



## Message from the Chair

In my first year as Chair, ACFA and the fed cattle industry encountered a mix of challenges and accomplishments. Despite the persistent summer drought in some areas of the province, feed-related issues were significantly lower than in previous drought years. The possibility of strikes in the rail and processing sectors created some uncertainty, but ACFA actively advocated for continued negotiations and quick resolutions.

Our events in 2024 were again outstanding, highlighted by the Alberta Beef Industry Conference, which moved to Calgary for the first time. At the Taste of Alberta banquet and auction, \$107,000 was raised and split between two deserving Alberta charities, KidSport Alberta and Brady's Foundation. The MLA dinner in Edmonton was again a can't-miss event, with an impressive turnout that included 5 Ministers, 20 MLAs, and over 30 government staff.

ACFA added new member benefits this year including member preferred pricing with the Caterpillar National Account Program and moving forward with a captive insurance company. The goal of the captive insurance company would be to provide ACFA members stabilized or improved insurance rates and to expand flexibility and availability of coverage options. The ACFA team is actively working on the next steps to launch the captive insurance program, and we're looking forward to learning more about what this will entail.

Looking ahead to 2025, I am confident that ACFA is well-positioned with government officials and various stakeholders to identify and implement practical solutions for the ongoing challenges facing our industry.

**Keith Gregory, Board Chair**

2023/  
2024 **YEAR IN  
REVIEW**

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

Serving 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.



## COMMUNITY ENGAGEMENT

Engage with community members to build strong, vibrant, and sustainable communities proud of Alberta's fed cattle 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).



## 2023 LOBBY DAY IN OTTAWA

NCF 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.

- Continued media relations to ensure cattle feeder issues were recognized publicly through **5** TV and radio interviews and **8+** print articles.
- Increased social media awareness – Gained **578** new social media followers and **57,640** social media impressions, across 3 platforms, in the last year.
- Kept members informed of issues, changes and news through **monthly** member newsletters and **6 Ringside** newsletters.
- Supported members in **educational** outreach, providing key resources for public feedlot tours and the Calgary Stampede Cattle Trail.
- ACFA staff sat on panels at workshops and conferences providing **cattle feeder perspective** on industry topics.



## LABOUR & IMMIGRATION

ACFA is actively advocating for a change to the NOC code for Herdspersons and supported the introduction of the Recognized Employer Pilot (REP). Ongoing changes to federal programs and the development of the new seafood and agriculture program continue into 2025.



## SUMMER FEEDLOT TOURS

ACFA tours hosting:

- 5** MPs
- 3** Ministers
- 5** MLAs
- 1** Senator & political staff

Local government representatives and industry stakeholders also participated in the tours, helping to raise awareness about the cattle feeding industry.

## ACFA COMMUNITY ENGAGEMENT

ACFA is embarking on a community engagement initiative that aims to inform, engage, and positively influence perceptions about feedlots in rural communities. ACFA has created a tagline that encapsulates a simple, foundational idea, suitable for use on its own or alongside logos and phrases. The tagline is:

**FEEDLOTS...**  
**Feed lots!**

## EVENTS



### GOLF TOURNAMENT

This year's tournament was again a success and a fun day for ACFA members. This year members also competed for the inaugural **Cattle Feeder Cup**.



### ALBERTA BEEF INDUSTRY CONFERENCE

This year the conference moved to Calgary for the first time. The event was sold out and some of the speakers included Dr. Pippa Malmgren, Sean Kanungo, Jack Bobo and Premier Danielle Smith.

**\$107,000** was donated to



### 2024 AGM

ACFA's Annual General Meeting was held February 28, 2024 in Calgary. New directors elected were TJ Larson and Tom Thorlakson. Michelle Ball, Matt Slingerland, Curtis Vander Heyden and Jeff Smith were re-elected. Thank you to outgoing directors Greg Schmidt and Brad Deleeuw for their dedication to ACFA.



### NOW GENERATION TEXAS TOUR

ACFA took 25 "NOW" generation producers to Amarillo, Texas. Highlights included a calf ranch tour (67,000 head), Cactus Cattle Feeders tour (55,000 head), a dairy farm tour, a cotton gin processing tour and evening social events including dinner at "The Big Texan" restaurant.



### 2023 MLA DINNER

**5** Ministers

**20** MLAs

**30+** government staff

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



### PROMOTE FEEDLOT EXPANSION

Ensure that the Natural Resource Conservation Board (NRCB) continues to have the authority to responsibly issue permits for confined feeding operations, including setting and enforcing manure management standards, and establish and enforce consistent exclusion zones using NRCB's calculation of minimum separation distances.



### RESEARCH PROJECTS

**\$45,000** spent on research projects like BCRC Beef Cluster IV Submission, AB Living Labs, and Histophilus Vaccine. Research projects managed by ACFA include AMU/AMR, Roller Compacted Concrete, AAFC Business Risk Management Insurance Project, investigation on the feasibility for a captive insurance and Agri-stability assessment.



### COLLABORATION

ACFA strengthened its partnerships with industry organizations and collaborated on **8+** provincial government submissions and letters, addressing issues such as Bill C-282 and its implications for Alberta trade and advocating for a swift resolution to strikes. These efforts helped unify the voice of the cattle industry. NCFA advocates federally on behalf of ACFA in a multitude of policy positions.



### BIODIGESTER APPROVAL PROCESS

The current regulatory approval process in Alberta for biodigesters is convoluted and inefficient. This results in excessive approval timelines, deterred investment opportunities and disadvantages the province of Alberta. ACFA has had numerous meetings with the Government of Alberta and developed a report on the opportunities both gained and lost through this burgeoning industry.



### AGRI-STABILITY CAP

ACFA contracted MNP to assess Agri-Stability's impact on the fed cattle industry. With inflation and increased input costs, the CAP covers two thirds less than in 2013. ACFA recommends raising the Agri-Stability cap to \$15 million, with a review in 5 years. ACFA has engaged government officials across Canada to highlight this recommendation.

# The ACFA Team

## BOARD OF DIRECTORS

### KEITH GREGORY

Chair  
Cattleland Feedyards

### CURTIS VANDER HEYDEN

Vice-Chair  
Grandview Cattle Feeders Ltd.

### JACOB BUECKERT

Past Chair  
Dri-Land Feeders

### MICHELLE BALL

Finance and Audit Committee Chair  
Brant Lake Wagyu

### LYLE ADAMS

6A Cattle Company Ltd.

### BOB DE BOER

Monarch Feeders

### EVAN HEGEDYS

Hegedys Ranching Ltd.

### CHAD MEUNIER

South 7 Ranches

### MATT SLINGERLAND

Slingerland Feeders

### JEFF SMITH

Gateway Livestock Marketing Inc.

### TJ LARSON

Larson Custom Feeders Ltd.

### TOM THORLAKSON

Thorlakson Feedyards Inc.

## 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



## 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  
2024 ANNUAL  
REPORT IN  
FULL

