	710,999	23.0%	680,131	23.9%
Ottawa Office	318,561	10.3%	306,813	10.8%
Legal Reserve	281,768	9.1%	298,806	10.5%
CCA Division Services	238,081	7.7%	224,255	7.9%
Executive and Finance Committee	149,303	4.8%	102,670	3.6%
Annual Meeting	68,586	2.2%	73,471	2.6%
Animal Health and Meat Inspection	65,349	2.2%	51,121	1.8%
Foreign Trade Committee	59,905	1.9%	55,438	2.0%
Semi-Annual Meeting	46,303	1.5%	60,532	2.1%
Environment	46,291	1.5%	16,956	0.6%
Communications	40,148	1.3%	34,477	1.2%
Domestic Agriculture Policy	27,416	0.9%	13,431	0.5%
Animal Care Committee	25,295	0.8%	18,718	0.7%
Convention	9,723	0.3%	14,583	0.5%
Five Country	7,668	0.2%	6,695	0.2%
Value Creation & Competitiveness	3,374	0.1%	3,775	0.1%
Export Council	-		582	0.0%
<b>Total Expenses</b>	<b>3,088,845</b>	<b>100.0%</b>	<b>2,843,963</b>	<b>100.0%</b>
Excess (deficiency) of revenue over expenses	(68,125)		111,910	
Net assets, beginning of year	274,584		162,674	
<b>Net assets, end of year</b>	<b>\$206,459</b>		<b>\$274,584</b>	

# BIC FINANCIAL STATEMENTS

## BEEF INFORMATION CENTRE

Schedule of Revenue, Expenditure and Net Assets (Unaudited)  
Year ended June 30, 2009, with comparative figures for 2008

	2009		2008	
Revenue				
Assessments				
Alberta	\$2,732,868	25.0%	\$2,519,142	27.5%
Saskatchewan	897,341	8.2%	855,905	9.3%
Ontario	477,013	4.4%	537,308	5.8%
Manitoba	360,792	3.3%	345,576	3.8%
British Columbia	193,047	1.8%	217,014	2.4%
Prince Edward Island	6,000	0.0%	6,000	0.1%
Nova Scotia	4,000	0.0%	4,000	0.0%
New Brunswick	1,289	0.0%	81	0.0%
	4,672,350	42.7%	4,485,026	48.9%
CBCMDF Commercial Beef	2,893,335	26.4%	1,588,750	17.3%
CBCMDF US	2,548,043	23.2%	1,817,823	19.8%
ALIDF	400,000	3.7%	220,000	3.2%
National Check Off US	310,341	2.8%	298,398	2.4%
Interest	75,187	0.7%	251,767	2.7%
Pfizer Partnership	50,000	0.5%	-	0.0%
ABP Recovery Strategy	-	-	525,000	5.7%
Total Revenue	10,949,256	100.0%	9,186,764	100.0%
Expenses				
Commercial beef	3,857,780	32.3%	2,118,334	22.1%
U.S. Market development	3,397,391	28.4%	2,423,764	25.4%
Retail marketing	662,858	5.5%	678,101	7.1%
Brand management and research	634,674	5.3%	604,239	6.3%
Consumer culinary services	564,333	4.7%	516,893	5.4%
Foodservice marketing	506,178	4.2%	485,001	5.1%
Consumer communications	480,632	4.0%	349,026	3.6%
Nutrition and food safety	416,387	3.5%	513,826	5.4%
Customer service centre	400,714	3.4%	504,543	5.3%
Stakeholder communications	190,547	1.6%	242,823	2.5%
Trade communications	184,388	1.5%	222,954	2.3%
Mississauga office	163,705	1.4%	167,319	1.7%
BIC Corporate planning	130,538	1.1%	168,669	1.8%
Calgary office	120,027	1.0%	101,515	1.1%
Technical services	116,189	1.0%	-	0.0%
Processing development	100,207	0.8%	267,228	2.8%
BIC Committee	30,216	0.3%	45,975	0.5%
Funding and evaluation	-	0.0%	99,502	1.0%
BSE Recovery marketing contingency	-	0.0%	56,674	0.6%
Total Expenses	11,956,764	100.0%	9,566,386	100.0%
Deficiency of revenue over expenses	(1,007,508)		(379,622)	
Net assets, beginning of year	4,390,435		4,770,057	
Net assets, end of year	\$3,382,927		\$4,390,435	

# BCRC FINANCIAL STATEMENTS

## BEEF CATTLE RESEARCH COUNCIL

Schedule of Revenue, Expenditures and Net Assets (Unaudited)  
Year ended June 30, 2009, with comparative figures for 2008

