

Alberta Agricultural Products Marketing Council

"Boards and Commissions strategically lead a prosperous agricultural industry in Alberta"



2008-2009
Annual Report

Government
of Alberta ■

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Chair's Report

On behalf of the Alberta Agricultural Products Marketing Council, I am pleased to present our Annual Report for the 2008/2009 fiscal year.

Council is committed to enabling our twenty agricultural boards and commissions to strategically lead a prosperous agricultural industry in Alberta. Council has a key role in supporting leadership development, providing sound policy advice and administering effective legislation toward this outcome. Increasingly, corporate governance of the industry influences the economic and environmental outcomes of the global agricultural and food system. Council sees this as an important part of the knowledge and practice base of our industry. Facilitating and building relationships and networks beyond our borders represents a new dimension for future Council consideration and steps are being initiated in this direction.

Throughout the past year, Council has committed to 'walking the talk' in relation to effective governance practices. Council has made concentrated efforts to develop and implement effective governance practices and policies, and listening and responding to our owner (Minister) and our primary customers (boards and commissions). In an effort to increase awareness and dialogue with our owner, customers and the Ministry, several new strategies have been implemented. These include the bi-monthly information sessions with boards and commissions and Ministry staff and the regular dialogue meetings with the boards and commissions and Council. Both of these initiatives have been very successful to date and will continue in the future.

Council was also active in ensuring the review and amendment of several regulations and the Marketing of Agricultural Products Act (MAPA). The initial changes to MAPA as identified through the Industry Governance Review were completed with the passing of Bill 5. Council will continue to work with the relevant stakeholders to explore further changes to MAPA in the future as may be required to enable industry organizations in pursuing their goals.

Council has also focused on building stronger relations with our provincial and national counterparts. We have been able to implement several successful practices as a result of working together and we are committed to continuing this important work over the next years. The legislative framework nationally, regionally and provincially holds the key to industry's ability to shape the business framework in which the agriculture and food industry operates.

2008/09 represented some of the most challenging times for some of our industry and its organizations. Council is grateful to all Alberta's boards and commissions for their commitment to act in every way possible on behalf of their membership and their well-being.

I would like to take this opportunity to recognize the appointment of Jurgen Preugschas and Bruce Beattie to the Council. Council welcomed Dave Burdek to the role of General Manager in April 2008. In February 2009, Rachid El Hafid also joined the Council staff. On behalf of Council, I wish to sincerely thank all the Council members and staff for their diligent service.

Marketing Council is committed to enabling the boards and commissions to lead a sustainable, globally competitive industry. We look forward to partnering with all toward this outcome.

Sincerely,

A handwritten signature in cursive script that reads "Don Macyk".

Don Macyk

Who is Marketing Council?

The Alberta Agricultural Products Marketing Council (Council) is the government agency, established in 1965 by the *Marketing of Agricultural Products Act* (MAPA), which is responsible for Alberta's 20 agricultural marketing boards and commissions. Council reports to the Minister of Agriculture and Rural Development (ARD) and works directly with the 20 boards and commissions. Council consists of six members appointed by Order in Council and is supported by six Ministry staff.

Alberta's 20 agricultural boards and commissions are:

- Alberta Barley Commission
- Alberta Beef Producers
- Alberta Beekeepers
- Bison Producers of Alberta
- Alberta Canola Producers Commission
- Alberta Chicken Producers
- Alberta Egg Producers
- Alberta Elk Commission
- Alberta Peace Region Forage Seed Growers
- Alberta Hatching Egg Producers
- Alberta Lamb Producers
- Alberta Milk
- Alberta Pork Producers Development Corporation
- Potato Growers of Alberta
- Alberta Pulse Growers Commission
- Alberta Soft Wheat Producers Commission
- Alberta Sugar Beet Growers
- Alberta Turkey Producers
- Alberta Vegetable Growers (Processing)
- Alberta Winter Wheat Producers Commission

Vision, Mission and Core Values

Vision

Boards and commissions strategically lead a prosperous agricultural industry in Alberta.

Mission Statement

We support leadership development, provide sound policy advice, and administer effective legislation for the benefit of the agricultural industry and government.

Core Values

Marketing Council subscribes to the four Government of Alberta values:

- Accountability
- Excellence
- Integrity
- Respect

Our actions are directly influenced by our core values:

- We have a passion for agriculture.
- We provide value for our owner (Minister of ARD) and customers (boards and commissions).
- We co-create solutions with our owner (Minister of ARD) and customers (boards and commissions).
- We embrace collaboration between staff, Council members, and our owner (Minister of ARD) and customers (boards and commissions).

