



2019 ANNUAL REPORT

RYAN KASKO

MESSAGE FROM THE CHAIR



2019 was an exciting year at Alberta Cattle Feeders' Association. Our Board worked closely with our new CEO Janice Tranberg to transition to her new role, the competitiveness study was completed and from this study's results, it was clear that the Canadian beef industry continues to be hurt by the regulations around Specified Risk Material (SRM) removal related to BSE. This is just one issue we, as an organization in collaboration with our National Cattle Feeders, worked on advocating for change on. The Canadian government needs to petition the World Organization for Animal Health (OIE) to change Canada's risk status down to negligible to reduce this burdensome regulation. Additionally, as seen in our competitiveness study results, it is clear that regulations such as this are compounding to make us as Canadian

producers less competitive against our American counterparts with respects to taxation, and cost and access to labour, infrastructure, energy etc.

Along with working on specific issues, we were actively involved in promoting policies that would support the Alberta cattle feeding industry during the provincial election, and then worked tirelessly to connect with the newly elected government members after the election. The results have been very positive. We are pleased the new government reacted to our desire to offer choice in disability insurance between WCB and private insurance within the Farm Freedom and Safety Act. We are further encouraged by indications that the government will consult with us on provincial research funding in 2020.

At the 2019 AGM we received direction to find ways to collaborate with ABP to create efficiencies between our organizations and become more effective dealing with the provincial government. We have been successful in this on many fronts as you will read about in the coming pages. We have a Director attend each other's Board meetings along with specific meetings to share information and build a coordinated strategy where there is merit. We are pleased to see the positive moves being made by ABP to modernize its organization, and look forward to continued collaboration going forward.

Into the coming year, ACFA will continue to be a member driven organization. We will continue to work hard to tackle the issues that are important to you. We know 2019 was a challenging year for our industry due to difficult weather and volatile markets. 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.

Please feel free to reach out to me and the rest of the Board to help us identify what we can do for you.

Ryan Kasko

JANICE TRANBERG

PRESIDENT
& CEO



It has officially been one year since I took on the role of President and CEO for the Alberta Cattle Feeders' Association (ACFA), and what a year it has been. Looking back, I see it as a year of change. Not only in change of leadership for the association, a new communications manager and communications plan, but also in that the result of the plebiscite has led us to working more collaboratively with Alberta Beef Producers (ABP) and other associations, working on positive change and growth for our industry.

In a similar aspect, a new provincial government meant an increased number of meetings with Ministers, MLAs, and their key staff bringing forward our priorities as they develop new direction and the programs to implement it. On

a national level, the federal election drove an increase in outreach with the political parties to ensure they understand the needs of cattle feeders both here in Alberta and across Canada.

For the Alberta Livestock Power Services (ALPS), the shift from AltaGas to Campus Energy Partners was successful in that the change did not affect subscribers and the service remains a valuable option for our members.

Through it all, the ACFA Board of Directors and staff pulled together for a productive year. Collectively, ACFA met with provincial government elected officials and senior staff members over 25 times not including multiple industry meetings, consultations, our annual fall MLA dinner and spring MLA reception. As mentioned earlier, we worked closely with ABP in preparing mutual priorities for the Alberta beef industry and presented a united front in meeting new Ministers.

Personally, I committed to connecting with ACFA's members throughout the year and I made it a priority to both call members and hit the road visiting as many farms as possible. Alberta's cattle feeders are truly salt of the earth; everyone welcomed me and was open to conversation about the industry, the organization, and the future. While there were many opinions, concerns, and suggestions on the value of this organization and the issues the industry is facing, everyone made time to talk and the pride in their operations and our industry shone through.

I want to thank everyone for making my first year with the cattle feeders' both fun and productive. I especially want to thank the Board of Directors and Chair, Ryan Kasko, for being patient and answering my million questions; and to my staff for pitching in and making this such a great year!

Janice Tranberg

ACFA STRATEGIC PLAN

VISION

Championing a sustainable cattle feeding sector in Alberta.

MISSION

Pursuing innovative and collaborative solutions for a thriving Alberta beef industry.