	2009		2008	
Revenue				
On Farm Implementation	\$1,426,346	67.1%	\$718,374	35.0%
National Check Off	488,371	22.9%	468,185	22.8%
Vitamins Class Action Funds	143,638	6.7%	765,115	37.3%
On Farm Food Safety	43,664	2.1%	49,285	2.4%
Miscellaneous Revenue	26,536	1.2%	51,417	2.5%
<b>Total Revenue</b>	<b>2,128,555</b>	<b>100.0%</b>	<b>2,052,376</b>	<b>100.0%</b>
Expenses				
On Farm Implementation	1,426,346	67.1%	718,373	41.6%
Projects	490,995	23.1%	536,923	31.1%
BCRC division services	112,148	5.2%	111,802	6.5%
Quality Starts Here	52,932	2.5%	311,394	18.0%
On Farm Food Safety	43,665	2.1%	49,285	2.8%
<b>Total Expenses</b>	<b>2,126,086</b>	<b>100.0%</b>	<b>1,727,777</b>	<b>100.0%</b>
Excess of revenue over expenses	2,469		324,599	
Net assets, beginning of year	1,567,776		1,243,177	
<b>Net assets, end of year</b>	<b>\$1,570,245</b>		<b>\$1,567,776</b>	



# CBCRMPA FINANCIAL STATEMENTS

## CANADIAN BEEF CATTLE RESEARCH, MARKET DEVELOPMENT & PROMOTION AGENCY

Schedule of Revenue, Expenses and Net Assets (Unaudited)

Year Ending June 30, 2009 with comparative figures for 2008

	2009		2008	
Revenue:				
Alberta	\$4,481,507	53.4%	\$4,131,027	51.0%
Saskatchewan	1,831,309	21.8%	1,746,744	21.5%
Ontario	1,036,085	12.4%	1,167,046	14.4%
Manitoba	709,229	8.5%	679,317	8.4%
British Columbia	316,569	3.8%	355,871	4.5%
Nova Scotia	1,939	0.0%	74	0.0%
New Brunswick	1,315	0.0%	83	0.0%
Interest Earned	9,186	0.1%	19,606	0.2%
<b>Total Revenue</b>	<b>8,387,139</b>	<b>100.0%</b>	<b>8,099,768</b>	<b>100.0%</b>
Expenses:				
Administration	210,611	2.5%	160,121	2.0%
Beef Information Centre	4,662,350	55.3%	4,475,025	55.4%
Canada Beef Export Federation	2,432,813	28.9%	2,333,611	28.9%
Beef Cattle Research Council	488,371	5.8%	468,185	5.8%
Beef Information Centre – U.S. Market Development	310,341	3.7%	298,398	3.7%
Miscellaneous	316,519	3.8%	343,340	4.2%
<b>Total Expenses</b>	<b>8,421,005</b>	<b>100.0%</b>	<b>8,078,680</b>	<b>100.0%</b>
Excess (deficiency) of revenue over expenses	(33,866)		21,088	
Surplus, beginning of Year	292,772		271,684	
<b>Surplus, end of Year</b>	<b>\$258,906</b>		<b>\$292,772</b>	

# CBEF FINANCIAL STATEMENTS

## CANADA BEEF EXPORT FEDERATION

Schedule of Revenue, Expenditure and Members' Surplus (Unaudited)  
Year ended March 31, 2009 with comparative figures for 2008

	2009		2008	
<b>Revenue:</b>				
Cdn Beef & Cattle Mking Development Fund	\$4,424,424	57.9%	\$2,392,191	36.0%
International, Intergovernmental and Aboriginal Relations (formerly AED)	500,000	6.5%	500,000	7.5%
Partner (Export Members) contributions	117,849	1.5%	87,721	1.3%
Memberships	104,750	1.4%	111,000	1.7%
Other	54,304	0.7%	75,359	1.1%
Saskatchewan Agriculture and Food	10,000	0.1%	10,000	0.1%
Agriculture and Agri-Food Canada	-	0.0%	1,066,684	16.1%
<b>National check off:</b>				
Alberta	1,196,783	15.7%	1,202,548	18.2%
Saskatchewan	714,955	9.4%	667,122	10.0%
Ontario	221,977	2.9%	247,163	3.7%
Manitoba	204,683	2.7%	183,729	2.8%
British Columbia	85,995	1.1%	96,749	1.5%
<b>Total revenue</b>	<b>7,635,720</b>	<b>100.0%</b>	<b>6,640,266</b>	<b>100.0%</b>
<b>Expenses:</b>				
<b>Market development:</b>				
Japan market development program	1,491,900	20.5%	1,374,046	22.1%
Mexico market development program	1,289,031	17.7%	1,202,554	19.4%
Canada market development program	1,032,230	14.2%	325,162	5.2%
China market development program	864,585	11.9%	793,180	12.8%
Partner market development program	471,395	6.5%	350,885	5.7%
Korea market development program	449,054	6.2%	522,998	8.4%
Taiwan market development program	411,094	5.6%	444,621	7.2%
Operations	1,272,357	17.5%	1,189,605	19.2%
<b>Total expenses</b>	<b>7,281,646</b>	<b>100.0%</b>	<b>6,203,051</b>	<b>100.0%</b>
Excess (deficiency) of revenue over expenses	354,074		437,215	
Members' surplus, beginning of year	4,775,777		4,338,562	
Members' surplus, end of year	\$5,129,851		\$4,775,777	

# Election Backgrounder

## Transitioning to a fewer number of delegates

At the ABP 2009 semi annual meeting, the delegate body passed a motion to reduce the size of the delegate body from seven to five zone delegates and to have only one CFC zone delegate per zone. Once the amendments to the ABP Plan Regulation area are approved, the following implementation process will be used to reduce the number of delegates.

