

# ALBERTA LIVESTOCK & MEAT STRATEGY

## Engagement Workshop #2

July 3, 2008

9:30 a.m. – 3:00 p.m.

### Workshop #2: Emerging Themes

What do I need to do? That was the question on everyone's mind attending the Alberta Livestock and Meat Strategy Engagement Workshop held on July 3 in Red Deer.

The workshop was a chance for representatives from the entire value chain to have their say on the recently announced *Alberta Livestock and Meat Strategy*, that was created to help re-invigorate the industry.

More than 80 participants discussed the strategy's shared vision for the industry, as well as the three building blocks for a livestock information system in Alberta that includes: traceability, process/source verification and value added information. The day ended with a conversation about key implementation dates and what will be required in order to access the second phase funding of \$150 million.

The Government of Alberta emphasized that its role is to act as a catalyst for positive change and create the best possible environment to do business. Attendees were reassured that the *Alberta Livestock and Meat Strategy* will leave marketing and business initiatives to industry and direct government to enhancing competitiveness, increasing efficiencies, and reducing unnecessary regulatory burdens.

A number of questions were raised about age verification and premise identification and what will be required on January 1, 2009. Government officials recognized that producers want and need details around these components of the strategy. They committed to clarify these issues and will send out additional information in the coming weeks.

Other emerging themes from the workshop included issues around the access and protection of data, the importance of not duplicating systems already in place, and the ongoing need for better communication and cooperation between all parties in the supply chain. Overall, the workshop was seen as a positive step in a long-term process that involves both industry and government.

Feedback from participants at the workshop will soon be distributed so that it can be shared with the various associations and companies. This, along with any other information on the *Alberta Livestock and Meat Strategy* or the Alberta Livestock and Meat Agency, will be available online on Ropin' the Web (<http://agric.gov.ab.ca>).

The next workshop, focused on the new agency and its role working with industry, is scheduled for September in Red Deer. Once again, industry will be invited to participate and provide input. More details on this and other opportunities for involvement will be sent out as they become available.