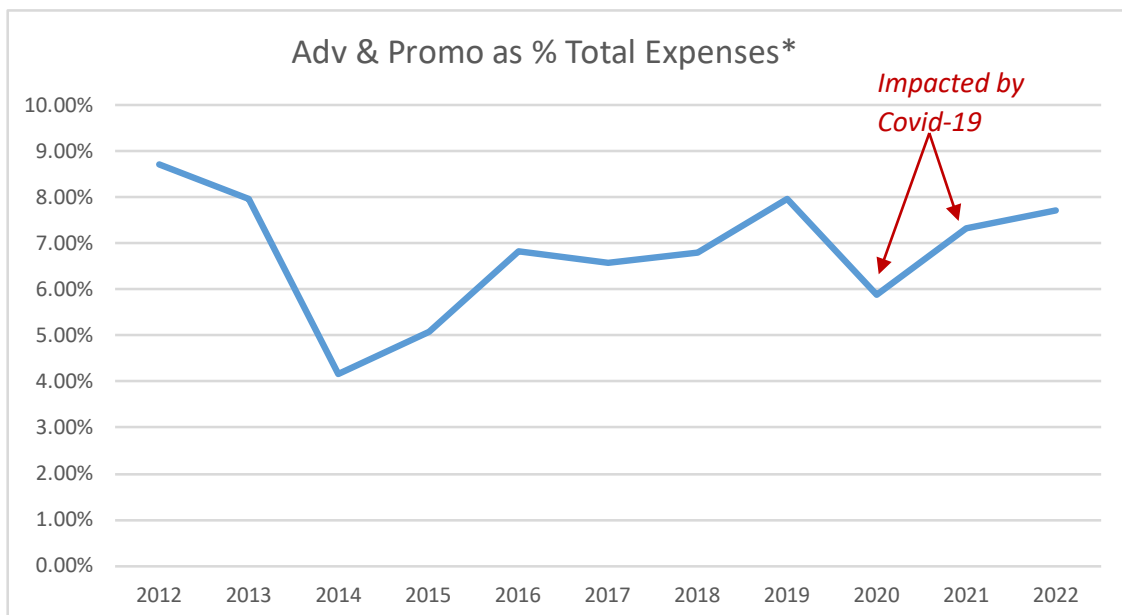


Appendices

Appendix 1: Public Relations Budget

Public Relations Budget 2021-22

Initiative:	2022 Proposed Budget	Notes:
Promotional Items	\$ 55,000	Consistent - This is staying the same as we anticipate a more "normal" 2022/2023 with events and the need for supporting promotional materials
Marketing & Advertising		
Digital Media + Traditional Media Buying	\$ 45,000	Includes TV advertising, YouTube advertising, social media targeting, google ads, google adwords etc. Increase in budget due spending needed for "most effective mediums of communication" identified in consumer study. A larger focus will be YouTube advertising to connect with our target demographics identified in the 2021 Consumer Study.
Partnerships with trusted sources - Dietitians, Influencers	\$ 20,000	This is broken out as it's own category to show the spend that we consistently have working with partners such as: Linda Hoang and Emily Mardell.
Non-Agriculture Events - Family and Consumer focused		
Non-Agriculture Events - Family and Consumer focused	\$ 15,000	Includes Stollery Teddy Bear Fun Run and Walk, Stollery Women's Network Education Events, AMA Campaigns/Events
Stampede & Aggie Days; Producer Volunteer Honorariums & AGM Draw Giveaw:	\$ 26,000	Consistent to previous years to support having producers participate in Ag education events (Amazing Ag, Ag for Life Teacher Symposium) and the Calgary Stampede
Government Relations Events/Materials (signage, giveaways, tent, etc.)	\$ 7,000	Supports typical activations and events: receptions, GR training, GR related farm, and materials for events
Food Focused Events	\$ 11,000	No longer a Taste Alberta Partner, New partnership with Alberta on the Plate
Graphic Design	\$ 12,000	Consistent - for fresh content on an ongoing basis - social and website
Videos / Photos	\$ 18,000	Increased to support video/photo content for digital media targeted advertising that connects with the "health benefits of chicken" and shows "our" farms and brings awareness to myths identified in Consumer Study
Education / Curriculum-Related Material Development	\$ 7,000	Consistent to support our Project Agriculture Program marketing to teachers and ongoing for curriculum consistency and relevancy.
Zoo Partnersip	\$ 3,000	Consistent with ACP's 10 year partnership for our exhibit at the Zoo (to end of 2029)
Proposed New Additions:		
Partnerships that highlight "Versatility and Muscle Benefits of Chicken" as identified in the 2021 consumer study; Opportunities include: Canada's National Mens Curling Team		
TOTAL	\$ 219,000	



Appendix 2: Corporate Social Responsibility (CSR) Program

Alberta Chicken Producers' Good Neighbours Program

From our families to yours, care is at the heart of what we do.