*Zone delegates* - a transition process will be implemented over a two-year period by eliminating one zone delegate position in each of the 2009 and 2010 elections.

*Cattle Feeder Council (CFC) delegates* - currently there is a sitting CFC delegate in every zone except for Zone 7. To implement the Plan changes, the additional CFC delegates in Zones 1, 2, and 3 will be eliminated. In order to have staggered delegate terms in office, a transition process will be implemented whereby the delegates are elected in five zones one year, then in the other four zones in the next year. Zones 2, 4, 6, and 8 hold elections in 2010 when these delegates have completed their two year terms. The CFC delegates in Zones 1, 3, 5, 7, and 9 will have their current term extended for a one year period that will not count towards the three consecutive terms counted for the wipe out calculation. Zones 1, 3, 5, 7, and 9 will then hold the elections in the 2011. Due to the vacancy in Zone 7, the CFC delegate in Zone 7 will have a two year term and be eligible for re-election in 2011. Howard Bekkering in Zone 1 is up for re-election this year and Chuck MacLean is in the middle of a two-year term. For the purpose of implementing the plan changes, Chuck MacLean will complete his term as a CFC delegate at large for this transition period.

## Sitting Delegates



**Brad Calvert**  
Brooks  
403-362-3587



**Gerry Fowle**  
Bindloss  
403-379-2514



**Mark Francis**  
Taber  
403-223-4807



**Chuck MacLean**  
Bow Island  
403-545-2991

**ZONE 1 INCLUDES:** Vulcan County; County of Newell No.4; County of Forty Mile; Cypress County; M.D. of Taber; Special Area No.2 South of the Red Deer River.

## Zone 1 Candidate:

### Elected by Acclamation

**Rick Friesen**, along with wife Kathy and two brothers, farms northeast of **Vauxhall**. They maintain a herd of 330 Angus-Limousin cross cows and background to finish 1,000 calves every year.

*Zone 1 can appoint up to two zone delegates for the 2009-2011 term.*

## Cattle Feeder Council Candidate:

### Elected by Acclamation

**Howard Bekkering** has been the yard manager at Bow River Feeders for 12 years near **Vauxhall**. His operation is mostly a backgrounding feedlot with 230 head of cow/calf pairs. Howard has been married for eleven years. Howard and his wife Kathy have four daughters.

“I am involved with Taber Minor soccer as a coach in Vauxhall, and I coach basketball in Vauxhall Elementary School. It will be my second term as a CFC delegate and I am looking forward to continuing to learn and contribute to the beef industry in Alberta.”

# Election Backgrounder

## Sitting Delegates



**Brent Carey**  
Stavely  
403-549-2478



**Cecilie Fleming**  
Granum  
403-687-2288



**Tom Toney**  
Pincher Creek  
403-627-3153



**John Schooten**  
Diamond City  
403-381-3883

**ZONE 2 INCLUDES:** County of Warner No. 5; County of Lethbridge No.26; Cardston County; M.D. of Pincher Creek; M.D. of Willow Creek; M.D. of Ranchlands; Improvement District No. 4 (Waterton); Kananaskis Improvement District.

## Zone 2 Candidates:

### Elected by Acclamation

**Bob Lowe** is involved in a cow/calf backgrounding and feedlot operation based near **Nanton**. Bob has been a delegate for the past two years and is currently serving on the Cow/Calf Committee. Bob was also elected to represent ABP on the CCA Board of Directors.

“The cattle industry is going through a period of readjustment and I would very much like to continue as a delegate serving producers in this zone.”

**Tom Lynch-Staunton** is a fourth-generation rancher living in southwest Alberta near **Lundbreck**.

“I manage our family ranch, Antelope Butte Ranch Ltd, along with my brother Jim. We are primarily a cow/calf operation with a small backgrounding feedlot with approximately 1,500 head. I graduated from Simon Fraser University with a BBA in Marketing and International Business. On the ranch I have worked on many programs and projects including the Environmental Farm Plan, helped coordinate the Todd Creed Watershed Group and most recently completed the Verified Beef Production program. I also spent six

months in Latin America learning Spanish as a second language.”

**Judy Nelson** and her husband run a commercial cow/calf operation on deeded and crown land in the foothills north of **Lundbreck**. Judy currently serves as the Beef Information Centre vice chair and is also a long-standing member of the Promotion Committee where she continues to strive to enhance the image of the beef industry to Alberta’s beef consumer. Judy has been involved with agriculture all her life and feels privileged to be raising their three children on a ranch. The Nelsons live in an established agriculture area facing increasing pressure from both recreational and petroleum development. Judy views ABP as an opportunity to promote and strengthen the industry.

