

ALBERTA LIVESTOCK & MEAT STRATEGY

Engagement Workshop #2

July 3, 2008

9:30 a.m. – 3:00 p.m.

The Capri Hotel, Red Deer

- Purpose:**
1. Engage key stakeholders with a view to move towards a shared vision by year end.
 2. Work directly with stakeholders to ensure their issues and concerns are consistently understood and considered.
 3. Obtain feedback on areas of opportunity, differentiation and value added.

WORKBOOK

- Contents:**
1. Proposed Shared Vision
 2. Overview of ALIS
 - i. Building Block #1 – Traceability
 - ii. Building Block #2 – Process / Source Verification
 - iii. Building Block #3 – Value-Added
 3. Implementation Plan
 4. Wrap-up

Organized by Alberta Agriculture and Rural Development

Facilitated by Framework Partners Inc.

Framework

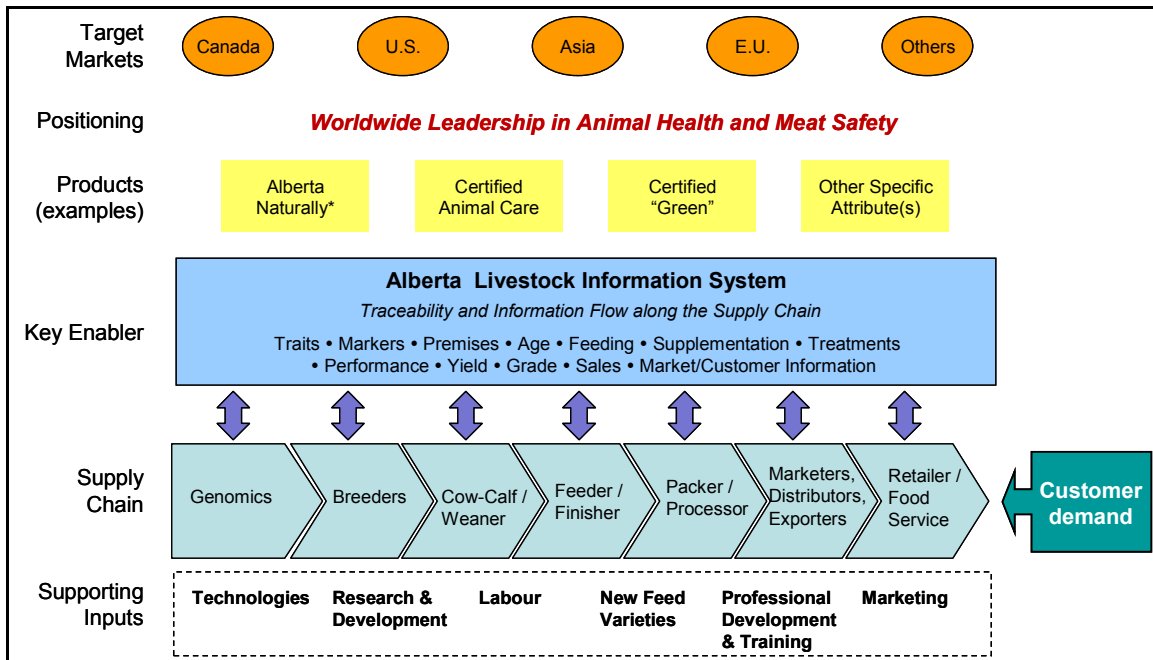
Please Print Full Name Clearly:

Participant Profile

Please print / write clearly throughout this workbook

First and Last Name:	
Organization:	
Sector (Check one – If in more than one applies, select your primary sector only):	<input type="checkbox"/> Beef <input type="checkbox"/> Pork <input type="checkbox"/> Sheep <input type="checkbox"/> Bison <input type="checkbox"/> Cervids <input type="checkbox"/> Government <input type="checkbox"/> Other (Please specify): _____
Supply Chain Segment (Check one – If in more than one applies, select your primary segment only):	<input type="checkbox"/> Genomics <input type="checkbox"/> Breeders <input type="checkbox"/> Cow-Calf / Weaner <input type="checkbox"/> Feeder / Finisher <input type="checkbox"/> Packer / Processor <input type="checkbox"/> Marketers, Distributors, Exporters <input type="checkbox"/> Retailer / Food Service <input type="checkbox"/> Other (Please specify): _____

Proposed Shared Vision - Alberta Livestock and Meat Strategy



From... the livestock industry today		To... the livestock industry of tomorrow
Shared Industry vision lacking	⇒	Alignment around a shared vision
Dependence on U.S. market	⇒	Diversified export markets
Commodity focus	⇒	Differentiated products
Under developed animal health & meat safety system	⇒	Highly developed animal health & meat safety system
Focus on production efficiency	⇒	Value chain focus on consumer
Limited information flow	⇒	Information exchange across value chain
Agriculture as a lifestyle	⇒	Agriculture as a value-adding business
Independent sector perspectives	⇒	Integrated value chain perspective
Talk	⇒	Action