Principles Guiding the Program's Initiatives:

1. Flexible and responsive to actual needs
2. Value-chain approach: leveraging industry contributions (\$ and in-kind) to maximize impact of the Program
3. Personal touch: Seeking opportunities that involve Producers and industry partners in a hands-on and meaningful way

Program Pillars & Initiatives Supporting Each Pillar:

1. Creating Connection

Working with our value-chain partners to support farmers and agriculture communities through education, connection, and awareness.

Initiatives Include:

- Classroom Agriculture Program (in Public Relations Budget)
- Amazing Agriculture - Event (in Public Relations Budget)
- Camrose Bull Congress – Event (in Public Relations Budget)
- Calgary Stampede - Event (in Public Relations Budget)
- Aggie Days Lethbridge/Calgary - Event (in Public Relations Budget)
- Raymond Aggie Dayz - Event (in Public Relations Budget)
- Edmonton Valley Zoo Partnership – permanent Alberta chicken exhibit (in Public Relations Budget)
- Project Agriculture - collaborative Jr./Sr. High education program (in Public Relations Budget)
- UofA Rural Café and AFAC Student Sponsorship Program (\$5K in donations and sponsorship budget)
- **{NEW}** *You're never far from the farm* – Digital Campaign
- **{NEW}** AMA Backyard BBQ Partnership in support of Food Banks Alberta (\$5K in donations/sponsorship budget)
- **{NEW}** ILWG Public Trust Project (CAP funded project)

2. Building Strong, Healthy Communities

Working together with our value-chain partners to raise-up and support those in need.

Initiatives Include:

- AMA partnership supporting Food Banks Alberta (\$5K)
- Stollery Children's Hospital Partnership - event/campaigns (in Public Relations Budget)
- AgSafe Alberta (in Dues, Registrations, & Subscriptions Budget)
- **{NEW}** Do More Ag – champions the mental wellbeing of all Canadian farmers
- **{NEW}** Donation program with Food Banks Alberta (\$30K budgeted in donations / sponsorship)

3. Social Responsibility

Alberta's Chicken Producers and Staff contribute to the local community through ad-hoc volunteering efforts.

Initiatives Include:

- Producers/Directors participating in volunteer events
- Staff volunteering for the Bissell Centre (pro-bono)
- Staff volunteering at the Stollery Children's Hospital
- Charitable contributions made by Producers and Staff in their local communities

Donations & Sponsorship Budget: for 2021/22

Donation Program in partnership with Food Banks Alberta:	\$30K
AMA backyard BBQ Donation Program:	\$ 5K
UofA Rural Café and AFAC Student Sponsorship Program	\$ 5K
{NEW} Partnership with UofA/UofC to attract students to poultry industry	\$ 5K
<u>Promotional Materials and admin. support for producer-led charitable events*</u>	<u>\$ 5K</u>

TOTAL **\$50K**

*includes farm tours, local community fundraisers, etc.

Appendix 3: Strategic Investments

ACP's Budget is a reflection of ACP's Strategic Plan. The following highlights the strategic investments ACP is making to deliver on its strategic priorities and action plans. Further detail regarding these items is contained in the notes of the enclosed Budget and in ACP's Strategic Plan.

1. Building Public Trust:

- Public Relations (aka "Advertising and Promotions"):
 - events that target our key demographics,
 - strategic partnerships with retailers, dieticians and community organizations,
 - public education and development of education materials for teachers
 - partnership with the Edmonton Zoo,
 - advertising campaigns and social media
- ACP's Corporate Social Responsibility
- Program Professional Fees: ACP conducts regular Consumer Studies to guide and measure the effectiveness of our strategic marketing and communications strategy
- Diagnostic Services: supporting our commitment to best practices in animal care, food safety, flock health and management
- Research Grants: support and leverage research investments to support our commitment to best practices in animal care, food safety, flock health and management, and environmental sustainability
- Personnel: ensuring ACP has the necessary staff resources secured to deliver on our strategic actions

2. Championing a strong, effective, unified value chain:

- Professional fees:
 - Establish a long-term, sustainable pricing framework
 - facilitated "issues mapping" workshop to coordinate strategy across the value chain
 - Strategic planning; engagement with processors and AHEP
 - Consumer study presentation to producers and industry at AGM
 - Development of Bylaws for ACP
- Grower Program:
 - sharing data/information across the value chain to drive strategy (i.e. AMU, flock health, research)
- Learning & Development:
 - Producer Leadership Development Course
 - ACP is engaging Producer Representatives in ACP Committees

3. Navigating the Covid-world - *emerging stronger than ever:*

- Professional fees"
 - Western boards strategic summit to coordinate strategy across the western region
 - Development of contingency plans for the value chain
 - Development of an emergency euthanasia and disposal plan
- Grower Program & IT: integrate advanced analytic tools into market intelligence reporting

In addition to these investments, the growth of Alberta's chicken industry is slowing and returning to more moderate levels (was 4-7% in 2014-2019, now in the 2- 2.5% range for 2022-2024); and inflation is rising to 3.5%+ levels (3.7% for 2021).