

**Saskatchewan Cattlemen's Association
Board Meeting
Thursday April 27, 2017
Ramada Saskatoon, SK – 8am**

Ryan Beierbach, Chair (Director 1)
Joe Jackson (Director 2)
Keith Day (Director, District 3B)
Rick Toney (Director, District 4)
Levi Hull (Director, District 5)
Paula Larson (Director, District 7)
Michael Spratt (Director, District 8)
Arnold Balicki (Director, District 9A)
Dean Moore (Director, District 9B)
Brad Welter (Director, SCFA)
Chad Ross (Director, SCFA)
Harold Martens (Director, SSGA)
Bill Huber (Director, SSGA)

SCA Staff:

Ryder Lee (CEO)
Leann Clifford – (Executive Administrator)
Marianne Possberg – (Production)
Christina Patterson – (Policy)
Tom Jordens – (Communications)

Regrets:

Bill Jameson, Past Chair
Garret Hill (Director, District 6)
Laurie Disney (Director, District 3A)

Ryan Beierbach called the meeting to order at 8:16am

1.00 Approval of Agenda

MOTION 2017-050: Welter/Ross

“To accept the agenda as presented”

Motion Carried

1.01 Review of Minutes*

March 23, 2017
Lee reviewed the minutes.

MOTION 2017-051: Spratt/Hull

“ To accept the March 23,2017 minutes .”

Motion Carried

1.02 Chair Report

- Beierbach read his report.
- Attended the SCA booth at the Regina Home show.
- Participated in the talks with Kevin France regarding how to move forward with extension and how they could improve. Talked about ways to improve the value, how we can work together, what they need to do more of and what they could quit doing.
- Attended the Agribition AGM, they said attendance was down from last year but still a good turn up.
- They plan to have the new building complete and ready for use for 2017.
- There were no resolutions from the floor. Mostly producer directors attended.
- SSGA and some of the breed associations are members, Should SCA be? Corporate membership \$100? Discussed the opportunities that arise with having a membership. Yes get a membership.
- Attended a consultation that the provincial ag ministry held to talk about the Next Policy Framework. The total budget will remain the same as last time so any new programming will come at the expense of existing funding.
- Attended a consultation regarding the privatization of the provincial pastures. Some groups do not want patron control over the land.
- Gave our suggestions as Land Branch wants it all done and in place later this year. Options include lease it or sell it to patrons but the patrons need the value number. These numbers will not come out. Have to look at value of land and improvements, some of the yards are derelict (liabilities) instead of assets.
- They said hunting and First Nations access would look like PFRAs because the precedent is set.
- Keep the patrons using the pastures.
- The 3 principles they committed to are good if they stick to them. Patrons, WHPA, Farm Land Security rules.

MOTION 2017-052 Beierbach/ Balicki
“To accept the Chair report as presented.”

Motion Carried

1.03 CEO Report

- Lee presented the written report.
- The organization remains in solid financial standing.
- Christina is now on payroll.
- Marianne celebrates her 1 year anniversary.
- The office is in fine form with a team that is dedicated, takes ownership and is valuable for producers.
- Discussed TB lessons learned – meeting in Calgary This case will be with us for at least another year as it takes follow up to be sure nothing resurfaces.
- Later this year CFIA will be doing testing at “trace-in” herds. These are herds that sold cattle to the index operations in the last five years. The risk is low which is why CFIA can pause for calving and other cattle related realities, but they do have to follow up with these herds and this will

mean more testing, and quarantines of some cattle and maybe operations in the summer and fall.

- Letters will be going out soon and we can expect this to pop in and out of the news as reports or others find bones to pick about how it is unfolding.

- The Next Policy Framework consultations continue ahead of expected signing of the overarching agreement this summer when agriculture ministers meet. The other agreement is between Sask and Canada around exactly what Saskatchewan's programming looks like. The Feds have indicated no more funding for this framework. With voiced commitments to "value-added" and the expectations of more measuring there will be less available to other programs. Minister Stewart indicated that funding for value-added has oversize benefits to Ontario so he will be negotiating with that in mind. There will be more engagement on this as we get closer to April 1, 2018.

MOTION 2017- 053: Toney/Moore

"To accept the CEO report as presented."

Motion Carried

9am – Tim Oleksyn, Mark Elford, Reg Schellenberg, Pat Hayes, Lynn Grant, Les Johnson, Duane Thompson, Chad Ross

Tim – signed off with a hand to other BCRC directors.

Mark Elford : CCIA

AGM in early April, the board stayed pretty much the same. Executive is the same, Pat Hayes is Vice Chair to Mark. One new board member with the Canadian National Goat Federation coming on stream. Sheep are possibly leaving, There are more goats than sheep in Canada. Sheep have not been "paying their way" yet they think they can get a better deal. CCIA has passed the lobby on to CCA around traceability. Need to work together on this.