# Election Backgrounder

## Sitting Delegates



**Sara Arthurs**  
Didsbury  
403-335-4452



**Gordy Cunningham**  
Sundre  
403-638-4170



**David Lowe**  
Cochrane  
403-932-2626



**Don Evans**  
Airdrie  
403-860-4556

**ZONE 3 INCLUDES:** Wheatland County; Mountain View County; M.D. of Bighorn; M.D. of Foothills; M.D. of Rockyview; Improvement District No. 9 (Banff); Calgary.

### Zone 3 Candidates:

**John Stephen Bland**, along with wife Bernice and sons Paul and Don, run a 350 cow/calf and backgrounding operation, a large haying and custom baling business along with other agriculture enterprises in the **Strathmore** area. John has been very involved in community organizations as well as being on the Board of the Progressive Conservative Constituency for approximately 25 years.

“I am concerned with the future of our industry and very concerned with the direction our present government has taken in agriculture and particularly with respect to Alberta Beef Producers. I look forward to the opportunity to serve our industry.”

**Rosemary Brocklebank** is an Alberta native raised on a farm near the Big Rock south of Okotoks. With her husband Bart, they operate a mixed farm west of **High River**. For 30 plus years they had a 100 head cow/calf and feed grains operation. Since selling the cows in 2007 they have turned more to grazing crops and run yearlings using intensive rotational grazing methods. Rosemary feels fortunate to have been able to raise their daughters on the land and have them learn the rich history that is Alberta’s past. Having always felt that she should give back to the community, Rosemary has volunteered in many areas. She has used her fundraising skills with major

projects for organizations such as the East Longview Community Hall Board and the High River United Church. At present, Rosemary is a board member of the Friends of the Bar U National Historic site.

“The hard work contributed by past ABP members is commendable and I would like to offer my time as a delegate. The outlook for the beef industry should improve, especially if we continue working within existing reputable organizations such as ABP and CCA.”

**John Buckley** is a third-generation rancher who grew up on the family-owned cow/calf operation in the Jumping Pound District southwest of **Cochrane**. He attended the University of Alberta graduating with a BSc in Agriculture in December of 1981.

After graduating from university he returned to the family business. John, along with wife Tracy and his parents Harvey and Margaret, have been growing the business from the 350 head cow/calf operation in 1981 to the 800-plus cow/calf operation it is today.

John has been involved in the industry since returning from university, serving in various capacities for the betterment of the industry and continues to be involved. John served as an Alberta Cattle Commission delegate in the mid ‘80’s; was an advisory committee member for

Beefbooster Cattle Alberta in the 80’s and mid 90’s; served as a committee member for Alberta Wildlife Compensation Fund reviewing producer appeals for compensation regarding wildlife damage and served as a committee member for Alberta Farming for the Future reviewing research proposals applying for funding. John has also been a member of the Rocky Mountain Forestry Grazing Association; the Alberta Cattle Feeder’s Association and the steering committee for the Jumping Pound Creek Watershed Partnership and currently sits on the Board of Directors for Beefboosters Inc.

**Charles (Chuck) Groeneveld of High River** has been involved in the cattle industry since buying his first calf in 1944. He was a 4-H leader for 26 years and has volunteered extensively with the Calgary Exhibition and Stampede for 40 years. Chuck has sat on both the Alberta and Canadian Simmental Association boards. He also served eight years with Beef Information Centre and has been an ABP delegate for 16 years.

“I am a true promoter of agriculture and Alberta beef,” says Chuck. “I feel I can contribute both knowledge and experience to the ABP. My main goals are to help ensure the future of ABP and to ensure the cattle industry remains strong for the youth in our industry.”

# Election Backgrounder

## Sitting Delegates



**Henry Fenton**  
Irma  
780-754-2257



**Brad Pierson**  
Wardlow  
403-566-2476



**Pat Rutledge**  
Monitor  
403-577-2382



**Craig Ference**  
Kirriemuir  
403-552-3755

**ZONE 4 INCLUDES:** County of Paintearth; Flagstaff County; M.D. of Acadia; M.D. of Provost; M.D. of Wainwright No. 61; Special Area No.2 North of the Red Deer River; Special Area No. 3; Special Area No. 4.

## Zone 4 Candidates:

**Judy Fenton** has been involved in the beef industry her entire life. She has served as an ABP delegate on the Board of Directors, and as the Promotion Committee Chair for three years. Throughout her involvement she has focused on the betterment of the entire industry.

Judy offers a strong commitment to the beef industry and feels that her experience enables her to listen to producer concerns and help make decisions based on factual information. The beef industry, as well as ABP, is facing many challenges.

“With our provincial government forging off in their own direction at the will of a select few we need a strong, united organization,” says Judy. “We must have strong voices and be active in moving our industry forward through a democratic producer driven organization.”

**Margaret Kvigstad** operates a cow/calf operation near **Metiskow**. Her interest as a returning delegate is to try to find some common sense to never-ending regulations imposed by government.