STRATEGIC PRIORITIES

THE GOAL AND OBJECTIVES THAT GUIDED OUR ACTIVITIES THIS YEAR



ACFA WORKS FOR OUR VOLUNTARY MEMBERS TO MEET THE NEEDS OF THE PROVINCE'S FEEDING INDUSTRY BY:

-  Consulting with producers on key industry issues and trends
-  Influencing policy decisions
-  Creating partnerships that stimulate new markets and economic opportunities
-  Identifying and supporting new technology and management practices
-  Initiating research programs to improve competitiveness

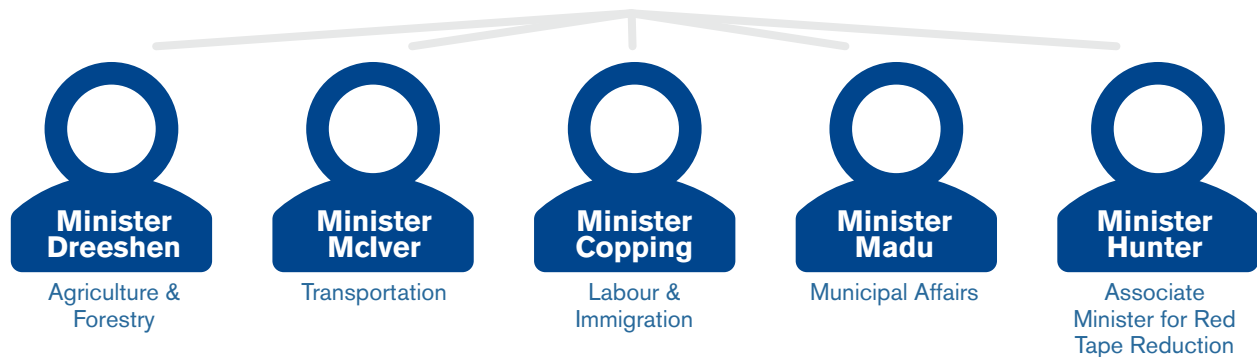
GOVERNMENT ADVOCACY

WE FOCUS ON:

- Labour • Market access & development • Reducing regulatory burdens
- Trade • Taxation • Identifying & advocating for research priorities

2019 saw ACFA as one of the first agriculture associations in Alberta to secure critical meetings with key decision-makers in the new Government of Alberta (i.e., Ministers, MLAs, Chiefs of Staff, etc.).

WE MET WITH:



ACFA also participated in numerous consultations and made several submissions to the GOA throughout 2019 on behalf of our members. Examples of these consultations include:

- Mandatory Entry Level Training (MELT)
- Alberta Advantage Immigration Strategy Engagement Session
- Farm Freedom and Safety
- Rural Crime

We participate in these meetings and consultations to ensure cattle feeders priorities, interests, and perspectives have input into these policy areas and that legislation and regulation work for our members.



NATIONAL CATTLE FEEDERS ASSOCIATION

On a federal level, we are represented by our National Cattle Feeders' Association (NCFA). NCFA serves as a unified voice for Canada's cattle feeders on a wide range of policy issues affecting their competitiveness, such as regulatory reform and reduction of the regulatory burden, growing domestic value-added beef production, and seeking new and expanded international markets for Canadian beef.

During the federal election, NCFA advocacy on our behalf included:

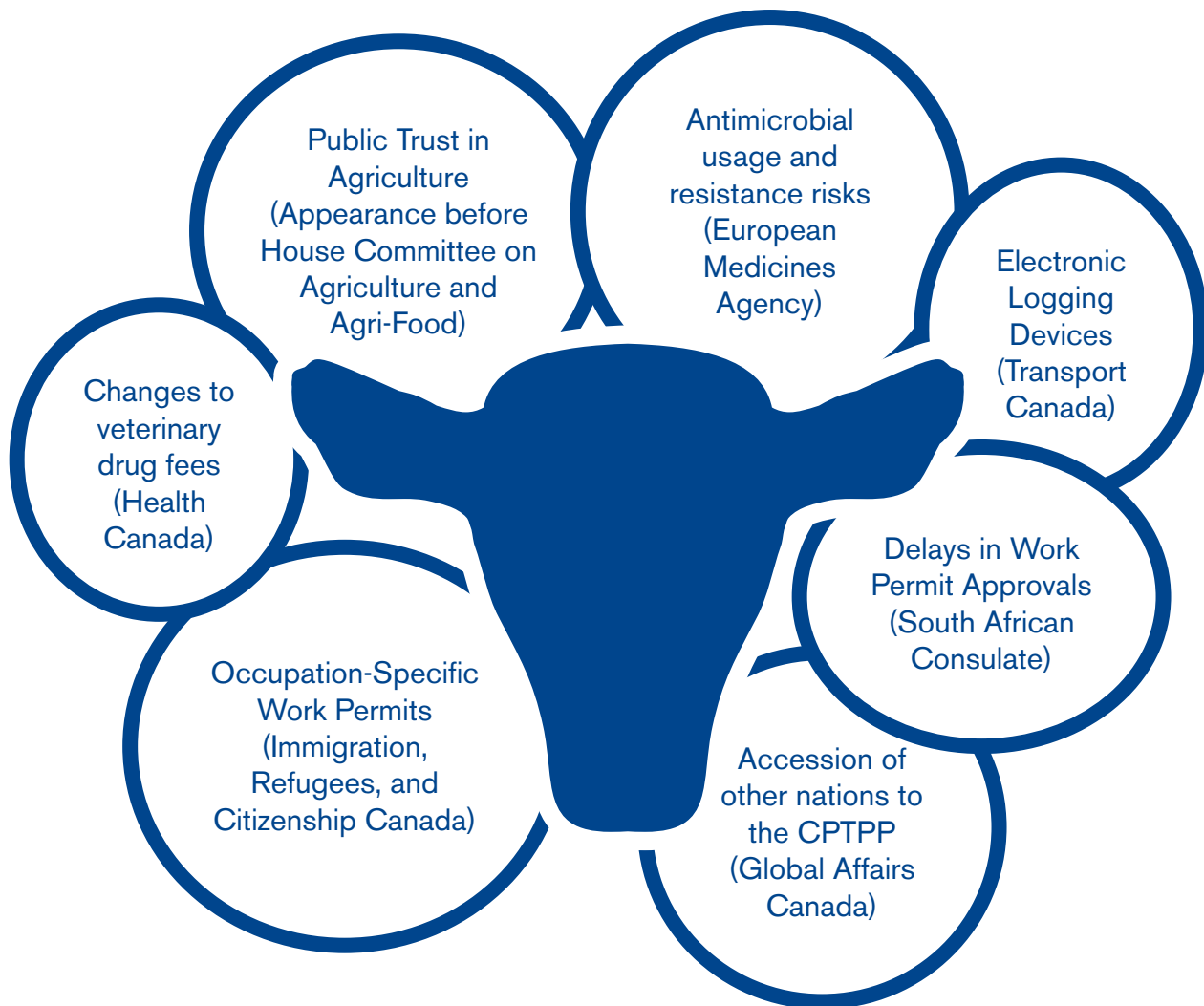
- ✓ Post-election follow-up on Speech from the Throne, Ministerial mandates
- ✓ Regular postings on our social media channels
- ✓ Letters to all party leaders on our priorities
- ✓ Election kits and key messages provided to all provincial members



Participation on Government-Industry Working Groups:

- Government-Industry Group on Application to the OIE for Negligible Risk Status for BSE
- Government-Industry Working Group for Animal Health Canada (AHC) Initiative
- Government-Industry Group on new CFIA Transportation Regulations
- Agriculture Labour Task Force
- Participation on Canadian Beef Advisors Group and renewal of the National Beef Strategy.

NCFA also prepared submissions and consulted on issues such as:



Along with other national industry organizations, NCFA jointly communicated to government on postponing CFIA Transport Regulations and with Transport Canada regarding electronic logging devices.

KEY NCFA ACCOMPLISHMENTS:

- ⊙ Drive towards a new immigration pilot for Agriculture and Agri-Food Workers
- ⊙ Maintaining “employer-specific” work permits” as opposed to “occupation-specific” work permits
- ⊙ Opening of Board Position on NCFA for Canadian Cattlemens’ Association Representative
- ⊙ Hosting of Successful Session at Canadian Beef Industry Conference
- ⊙ Quality submissions demonstrating NCFA as an industry leader with a strong “solutions-based” focus

INDUSTRY RELATIONS & PARTNERSHIP

In advancing the interests of ACFA members in the broader industry decision-making process, ACFA has a seat at the table on important provincial and national industry bodies.



Provincial

- Alberta Livestock Identification Services (LIS)
- Intensive Livestock Working Group (ILWG)
- Alberta Farm Safety Society (AgSafe)
- NRCB Policy Advisory Group (PAG)
- Liaison to Alberta Beef Producers (ABP)
- Alberta Livestock Power Services (ALPS)
- Alberta Farm Animal Care (AFAC)

National

- Canadian Cattle Identification Agency (CCIA)
- Canadian Roundtable for Sustainable Beef (CRSB)
- Canada Beef Inc. (CBI)
- National Cattle Feeders' Association (NCFA)

INDUSTRY DEVELOPMENT

ACFA undertakes industry development programming that benefits cattle feeding operations. ACFA members also participate in development initiatives that strengthen the cattle feeding sector.



