

Partner Profile: Alberta Beef Producers

Submitted by ABP

Alberta Beef Producers (ABP) is a grass roots producer organization that was created in 1969 to be a unified voice for close to 20,000 cattle and beef producers in Alberta. ABP is a democratic representative organization of producers, run by producers, working on behalf of producers to make the cattle and beef industry more sustainable and competitive. ABP is established as a commission under the *Marketing of Agricultural Products Act* in Alberta. The mandate, structure, operations, and funding of the organization are governed by three regulations under this act, along with the ABP by-laws that were created in 2009 and approved by the Agricultural Products Marketing Council.

Our work builds on the long history and rich legacy of the cattle and beef industry in this province and uses the strong family, business, and stewardship values of producers as the basis for our actions. On behalf of cattle and beef producers in Alberta, ABP and our industry partners address issues related to animal production, food safety, animal care, government policy, environmental stewardship, communications, marketing and education. Our vision is that ABP is a strong, clear, and representative voice speaking and working on behalf of cattle and beef producers in Alberta and contributing to a vigorous and profitable beef industry. Our mission is to strengthen the sustainability and competitiveness of the beef industry for the benefit of beef producers in Alberta.

Our core strategies focus on increasing domestic and international demand and market access for Canadian/Alberta beef. We are working to ensure long-term sustainable access to the land and water resources of this province for the benefit of beef producers. Strengthening our government influence on legislation and policy to benefit our industry. Enhancing the competitiveness of Alberta beef producers through research and innovation. All of these core strategies come together through engaging producers in our policy decisions and organizational direction and governance.

ABP is taking a leadership role in further development of industry sustainability and social licence strategies through the support of the McDonald's sustainability pilot project, working to ensure that Verified Beef Production (VBP+) becomes the framework for the Canadian Roundtable for Sustainable Beef (CRSB) sustainability verification, and continued work with the CRSB on the sustainability assessment and sustainability indicators.

We are working to protect the interests of producers by providing direction to the Government of Alberta on property rights, water rights, and wildlife impacts through the use of a the *Impact of Wildlife on Beef Producers* study done in partnership with the Miistakis Institute. The results will allow us to develop a policy position on dealing with wildlife impacts. Another ABP strategic objective is to ensure that regional plans and environmental management frameworks under the Land-use Framework reflect the interests of cattle producers. We also need to make progress on development of more effective and comprehensive Ecological Services programs for the benefit of producers.

For more information:

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