



## **Partner Profile: Alberta Elk Commission**

### **About AEC**

The Alberta Elk Commission (AEC) is an association of individuals, farms and corporations actively supporting and developing the elk farming industry in Alberta. The AEC was founded in September of 1988 as the Alberta Game Growers Association. In 1993, it changed its name to the Alberta Venison Council (AVC). At the end of 1994, the Alberta Venison Council had 123 members in its Association. In November 2002, the Association became The Alberta Elk Commission. From its humble beginnings, the AEC has grown to include over 167 members farming over 10296 elk in Alberta.

The AEC is governed by a Board of Directors that is made up of representatives elected from each Chapter (seven in total) plus three elected from the floor of the Annual General Meeting. The Executive Committee of the Board consists of the Chairman, Vice Chairman and Financial Chairman.

### **Mission**

To foster, enhance and promote the elk industry in Alberta.

### **Goals**

- To promote and assist in the development and expansion of new and existing markets for elk livestock and products.
- To improve the economic efficiency and competitiveness of the elk industry in the global marketplace.
- To influence governments to ensure legislation that promotes the growth and sustainability of the industry.
- To foster alliances with other livestock industries and increase the positive public perception of the elk industry.
- To ensure revenues raised within the Commission are sufficient to cover the operational needs of the AEC business plan.

### **Objectives**

- Membership services - to deliver efficient service to our members in response to their needs and requests.
- Antler - to increase the demand for antler products in North America and international

markets.

- Trophy bulls - to promote the harvest of farmed trophy bulls in Alberta.
- Breeding stock - to promote the quality of Alberta's breeding stock.
- Wapiti - to assist in the development of markets for elk meat and by-products.
- Efficiency - to provide the necessary tools to enhance production performance.
- Financial - to develop an equitable and sustainable funding vehicle to ensure the long term financial stability of the Commission.

### **Rationale**

Governing legislation and disease management programs must be workable to ensure maximum production efficiencies, profitability and sustained industry growth.

Velvet antler is the industry's primary product. The AEC will ensure that opportunities to market this product are enhanced.

Elk meat(wapiti) production will become a more important activity for Alberta elk farmers. An unsatisfied market for elk meat currently exists, but the value of the limited numbers of livestock for velvet antler production and breeding stock has limited the supply of animals for slaughter.

Recreational opportunities to harvest trophy elk bulls will become a significant product stream for all elk farmers. Mature bulls realize their optimum revenue potential within this market.

### **Funding**

Funding will be from three primary service activities:

- membership fees and services, publications and other information sources,
- annual AEC convention and Elk Expo,
- research and marketing grant funding

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