Council's Goals and Strategies

Goal #1 – Enhanced industry leadership

Strategies:

- Support/provide learning opportunities and skill development for industry.
- Provide coaching and facilitation for industry as requested.

Goal #2 – Policy and Legislative Frameworks that are enabling

Strategies:

- Develop policy, legislation and regulations.
- Administer policy, legislation and regulations.

Goal #3 – Complete engagement with our owner and customers

Strategies:

- Increased understanding of owner and customer needs, challenges and opportunities.
- Support continuous learning and skill development for Marketing Council (board and staff).

2008/2009 Key Achievements

Enhanced Industry Leadership

Marketing Council has directly led several initiatives to enhance industry leadership. These initiatives have contributed to:

1. Building a globally competitive business environment (ARD Goal #1),
2. An industry that better manages risk (ARD Goal #2), and
3. Building a vibrant rural Alberta through expanding rural Alberta's leadership.

During the 2008/2009 fiscal year, Marketing Council has successfully completed the following initiatives:

- Hosted two Board Governance workshops for boards and commissions and other industry organizations. Both workshops were well-attended and resulted in enhanced learning and implementation of effective governance practices by the participants.
- Marketing Council members and staff participated in strategic planning and governance workshops to develop Council's strategic plan and to broaden understanding and adoption of more effective governance practices and policies.
- IPSOS Forward presented the findings of the 2007 Producer Survey (conducted with over 600 Alberta producers) to the boards and commissions. The results were discussed by the group and have also been shared in several publications and by radio media.
- Marketing Council staff conducted an effective governance practices presentation at the AgChoices Conference in Red Deer to over 100 Alberta producers. Feedback from the presentation indicated the need for increased information and awareness of effective governance practices among Alberta producers.

Policy and Legislative Frameworks that are Enabling

Effective policies, legislation and regulations are essential in enabling the growth of Alberta's agricultural industry in the global competitive environment (ARD Goal #1). In collaboration with industry, Marketing Council has successfully completed the review and amendment of several regulations governing the agricultural industry in Alberta in an effort to ensure continues effectiveness and relevance.

Administration of Regulations

- During the 2008/2009 fiscal year, Marketing Council completed regulatory reviews and/or amendments of the following regulations:
 - Sugar Beet Marketing Plan Regulation
 - Alberta Sugar Beet Growers Authorization Regulation
 - Alberta Sugar Beet Growers Negotiation, Mediation and Arbitration Regulation
 - Sugar Beet Production and Marketing Regulation
 - Alberta Beef Producers Plan Regulation
 - Alberta Beef Producers Authorization Regulation

- Cattle Marketing Regulation
- Alberta Elk Authorization Regulation
- Alberta Elk Marketing Regulation
- Alberta Elk Plan Regulation
- Hog Registration, Licensing and Universal Service Charge Regulation
- Alberta Milk Records Transfer Regulation
- Alberta Milk Records Disclosure Regulation
- Alberta Milk Plan Regulation
- Alberta Milk Marketing Regulation
- Alberta Milk Authorization Regulation
- Alberta Milk Negotiation and Arbitration Regulation
- Potato Growers of Alberta Marketing Regulation
- Potato Growers of Alberta Plan Regulation
- Potato Growers of Alberta Authorization Regulation
- Alberta Barley Plan Regulation
- Alberta Barley Commission Authorization Regulation
- Alberta Barley Commission Regulation
- Alberta Vegetable Growers (Processing) Production and Marketing Regulation
- Alberta Egg Producers Plan Regulation
- Egg Production and Marketing Regulation
- Turkey Producers Marketing Plan Regulation
- Turkey Producers Authorization Regulation
- Turkey Marketing Regulation
- Alberta Chicken Producers Marketing Regulation
- Alberta Canola Producers Marketing Plan Regulation
- Alberta Canola Producers Commission Authorization Regulation
- Alberta Canola Producers Marketing Regulation
- Alberta Canola Producers Commission Federal Authorization Order
- Completed the Industry Governance Review and presented fifty recommendations to the Minister of Agriculture and Rural Development. The recommendations related to industry's requests for changes in relation to MAPA, current policies, operating structures and best governance practices.
- Completed review and amendments for MAPA in accordance with the feedback received through the Industry Governance Review and presented in the recommendations to the Minister. Bill 5 received Royal Assent and will be proclaimed when the *Review and Appeals Regulation* is completed (tentatively scheduled for Fall 2009).
- Continued work on proposed changes to the *Operation of Boards and Commissions Regulation* concerning audit and reporting requirements, and enabling boards and commissions to use Prudent Investor Rules of the *Trustee Act* to build contingency funds or invest a portion of their revenue with an expectation of return.