CFIA will take advantage of any fracture. SCA's motion that federal government regulate having a PID to buy tags. Mark expressed concern with that motion but did not press the point. What has happened after mentioning to CFIA is they grabbed it in a big way because no other provinces would go there. They did put it into the draft regulations, because of that the push on the CIP/CCA/CCIA is to combat this. The tag dealer network would have to be educated (expensive) AND with producers which puts a barrier between CCIA and producers, getting tags. Eric talked about CCIA giving a "temporary PID". Not talking about doing that at all. Working to put something together for CCA to present this summer. CCIA does not view PID as their responsibility.

How is PID expensive?

A big issue is over 95% of tags are not bought from the E-store. The education burden is there, the sellers and the buyers need to be educated. Dealers are very tough to get information to. ATQ has a staff that is larger.

It is up to the producer to get their PID, not CCIA, but CFIA says it is the administrator's role.

Pat Hayes:

CFIA can say what they want but will not step into provincial jurisdiction. What are you willing to pay for a tag? Every time CFIA gets an opportunity they say the "Administrator" has to do it.

Working with CCA on traceability.

Looking to meet with minister and president of CFIA.

Jill is compiling other country traceability costs and who is paying for it.

Duane Thompson:

Vice chair of Environment Committee

Questions for him, was where are we going to be at on carbon pricing? Not sure

Do not want penalties.

Ryan's understanding is that international recognition is that grasslands are neutral. Until Canada breaks away from that or changes international idea then it is a concern.

Les Johnson:

Attended the semi-annual of CRSB – sending Les was good value. He had urged caution around audit cycle. In December he costed the change in audit cycle for his own. Possibly as high as \$1800.00, but difficult to convince committees who thought more like \$800. After that disagreement Framework who was working on logo and marketing, did some work and came up at \$1500 - \$2000 cost of audits. Article in Cattlemen magazine talking about the programs, echoed what they discussed. Some premiums in niches but more about market maintenance. BQA is rolling back a bit. USRSB meeting in June. Testing of audits, are more time consuming. Time is somewhat about questions, being asked but also about story telling of producers. Not onerous, more about openness.

Is it heading in a `producer friendly` direction? They are trying to do all the indicators. Some are tough. New one brought forward is auditors evaluating an operation for its `economic success`. Bringing it in is to prove viability or not and let world know if it is or not.

They let it stay at 8 years. Talking to Fawn and Monica, this was pushed ahead of the meetings.

Framework's numbers cooled things off a tad. Some of the retail operations are looking at running producers payback programs. They are looking at self declarations now. U.S. is doing a lot of that.

Australia is held up a lot. They do random audits only.

Reg Schellenberg:

Co chairs Animal Health and Care Committee, Cross border Livestock and Health Conference.

Reg put Joe's name down due to experience with live cattle export. Jill is now co-chair of the conference.

State of Oregon has come forward favouring removing CAN brand. Reg is going to BVCRT. Advocates for strong SK presence. CCIA AGM attendance too. Leave to Mark. SCA has been at PNWER -CBLHC for 7 or 8 years and plan to continue.

NCFA – Christina presented:

Very busy group with consultations.

Transport, feed additives, China market access, plant and animal health strategy, lobby week in Ottawa in April.

Working with MP Roger Cuzner on TFW issue. Government seems to be moving in seasonal worker direction only again. Electronic Service Delivery Platform discussion,.
Elog books in trucks. Webinar coming. Transporters are not being consulted on that.

Chad Ross- Canada Beef:

2 day meeting a couple of weeks ago. Marketing meeting one day. Agency meeting next day.

Marketing – close on a new hire.

They have a good staff. Michelle Macadoo came from Kraft and is working on communications and social media with producer and consumer sides.

Joyce Parslow discussed support import levy uses. Matt takes the place of retired Marty Carpenter and James Bradbury is brand leader.

Agency side – strategy was discussed last time. \$2 million deficit this year was planned for with contingency funds in place.

Motion is in place to build a legal fees contingency.

Agency has two staff members – Tayla & Melinda. Canada beef covers a lot of the costs for the Agency such as Board of Directors costs. Most come from CB not Agency. Board per diems are also the lowest among Farm Products Council boards.

Nova Scotia & New Brunswick are collecting. PEI is close. ON is still back and forth. QC and MB are expected to sign in May. AB is working on slippage and supplementary agreements with BC and SK. SRED tax credit, people are wondering about the credit. Another reason to get the amount of cattle remitters are sending the funds in for.

Positive feelings around the board table. Six new when Chad came on board. Funders are the only ones who sit on the NCO Committee.

NCO Funders Meeting – NCO Committee only provinces and association of importer and exporters. That is the levy administering body.

Questioning about marketing priority? Allocation from funders binds the agency.

Info exchange helps with having the overlap of agency board and marketing committee.

Question is giving the changes to date more time or push for more change? Culture change allowed to take hold?

Status quo is the goal was the sentiment around the board table.

MOTION 2017-054: Ross/Hull

“To accept the Canada Beef report as presented.”

