

MESSAGE FROM THE CHAIR



Well, to say the least, 2020 has been quite a year! Our Board and staff have been extremely busy throughout the year responding to the COVID-19 pandemic. Starting in early April we were engaged with Government on programs and policies attempting to alleviate some of the effects of the crisis and this has continued throughout the year. We were influential in the approval of the 'Fed Cattle Feed Assistance' program and the 'Set Aside' program, amongst other business risk management programs and initiatives. The initial program resulted in \$12 Million in direct payments to feedlots and the set aside program continues to provide stability to the markets. We also continue to push for meaningful reforms to the suite of Business Risk Management programs at both the Provincial and Federal levels.

The Board and staff at ACFA have worked tirelessly and I am incredibly grateful for the hard work and commitment shown throughout these trying times. Communication has been a significant focus. Highlights include the processing plant worker appreciation video, best management practices and protocols for feedlots developed in conjunction with Alberta Health, and an increased focus on communication with members through social media and our newsletter, 'The Feed'.

The Board continued to work collaboratively with the Alberta Beef Producers throughout 2020 and this relationship has proven to be highly effective. We have been able to meet with government officials with one unified voice for the industry. We continue to have Director representation at each other's tables as well as a small working group to identify areas and issues where cooperation could be important.

Even though it was hard to conduct normal business for most of the year, ACFA was still able to carry out a strategic planning session. I am excited for the future of the organization and the goals we identified in the process. ACFA will continue to be member driven as we look to provide more value for our members.

We know that 2020 has been an incredibly challenging year for cattle feeders in Alberta. The pandemic has had major impacts on how we do business and I assure you that ACFA will continue to advocate on your behalf. I also want to express a sincere gratitude to our members for their continued support of ACFA. I consider it a great privilege to work on your behalf as Chair of this great organization.

Please feel free to reach out to me and the rest of the board at any time. Have a safe and happy 2021,

Greg Schmidt Board Chair



MESSAGE FROM THE CEO

Annual reports give us to time to reflect on the year gone by and to plan for the year ahead. To say that 2020 has been challenging is a bit of an understatement. Through the chaos and uncertainty of this year, one thing is certain - the world has changed. It has shone a brighter light on programs and policies that just don't work for the fed cattle sector, like Agri-stability, and highlighted weaknesses in our supply chain and helped us get even safer on our individual operations.

Yet, it also made us stronger. As an industry, we have been more collaborative in our approach to communications and advocating to governments. Collectively, the beef value chain advocated early for a set aside program to help stabilize cattle markets, and more recently the entire agriculture sector has come together to work on changes for our business risk management programs. While there is still an uphill battle on getting changes to BRMs implemented, having a collective front from the industry highlights the importance of creating a program that works for all producers.

Coming out of this challenging year, the agricultural sector has an opportunity. Throughout the COVID-19 pandemic, the whole world realized how important agriculture is to our lives. And, it is one of the few sectors that has not only survived but even grown in certain areas. Beef demand domestically changed as restaurants closed, yet overall consumption did not diminish, and exports increased. While cattle markets are significantly down, and unfortunately do not look positive for the next short while, there still lies an opportunity for our sector. The key will be making sure our governments understand and value agriculture's role in maintaining and building our economy. And then ensuring we have the programs and polices in place to grow our industry.

This is ACFA's resolution for 2021. To work towards a vision of 'a thriving beef industry recognized for the value it contributes to Alberta and Albertans'. Taking all the lessons learned from 2020 and the COVID-19 pandemic, we will continue to focus on influencing public policy and the regulatory regime to enhance the competitiveness of Alberta's cattle feeding sector; delivering value to our members; and working collaboratively with our stakeholders to strengthen the Alberta and Canadian beef industry.

As an association, there is a strong and committed Board of Directors and staff who are passionate about this industry and devote considerable time and energy to its success. I am honored to work for an industry that has, and continues to, focus on a positive future. As an organization, we will continue to do everything we can to support our members and this industry.

