

2018 ANNUAL REPORT





Ryan Kasko

Message from the Chair

The scale and scope of activity carried out by the Alberta Cattle Feeders' Association (ACFA) reached new heights in 2018 as we advocated to government on numerous trade, policy, and regulatory issues facing cattle feeders.

New ground was broken on the governance and funding of the provincial beef industry through the New Era Beef Industry agreement between Alberta Beef Producers and ACFA.

It was disappointing that the agreement narrowly failed to secure majority approval in the producer plebiscite. However, the process presented real opportunity and generated considerable good will. This has resulted in a mutual commitment for increased collaboration in the future.

It is essential that we continue to build on this commitment. Alberta's beef organizations can and must work together to position our industry for success.

A good example of this renewed commitment is how ACFA and ABP have jointly commissioned and funded a comprehensive study on the competitiveness of Alberta's beef industry. This study, which also has the support of the packers, will assess our industry today compared to a decade ago. It will also compare Alberta to our primary competitors in the U.S.

The study will be completed in early 2019 and will serve as an essential guide to the policy changes and decisions required to improve competitiveness and drive future growth, sustainability, and profitability. This partnership effort will allow industry to speak together on critical competitive issues such as labour, taxation, infrastructure, and regulation.

ACFA is opening a new chapter as we enter 2019. After 12 years at the helm, Bryan Walton is retiring as President and CEO.

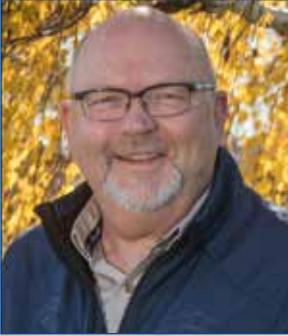
On behalf of our directors, staff, and members, I thank Bryan for his diligent and capable service to Alberta's cattle feeders over the past dozen years. Our association and our industry are stronger and better as a result of your dedicated commitment and leadership.

To our valued members, I express my sincere appreciation for your continued membership and support of ACFA. It is on your behalf that we work each and every day, and I consider that to be my distinct privilege as your Chair.



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Bryan D. Walton

Message from the outgoing President and CEO

Reflecting back on this year I couldn't help but think about the past twelve years of my time as the President and CEO of ACFA. Over the years our staff team here has had an unceasing desire to deliver value to our members. Personally, I always operated with a sense of urgency on tackling the issues and doing more for the Association. So, with the support and guidance of dedicated Chairs and Directors we served the members to the best of our ability. I'm proud of what we accomplished.

Last year was a banner year for ACFA: an all-time record membership, sold out events, healthy balance sheet, a strong stable staff team with a talented new CEO, exceptional project contractors and improved collaboration with our industry partners. The industry is healthy, and new market opportunities abound so I'm optimistic about the future as long we strive for, and retain, industry competitiveness.

When I was hired as the CEO of ACFA I was invited to help get the National Cattle Feeders' Association off the ground and from that time forward, assumed the dual role of Chief Staff Officer for both organizations. It has been rewarding to see how the NCFA has gained ground in Ottawa, where we addressed national issues of importance to cattle feeders across Canada. We have developed great partnerships with other organizations and industry associations, which has been another source of satisfaction for me. This has been made possible with the support of volunteers from the member organizations in the provinces, staff and outstanding contractors on the ground in Ottawa.

I'm confident that Janice Tranberg, our new President and CEO will provide superb leadership as ACFA and NCFA continue to strengthen relationships with governments at all levels. I wish everyone the best in the years ahead. Thank you all – it's been a great run!



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ACFA STRATEGIC PLAN

Setting out ACFA's Goals and Objectives

In 2017, a new vision, mission, and five-year strategic plan was developed, complete with initiatives, project plans, and tangible deliverables.

Vision

Championing a sustainable cattle feeding sector in Alberta

Mission

Pursuing innovative and collaborative solutions for a thriving Alberta beef industry

Strategic Priorities

1. Building ACFA membership by delivering value to our members
2. Engaging with the provincial government to strengthen Alberta's cattle feeding sector
3. Collaborating with partners to advance the industry
4. Strengthening ACFA governance

MEMBER BENEFITS

Working to Maximize Value for ACFA Members

Member Services

ACFA delivers a set of unique and value-added services to help our members save costs, improve profitability, and strengthen public trust:

- Electrical price stability and savings through Alberta Livestock Power Services (ALPS)
- Preferential rates from Newland Chase on immigration services and TFWP audits
- Special pricing for ACFA members at Rocky Mountain Equipment (Balzac, AB)
- Alberta Feedlot Safety Program
- Alberta Feedlot Emergency Preparedness Plan
- The Feed external newsletter
- Ringside internal bulletins for members and associate members
- Sharing information about cattle feeding on our website, blog, and social media

