

Saskatchewan Cattlemen's Association

Board Meeting

Wednesday October 9, 2025

8 am

Home Inn & Suites – Saskatoon, SK

Conference zoom call in numbers -[+1 204 272 7920](https://us02web.zoom.us/j/84664095600?pwd=ZzV6a0p6a0p6a0p6a0p6a0p6a0p6a0)

Meeting ID: 846 6409 5600

Passcode: 335932

Chad Ross (Chair , SCFA rep)
Keith Day Chair (Past Chair)
Kyle Hebert (Director 1)
Wade Beck (Director 2)
Roger Meyers (Director 3A)
Randy Stokke (Director 4)
Shelby Corey (Director 6) - V
Joleen Shea (Director 7)
Leon Leuke (Director 8)
Christine Strube (Director 9A)
Garret Poletz (Director, SCFA)
Kelly Williamson (Director, SSGA) - V

SCA Staff:

Christina Betker (Policy)
Marianne Possberg (Production)

Regrets:

Cyle Stewart (Director 3B)
Levi Hull (Director 5)
Dean Moore (Director 9B)
Henry McCarthy (Director SSGA)
Judson Christopherson (CCYC)
Leann Clifford (Admin)

Call to Order 8am

AGENDA

1. Approval of Agenda

MOTION:2025-50: Strube / Lueke

"To approve the agenda."

Carried

Declaration to the Assembly of possible Conflict of Interest

1. Review of Minutes - August 13, 2025

MOTION 2025-051: Shea / Day

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

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	"To accept the minutes as amended."	Carried
2.	Chair Report	
	MOTION 2025-052: Strube / Shea	
	"To accept the Chair report as presented."	Carried
	<ul style="list-style-type: none"> • Attended the National Beef Cattle Check off AGM in Moncton NB. • Saskatchewan Marketing Committee Member Mike Guest is leaving and we welcome Mark Hoimyr to the position. • The Canadian beef marketing committee met the next day and was a productive brainstorming session by all segments of the industry. • The Checkoff mechanism working group met and all is going well in Saskatchewan. The provincial check off increase and the mechanism change has been synchronized so there is less confusion and an ease. • Sask. Cattle Feeders (SCFA)board of directors shared with us a letter sent to LSS expressing their displeasure in the staged fee increase. A governance review, financial review and overall efficiency review audit has been asked for. • SCA executive members met with CCA reps to review the priorities, discussed at SCA board table, prior to the semi annual meeting. The reps went forward with the following list: <ul style="list-style-type: none"> ○ Drug regulations , interprovincial trade, foreign trade CUSMA, BRMs, cost share LPI, Whole farm insurance, capital gain exemption, multi generational transfer, CFIA, Wildlife, Grasslands policy and Traceability CCIA. • Attended meeting with provincial chairs of Alberta, Manitoba and Ontario to discuss the Alberta ask to CCA communicate the best position going forward to influence positive change. • A working group is formed with a mediator to formulate some positive change for CCA • Met with SARM and SSGA to assign our lobby efforts. • Dean and Kyle attended Ottawa fly in. 	
3.	CEO Report	
	MOTION 2025-053:	
	"To accept the CEO report as presented."	Carried
	<ul style="list-style-type: none"> ○ Ongoing discussions with ABP decision to pull out of CCA in 2026. ○ Attended the CCA annual in Quebec City. ○ Presented before the SK CPC caucus with questions around interprovincial trade barriers, how to get youth into the industry, the ABP/CCA situation and forage insurance. ○ SCA maintains a good relationship with MPs ○ Flew to Calgary to attend an in person meeting with CFIA officials. To discuss the concerns over the challenges around TB compensation. ○ There is slow progression from CCIA and timeliness 	

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- Conversations around LSS and finding ways to improve their efficiencies. They were granted a .50 increase as of Sept 1, 2025 and will receive a second increase of .50 Sept 1 2028. The government has stressed that its “owners” are unhappy and want changes and they strongly recommend that LSS work with the industry to address them.
- We have received a 2025 lit form LSS and we will go through a time permits.
- SCA check off levy and mechanism changes has not produced any significant problems to date.
- Had a meeting with SARM and SSGA, working on mutually identified issues, including the process for ILO approvals and with that the discretionary use permits of the RMs. SARM has indicated removing discretionary use permits from RMs is a no go. But it is important we find a way to provide greater predictability to ILOs looking to either to expand or start up.
- Fall meetings / Agribition are all coming up

4. **Financial Report**

Deferred to next month

Old Business

ABP / CCA Update

- Discussion on Albertas position regarding retained earnings and levy refunds.
- Support for forming a committee with a mediator to address governance and funding issues.

