

**Saskatchewan Cattlemen's Association
Board Meeting
Thursday March 15,2018
Home Suites, Saskatoon, SK – 8am**

Kyle Hebert (Director 1)
Joe Jackson (Director 2)
Roger Meyers (Director 3A)
Keith Day (Director, District 3B)
Rick Toney – Chair (Director, District 4)
Levi Hull (Director, District 5)
Garret Hill (Director, District 6)
Michael Spratt (Director, District 8)
Arnold Balicki (Director, District 9A)
Dean Moore (Director, District 9B) - Call
Brad Welter (Director, SCFA)
Ryan Beierbach, Past Chair

SCA Staff:

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

Regrets:

Bill Huber (Director, SSGA)
Paula Larson (Director, District 7)
Chad Ross (Director, SCFA)
Harold Martens (Director, SSGA)

Rick Toney called the meeting to order at 8:05am

1.00 Approval of Agenda

MOTION 2018-025: Day/Moore

“To accept the agenda as amended”

Motion Carried

1.01 Review of Minutes*

February 15, 2018
Lee reviewed the minutes.

MOTION 2018-026: Jackson/ Welter

“To accept the February 15,2018 minutes.”

Motion Carried

1.02 Chair Report

- Toney read his report.
- Attended a luncheon and round table with Federal Trade minister Francisco Philip Champaign.
- Discussion included – legislation for CPTPP passed before summer break.

MOTION 2018-027: Toney/ Hill

“To accept the Chair report as presented.”

Motion Carried

- GEP free – would be difficult to certify herds different status on one farm. Cull cows never implanted.
- (implant steers, cannot do heifers) – They want a scanned inventory of what is and is not implanted. Suggest a roundtable call of this.

MOTION 2018-028: Beierbach / Day

“That CCA work to improve the EU protocol given the experience with the current system.”

Motion Carried

1.03 CEO Report

- Lee presented the written report.
- Strategic plan areas:
- Research – tomorrow’s meeting is a new undertaking to improve proposals and hopefully research outcomes.
- Advocacy on competitiveness – Crop insurance announcement moved the dial on several fronts where we have been advocating. Christina went to an Environment consult with Saskatchewan.
- The CCA reception is a spot to carry forward a Saskatchewan view on the carbon tax.
- Communications to producers and consumers – Video on crop insurance along with Twitter thread to get better uptake of information (vs awareness that something was announced).
- Home shows – SSK done, Regina next week
- Strategy to manage potential industry disasters – Marianne working on an event with the province to help be prepared.
- Professional and transparent organization – Calls and visits to dealers about levy increase. LSS working forward on being ready to share their reports with SCA.
- The association is on a solid footing.
- BFO AGM was very disappointing. Not the decisions being made but more in the information they were being presented to make those decisions. Will not be ready to increase the national check off any time this year and did not pass a provincial increase. Erroneous statements about how national agency budget works and how national check off can be used were just two issues.
- The Ministry is moving forward to allow lease land to be used as security. They are not above using this change as a tool to push lessees into buying some of the lease land if they decide to use it as security and to push pastures to buy improvements. This is a mixing of policy goals but a free way to do so for the government. They also are thinking of capping how many lease acres can be used as security recognizing there are some very big leases out there. They would like feedback on both issues.

- Attended the TB summary session. A practice session with the province and other stakeholders is good to see who needs to be on the call list when things start to happen. “plans” don’t necessarily match an event as it unfolds, but the connections, relationships and frameworks built to pay off. There are changes CFIA is making to their response policies and their talk of valuing industry connection at the front of events is promising.
- Participated in an interview with Global on rural crime.
- Attended Young Farmers event.

MOTION 2018-029: Hull/ Balicki

“To accept the CEO report as presented.”

Motion Carried

1.04 Financial Report

- Reviewed

MOTION 2018-030: Hill/ Spratt

“To accept the financial report as presented.”

Motion Carried

1.05 Governance Minute

- Roles of the committees, the board, the CEO and the staff.

