

# The ACFA Team

## BOARD OF DIRECTORS

**JACOB BUECKERT**  
Chair  
Dri-Land Feeders

**KEITH GREGORY**  
Vice-Chair  
Cattleland Feedyards

**GREG SCHMIDT**  
Past Chair  
Schmidt Livestock Ltd.

**MICHELLE BALL**  
Finance and Audit Committee Chair  
Brant Lake Wagyu

**LYLE ADAMS**  
6A Cattle Company Ltd.

**BOB DE BOER**  
Monarch Feeders

**BRAD DELEEuw**  
Delta Cattle Co.

**EVAN HEGEDYS**  
Hegedys Ranching Ltd.

**CHAD MEUNIER**  
South 7 Ranches

**MATT SLINGERLAND**  
Slingerland Feeders

**JEFF SMITH**  
Gateway Livestock Marketing Inc.

**CURTIS VANDER HEYDEN**  
Grandview Cattle Feeders Ltd.

## ACFA STAFF

**JANICE TRANBERG**  
President & Chief Executive Officer  
jtranberg@cattlefeeders.ca

**JENNIFER BRUNETTE**  
Member Services & Event Manager  
jbrunette@cattlefeeders.ca

**KIMBERLI NUMMI**  
Operations Manager &  
ALPS Coordinator  
knummi@cattlefeeders.ca

**GINA DEVLIN**  
Communications Manager  
gdevlin@cattlefeeders.ca

**CJ NOBLE**  
Vice President, Policy and  
Government Relations  
cnoble@cattlefeeders.ca

**MELISSA DOWNING**  
Director, Regulatory and  
Sustainability  
mdowning@cattlefeeders.ca

**JOE NOVECOSKY**  
Financial Manager  
jnovecosky@cattlefeeders.ca



## Message from the Chair

Celebrating 50 years, ACFA has demonstrated remarkable growth and adaptability, mirroring the shifts in the fed cattle industry. Through it all, ACFA has remained the voice of Alberta cattle feeders. During the year we commemorated this significant milestone, culminating in an evening celebration where both current and former members came together to reminisce and exchange stories about noteworthy ACFA events and experiences.

Yet another year has passed, marked by a series of both challenges and achievements. The early onset of fires, exacerbated by the insufficient moisture levels experienced across the province, posed significant hurdles. Despite the persistent drought throughout the summer, the incidence of feed-related problems was notably lower compared to previous drought years. ACFA demonstrated unwavering dedication in assisting cattle feeders confronted with the aftermath of fires and drought, actively advocating for an extension of the Agri-Stability enrollment period.

The MLA dinner in Edmonton was another resounding success, boasting an impressive attendance of 5 Ministers, 20 MLAs and over 30 government officials. Summer feedlot tours continued this year hosting MPs, MLAs, government officials, local government representatives and industry stakeholders. These events further strengthen our government advocacy efforts.

Our events in 2023 were again outstanding, highlighted by the 20th anniversary of the Alberta Beef Industry Conference. It was an impressive turnout in Banff, even with the weather not cooperating. At the Taste of Alberta banquet and auction, \$68,000 was raised and split between two worthy charities, KidSport Alberta and Spirit North. At the golf tournament we were also able to raise \$12,375 for Halo Air Ambulance.

I wanted to take a moment to express my gratitude for the opportunity to serve as ACFA Chair. It has been a challenging, but enriching experience and I am appreciative of the trust and support extended to me by each member of the board and staff. I thoroughly enjoyed my time as Chair and I am proud of the progress we were able to make together.

As we look to 2024, I am confident ACFA is well positioned with government officials and various stakeholders to find practical solutions for the persistent challenges that confront our industry.

**Jacob Bueckert, Board Chair**



## QUESTIONS? ALBERTA CATTLE FEEDERS' ASSOCIATION

6-11010 46 Street SE  
Calgary, Alberta T2C 1G4  
Phone: 403-250-2509  
Toll Free: 1-800-363-8598  
General Inquiries: [info@cattlefeeders.ca](mailto:info@cattlefeeders.ca)  
[www.cattlefeeders.ca](http://www.cattlefeeders.ca)



SCAN TO  
VIEW THE  
2023 ANNUAL  
REPORT IN  
FULL



## 2023 YEAR IN REVIEW

CELEBRATING 50 YEARS  
OF BEING THE VOICE OF  
ALBERTA CATTLE FEEDERS





# Strategic Result Areas

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



### MEMBER VALUE

ACFA membership by delivering value to members, producers and industry alike.



### ADVOCACY

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



### PARTNERSHIP & COLLABORATION

Collaborating and partnering with stakeholders to strengthen the Alberta and Canadian beef industry.