Please Print Full Name Clearly:

Feedback

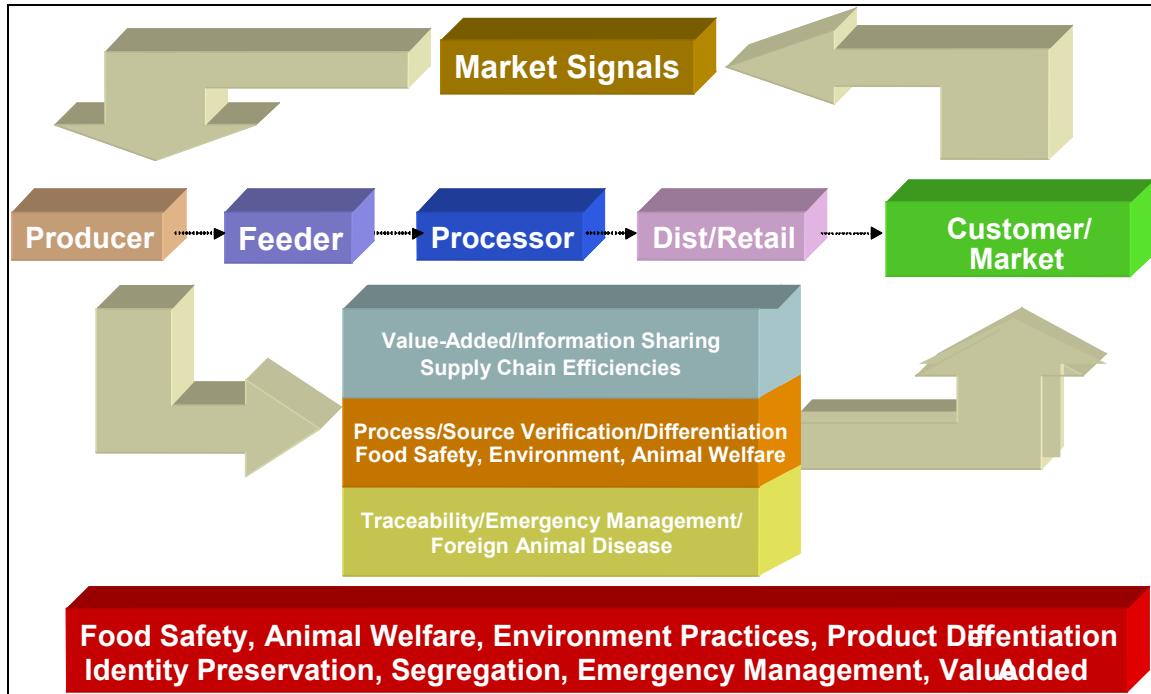
***** Please print / write clearly throughout this workbook *****

Questions:

1. Please identify what you like about the proposed shared vision for the Alberta Livestock and Meat Strategy.
2. Please identify issues and concerns that still need to be addressed.
3. Please identify components that can be refined or added to strengthen the shared vision.

Other Comments

Overview of the Alberta Livestock Information System (ALIS)



The Alberta Livestock and Meat Strategy (ALIS) is an integral part of the Alberta Livestock and Meat Strategy.

ALIS is intended to be an *information system* built on a foundation of traceability with process/source verification and value-added information sharing components for industry.

Your feedback on the following questions related to the planning, design, and implementation of ALIS will be extremely useful to both industry and government.

Please Print Full Name Clearly:

Building Block #1 – Traceability

*** Please print / write clearly throughout this workbook ***

Please list and explain any requirements - information, resources, or tools, needed to ensure successful traceability implementation, e.g. infrastructure, extension/education, fax lines.

1.

2.

3.

Other Comments

Please Print Full Name Clearly:

Building Block #2 – Process Certification /Verification

Please identify process certification or verification opportunities to differentiate Alberta livestock products, i.e. beyond branding initiatives.

Desired process certification / verification opportunities → Your Sector	Desired process certification / verification opportunities → Entire Alberta Livestock Sector
Food Safety	
<i>e.g. On Farm Food Safety (OFFS)</i>	
1.	
2.	
3.	
Animal Care	
<i>e.g. Transportation, handling, slaughter</i>	
1.	
2.	
3.	
Environment	
<i>e.g. Farm processing, environmental risk management, ISO</i>	
1.	
2.	
3.	
Other Comments	

Please Print Full Name Clearly:

Please list and explain **branding opportunities to differentiate livestock products.**

Desired Attributes – Your Sector
<i>e.g. hormone free, grass fed, top quality, etc.</i>
1.
2.
3.
Desired Attributes – Entire Alberta Livestock Sector
1.
2.
3.
Other Comments

Please Print Full Name Clearly:

Building Block #3 – Value-Added Information Sharing

Please identify information that if shared, would be of value to you, your business, and other stakeholders in your supply chain; would enhance efficiencies and competitiveness.