1.06 Committee Reports:

Communications:

- Looking at Sask. Weekly Newspapers instead of direct weekly mail outs as done for the AGM. Only one feedback to Arnold.
- For \$50/week we can throw our pieces at weekly newspapers. Which they choose to run, and material is archived.
- Vaccinations, food safety, etc. Aim at consumers and producers.

MOTION 2018-031: Balicki/ Hull

“To accept the committee report as presented.”

Motion Carried

Animal Health & Care:

- Met last night to discuss veterinarian changes coming in December. SCA will work to have someone known to industry appointed when it is renewed.
- SVMA meeting today about our animal health committee. Next meeting of committee will discuss more of a campaign around vaccinations, look to veterinarians about wording. Focus on benefits of vaccinations for fertility and cow herd health, not feedlot productivity. Vision is a flyer the size of an envelope - front talks of December drug changes and on flip side is why vaccinate. That goes to every veterinarian and livestock dealer ready for fall run.
- Easing in to seeing what roles SCA would play in a major disease type of event.

MOTION 2018-032: Jackson / Hebert

“To accept the Animal Health & Care report as presented.”

Motion Carried

Old Business

Income Deferrals

- Work going on with CCA.

SVMA – Preceptorship Program

MOTION 2018-033: Spratt/ Balicki

“That SCA provide up to \$15,000 to the SVMA Preceptorship program to be used in the formula proposed by SVMA (as a maximum 30% industry funding of the program).”

Motion Carried

CCA AGM

- Executive – SCA will appoint Reg Schellenberg
- Issues include broken needles and buckshot in meat, that can be traced back to owners of that animal.

MOTION 2018-34: Balicki / Beierbach

“That CCIA tag information be usable for informing prior owners that carcasses were found to have foreign objects in the meat.”

Motion Carried

- EU protocol, make it easier
- Income deferral exploration
- Ambulatory prescriptions
- Trade missions – right people going on trips. Beef sellers go on promotion, not just chairs. Same on policy travel. Also a note for Canada Beef.

NCO Allocations

- Discussed events unfolding in Alberta- Leave SK as is

Rib Brand

- Discussed beef quality audit results that point to the loss of hide value from brands.
- Branded hides are graded lower than non-branded, generally regardless of location.

New Business

A. Ag in the Classroom Membership

MOTION 2018-035: Balicki / Welter

“That SCA support Ag in the Classroom for \$35,000.”

Motion Defeated

- A drastic reduction in AITC coming with mergers, Agrium & Potash, Bayer & Monsanto. Ministry of AG gave \$20,000 which ends in June
- AITC does not solicit teachers, teachers come to them and are keeping them busy.
- Last year reached 74,000 kids.
- SCA's \$25,000 was part of a \$1.3 million whole budget.
- Moved from pushing information to inquisitive learning.

- In June they are deciding which programs will get cut. Cargill pays for Little Green Thumbs so it does not get cut.
- Other check off organization levels? Canola puts in \$50,000, as well as a few others.

MOTION 2018-036: Hill / Balicki

“That SCA support AITC for \$50,000.”

Motion Carried

B. AITC Election

- Arnold to continue on with AG in the classroom and to try for the board.

C. LMAC Request for CCIA Support

MOTION 2018-037: Spratt / Hill

“That SCA apply for membership of the Canadian Cattle Identification Agency.”

Motion Carried

- D. National Cattle Feeders Membership
CRSB Membership
Farm & Food care Membership**

MOTION 2018-038: Hull / Beierbach

“That SCA renew membership to NCFA, CRSB and F&FC.”

Motion Carried

E. CRSB Consumer Research

Discussed the request from CRSB for funding of consumer research. Lack of detail in the request was noted, some research programs have been denied on the grounds of not having enough information like this.

Monica Hadarits joined the board via conference call.

They sent out a request for proposals. Got feedback. Goal of research is to test different logos and claims to ensure they resonate with consumers and do not create false or misleading claims. First step is key informant interviews, then outline survey (important to have a representative sample of the Canadian population).

Intent is to do this with 1500 people and get feedback on logos and claims.

With that feedback have focus groups with 40 people to confirm and assess modifications.