In order to best represent the Alberta beef industry as a whole, ACFA and ABP producer organizations have been working together to increase efficiencies and create a stronger voice for you, our producers, when working with government and industry.

ACFA HAD MANY COLLABORATION SUCCESSES AND HAVE MANY MORE TO COME IN THE FUTURE.

We shared our election priorities with each other, and post-election we developed a collaborative paper on priorities for the beef sector, which we then took to government together, presenting a united front at many meetings, receptions, and events together.

One significant success was the release of our joint competitiveness study. To drive these successes, we created a joint ABP/ACFA Director working group and held regular meetings to develop direction on areas for collaboration, while also working together in communications and administration. The competitiveness study can be found on our website at cattlefeeders.ca.

INDUSTRY RESEARCH AND PROJECTS

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

2019

OVER THE LAST YEAR ACFA HAS FOCUSED ON PROJECTS SUCH AS:

The competitiveness report in partnership with ABP

A project in partnership with ABP and MNP on municipalities identifying key messages and communication tactics to reduce municipal restrictions and levies on agriculture

And an antimicrobial use and resistance surveillance project with feedlot sites in Alberta, Saskatchewan, and Ontario through the Canadian Integrated Program for Antimicrobial Resistance

PROJECTS ALSO CONTINUED FROM

2018

\$150K

over 5 years for the new Beef Science Cluster III research program at BCRC

\$60K

for development of new Histophilosis vaccine at University of Saskatchewan

\$20K

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

\$10K

for enhanced camera grading project at CBGA

\$4K

for cattle transportation study at AFAC.

ACFA 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.

Members Only Event

Feb 2019

- Dust Suppression Information session



Alberta Beef Industry Conference

- Theme: Beef Talks - Disruption or opportunity
- Keynote Speaker: Brad Wall • 650 attendees, 63 exhibits

Taste of Alberta Banquet & Auction

- Raised \$83,750 for the Kale Porteous Citizenship Scholarship and Ronald McDonald House donation in Kale's name



ACFA AGM

Mar 2019 • Red Deer, AB • Presentation on roller-compacted concrete pen flooring by Dr. Steve Hendrick, Coaldale Veterinary Clinic

ACFA Golf Tournament

- Paradise Canyon, Lethbridge, AB • Sold out with over 144 registered golfers
- Funds raised for HALO helicopters



Joint ABP/ACFA MLA Reception

May 2019

- Alberta Legislature in Edmonton, AB • 80 attendees

Annual Dinner for Government Caucus MLAs

Nov 2019

- Matrix Hotel in Edmonton, AB



COMMUNICATIONS & OUTREACH

ACFA's comprehensive communications and outreach program engages not only the cattle feeder members themselves but industry stakeholders, governments, media, and consumers.



Throughout the year, we proactively identify up and coming issues and prepare key messages for our board, members, and the industry. This year we worked on significant issues on all levels from local to international including:

- ✔ Eat Lancet report
- ✔ Manure management
- ✔ Environmental impact
- ✔ China beef import blockage
- ✔ Rural crime & activist protocols
- ✔ Plant proteins & alternative meats