Key information from the value chain of use to:	Training, education or assistance needed to effectively apply this information.
1. You / Your Business, <i>e.g. grade, yield, treatment, health records</i>	
2. Your Sector	
3. Entire Alberta Livestock Sector	
Other Comments	

Implementation Plan

	Information Required	Beef Producers	Feedlots (Beef)	Pork Producers	Other Species	Packers	Stakeholders
Mandatory Requirements <i>(explore implementation options with industry)</i>	Premise ID	Jan 2009	Jan 2009	Jan 2009	Jan 2009	Jan 2009	Animals are grown, kept, assembled, or disposed Jan 2009
	Age verification (beef)	Jan 2009	Jan 2009	NA	NA	Jan 2009	NA
	Movement	Jun 2010	Jun 2010	Jun 2010	TBD	Jun 2010	Jun 2010
	Source verification	Jun 2010	Jun 2010	Jun 2010	TBD	Jun 2010	All by Jun 2010
	Yield and grade	Sep 2010	NA	NA	TBD	Pork Apr Beef Sep 2010	NA
	On-Farm Food Safety verified	Jul 2013	Jul 2010	Jul 2010	Sheep 2011 Deer/Elk 2012 Bison 2013	NA	NA
	Weaning date	TBD	TBD	NA	TBD	NA	NA
	Medication/vaccination	Sep 2010	Jan 2010	TBD	TBD	NA	NA
Voluntary Programs <i>(explore incentives with industry)</i>	Bio-security verified	Jan 2010	Jan 2010	Jan 2010	Jan 2010	Jan 2010	Jan 2010
	Animal care verified	Jan 2010	Jan 2010	Jan 2010	Jan 2010	Jan 2010	Jan 2010
	Environmental stewardship verified	Jan 2010	Jan 2010	Jan 2010	Jan 2010	Jan 2010	Jan 2010
	Brand and attribute certification	Oct 2010	Oct 2010	Oct 2010	Oct 2010	Oct 2010	Oct 2010

TBD - To Be Determined

NA - Not Applicable

Please consider:

- a. The magnitude of the task and the timelines for planning, design and implementation of the ALIS component of the Alberta Livestock and Meat Strategy.
- b. Recommended profile for Industry/Government Implementation Teams:
 - Sector specific
 - Manageable group size, e.g., 12 members
 - Diverse, innovative, and strategic thinking
 - Solid understanding of both technical and non-technical needs for traceability implementation
 - Several working sessions requiring consistent participation and commitment

Please Print Full Name Clearly:

<p>Would you be interested in being a member of an ALIS Implementation Team? (Please circle one) If <i>yes</i>, which sector?</p> <p><input type="checkbox"/> Beef</p> <p><input type="checkbox"/> Pork</p> <p><input type="checkbox"/> Sheep</p> <p><input type="checkbox"/> Bison</p> <p><input type="checkbox"/> Cervids</p> <p>Other (Please specify): _____</p>	Yes	No
<p>Can you recommend someone you think could contribute to effective planning and design, and successful implementation of ALIS?</p> <p>Name & Contact Details: _____</p> <p>Implementation Team for which sector? (See above) _____</p>		
<p>Other Comments</p>		
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Review of Meeting Process:

What went well today?	What could be improved for the next Workshop?
<p>Other Comments</p>	
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APPENDIX

Touchstones in the Engagement Process

Announcement	June 2008	July – August 2008	September 2008	October 2008	November 2008	December 2008
<p><u>Engagement Workshop #1</u></p> <p>Focused on clarifying announcement and next steps</p>	<p><u>Engagement Workshop #2</u></p> <p>Focused on introducing ALIS</p> <p><u>Engagement meetings</u> with individual industry associations</p>	<p>Review schedule, outcomes, clarify details</p>	<p><u>Engagement Workshop #3</u></p> <p>Focused on the shared vision and industry governance; Minister reception following workshop</p>	<p><u>Engagement Workshop #4</u></p> <p>Focused on certification (environment, health, food safety, animal welfare/health)</p> <p><u>International Livestock Symposium</u></p>	<p><u>Engagement Workshop #5</u></p> <p>Focused on consolidation; Minister reception following workshop</p>	<p><u>Industry AGMs</u></p> <p>Minister attends</p>
<p>Deputy Minister to host engagement meetings with small groups of individual producers</p>						
	<p>Producer Meetings with AFSC</p>			<p>Producer Meetings with AFSC/ARD</p>		
<p>Industry technical meetings, as required, to advance priority initiatives</p>						

Key Outcomes

(Dec 31, 2008)

1. Agree, in principle, to shared vision