So far funding has come from membership in CRSB. Also exploring provincial and federal gov't. It has come from across the categories. One producer, one retail, one food service.

Do we need another logo when we already have a Canada Beef logo?

CRSB is working closely with Canada Beef and the Council has given direction to create a consumer facing logo.

MOTION 2018-039: Beierbach / Hill

“That SCA support the CRSB Consumer Research project for \$5,000.”

Motion Carried

F. Livestock Markets Association of Canada AGM Sponsorship Request

MOTION 2018-040: Spratt/ Beierbach

“That SCA sponsor the LMAC AGM at the \$500.00 level.”

Motion Carried

G. Saskatchewan Seniors Mechanism

Went through the info and funding was not approved.

H. Do More Agriculture Foundation

Invite them to a future board meeting to add information for the board’s consideration.

I. AGM Resolutions Recommendations

Resolution #1 – “That the Canadian Agricultural Partnership programming include a cost share for perimeter fencing for lands not currently utilized for livestock production.”

Proposed Action:

CAP will be in place as of April 1. Policy will look through the programming announced with it to determine if there is any programs that offer something like this.

MOTION 2018-041: Jackson/ Hull

“That the Canadian Agricultural Partnership programming include a cost share for perimeter fencing for lands not currently utilized for livestock production.”

Motion Carried

Resolution #2 Cost of Regulations

Proposed Action:

When regulations/prohibitions are proposed, we always look at the costs that could be incurred as a result (for all parties impacted). If funding is insufficient for what is expected of affected parties, we lobby govt to increase the funding envelope. We will continue to do this.

MOTION 2018-042: Spratt/ Hill

“That the added costs for municipalities, land owners and lesses, of regulations and prohibitions be calculated prior to coming into force and that these costs be the responsibility of the governing entity that imposes the regulations and / or prohibitions.”

Motion Carried

Resolution #3:

“That producers will be able to purchase antibiotics from farm retail outlets when they have veterinary prescriptions for those products.”

Resolution #4:

“That antimicrobial drugs not be added to any minimum cost schedule.”

Resolution #5:

“That the governments of Saskatchewan and Canada investigate the possibilities of pharmacy style retail for livestock drugs.”

Proposed Action:

Here is the list of the antimicrobials requiring a prescription:

file:///C:/Users/User/AppData/Local/Microsoft/Windows/Temporary%20Internet%20Files/Content.Outlook/BE09F6KO/CAHI_MIA_Poster_Feb27_2018_website_ENG_FR.pdf

The framework allows for a pharmacy style retail for vet drugs, but it is up to the retailers to determine if this is a viable option for them.

In terms of communications, we propose to work with SVMA, determining the messaging they are convey to their vets, ensuring we communicate to producers what a VCR is and how it will work come Dec 2018. We will also do regular updates on the SSGA insert, e-blasts, FB and Twitter. This involve videos with vets, producers and govt officials. The national communications team of the issues management group is looking to be actively involved in communications around this issue.

Resolution #6:

“That SCA represent the “client” and be involved in defining and regulation the “vet client patient relationship” in SK”

Proposed Action:

According to the CVMA, a legitimate VCPR is considered to exist only if medical records of the veterinary practice contain evidence of relevant and timely interaction between the veterinarian, animal owner and animal patients. This may include: farm visits, consultations, direct animal examinations (individual or herd/flock), laboratory reports, production record reviews, etc. The VCPR is not a signed contractual agreement but rather a working connection and interaction between veterinarian, client and specific animal patient or group of animals. More info can be found on the CVMA website:

<https://www.canadianveterinarians.net/documents/importance-of-vcpr>

We will continue to monitor this. If there is a move by either the SVMA or others to open up the existing definition, we will be an active participant in the process. In addition, we are seeking the possibility of having someone from the SCA be the member at large on the SVMA board

Resolution #7:

“That SCA investigate possible grass attractants that would encourage severe grazing to reduce and/or eliminate the fuel load on grazing land where a fire break is desired”

Proposed Action:

There has been outreach to Michel Tremblay at the Govt of SK about the feasibility and practicality of such a thing. We are asking Michel for a formal response.