“I believe that for over a century, this livestock industry has produced a high quality, safe beef product for consumers. Now, I feel we have a government, with no knowledge of the industry, imposing regulations that will do nothing to improve food safety. I am convinced that the problems that

occur in the meat processing industry have nothing to do with ranching practices in Alberta. My life time has been spent in the ranching industry. 2009 has been a challenging year with dry dugouts, short grass and limited winter feed supplies. What has been a proud part of Alberta heritage will disappear if the situation of low returns and high input costs does not improve. Consumers will be left paying a very high price for imported beef.

The check-off dollars collected by Alberta Beef Producers need to be spent wisely. Back on the ranch someone is working hard and expecting every dollar paid to result in improvements to the beef industry. I am committed to the beef industry and ABP. With your support I will continue as a delegate representing your interests.”

**Ross Skori** has been actively ranching in the **Lougheed** area for 22 years.

“I am married with one child. We run 300-plus head of commercial beef cows and background a small number of calves each year. We have 1,500 acres of crop land and 3,500 acres of pasture. We also have about 40 head of AQHA horses, with ranch, cutting and reining bloodlines, and we raise about 10 foals each year. I serve on the Kinsella Rec and Agriculture Board, the Hardisty Feeder Association, the Kinsella Bullarama, as well as put on our annual horse sale in July.”

**Walter Suintjens** and wife Adeline run a mixed 3,000 acre farm and 350 cow calf operation near **Hanna**. His family has farmed and ranched in the Hanna and Coronation areas for almost 100 years and has already experienced three good crops and four high cattle cycles.

“We are blessed in many ways to be able to do what we love and wouldn’t change it for anything. With your support, I would like to serve for another term and assist my fellow cow calf committee members by continuing to work on projects to benefit our industry. “

**Carol Wilson** and husband are third-generation cow/calf producers near **Killam**.

“We in agriculture seem to have been reluctant to change. I would like to suggest it is because we deal with absolutes and an endless list of them. Water is one of those absolutes and the fact that we deal every day with all of the environmental absolutes: water, land use and air quality. We have been dealing for years as an industry and creating strategies with other partners. I will continue to best represent our industry having been here for 47 years with cows and the same man. Some of you know about the nine grandchildren that are following in our footsteps. It is necessary that agriculture be at the decision making tables.”

# Election Backgrounder

## Sitting Delegates



**Charlotte Johnson**  
Wimborne  
403-556-2581



**Cathy Sharp**  
Lacombe  
403-885-5428



**Arny Tateson**  
Endiang  
403-579-2107



**Charlie Christie**  
Trochu  
403-442-2470

**ZONE 5 INCLUDES:** County of Stettler; Lacombe County; Red Deer County; Starland County; Kneehill County; Clearwater County.

## Zone 5 Candidates:

### Elected by Acclamation

**Heidi Lee** has a cow/calf operation east of **Blackfalds** along with her children.

“I have been on this operation for 22 years, but with my husband’s recent passing I believe that ABP could offer a different perspective of beef production to me. We currently have 125 cows on the farm. Over the years we have had the herd up to 200 animals. We have run this operation on our own without any outside help, with the exception of brandings.

I own a section of land that we hope to get into a self-sufficient state for our own feed purposes. Over the years it was a mixed farm operation with grain and cattle. We are going to try something a little different and focus on the cattle production end of farming.”

**Doug Sawyer** with his wife Carole and children Braden and Brittany operate a mixed cattle operation near **Pine Lake**. Doug has served four years as a Zone 5 delegate. During this time he has served three years on the Board of Directors, two as the chair of the Public Affairs Committee and one year as the Finance Chair. Doug represents ABP as Chair of Alberta Farm Animal

Care (AFAC), and as a Director on the Red Deer River Watershed Alliance and Alberta Water Council. He also represented ABP for a term as a Director on the Alberta Stewardship Network. Other related interests include being a Director on the Red Deer Feeder’s Association and a representative on the Industry Development Review Committee for ALMA.

“These are challenging times for ABP and the cow/calf producers, so with your support I am committed to working hard to represent Alberta cattle producers.”

**Rose Wymenga** and her family own and operate a commercial cow/calf and back-grounding operation in the **Leslieville** area. Rose has been a delegate for the past four years serving on the Producer Liaison, Promotion and currently on the Cow Calf Committee. Rose has been on the Beef Education Association Committee for the past six years and is currently the vice-chair. Rose is actively involved with her local community through volunteering with the community center, and was a 4-H leader of the local Beef Club for 10 years. Rose is a two-time graduate of Red Deer College where she studied business and technology.

Rose believes that producers and consumers need to be educated on the safe production and preparation of beef in its many stages from pasture to plate.

“With all the changes in the beef industry, including traceability and age verification, we as producers must stay united, be active in lobbying, work with provincial and federal governments, and participate as partners in the beef food chain. We must focus on the concerns facing the future of our industry and our livelihood.”