Sincerely,

Janice Tranberg President and CEO





VISION

A THRIVING BEEF INDUSTRY RECOGNIZED FOR THE VALUE IT CONTRIBUTES TO ALBERTA AND ALBERTANS

MISSION

CHAMPION INNOVATIVE AND COLLABORATIVE SOLUTIONS FOR A THRIVING ALBERTA BEEF INDUSTRY ON BEHALF OF OUR MEMBERS

CORE VALUES

AT THE ALBERTA CATTLE FEEDER'S ASSOCIATION, WE AIM TO BE A LEADER IN THE CATTLE INDUSTRY THROUGH OUR PASSION FOR THE INDUSTRY, RELATIONSHIP BUILDING, COLLABORATIVE TEAM APPROACH, AND EFFECTIVE SOLUTIONS-ORIENTED PEOPLE

STRATEGIC RESULT AREAS

ACFA works for our voluntary members to meet the needs of the province's cattle feeding industry though:

ADVOCACY

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Influence public policy and the regulatory regime to enhance the competitiveness of the cattle feeding sector in Alberta

MEMBER VALUE

Build voluntary ACFA membership by delivering value to producers and industry alike

PARTNERSHIP & COLLABORATION

Collaborate and partner with stakeholders to strengthen the Alberta and Canadian beef industry



PROVINCIAL

Locally, ACFA works to develop and maintain relationships with government so we can actively participate in consultations, meetings, and work on issues to ensure cattle feeder priorities, interests, and perspectives are heard. And so legislation and regulation work for our members.



We worked with the Alberta College of Pharmacy on proposed regulations for dispensing of veterinary drugs

We submitted letters to government on Agri-Stability and BRMs. We also had calls with the Deputy Minister regarding both programs **Remove cap**

Eliminate RML

Increase payout from 70% to 85%



We have a board member serving as representative on the new Research Drive Agriculture Research (RDAR) advisory board, and we provided information on cattle feeder priorities

We worked with AFSC on the future of BRM programming and to establish the Alberta set aside by communicating with members, participating on advisory committee, and requesting an extension

Engaged with Lethbridge County on the Head Tax to understand how it is being utilized in the County

We requested federal and provincial governments deem agriculture an essential service, therefore meaning that they and their employees would be able to continue to work and have priority access to PPE Made a submission regarding Red Tape Reduction (RTR) on behalf of ACFA and ABP to the Agriculture, Food, and Bio-Industrial RTR Industry Panel. As well, we made 2 additional submissions to RTR from ACFA and ALPS



CEO Janice Tranberg also met with Associate Minister Hunter on RTR in January 2020

Contributed to the Business Council of Alberta economic renewal report Provided recommendations to the 2021 Alberta Budget

VIEW SUBMISSION



Hosted small member meetings and a formal meeting with Alberta's Deputy Minister

Submitted a letter to Premier Kenney asking for changes to the MELT legislation

Provided consultation on changes to Agricultural Operation Practices Act (AOPA)



Provided input, consultation, and submissions on the Temporary Foreign Worker file regarding updates and housing consultation

Hosted Minister Bibeau in Regina

Board member James Bekkering met with Premier Kenney in Ottawa



Held several meetings with Ministerial Chief of Staff and Deputy Ministers at ABIC

Met collaboratively with ABP with Minister Madu regarding Municipal Affairs

Hosted NRCB CEO John Brown and Sean Royer, Acting ADM, Crops and Livestock Division, Alberta Agriculture & Forestry at our November board meeting

NATIONAL

The National Cattle Feeders' Association (NCFA) serves as a unified voice for Canada's fed cattle producers. Our membership is comprised of provincial beef organizations from Canada's major cattle feeding regions, each of which contributes funding to NCFA based on their province's proportionate share of total fed cattle production.



As such, we have a significant national voice that allowed us to advocate for our members by:



Serving on the COVID-19 Emergency Lead Team, Policy Response Team, and Communications Team

Working to get agriculture and agri-food is deemed "essential" to keep cattle moving through the supply chain





Ensure Foreign workers under TFWP and CUSMA can enter Canada despite border closures

Working on BRM Programs to secure:

Up to **\$85 million** in federalprovincial Agri-Recovery secured for feed cost and set-aside programs Up to \$50 million in federal support for costs of mandatory isolation under the TFWP

Up to \$78 million in assistance to ensure health and safety of food processing workers Agri-Stability interim payments from 50% to 75% and extending the enrolment deadline

\$5B Securing additional \$5 billion in loans available through Farm Credit Canada

Consulting on the November 2020 Federal-Provincial-Territorial (FPT) Ministers' Meeting, asking for:

Removing the \$3 million cap on Agri-Stability Payments or increasing it to \$20 million; Ending the practice of "reference margin limiting" in calculating Agri-Stability Payments; and Increasing the Agri-Stability payout rate from 70% to 85% NCFA ensured continued outreach and connection with our key MP champions and Ministers, as well as various Parliamentary Secretaries, political aides and advisors, public servants, and government regulators including:



Dozens of virtual meetings via Zoom with MPs and other officials throughout 2020

Annual Lobby week (now virtual) in October with over 30 MPs and officials

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Several MP feedlot tours with MPs held in BC, Alberta, and Quebec