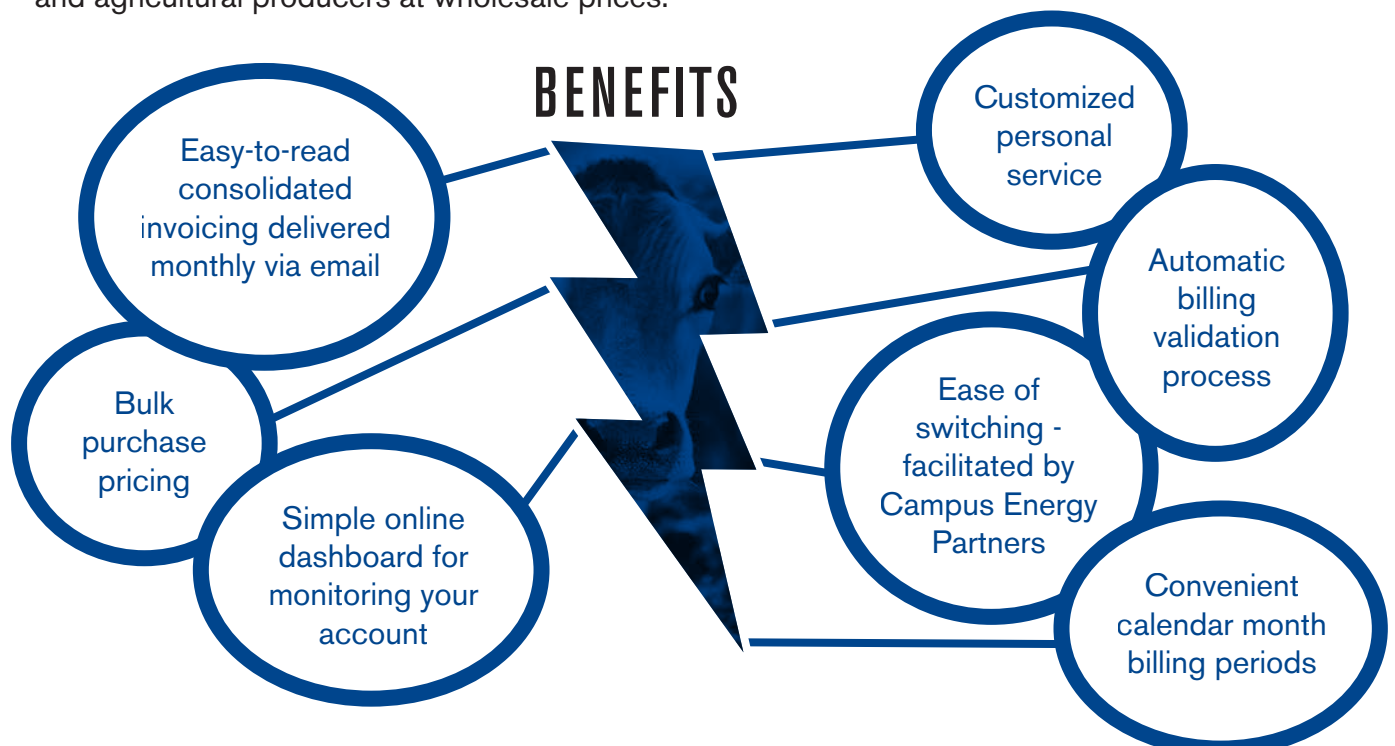
In order to increase the reach of cattle feeder messages, we work with media to share information and grassroots perspective on issues affecting Albertans and the agriculture industry. This year, we increased our media presence to be heard on many considerable issues.



ALBERTA LIVESTOCK POWER SERVICES

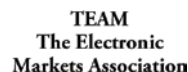
Another benefit our members receive, is eligibility for The Alberta Livestock Power Services (ALPS) program. ALPS is a power aggregation program in partnership with Campus Energy Partners LP and the Alberta Cattle Feeders' Association.

Under ALPS, Campus Energy is able to supply electricity and natural gas services to livestock and agricultural producers at wholesale prices.





SPECIAL THANK YOU TO OUR 2019 ASSOCIATE MEMBERS



THE ACFA TEAM



Board of Directors and Staff

Since 1973, the Alberta Cattle Feeders' Association (ACFA) has represented the interests of Alberta cattle feeders on a broad range of policy issues that affect their competitiveness. ACFA continues to develop strategies to achieve long-term success for Alberta's cattle feeding sector, and is a leader in guiding the beef industry to become more sustainable, profitable, and competitive in a challenge global environment.

Alberta Cattle Feeders' Association **Many Members, One Voice**

CHAIR

Ryan Kasko
(Kasko Cattle Company)

VICE-CHAIR

Greg Schmidt
(Schmidt Livestock)

PAST CHAIR

Martin Zuidhof
(Zuidhof Feeders)

DIRECTORS

Lyle Adams
(6A Cattle Company)

James Bekkering
(TFS Expanse Feedlot)

Jacob Bueckert
(Dri-Land Feeders)

Karleen Clark
(KCL Cattle Company)

John Schooten
(Schooten and Sons Custom
Feedyard)

Jeff Smith
(Gateway Livestock Marketing)

Greg Schmidt
(Schmidt Livestock)

Bob de Boer
(Monarch Feeders)

Keith Gregory
(Cattleland Feedyards)

Kendra Donnelly
(Korova Feeders Ltd.)

STAFF

Janice Tranberg
(President and CEO)

Casey Vander Ploeg
(Vice President)

Jennifer Brunette
(Manager, Events and Member Services)

Kimberli Nummi
(Operations Manager and Coordinator, ALPS Program)

CONTRACTED CONSULTANTS

Joe Novecosky
(Financial Manager)

Megan Madden
(Communications Manager)

John Weekes
(Trade Advisor, NCFA, Ottawa)



CONTACT US

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