TB update

- Ongoing investigations, hiring of accredited veterinarians, development of producer checklists, and concerns about trade partner investigations.

LSS AGM

- Concerns raised over fee increases and efficiency reviews, support for SCFA's position to encourage change without withdrawing support for LSS.

District Meeting Schedule

- Went over the schedule for the fall meetings

OHS Follow-Ups

- Discussion on approaches for farm safety plans, with consensus to provide resources for producers to develop their own protocols rather than a universal plan.

Action Item : to develop and share resources.

New Business

Youth Strategy Plan

- Discussion on financial and policy support for young producers, succession planning incentives and partnerships with financial institutions. Ideas include special subsidization rates for LPI, capital gains, rollover expansions and mentorship networks.

Drought Survey Results

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- Review of low response rates and mixed opinions on government intervention.

LMS board participation

Kelly Williamson is leaving the SSGA seat on SCA board. Presented Neil Block as the new SSGA rep to SCA board.

MOTION 2025-054: Day / Shea

“That SCA appoint Neil Block as SSGA representative to the SCA board, replacing Kelly Williamson.”
Carried

SCIC presentation – Jodie Griffin – LPI

- Discussion on the differences between Canadian and U.S. livestock price insurance programs, coverage percentages, and factors affecting forecasts.

Guests Leanne & Ryan Thompson

- Update on library renovation project dedicated to Rachel Thompson
- Expressed appreciation for the financial support
- Projection includes new books for children and community engagement programs.

Board Round Table

- Concerns raised about native grassland conservation, irrigation project approvals and industry trade barriers
- Updates provided on BCRC priorities, research communications and community initiatives.

Action item- to start communications with AB & MB to start production/revenue insurance talks.

In camera

2025-055 - Adjourn

Hebert

Chair's Report – Chad Ross

Saskatchewan Cattle Association

Board Meeting – December 2025 Saskatoon

1. Introduction

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Since our last board meeting in October, the staff, executive and I have continued working to advance the priorities of Saskatchewan's beef producers. The past two months have been full of high-level meetings, industry engagements, policy discussions, and organizational reflections. I am pleased to update the Board on these activities and the emerging opportunities and challenges facing our industry.

2. Chair, Executive Activities Since Last Meeting

Meetings with Provincial and Federal Leadership

The Executive and I met with:

- Saskatchewan Minister of Agriculture
- Federal Minister of Agriculture and Agri-Food
- Senior leadership within the Saskatchewan Ministry of Agriculture

These discussions were productive and focused on a comprehensive list of issues critical to our producers:

- Trade and market access
- Drought preparedness and risk-management tools
- Transport insurance as a drought BRM
- Rainfall insurance and enhancements to existing programs
- Livestock Price Insurance
- Whole-farm insurance
- Irrigation development
- Wildlife pressures and mitigation
- Bovine TB and CFIA challenges
- Agricultural research support
- ILO approvals and Discretionary powers of RMs
- Expanding value-added beef industry in Saskatchewan

Engagement with the Premier

I visited with Premier Scott Moe during the Premier's Reception, where our conversation centered on:

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- The importance of expanding value-added beef industry capacity in Saskatchewan and supporting his vision for our province.
- Ensuring beef remains top of mind in government trade missions and market-access strategies

3. CCA Mediated Meetings – Toronto

Christina and I traveled to Toronto for the mediated Canadian Cattle Association (CCA) meetings. Our Saskatchewan delegation provided strong leadership and a clear direction for Christina and I representing Saskatchewan. Vice President Ryan Bierbach also gave us direction from an Officer perspective. The goal is to set an improved positive direction for collaboration and alignment of CCA.

4. Agribition 2025

Agribition was a strong success, marked by:

- High engagement from producers, stakeholders, consumers, and government partners
- Productive conversations around industry direction, challenges, and opportunities
- Positive visibility for SCA's priorities

I completed media interviews, including on the Evan Bray Show, highlighting the state of our industry and the work being done on producers' behalf.

Special thank you to Christina, Leann and Marianne for all their work and organization. All though a big week for all of us I felt it was met with collaboration of staff and board in a positive way.