# Election Backgrounder

## Sitting Delegates



**Greg Bowie**  
Ponoka  
403-783-8753



**Roy Eckert**  
New Sarepta  
780-941-2487



**Diane Panrucker**  
Bluffton  
403-843-3861



**Dave Solverson**  
Camrose  
780-672-7141

**ZONE 6 INCLUDES:** Ponoka County; Beaver County; County of Wetaskiwin; Strathcona County; County of Camrose; Leduc County; Parkland County; Brazeau County; Improvement District No. 13; Edmonton.

## Zone 6 Candidates:

**Kevin Boon** is currently running a yearling grasser program near **Tomahawk**.

"I am seeking re-election having just completed my first term during which time I served as ABP vice-chair. In my previous six-year term I held positions on the CCA and BIC Board of Directors. I have remained one of ABPs appointed delegates to the National Check-off Agency serving as vice-chair for four years. With the changing face of the beef industry in Alberta and the many uncertainties that lie ahead for us, I feel that we need to be very proactive and visionary in what we do right now to ensure that the cattle industry remains a strong and viable part of the Alberta economy. I feel that, through careful planning and strong leadership, we can make this happen and I would appreciate your support."

**Adam Moseson** and family farm near **Ferintosh**.

"We run a cow/calf operation and background our own calves. I have been an ABP delegate for two years and currently sit on the Cow/Calf Committee. The past two years have had its challenges as we all know. With your support, I hope to represent you for another two-year term."

**Don Mosicki** operates a cow/calf operation in the **Warburg** area.

"I have served on the Alberta Cattle Commission in the past and have served as an appointed delegate on ABP for the past year. With the government taking away the non-refundable check-off, the direction of ABP is going to become more focused as to what they work with. One of the biggest hurdles in the future is going to be the rebuilding of communication between provincial politicians and grass roots producers. To have any say with these people, a strong working relationship is required. This has to be done for research in the industry, marketing and an industry has to be viable so young people can enter it with a hope of a viable future in it. With this in mind, I feel I can have a positive contribution in the future."

**Tim Sekura** and family operate a cow/calf and backgrounding operation north of **Rocky Rapids**.

"I am interested in being an ABP delegate because I believe it is important for producers to get involved in their industry, particularly now with changes in government regulations drastically affecting the way we do business."

Tim was a director of the Pembina Grazing Reserve and volunteer with the local 4-H beef club.



# Election Backgrounder

## Sitting Delegates



**Ted Ford**  
Westlock  
780-954-3788



**Murray Kerik**  
Flatbush  
780-681-2244



**Kelly Olson**  
Athabasca  
780-675-4664

**ZONE 7 INCLUDES:** County of Thorhild No. 7; County of Barrhead; County of Athabasca; Lac Ste. Anne County; Woodlands County; M.D. of Opportunity No. 17; Sturgeon County; Westlock County; Yellowhead County; M.D. of Lesser Slave River; Improvement District No. 12; Municipality of Jasper.

### Zone 7 Candidates:

**Gene Brown** and his wife Jeannette run a 175 head cow/calf and yearling operation near **Sangudo**.

“Although our operation is not large, it is our only source of income. I am concerned that cow/calf producers are losing their voice within the industry. I feel that ABP is the best organization to provide that voice. Although we have been through some trying times I do see a future in the cow/calf business. If elected, I hope to bring a positive perspective as an ABP representative for our area.”

**Peter Lazowski** and family run 110 head of commercial Red Angus cows and background their calves in the **Newbrook** area. Peter is interested in continuing to work with the ABP to deal with the challenges of a changing industry.

“The events of the last few years, although difficult, have proven to be very educational. It is important that we continue to strengthen our position in both the domestic and foreign markets and aggressively promote the quality of our product. It is also vital that the collective voice of Alberta ranchers continues to be represented. I am optimistic about the future and all the beef industry has to offer.”

**Rick McKnight** and family run a mixed operation including cow/calf and a background feedlot at **Jarvie**. He is a lifelong farmer/rancher with his primary interest being beef cattle. Rick has served as a director of the Westlock Feeders Association for the last 12 years. He is also a long time member of the French Creek Beef Club and was previously a director of the local Agricultural Service Board for seven years.

“I am interested in continuing as a member of the Alberta Beef Producers as I hope to contribute in the best interests of all producers in Alberta.”

**Ben Schrader** and family ranch north of **Jarvie**, bordering on a provincial park to the north and a community pasture to the east. His controlled grazing and fixed day Artificial Insemination practices have met with good success.

“We like the adaptability of our Angus hybrid cows. Brush control and wildlife both create an ongoing challenge. My son John has taken on more of the load, enabling me to spend more time on industry issues.”

“May I share a few thoughts? As with many producers, my hope extends to the next generation’s involvement. This battle cannot be left to the few,

but needs to be shouldered by the many. ABP is the democratic voice of Alberta’s cattlemen and as such, is open to all producer input. Cattle price levels of 30 years previous make ABP a large and easy target for detractors. In my view, the passing of Bill 43 will prove to be a mistake. An attempt to silence the voice of Alberta cattlemen reminds one of other failed central plans of now defunct states. Producer concerns need a responsive organization to go forward. Don’t give up – get involved!”