Resolution #8:

“That SCA investigate appropriate insurance instruments to fill the gaps exposed by the disaster events of 2017”

Proposed Action:

This is being done. The new proposed fire coverage (taken with rainfall insurance) is a good step forward from the province.

Resolution #8

“Be it resolved that the SCA continue to lobby the Ministry of Environment to be included in their CWD Wildlife Working Group to assist in the development of a CWD management plan that will be presented to government”

Proposed Action:

SCA has submitted a request to be part of this group. We won't know for a while if our application has been accepted as there is a process going on to secure an expert for the group. No decisions on membership will be decided until this is completed.

J. Lease Land as Security

Caps on how much lease can be used? -No. Even using AUMs/ Le the bank worry about the value used. Forcing sales of improvements (and lease) if lease used as security? – Do that separately from this. If they want to precipitate those sales do that under its own initiative. Those improvements were supposedly figures in the rates the patrons were charged over time. This looks like a double pay for those things. Let the bank and AUM rating value the land.

K. Demonstration of Social Media

Tom lead the group through some Twitter and Facebook tips.

L. Yorkton EX.

Will be looking for some funding for a “Practical Cattle Session” for the Yorkton youth show. Focus on castration and vaccination. Same weekend as Beef Expo.

External Calls

Ryan Thompson, Reg Schellenberg, Mark Elford

Ryan Thompson – NCFCA

AGM has pat. Michel Daigle is voce chair. Bryan Walton is retiring come January. Beef Advisors meeting discussed the AgriFood Economic Strategy and Issues Management budget. They put forth a budget and plan and framework to manage it. This is still being formed. Still working on FMD preparedness. Went to Boeringer Ingelheim's facility where North American vaccine bank is housed. Need to build that bank. Probably 4 months to build on what is on hand at the bank. Need to have enough in storage for what we need. Can VIDO play a part? They can, but BI can manufacture.

Mark Elford – CCIA

Now that competitors have moved to make ATQ a “responsible administrator” there is competition for CCIA’s services. Cervid Alliance is coming on stream with CCIA. Reworking sheep agreement. It is a fractured industry. Three provinces pulled out of the Sheep Federation and formed a National Sheep Alliance. They are not a legal entity.

AGM is April 5/6 in Calgary at the Executive Royal hotel.

Same Executive with some new board members coming on.

Regulations are still pending. Monday presentation to Ottawa on Monday lasting 3 hours with Jill facilitating.

CFIA can use the CCIA database to trace back a food safety incident such as a broken needle. At this point, he’d remind us that we do not have a traceability system yet. We have an identification system that takes it back to the person who applied the tag. In some cases where movement reporting is happening we are getting closer to traceability.

Reg Schellenberg – CCA

Will be at the Monday meeting with CCIA

E- Certification will be discussed at animal health and care meeting in Ottawa. Extended an invitation to Joe to attend via conference call.

Bank Request for Hall of Fame Support

Steven Bonk is MLA for Moosomin. He forwarded some background on a potential nominee.

MOTION 2018-043: Beierbach / Hebert

“That SCA support the nomination to the Saskatchewan Ag Hall of Fame.”

M. Rural Crime Watch

When RCMP officers are on leave for certain reasons they are considered as “on duty” or the detachment is considered as fully staffed by ministry of Public safety. The coming expanded family leave may add to this further.

Due to distance what about cameras being used more? Could insurance lower premiums on places that have cameras?

Stall is happening on rural crime expansion of powers because of turf war. They are taking their gun training now.

N. BCRC Report

Mike Spratt gave a brief tour of the BCRC including budget for the coming year which includes VBP+ Trained, much less onerous than audited.

Good to see the improvements in forage insurance. Can there be hay quality adjustments too?

Next Meeting April 19, 2018 - Conference Call

In Camera

Adjourned 3:00

MOTION 2018-045: Toney

“To adjourn.”

Board Chair – Rick Toney

____ Leann Clifford _____
Recording Secretary – Leann Clifford

_____ Date approved

DRAFT