Policy Framework Development

- Continued discussions with Alberta Egg Producers concerning possible changes for allocating over-base quota.

- Assisted with the transfer of the fluid milk pricing authority to Alberta Milk and the adoption of a new fluid milk pricing mechanism.
- Worked with the dairy industry in the move from a dual quota system (fluid milk quota and industrial market share quota) to single quota which has resulted in better participation by Alberta in industrial milk markets and programs.

Support Resolution of Industry Issues

- Worked with the Alberta Hatching Egg Producers and the hatcheries through the 9-month arbitration process regarding the pricing mechanism.
- Worked with the Alberta Vegetable Growers (Processing) and Lucerne Inc. through the 3-week arbitration process regarding the 2008 growing price.

Support Formation of New Commissions

- Worked with the Steering Committee for the Irrigated Alfalfa Seed Growers in the formation of the proposed Alfalfa Seed Commission (to be established on July 1, 2009).
- Worked with the Prairie Oat Growers in determining producer interest in the formation of an oat commission in Alberta. Work on this initiative is on-going.
- Worked with wheat producers, the Alberta Winter Wheat Producers Commission and the Alberta Soft Wheat Producers Commission in identifying the process for the possible establishment of a wheat commission in Alberta. Work on this initiative is on-going.

Complete Engagement with our Owner and Customers

Marketing Council has an essential role in acting as the conduit and liaison between the agricultural boards and commissions and the Ministry. In order to better serve our owner (Minister) and our customer (boards and commissions), Marketing Council has developed and implemented several initiatives aimed at increased understanding of Marketing Council's role, as well as our owner and customers' needs.

During the 2008/2009 fiscal year, Marketing Council successfully completed the following activities:

- Began the process of inviting Boards and Commissions to meet with Marketing Council to discuss pertinent issues in the industry and to enhance on-going dialogue around strategic initiatives. Council has met with the Alberta Chicken Producers as part of this initiative and is scheduled to meet with eight of the Boards and Commissions in this manner over the next year.
- Hosted information sessions presented by the Alberta Barley Commission and the Potato Growers of Alberta. Another five boards and commissions will be presenting information sessions in 2009/2010. Initial feedback from the information sessions from presenters and audience has been very positive. These sessions provide a learning opportunity for Ministry staff in relation to the opportunities and challenges facing the different commodity industries, and it also provides the boards and commissions with the opportunity to interact with Ministry staff and gain a better understanding about the services and programs within the Ministry.

- Council met several times with the Minister and Deputy Minister in an effort to enhance dialogue between Council and the Ministry.
- Council staff provided briefings and responded to Ministerial action requests relating to board and commission issues and ensuring the Minister was kept current on key industry issues throughout the year.
- Continued commitment to learning plans for Council members and staff as evidenced through participation in workshops and conferences in specialized areas.

Council and Staff Members

Council Members

- Don Macyk, Chair
- Doris Ludlage, Vice Chair
- Bruce Beattie
- Jurgen Preugschas
- Kenton Ziegler
- Dr. Cornelia Kreplin, Ministry Representative

Council Staff Members

- Dave Burdek, General Manager
- Rachid El Hafid, Manager - Projects and Policy
- Freda Molenkamp-Oudman, Manager - Projects and Policy
- Mike Pearson, Manager - Corporate Affairs
- Maryann Urbanowski, Regulatory and Corporate Affairs Officer
- Tunde Vari, Administrative Support

Appeal Tribunal

The Appeal Tribunal, established under MAPA and reporting directly to the Minister of ARD, consists of three members who are appointed by the Minister. The Appeal Tribunal members are:

- George Schoepp
- Harry Schudlo
- Frank Spanbauer

Council staff members support the Appeal Tribunal administratively. The Appeal Tribunal is responsible for hearing all appeals from the 20 agricultural boards and commissions and their members. In the 2008/2009 period, the Appeal Tribunal did not hear any appeals.