Motion Carried

1.04 Financial Report

- Reviewed

MOTION 2017-055: Jackson/Moore

“ To accept the financial report as presented.”

Motion Carried

Do we share our minutes with external reps?

CCIA reps. Who is going to replace Mark?
Is he taking SCA or Saskatchewan's position to CCIA. Are we not getting someone there?
How to respond to the objections raised? Rick letter? SCA letter? Nothing?

MOTION 2017-056: Balicki/Welter

"That SCA write a letter to external representatives to remind them to carry forward SCA policy. Any issues with SCA policy should be brought back to the board as a whole at monthly meetings."

Motion Carried

Orders Renewal

Timing – AB is not going until April 1, 2018.

Names along with the levy – Working with LSS on this as well.

LSS board has discussed that they could provide the information to SCA FOR the dealers if SCA does not ask for it. Some significant markets want LSS to do all their computer work. LSS is thinking they could be the service provider for markets around the levy.

LSS did not renew contract for the CEO. Jason Pollock is the interim CEO under a different format.

There is a risk of driving levy refunds (or alternative marketing) if SK moves first.

Can we say we are sure the money delivers value to SK and can we say that we can be sure everyone is paying?

How long before LSS can deliver? October to February maybe.

MOTION 2017-057: Spratt/ Hull

"That the National Levy on Saskatchewan cattle be increased to \$2.50 by April 1,2018."

Motion Carried

Discussions: Advantage it gives AB feeders over SK feeders. What could happen to our checkoff with refunds?

Cattle will have come and gone. Increase will not start until fall of 2018.

Ottawa Topics:

TPP – Transport Regulations – Carbon Pricing

Ryan is also appearing before the Ag Committee to talk about debt and young producers.

Risk is too high for young producers with no equity.

Leave capital gains exemption.

Ag Ed:

The details are not there - admin is high – storage is high

Are there more efficient ways to spend the money?

MOTION 2017-058: Hull/Ross

"That SCA grant SSGA \$28,000 for the Agri-Ed project."

Motion Carried

Vision Statement

Forward looking and potential. Not what it is doing.

NCBA: Be the trusted voice in beef cattle.

SCA Board of Directors Meeting

MOTION 2017-059: Jackson/Day

“To be the trusted voice of the Saskatchewan beef cattle industry by striving to limit restrictions and expand opportunities.”

Consultation updates : Christina

Cost recovery, road maintenance, plant and animal health strategy, ag implements act, deferred grain sales, ILO permitting, China free trade, Next Policy Framework, Saskatchewan Pastures.

To come – dealer regulations

LMS Project Shared

Pare it back and go back to them.

Fall Meetings

What are my calves worth? Whoever is speaking needs to be engaging.

Are there people from the marts that can deliver this? Joe, Jodi G, others?

SARM Update and Highway Incidents

Sending a memo to 296 RMs “In case of accidents...”

Have a list of everyone that has the capacity to get some panels, horses or quads available to respond. A list of 2-4 in each municipality and relay to fire departments and first responders.

Policing and rural theft was broadened from livestock. Resolution put forth at SARM passed close to unanimous. Proper procedures is it has to go to government departments for recognition then comes back and gets to work on it.

Herb Cox was at the board meeting and he talked rural crime watch. Lots of RMs are going to get back into it.

Herb and Bill are going to meet after that resolution comes back. How successful is a hanging question?

Levy money along with CGC excess? CGC call yesterday, they cannot use money for anything like this.

May be the same for some of the other levies too.

Not counting the feds out for a source of funds to this either.

PNWER and CBLHC

Call on May 5 about finalizing agenda. Jill was asking him for information. Why not get people there who know stuff?

Joe says he can go.

Age of cattle, slaughter cattle at the border, Branding of feeder cattle & service at the border. Paperwork by lot instead of by load.

Have input into the agenda is a big part of success.

Paula is on the Cross Border Livestock Health Committee. Keep calling into the calls, but just Joe goes.

Calendar Sync

Kept June board meeting on the same day.

VBP+ Report

Cost per audit is it business or per employee? Uncertain as of yet.

Will VBP+ have a calving app? Looking at this. That would send material onward.

MOTION 2017-060: Balicki/Welter

' To accept the report as presented.'

Motion Carried

AITC Report

Met yesterday, Executive elections. Janice Tranberg – chair, Arnold is vice chair.

No cash flow issues right now.

Concerned about the merger of two \$50,000 donors - costing \$50,000 next year.

Annual handed out. The goal is to have a \$250,000 reserve over next ten years- Right now at \$75,000.

Communications & Production Reports given

Are people not vaccinating their calves? - Appears to be. Why not a campaign to do something about that?

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Next Meeting May 18, 2017 – Conference Call

In Camera

Adjourned 3:38

MOTION 2017-062: Beierbach

"To adjourn."



Board Chair – Ryan Beierbach

Leann Clifford
Recording Secretary – Leann Clifford

_____ Date approved