Industry Relations and Partnerships

ACFA works to advance the interests of our members in the broader industry decision-making process. We achieve this by having a seat at the tables of the following provincial and national organizations:

Provincial

- AgCoalition
- AgSafe Alberta Society
- Agriculture Industry Labour Council of Alberta
- Natural Resources Conservation Board's Policy Advisory Group
- Intensive Livestock Working Group
- Agri-Environmental Partnership of Alberta
- Livestock Identification Services
- Alberta Farm Animal Care
- Alberta Beef Quality Starts Here

National

- Canadian Cattle Identification Agency
- Canadian Roundtable for Sustainable Beef
- Canada Beef
- Canadian Agri-Food Trade Alliance

Industry Development

ACFA develops and implements programs that benefit cattle feeding operations and our members participate in initiatives that strengthen the cattle feeding sector:

- Canadian Feedlot Animal Care Assessment Program
- Alberta Feedlot Safety Program
- Feedlot Emergency Preparedness Plan

Industry Research and Projects

ACFA supports and funds important research projects to improve the competitiveness, productivity, and profitability of feeding cattle in Alberta:

\$20,000

For trial of new feed additive to reduce enteric emissions of methane in cattle

\$10,000

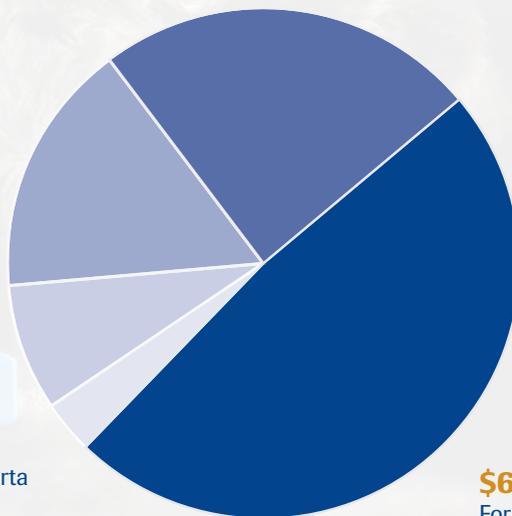
For enhanced camera grading project at Canada Beef Grading Agency

\$4,000

For cattle transportation study at Alberta Farm Animal Care

\$30,000

As part of a five year \$150,000 new Beef Science Cluster III research program at Beef Cattle Research Council



\$60,000

For development of new Histophilosis vaccine at University of Saskatchewan

Events

ACFA hosts high quality and well attended events, providing cattle feeders with opportunities to meet government decision-makers and industry leaders, and network with suppliers and other producers.

Alberta Beef Industry Conference

- Theme: Beef Talks – Ideas Worth Sharing
- Keynote Speaker: Rt. Hon. Stephen Harper

Taste of Alberta Banquet and Auction

- Raised \$21,800 for James Hargrave Legacy Fund
- Raised \$40,000 for the Stollery Children's Hospital and the Alberta Children's Hospital

ACFA Golf Tournament

- Paradise Canyon, Lethbridge, AB
- Sold out with over 144 registered golfers

Joint ABP/ACFA MLA Reception

- May 2018 at the Alberta Legislature

Annual Dinner for Government Caucus MLAs

- November 2018 at the Matrix Hotel in Edmonton

Annual General Meeting

- Decision on Provincial Check-Off and Support of New Era Beef Industry model
- Resolutions passed on Supply Management, Hi-Frequency Tags, Sharing Industry Data, and Tax Reduction

ACTION AND OUTCOMES

Advocating on Behalf of our Members

Submissions and Requests to Government

- Restore full funding for veterinary schools at the universities of Calgary and Saskatchewan
- Convene a dialogue on supply management and international trade
- Improve regulations around winter manure management
- Lead development of Agriculture Industry Labour Council of Alberta's paper on reforms to the Temporary Foreign Worker Program

Government and Industry Consultations

- Establishing priorities for Canadian Agricultural Partnership (CAP) funding in Alberta
- Review of the Temporary Foreign Worker Program (TFWP)
- Agriculture and water stewardship in Alberta
- Fusarium and the Alberta Agricultural Pests Act and Regulation
- Animal Health Pathfinding initiative for Foreign Animal Disease preparedness
- Attendance at OIE (World Organization for Animal Health) annual meeting and meeting with European vaccine bank
- Work with Province and ABVMA on dispensing of antimicrobial products
- Meeting with Agriculture Minister Carlier, Deputy Minister Corbould, and Assistant Deputy Ministers on ACFA priorities
- Attendance at Education Minister Eggen's Roundtable on Education and Industry and announcement of new Alberta Education K-4 Curriculum

