



Beef Industry Alliance

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Refundable Check-off Backgrounder

A Refundable Check-Off

Currently in Alberta every time a bovine (beef and dairy cattle) is sold a three dollar levy is collected which is legislatively mandated to be given to the Alberta Beef Producers (ABP).

A mandatory payment of check-off dollars to one organization has not resulted in effective industry leadership. In order for there to be a strong future for the beef industry, change to the legislative framework was required.

Our check-off dollars have not been used successfully. There has been failure to open up international markets. Our industry is not moving forward. Despite having a high quality safe product we are falling behind.

The leadership of ABP is not listening to input from the various beef industry sectors even though strong efforts have been made by other organizations. There has been no real effort by ABP to introduce meaningful change in industry structure and funding.

The Mandatory Check-off has not worked for our industry.

One organization does not reflect the reality of the industry. The current system has become dysfunctional as it is not representative of the entire industry.

ABP is an important organization but there are others. All sectors must succeed and have a meaningful voice for the whole industry to succeed.

A mandatory check-off offers producers no choice. It forces producers to fund one organization even if that organization is ineffective and does not adequately represent the interests of all segments of the beef supply chain.

Mandatory membership via the check-off stifles the organization as they are forced to represent every member's interests and some of these interests will never align across all members. A guaranteed income from mandatory check-off dollars does not stimulate creativity.

Why a refundable Check-off?

A refundable check-off will allow the producer to decide for themselves who will get their check-off dollars. A refundable check-off will bring accountability to our industry.

Allowing producers to choose where their check-off dollars go, and to determine which organization is the best to represent their interests, is the most democratic way to resolve the impasse facing the industry. A refundable check-off will modernize our industry with a new governance structure that will work for all sectors. A refundable check-off will energize the beef industry in Alberta and help us diversify our international markets to ensure a profitable future for our industry.