Two appearances before the House Standing Committee on Agriculture Appearance before the House Standing Committee on Trade

Written submission to the House Standing Committee on Finance for Budget 2021

Numerous submissions to Agriculture and Agri-Food Canada, ESDC, Global Affairs, and CFIA



Design and deliver new pilot projects with CFIA on E-certification and cattle export convoys

ADVOCACY

A TIMELINE OF ADVOCACY

HOW ACFA / NCFA WORKED FOR MEMBERS ON BUSINESS RISK MANAGEMENT IN 2020





MEMBER VALUE



Communications

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



CANADIAN CATTLE INDUSTRY VIRTUAL TOWN HALL Thursday, April 16, 2020 Geog m. PDT 7:00 p.m. MUT 5:00 p.m. CDT 9:00 p.m. CDT 9:00 p.m. ADT Detoins Laycraft President President

CHAT TODAY = SECTIONS Beef supply chain during COVID-19

Beef supply chain during COVID-19 pandemic

MEDICINE HAT, AB -The beef processing industry involves a whole chain of events the day the calf is born to being on store shelves.

With the Cargill meat processing plant in High River shut down and slowed production at JBS in Brooks due to COVID-19 cases, there's a concern in the beef industry that production will back up.





Created a COVID specific webpage with up to the minute news and resources

Created and disseminated COVID specific Ringsides for our members, press releases, and resources

Collaborated nationally with organizations like Canadian Cattlemen's Association, Canadian Meat Council, Canada Beef, and more to ensure consistent messaging and united voices on:

- Townhalls
- Media Response
- Government relations
- Appreciation video/efforts in collaboration with national partners

Our media relations increased significantly as we worked to ensure ACFA and it's members had a voice

Member info webinars – updates and resources/info (markets, financial programs etc.)



Alberta's beef industry wants to share a message with our processing plant workers.

Post your own appreciation messages for our industry's vital workers or ser us your photos/videos and we'll include them in the next round! #abbeef #abag #ableg ... See More



Alberta Livestock Power Services

A benefit ACFA 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.



Customer Testimonial

We had heard of an affordable utility service provider from a neighbor, so we worked hard to track down the details and finally connected with Kim at ACFA (whose customer service was outstanding)! Within the month we were switched over to not only a more affordable utility company, but a local one at that.

Our bookkeeper advised we saved \$7,000 in electrical/utilities the first year alone! If you want to save money, support local and receive impeccable service, Cattle Feeders-Campus is the way to go. I know we wish we had found this option sooner."

Rhonda Curry, Curry Cattle Co.

Top 8 Benefits

- Easy-to-read consolidated invoicing delivered monthly via email
- 2 Bulk purchase price
- **3** Simple online dashboard for monitoring your account
- 4 Customized personal service
- 5 Automatic billing validation process
- 6 Switching is easy! Campus Energy facilitates all changes with your current provider
- 7 Energy Partners, Livestock Identification Services (LIS)
- 8 Convenient calendar month billing periods

MEMBER VALUE

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

This year, we consider ourselves fortune to have been able to host ABIC safely, as COVID-19 shut down much of the world shortly after.

Theme: Beef Talks — Endless Possibilities **Keynote Speakers:** Vance Crowe and Peter Zeihan Record 685 attendees and tradeshow participants



TASTE OF ALBERTA BANQUET AND AUCTION

Raised \$83,250 for Dreams Take Flight

Annual Dinner for Government Caucus MLAs November 2019 in Edmonton, AB



2020 AGM

Our Annual General Meeting was held March 4, 2020 in Red Deer.

Directors Jake Bueckert, Karleen Clark, John Schooten, Greg Schmidt, and Jeff Smith were nominated for two-year Board terms. New Director Tom Thorlakson was elected to the board by the membership.



WE WENT VIRTUAL!

In lieu of in-person events, we hosted many informative webinars to ensure our members still had access to valuable information.

- Managing Farm Employees During the COVID-19 Pandemic hosted by CAHRC
- Navigation the Financial COVID-19 Maze for Cattle Feeders hosted by Catalyst
- Global Beef Markets See Unprecedented Volatility Around COVID-19 – Global Beef Market Update sponsored by Vetoquinol

PARTNERSHIP AND COLLABORATION

Correge Magaz

WE WORK TO ADVANCE THE INTERESTS OF ACFA MEMBERS IN THE BROADER INDUSTRY DECISION-MAKING PROCESS BY HAVING A SEAT AT THE TABLE ON IMPORTANT PROVINCIAL AND NATIONAL INDUSTRY BODIES.