Labour

- ACFA reached an agreement with Alberta Labour to increase application and process time for the Alberta Immigrant Nominee Program. Our feedback resulted in changes to education, language, and income requirements.
- Service Canada's review of the TFWP included primary agriculture and not just seasonal workers.
- ACFA and NCFA advocacy continues on the TFWP, building off recent changes such as termination of the cumulative duration rule, postponement of the TFWP cap, and implementation of the HUMA Committee Report recommendations.

Trade

- Effectively advocated for a successful conclusion of the new Canada-United States-Mexico Agreement (CUSMA)
- Effectively advocated for parliamentary ratification of the new Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP)
- Opening of markets in China for Canadian "bone-in" beef products
- Creation of a new pilot project to export "fresh and chilled" beef into China
- Positive changes to the Restricted Feeder Cattle Program at CFIA
- Postponement of changes to the CFIA Manual of Procedures that would have stalled trade with China

Taxation

- ACFA financial contribution of \$75,000 to appeal Lethbridge County Livestock Head Tax
- Successfully advocated for reversal of proposed changes to the taxation of family-owned corporations
- Continue to advocate for producers on returning carbon tax paid by agriculture
- Advocated for improved allowances and deductions from federal corporate income tax for capital investment

COMMUNICATION AND OUTREACH

Telling Our Story in Our Words

ACFA's comprehensive communication and outreach programs enable cattle feeders to tell their story. Our activities reach governments, industry partners, media, and consumers to build public trust for the cattle feeding sector.

Communications

- Regular stakeholder engagement through news bulletins, emails, newsletters, blog, and social media
- Feedlot Response Protocol for members challenged by activists and protestors
- 3D and Virtual Reality Feedlot Tour videos (available online in 2019)
- Feedlot safety training videos for cattle feeders

Outreach

- Feedlot Tours for MPs, MLAs, industry groups, teachers and students
- United States Department of Agriculture
- Current provincial MLAs and nominated candidates
- Bluesphere Environmental
- Post-secondary agriculture programs
- Alberta Education programs

SPECIAL FOCUS: 2018 AGM RESOLUTIONS

Five resolutions were passed at the 2018 Annual General Meeting of the ACFA.

Action taken on the resolutions were as follows:

1. **New Era Beef Industry (NEBI) Agreement:** A new model for governance and funding of the provincial beef industry was negotiated by the Boards of both organizations. Although the plebiscite was unsuccessful, ACFA remains committed to working collaboratively.
2. **Taxation:** Together, ACFA and ABP hired Serecon Inc. to produce a Competitiveness Study on the health of the Alberta beef industry compared with other jurisdictions.
3. **Hi Frequency Tags:** ACFA met with ABP and CCIA to address the steps required to develop an improved hi-frequency tag that will read more easily and accurately.
4. **Information Sharing:** Opportunities for the sharing of production data across the beef value chain are ongoing between ACFA, ABP, and BIXS.
5. **Supply Management:** We had a meeting with Alberta SM-5 leaders to express our concerns on the potential impact on international trade. A submission was sent to the Government of Alberta to open a dialogue on supply management and its impact on international trade.



“ The Voice of Cattle Feeders ”
Since 1973

ACFA Board and Staff

Chair: **Ryan Kasko** Kasko Cattle Company
 Vice-Chair: **Craig Paskal** VRP Farms
 Past Chair: **Martin Zuidhof** Zuidhof Feeders
 GFA Chair: **Jacob Bueckert** Driland Feeders

Directors: **Lyle Adams** 6A Cattle Company
James Bekkering TFS Expanse Feedlot
Karleen Clark KCL Cattle Company
Jason Hagel Hagel Feeders
Colleen Mackey VRP Farms
John Schooten Schooten and Sons Custom Feedyard
Jeff Smith Gateway Livestock Marketing
Greg Schmidt Schmidt Livestock

Staff: **Janice Tranberg** President and CEO
Bryan Walton Past President and CEO
Casey Vander Ploeg Vice President
Jennifer Brunette Events & Member Services Manager
Kimberli Nummi Office Manager & ALPS Coordinator

Consultants: **Joe Novocosky** Financial Manager
Shannon Lyons Communications Manager



CONTACT US

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Special Thank You to our 2018 Associate Members