5. Fall District Meetings

Our Fall District Meetings were disappointing with low producer attendance, raising the question of how we can reinvent these necessary meetings to increase engagement going forward. I look for the board and staff to brainstorm direction going forward.

The Virtual District Meeting saw stronger participation and positive feedback. This format remains a valuable tool, but the question now becomes how we promote it and expand its reach—ideally increasing participation tenfold.

6. Canada Beef Business Plan Review

I attended the Canada Beef Business Plan Review in Toronto. With reduced national marketing numbers, all users of checkoff dollars are making difficult choices. The session was fast-paced, intense, and deeply informative with all segments of our industry at the table. Canada Beef continues to deliver strong value and impactful programs with the resources allocated.

7. Reflection

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We must all work together—Board, staff, and industry partners—if we are to achieve meaningful progress.

Our responsibility:

1. Advance and protect the interests of Saskatchewan beef producers.
2. Be diligent stewards of checkoff dollars, ensuring every decision drives value for our stakeholders.

The challenges we face require focus, collaboration, and sometimes reinvention. Status quo is not always enough.

Thank you to the Board and Staff for your continued commitment and leadership. I look forward to discussing these initiatives in more detail and setting our direction for the months ahead.

Respectfully submitted,

Chad Ross, Chair, Saskatchewan Cattle Association

CEO Report

Fall district meetings kicked off the busy season for all of us in the SCA office. Unfortunately, despite informative presentations, attendance was poor. We also had to cancel the meeting Paradise Hill. It is hard to find the right time to hold these meetings and a format that works for everyone. That being said, we will continue to have discussions with the board and in the office to find a way to make them more effective. The virtual session was decently attended. There were also some negative comments regarding the format we used this year, so again, we will take this under consideration going forward.

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I spent 3 days in Ottawa with NCFA, lobbying on the Hill and attending the NCFA board meeting. I met with both conservative and liberal MPs as well as Lawrence Hanson, the DM of AAFC. The focus was on trade, labour, CFIA challenges (TB), BRM programming to name a few. Most the conversations were positive and engaging. The meeting with the DM was a little more challenging as he was very forthright that cost shared premiums were not an option due to trade issues.

We had the opportunity meet with Minister Harrison, raising our usual issues, as well as concerns around LSS and ILOs. Those two topics, I feel, will continue to be an uphill battle for us. The Ministry has said without really saying it that they have no interest in restarting the ILO working group, though in talking with Bill Huber at SARM it almost seems to be mixed messages from them. I think this is something we will need to work with SARM, SSGA and SCFA to push forward if we want changes to make it a better process.

Despite a rough start, I feel that Agribition was a great success for us. I can't thank Marianne and Leann enough for all the hard work they both did to ensure the food stage and producer booth ran smoothly. Thanks to all the board members who spent time in the producer booth and to our newest chef rockstar Dean for cooking with Michele. Inclusion of different meats (bison, pork and lamb) may not have made everyone happy, but it doesn't hurt us to be inclusive. Michele from Canada Beef, once again, did a great job on the stage and was very engaging. CJ Katz and Belton Johnson helped cap off a great week and I think ending with the "empty the fridge" challenge was great. We will be taking all the lessons learned from the week and developing a plan going forward to bring to Agribition in the new year.

Tucked into the Agribition week was meetings with the Federal Minister of Agriculture (and Minister Harrison again) and provincial Ministry of Agriculture senior officials. SSGA, SCFA and Ryan Beierbach on behalf of CCA joined us with Minister MacDonald. It was a positive meeting, and I think between the 3 groups made him more aware with some of the challenges of the programs and why the changes we have been asking for need to happen. One thing I would consider a win is DM Hanson told me that they will be removing the travel restrictions on AAFC researchers. He apologized for it being put in place and acknowledge that it was a mistake. When it will happen, that I don't know, but it sounds like sooner rather than later.

The meeting with the provincial ministry was good as it typically is. The executive got to lay out the issues and challenges with things like BRM programs and changes we would like to see. They also got the opportunity to highlight to all the programs our producers really like and appreciate (FRWIP and VBP+).

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Marianne and I got to spend time with Agri tech innovators from the UK on Thursday and Friday. There were some really interesting projects the various companies brought to the table. The one related to TB testing was very intriguing and holds so much potential (I think).

Chad and I will be attending the facilitator session in Toronto prior to the board meeting. We will update everyone on how it went.

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