# Advocacy

### PROVINCIAL

Locally, ACFA works to develop and maintain relationships with government so we can actively participate in consultations, meetings, and elevate awareness of cattle feeder issues, perspectives, barriers to competitiveness and contributions to the economy.

For how our National Cattle Feeders' Association worked for you federally, please visit [nationalcattlefeeders.ca](http://nationalcattlefeeders.ca).



### LOBBY DAY IN OTTAWA

NCFA directors and staff had

**35 meetings** with MPs,

Senators and political staff to discuss and bring awareness to issues facing Canadian cattle feeders.



# Member Value

### COMMUNICATIONS

ACFA continues a comprehensive communications and outreach program working to engage not only cattle feeder members, but industry stakeholders, governments, media and consumers.

- Increased media relations to ensure cattle feeder issues were recognized publicly through **8** TV and radio interviews and **10+** print articles.
- Increased social media awareness – Gained **201** new social media followers and **90,152** social media impressions in the last year.
- Created an ACFA Instagram account, currently at **122** followers.
- Kept members informed of issues, changes and news through **monthly** member newsletters and **10 Ringside** newsletters.
- Supported members in educational outreach, providing key resources for student and public feedlot tours and the Calgary Stampede.

### HAPPY 50TH ANNIVERSARY ACFA

In February 2023, ACFA celebrated its 50th anniversary as the voice of Alberta cattle feeders. The celebrations included a feature in Alberta Beef Magazine, commemorative video, and two evening events where past and present members gathered to share significant ACFA moments.

*Thank you to members over the past 50 years for the legacy you have built for generations to come.*



### EVENTS



### GOLF TOURNAMENT

The annual event brought everyone together at Paradise Canyon Golf Resort in Lethbridge. The tournament once again sold out.

**\$12,375** was raised for Halo Air Ambulance.



### ALBERTA BEEF INDUSTRY CONFERENCE

The **20th** anniversary of the conference was held in Banff on February 22 & 23. Some of the speakers included Mark Messier, Dr. Bjorn Lomborg and Premier Danielle Smith.

**\$68,000** was donated to



### 2023 AGM

ACFA's Annual General Meeting was held February 22, 2023. New directors elected were Evan Hegedys and Chad Meunier. Lyle Adams, Bob de Boer and Keith Gregory were re-elected. Thank you to outgoing directors James Bekkering and Kendra Donnelly for their dedication to ACFA. One resolution was brought forward to support fed cattle marketing in Canada.



### HONOURARY LIFETIME MEMBER

Congratulations to Jack de Boer, the recipient of the 2023 Honourary Lifetime Member Award. The award was presented to Jack in the summer where a video was recorded and viewed at the ACFA 50th anniversary celebration. Find the video at [cattlefeeders.ca](http://cattlefeeders.ca).



### LABOUR & IMMIGRATION

ACFA and NCFA have been securing ongoing improvements to the temporary foreign workers program and permanent residency pathways while advocating for a meaningful agriculture labour strategy. The Government of Canada recognized ACFA & NCFA's long term ask with the establishment of a Recognized Employer Pilot (REP), which is a three-year pilot project.



### SUMMER FEEDLOT TOURS

ACFA Tours across Alberta hosting:

**6** MPs

**4** Ministers

**6** MLAs

**30+** government officials

A number of local government representatives and industry stakeholders also attended tours, bringing awareness to the cattle feeding industry.



### MLA DINNER

**5** Ministers

**20** MLAs

**30+** government officials

Minister Horner welcomed guests and talked about the importance of agriculture and the cattle industry.



### ECONOMIC IMPACT OF ALBERTA FEEDLOTS

Video released at MLA dinner showcasing the economic impact of Alberta feedlots on the rest of the province. Find the video at [cattlefeeders.ca](http://cattlefeeders.ca).



### ALBERTA BEEF COMPETITIVENESS STUDY

Collaborated to complete a resiliency report for Alberta's meat processing sector as well as a feasibility assessment of wholesale beef price reporting as part of the Alberta Beef Competitiveness Study.



### COLLABORATION

ACFA grew partnerships with industry organizations and collaborated on **10+** government submissions as well as specific campaigns including "Say No to a Bad Deal" and "Show Your Support for Bill C-234", ensuring a unified voice for the cattle industry.



### RESEARCH PROJECTS

**\$37,000** spent on research projects like RCC, Living Labs, and BCRC. Research projects managed by ACFA like AMU/AMR, RCC, AAFC BRM Insurance Project, investigation on the feasibility for a captive insurance.



### CANADIAN FEEDLOT AMU AMR SURVEILLANCE PROGRAM

The program launched a website containing information and resources for both producers and veterinarians regarding animal health surveillance in Canada. ACFA and NCFA proudly sponsor this project.