- Alberta Farm Safety Society (AgSafe)
- NRCB Policy Advisory Group (PAG)
- Liaison to Alberta Beef Producers (ABP)
- Alberta Farm Animal Care (AFAC)
- Livestock Assurance Fund Tribunal
- Results Driven Agriculture Research (RDAR)

Canadian Cattle Identification Agency (CCIA) 2 seats

NATIONAL

- Canadian Roundtable for Sustainable Beef (CRSB)
 2 seats
- Animal Health Canada (AHC)
- Beef Value Chain Roundtable (BVCRT)
- Canada Beef Inc. (CBI) 2 seats
- Canadian Agri-Food Trade Alliance (CAFTA)
- Canadian Beef Advisors (CBA)
- Canadian Beef Grading Agency (CBGA)
- Canadian Beef Improvement Network (CBIN)
- Canadian Beef Industry Conference (CBIC)
- Canadian Cattlemen's Association (CCA)
- National Farm Animal Care Council (NFACC)



INDUSTRY DEVELOPMENT AND PROJECTS

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

Over the last year ACFA has focused on research projects such as:

Collaboratively, ACFA and ABP conducted an **industry competitiveness study** to determine the ability to profitably maintain or enhance market share of the Alberta beef industry in relation to its American counterparts

Currently there is work underway for a similar Economic Impact study until next year

Conducted research with MNP on BRM programming to help develop our "ask" to government

Continued work on the MMU/AMR surveillance project with Dr. Joyce at sentinel feedlot sites in Alberta, Saskatchewan, and Ontario

Updated PAACO to be in-line with US

We have a board member serving as representative on the new Research Drive Agriculture Research (RDAR) advisory board, and we provided information on cattle feeder priorities

ACFA is a major funder of the Simpson Centre School of Public Policy, which focuses on agricultural and food innovation and public education

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

Last year some of our activities of note were:

Through NCFA, we fund the Beef Research Cluster III at the Beef Cattle Research Centre

Invested to support the Cattle Transportation Project managed by Alberta Farm Animal Care

As part of the Intensive Livestock Working Group, ACFA worked with MNP on a Public Trust research project. The purpose of this project was to discern the relevant factors impacting the public trust of confined feeding operations (CFOs) in Alberta and make recommendations on how to mitigate those factors

We worked collaboratively with ABP and MNP on exclusions zones and member training to build an understanding of the current regulatory environment as it relates to confined feeding operations an prepare ACFA and ABP members to work collaboratively with municipal and provincial governments and regulators

Invested in webinars and mentorship with the Cattlemen's Young Leaders Program

Continued our work with the: Canadian Feedlot Animal Care Assessment Program, Feedlot Emergency Preparedness Plan, and Alberta Feedlot Safety Program

Through NCFA, we also worked nationally with our industry partners on numerous working groups across a wide range of issues including government-industry working groups on:

> Animal Health Canada Animal Transport Regulations Negligible Risk Status (application to OIE) SRM FMD Preparedness

THE ACFA TEAM

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ACFA BOARD OF DIRECTORS 2019-2020

GREG SCHMIDT Chair Schmidt Livestock Ltd.

JACOB BUEKERT Vice-Chair Dri-Land Feeders

RYAN KASKO Past Chair Kasko Cattle Co.

KENDRA DONNELLY Finance & Audit Committee Chair Korova Feeders Ltd. **LYLE ADAMS** 6A Cattle Company Ltd.

JAMES BEKKERING TFS Expanse Feedlot Ltd.

KARLEEN CLARK KCL Cattle Company Ltd.

BOB DE BOER Monarch Feeders

KEITH GREGORY Cattleland Feedyards JOHN SCHOOTEN Schooten & Son's Custom Feedyards

JEFF SMITH Gateway Livestock Marketing Inc.

TOM THORLAKSON Thorlakson Feedyards Inc.



ACFA STAFF

JANICE TRANBERG President and CEO

CASEY VANDER PLOEG Vice President JENNIFER BRUNETTE Manager, Events and Member Services

MEGAN MADDEN Communicatiaons Manager KIMBERLI NUMMI Operations Manager and Coordinator, ALPS Program

JOE NOVECOSKY Financial Manager

2020 ASSOCIATE MEMBERS













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TEAM The Electronic Markets Association

Dr. Joyce Van Donkersgoed Veterinary Services





























Newland Chase















QUESTIONS?

ALBERTA CATTLE FEEDERS' ASSOCIATION

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