Board and Commission Contact Information

	<p>Alberta Barley Commission #200, 3601A-21 Street NE Calgary, AB T2E 6T5 Telephone: (403) 291-9111 Fax: (403) 291-0190 Email: barleyinfo@albertabarley.com Website: www.albertabarley.com</p>
	<p>Alberta Beef Producers #320, 6715-8 Street NE Calgary, AB T2E 7H7 Telephone: (403) 275-4400 Fax: (403) 274-0007 Email: abpfeedback@albertabeef.org Website: www.albertabeef.org</p>
	<p>Alberta Beekeepers #102, 11434-168 Street Edmonton, AB T5M 3T9 Telephone: (780) 489-6949 Fax: (780) 487-8640 Email: gertie.adair@albertabeekeepers.org Website: www.albertabeekeepers.org</p>
	<p>Bison Producers of Alberta 4603-61 Avenue Leduc, AB T9E 7A4 Telephone: (780) 986-4100 Fax: (780) 980-7597 Email: info@bisoncentre.com Website: www.bisoncentre.com</p>
	<p>Alberta Canola Producers Commission #170, 14315-118 Avenue Edmonton, AB T5L 4S6 Telephone: (780) 454-0844 Fax: (780) 451-6933 Email: web@canola.ab.ca Website: www.canola.ab.ca</p>

	<p>Alberta Chicken Producers 2518 Ellwood Drive SW Edmonton, AB T6X 0A9 Telephone: (780) 488-2125 Fax: (780) 488-3570 Email: abcp@chicken.ab.ca Website: www.chicken.ab.ca</p>
	<p>Alberta Egg Producers Board #101, 90 Freeport Blvd NE Calgary, AB T3J 5J9 Telephone: (403) 250-1197 Fax: (403) 291-9216 Email: info@eggs.ab.ca Website: www.eggs.ab.ca</p>
	<p>Alberta Elk Commission 4603-61 Avenue Leduc, AB T9E 7A4 Telephone: (780) 980-7582 Fax: (780) 980-7591 Email: info@albertaelk.com Website: www.albertaelk.com</p>
	<p>Alberta Hatching Egg Producers #301, 8925-51 Avenue Edmonton, AB T6E 5J3 Telephone: (780) 434-8414 Fax: (780) 434-9552 Email: ahemb@telusplanet.net Website: none</p>
	<p>Alberta Lamb Producers Agriculture Centre 97 East Lake Ramp NE Airdrie, AB T4A 0C3 Telephone: (403) 948-8533 Fax: (403) 912-1455 Email: info@ablamb.com Website: www.ablamb.com</p>
	<p>Alberta Milk 1303-91 Street SW Edmonton, AB T6X 1H1 Telephone: (780) 453-5942 Fax: (780) 455-2196 Email: msouthwood@albertamilk.com Website: www.albertamilk.com</p>

<p>Alberta Peace Region Forage Seed Growers</p>	<p>Alberta Peace Region Forage Seed Growers Box 6135 Fort St. John, BC V1J 4H6 Telephone: (877) 630-2198 Fax: (250) 630-2115 Email: coordinator@peaceforageseed.ca Website: www.peaceforageseed.ca</p>
	<p>Alberta Pork Producers Development Corporation 4828-89 Street Edmonton, AB T6E 5K1 Telephone: (780) 474-8288 Fax: (780) 479-5128 Email: info@albertapork.com Website: www.albertapork.com</p>
	<p>Alberta Pulse Growers Commission #220 5906-50 Street Leduc, AB T9E 0R6 Telephone: (780) 986-9398 Fax: (780) 986-2570 Email: office@pulse.ab.ca Website: www.pulse.ab.ca</p>
	<p>Alberta Soft Wheat Producers Commission Box 875 Lethbridge, AB T1J 3Z8 Telephone: (403) 380-4189 Fax: (403) 380-4189 Email: aswp@telusplanet.net Website: none</p>
	<p>Alberta Sugar Beet Growers 4900-50 Street Taber, AB T1G 1T3 Telephone: (403) 223-1110 Fax: (403) 223-1022 Email: sugarmb@telusplanet.net Website: www.absugar.ab.ca</p>
	<p>Alberta Turkey Producers 4828-89 Street Edmonton, AB T6E 5K1 Telephone: (780) 465-5755 Fax: (780) 465-5528 Email: info@abturkey.ab.ca Website: www.albertaturkey.com</p>

	<p>Alberta Vegetable Growers (Processing) 5317-50 Avenue Taber, AB T1G 1V3 Telephone: (403) 223-4242 Fax: (403) 223-3130 Email: avgp@telusplanet.net Website: <i>none</i></p>
	<p>Alberta Winter Wheat Producers Commission 1065 Deer River Circle SE Calgary, AB T2J Z6 Telephone: (403) 271-0939 Fax: (403) 380-3889 Email: rwistead@telus.net Website: www.wintercereals.ca</p>
	<p>Potato Growers of Alberta 6008-46 Avenue Taber, AB T1G 2B1 Telephone: (403) 223-2262 Fax: (403) 223-2268 Email: pga@albertapotatoes.ca Website: www.albertapotatoes.ca</p>

For more information contact:

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