### Cattle Feeder Council Candidate:

#### Elected by Acclamation

**Chad Meunier** and wife Stacey farm in the **Barrhead** area and are involved in both their family’s farms.

“Cattle are the backbone of our operations with both a cow herd and feedlot. The beef industry has experienced many challenges over the last decade, but I remain an optimist that our industry will return to a healthy, vibrant business.”

# Election Backgrounder

## Sitting Delegates



**Stephen Jarema**  
Smoky Lake  
780-383-2310



**Lyndon Mansell**  
Innisfree  
780-592-2262



**Soren Odegard**  
Willingdon  
780-367-2718



**Sheldon Hauca**  
Vegreville  
780-367-2404

**ZONE 8 INCLUDES:** Smoky Lake County; County of St. Paul; County of Two Hills No. 21; County of Vermilion River No. 24; County of Minburn No. 27; Lamont County; Lakeland County; M.D. of Bonnyville; Regional Municipality of Wood Buffalo; Improvement District No. 24.

## Zone 8 Candidates:

**Brian Chomlak** along with his wife and brother run a mixed farming operation in **Beauvallon**. It includes crops, sheep and a cow/calf operation where they background their calves.

"I am currently involved with various organizations in my community. I am the president of the Myrnam Agriculture Society and Bull Sale Committee. I am also a member of the Innisfree Fish and Game. I am currently the Zone 8 Director and sit on the ABP Board. I chair the ABP Animal Health and Welfare working group and I am an ABP representative on Alberta Farm Animal Care (AFAC). With the cattle industry in turmoil, it's very important to have strong representation for the cattle industry. I have been a delegate for eight years and would like to continue my position with you support."

**Ed Doktor** and family run a mixed farm and purebred Polled Hereford operation near **Vilna**.

He says, "With over 50 years of experience in the beef and agriculture industry, I believe I have valuable experience to add. My goal is to help develop programs to encourage and assist our young farmers to stay or become part of the beef industry and agriculture in general. I look forward to being able to serve my fellow beef producers for the next two years."

**Bill Fox** is seeking a second term as an ABP delegate.

"I operate a mixed farm in the area north of **Elk Point** and west of Bonnyville. In my time as an ABP delegate I have worked with the Public Affairs Committee, now called the Environment Committee. I have been the ABP delegate on the North Saskatchewan Watershed Alliance (NSWA) Board and, as well, I work on the Beaver River Watershed which is directly north of the NSWA in the eastern part of Zone 8 and now is the south border of the lower Athabasca land use area. I also work with the Alberta Conservation Tillage Society. My educational background includes being a graduate of the Practical Agriculture Program with Lakeland College and an active member on the Lakeland College Alumni Association, participating in numerous agriculture-related conferences and workshops. I believe that my experience will enable me to make a significant and productive contributions to ABP and to the Environment Committee, if you so choose to elect me."

**Gordon Graves** farms in the **Iron River** area with a mix of purebred and commercial cows.

"Our family is very active in the community, including the volunteer fire department and M.D. Agriculture Service Board. Our herd will downsize this year because of the weather but I believe our industry can and will survive. Our industry needs strong rational voice and thought."

**Danny Hozack** along with his family farm in the **Marwayne** area.

"I have been a supporter and a promoter of the ABP for more than thirty years. I believe that now, more than ever, the beef industry needs to be represented by a strong, united, elected organization. I believe that organization should be the Alberta Beef Producers. I have previously served on both the ABP Board of Directors and on CCA. I am prepared to serve again if producers so wish."

**Perry Phillips** along with his wife Susan and daughters Rachel and Emily have run a cow/calf operation for about 20 years, moving to **Vilna**, in Smoky Lake County in 1999.

"We use a summer calving approach and manage for extensive dormant season grazing. Our farm has been noted and awarded for environmental stewardship and is the site for an ongoing study, led by Cows and Fish with partners, SRD and Smoky Lake County, pertaining to the sustainable use of wetlands for dormant season grazing. We sell some of our beef through Farmer's Markets/direct to end uses under the 'Willow Field Farm' label. I maintain off-farm income through my background in adult education, leadership and program planning and development. Over the past few years I have worked in various capacities for the AEFB Company, AESA, AARD, Olds College and other organizations."

# Election Backgrounder

## Sitting Delegates



**Roland Cailliau**  
Valleyview  
780-524-4402



**Lori Kinnee**  
Brownvale  
780-597-2296



**Glenn Leitch**  
Brownvale  
780-597-2055



**Pat Eaton**  
Valleyview  
780-524-2332

**ZONE 9 INCLUDES:** M.D. of MacKenzie No. 23; M.D. of Northern Lights; North of Chinook Valley Road; M.D. of Clear Hills; Northern Sunrise County; M.D. of Peace; M.D. of Fairview; Birch Hills County; Saddle Hills County; M.D. of Smoky River; M.D. of Spirit River; County of Grande Prairie; M.D. of Greenview; M.D. Big Lakes Zone; Improvement District No. 25.

