

Alberta Beef Producers (ABP) Plan – 2021/2022

ABP Vision

A strong and clear voice for cattle and beef producers contributing to a vigorous and profitable beef industry.

ABP Mission

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

Canada's National Beef Strategy 2020-24 – Pillars and Goals

- 1. Beef Demand:** Support the comprehensive cutout above \$270/cwt - retail beef demand index above 115, wholesale beef demand index above 105, international beef demand index above 100.
- 2. Competitiveness:** Encourage a competitive regulatory, policy, and market environment - reduce the labour shortage by 50%, reduce cost disadvantages to main competitors by 2%.
- 3. Productivity:** Improve production efficiencies throughout the supply chain – reduce average open rates by two percentage points, reduce average calf death losses to 5%, improve feed efficiency by 5%, improve national average hay yields by 2-10%.
- 4. Connectivity:** Enhance industry synergies and connect positively with government and partner industries.

ABP Core Strategies

1. Increase domestic and international demand and market access for Canadian/Alberta beef.
2. Ensure long-term sustainable access to the land and water resources of this province for the benefit of beef producers.
3. Influence government legislation and policy to enhance the competitiveness of Alberta beef producers.
4. Enhance the competitiveness of Alberta beef producers through research and innovation.
5. Engage and involve producers in policy decisions, organizational direction and governance.

Cattle and Beef Industry Priorities

1. Increased export market access
2. Reduced regulatory costs and barriers
3. Increased value for products through branding and differentiation of all Canadian beef
4. Improved communication and information flow along beef supply chain
5. Improved feed grain and forage productivity
6. Better research and development performance for enhanced production efficiency
7. Improved business risk management programs for cattle producers
8. Implement strategies to define and demonstrate the “sustainability” of the beef industry
9. Encourage young producers to join or stay in the cattle industry

ABP Strategic Objectives – 2021/2022

Government Relations and Policy

1. *Work with government officials to generate positive actions that support beef producers to:*
 - a. *Maintain or enhance the viability of a cattle ranch*
Key Performance Indicators: Number and frequency of meetings with Ministers and department executive; Enhance business risk management programs to increase relevancy to beef producers; Optimize beef producers benefit from societal interest in carbon; Work with other organizations and government to take steps to alleviate long-term and acute veterinary shortages.
 - b. *Enable proper stewardship of grazing land and maintain property rights on private and public lease land*
Key Performance Indicators: Decrease access conflicts on grazing lease and private lands; Ensure beef producers maintain access public land for sustainable grazing; Improve programs from conservation organizations in collaboration with ABP; Work to decrease burden of wildlife co-existence with the support of a delegate working group.

Communications and Marketing

2. *Measure continual growth in producer and public engagement through the enhanced communications strategy with targeted goals*
Key Performance Indicators: Growth in average weekly visits and consistent or increased percentage of return visitors to ABPdaily.com; ABP Daily app downloads and analytics related to app usage; Increased internal communications with ABP delegates and stakeholder organizations, with a focus on young producers; Strong producer response to update contact information; Diversifying content across the ABP magazine, ABP Daily platform and app, and social media to increase engagement.
3. *Increase pride and confidence in Alberta beef by reinforcing consumers' connection with today's Alberta ranching industry*
Key Performance Indicators: Media impressions/reach of public relations efforts and paid media; Increase in both number of influencers and reach per influencer ABP post; Increase in number of engagements per ABP influencer post; Increase new website content pieces; Positive outcomes related to branding partnership with Canada Beef.

Production and Extension

4. *Increase producer knowledge and understanding of research investments and extension resources supported by check-off dollars that improve sustainability, competitiveness and profitability*
Key Performance Indicators: Increase development of research and extension focused communications; Monitor producer engagement with extension resources produced by ABP and other partners; Maintain a funding leverage ratio of at least \$5:1 for projects funded by ABP; Ensure ABP investments and those made by other funding organizations support the priority outcomes of the Canadian Beef Research and Technology Transfer Strategy.

General Management/Issues Management

5. *Increase issues management and emergency preparedness to deal with arising issues, crises and emergencies that impact the Alberta beef industry and Alberta beef producers*
Key Performance Indicators: Further develop the Animal Health Emergency Management plan; Work with government and stakeholders to ensure business continuity during health emergencies and natural disasters; Work with other commodity groups to strengthen voice of agriculture industry, with emphasis on uniting the agriculture marketing boards; Annual review of ABP Crisis Communications Plan; Enhance agility to receive, assess and communicate issues to producers, stakeholders and government officials; Provide relevant concerns with the knowledge on how to move an issue forward; Implementation of the Issues Management Committee.