## Zone 9 Candidates:

### Elected by Acclamation

**Bruce Jack** and wife operate a mixed farm west of **Spirit River**. They have a cow/calf operation and background their calves, selling them off the farm. Bruce has served eight years as an ABP delegate and is seeking re-election. Since raising cattle is his business, Bruce enjoys helping the cattle industry any way he can.

**Linda Messner** and her husband Marley have a cow/calf operation near **Berwyn** in the beautiful Peace Country.

"I was raised on a small mixed-farm in the area and have been involved in the cattle industry all my life. I have also been involved with the CAP program since its beginnings as Pasture to Plate. I think for our industry to remain viable we need to continue to tell our story to young people and promote our product to consumers. Producers are the best people to do that."

*Zone 9 can appoint up to one zone delegates for the 2009-2011 term.*

# 2009 FALL MEETING & ELECTION SCHEDULE

## ZONE 1

(ALL MEETINGS 7 P.M. START)

NOV 2

### **MEDICINE HAT, RALPH'S BAR AND GRILL**

Kee Jim, ALMA Board of Directors

NOV 4

### **BROOKS, RAMADA INN**

Ryder Lee, CCA Manager of Federal and Provincial Relations

NOV 6

### **VAUXHALL, LEGION**

Andrea Brocklebank, CanFax Interim Manager

## ZONE 2

(ALL MEETINGS 7 P.M. START W/ FREE SUPPER AT 5:30 P.M.)

NOV 2

### **FORT MACLEOD, AUCTION MARKET**

Travis Toews, CCA Vice President

## ZONE 3

(ALL MEETINGS 7 P.M. START)

NOV 2

### **SUNDRE, LEGION**

Ryder Lee, CCA Manager of Federal and Provincial Relations

NOV 5

### **LONGVIEW, COMMUNITY HALL**

Rick Burton, ABP Chair

NOV 9

### **STRATHMORE, GOLF AND COUNTRY CLUB**

Cherie Copithorne-Barnes, ALMA Board of Directors

NOV 12

### **COCHRANE, RANCH HOUSE**

Andrea Brocklebank, CanFax Interim Manager

Reynold Bergen, ABP Research and Technical Manager

## ZONE 4

(ALL MEETINGS 7 P.M. START)

OCT 28

### **POLLOCKVILLE, COMMUNITY HALL**

Rich Smith, ABP General Manager

NOV 4

### **VETERAN, COMMUNITY HALL**

Travis Toews, CCA Vice President

NOV 9

### **HUGHENDEN, COMMUNITY HALL**

Reynold Bergen, ABP Research and Technical Manager

## ZONE 5

(ALL MEETINGS 7 P.M. START W/ FREE BEEF ON A BUN SUPPER AT 6 P.M.)

OCT 27

### **LESLIEVILLE, COMMUNITY HALL**

NOV 3

### **BIG VALLEY, COMMUNITY HALL**

Ryder Lee, CCA Manager of Federal and Provincial Relations

NOV 5

### **SPRUCE VIEW, COMMUNITY HALL**

Glenn Brand, Beef Information Centre, Chief Executive Officer

## ZONE 6

(ALL MEETINGS 7 P.M. START)

OCT 26

### **CAMROSE, REGIONAL EXHIBITION**

Glenn Brand, Beef Information Centre, Chief Executive Officer

OCT 29

### **BRETON, COMMUNITY HALL**

Travis Toews, CCA Vice President

NOV 2

### **PONOKA, LEGION**

Larry Thomas, CCA National Coordinator, Canadian Beef Advantage

## ZONE 7

(ALL MEETINGS 7 P.M. START W/ FREE SUPPER AT 6 P.M.)

NOV 4

### **MAYERTHORPE, LEGION HALL**

Ted Haney, CBEF President

NOV 10

### **WESTLOCK, MEMORIAL HALL**

Andrea Brocklebank, CanFax Interim Manager

Rick Burton, ABP Chair

## ZONE 8

(ALL MEETINGS 7 P.M. START)

OCT 28

### **FLAT LAKE, COMMUNITY HALL**

Rob McNabb, CCA GM, Operations

Cattle Inventory and the National Check-off

OCT 29

### **HAIRY HILL, COMMUNITY HALL**

Rob McNabb, CCA GM, Operations

NOV 4

### **KITSCOTY, WINFIELD INN**

Larry Thomas, CCA National Coordinator, Canadian Beef Advantage

## ZONE 9

(ALL MEETINGS 7 P.M. START W/ FREE BEEF ON A BUN SUPPER AT 6:30 P.M.)

OCT 28

### **SAVANNA, REC PLEX**

Speaker TBA

OCT 29

### **GRANDE PRAIRIE, STONEBRIDGE HOTEL**

Rick Burton, ABP Chair

NOV 4

### **GRIMSHAW, ELKS HALL**

Kevin Boon, ABP Vice-Chair

NOV 5

### **HIGH PRAIRIE, LEGION HALL**

Rich Smith, ABP General Manager



[www.albertabeef.org](http://www.albertabeef.org)

Return Undeliverable Canadian Addresses to:  
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