



**55<sup>TH</sup> HYBRID ANNUAL GENERAL MEETING MINUTES  
HELD AT THE CAMBRIDGE HOTEL & CONVENTION CENTRE  
RED DEER, AB**

**MARCH 1, 2022 ~ 9:30 P.M.**

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**BOARD OF DIRECTORS:**

Jason Born, Chair; David Hyink, Vice-Chair, Dennis Steinwand, Henk Schuur, and Rob van Diemen

**ACP STAFF:**

Karen Kirkwood, Executive Director; Vera Ward, Karen Miller, Robert Renema, Laurie Power, Maria Leslie and Ashley Ward

**PRESENTERS:** Auditor Chris Schulte, King and Company; Executive Director Michael Laliberte and Chair Benoit Fontaine, Chicken Farmers of Canada

**MEETING AND ELECTION OVERSIGHT:** Reuben Josse, Agricultural Products Marketing Counsel; Michael Carman, Data on the Spot (DOTS)

**VIRTUAL ATTENDANCE:** 113 producers and industry members registered to attend the meeting via ZOOM; individual ZOOM links were assigned to producers as they registered.

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**1. CALL TO ORDER:**

The Chair, Jason Born called the meeting to order at 9:42 A.M.

In addition to the Board Directors and Staff present at the Cambridge, Red Deer, 113 producers and industry members registered for the virtual Annual General Meeting and a quorum for the meeting has been established.

**2. OPENING REMARKS:**

Introductory comments and virtual housekeeping procedures were reviewed to provide all meeting attendees the opportunity to be engaged in the meeting by following the processes outlined by third party service provider, Data on the Spot (DOTS). It was noted that only registered producers would have access to vote and to use the 'raise hand' function to move, second and pass non-controversial matters; and all attendees would have access to the chat to submit questions and ask to speak throughout the meeting.

**3. APPROVAL OF AGENDA:**

A request was made to share the election results in real time and noted the election process is scrutinized by Marketing Council.

**George Hofer/Henk Schuur**

***“That the agenda be approved as presented.” MC***

Producers used the ‘raise hand’ function to indicate being ‘in favour’ of the motion.

**4. APPROVAL OF March 2, 2021 GENERAL MEETING MINUTES:**

**Scott Wiens/Erwin Claassen**

***“Approve the March 2, 2021 Meeting Minutes as presented.” MC***

Producers used the ‘raise hand’ function to indicate being ‘in favour’ of the motion.

**5. APPROVAL OF March 2, 2021 PRODUCER ONLY MEETING MINUTES:**

**George Hofer/Anno Bylsma**

***“Approve the February 25, 2020 Meeting Minutes as presented.” MC***

Producers used the ‘raise hand’ function to indicate being ‘in favour’ of the motion.

**6. CHAIR’S REPORT:**

Jason Born presented his Chair’s report noting that 2020 had been a year of change with many successes and challenges. The COVID-19 pandemic brought a significant impact to the chicken industry across the country. The Board and staff adapted to the challenges and remained focused on Alberta Chicken Producers (ACP) priorities and continued building on the organization’s strong culture and foundation of good governance.

Highlights of initiatives and key areas of focus:

- The Vision, Mission and Strategic Framework were reviewed, highlighting the 3-Year Strategic Plan for 2019-2021.
- Production this year was volatile and brought many challenges; much of the Board’s time was spent responding to shifts in the market and developing and maintaining contingency plans in the event of a Covid-19 outbreak in one or more of the processing plants.
- During the pandemic, staff worked remotely and adapted and developed different ways of supporting and delivering on ACP’s strategic plan.
- Work continued with our Western counterparts to develop a set of principles to guide the negotiation of our respective provincial long-term Live Price Agreements; our Board’s goal is to deliver a fair and reasonable return on investment for producers and continued investment into the industry;
- The long-term Pricing Agreement file remains open and hard work continues to move forward; and
- A formal Corporate Social Responsibility program (ACP’s Good Neighbours Program) was developed in 2020, which includes a new partnership with Food Banks Alberta.

Meeting participants were provided an opportunity to ask questions using the 'raise hand' or 'chat' function. A request was made to circulate the Serecon Study to producers and the Board has taken the request on account.

To conclude his final report as Board Chair, Jason shared a favourite quote: *"if everyone is moving forward together, then success takes care of itself [Henry Ford]."* He thanked his fellow Board members, staff, producers, industry partners and Chicken Farmers of Canada for their commitment to the collected successes of our industry during this unprecedented year; thanking also the Western Chicken Board's Directors, Executive Directors' and Chairs' for engaging with Alberta and working so effectively together over this past year.

Producer Scott Wiens thanked Jason for his hard work and contributions to the chicken industry during his tenure with Alberta Chicken Producers.

Following the passing of two serving producers on the Board in previous years, a tribute to directors Ray Megli and Gladwin Toes took place.

## **7. 2021 ANNUAL REPORT:**

Rob van Diemen presented the 2021 Annual Report, highlighting key initiatives of the past year.

Meeting participants were provided an opportunity to ask questions using the 'raise hand' or 'chat' function.

Using the 'raised hand' function;

**Henk Schuur/Erwin Claassen**

***"Accept the 2021 Annual Report as presented."* MC**

Producers used the 'raise hand' function to indicate being 'in favour' of the motion.

## **8. AUDITED FINANCIAL STATEMENT**

As Chair of the Finance Committee, Dennis Steinwand introduced Chris Schulte, Auditor representing King and Co who was in attendance at the meeting. Chris spoke briefly about the tools and processes used during the audit process in accordance with the Canadian standards of Not-for-Profit organizations. Duration of the Audit procedures and compliance occurs within a week timeframe.

The auditor expressed a clean opinion on this year's financial statements which gives the members assurance that the Financial Statements fairly represent the financial position of Alberta Chicken Producers (ACP) as at November 30, 2021.

Dennis Steinwand presented the Audited Financial Statement for fiscal year 2020/2021. Producers were invited to follow along by referencing the Financial Statement located in the back cover jacket of the 2021 Annual Report. He reviewed the Statement of Operations (Revenue and Operating Expenses), Net Income, Statement of Cash Flow, and concluded with the Notes to the Financial Statements.

Using the 'raised hand' function;

**Ross Bezovie/Bruce Baerg**

***"Approve the Audited Financial Statement as presented." MC***

Producers used the 'raise hand' function to indicate being 'in favour' of the motion.

This past year, a surplus of funds were noted and producers were informed they are eligible to receive a portion of a refund of \$228,100; payments are expected to be made in April/May, 2022.

Chris Schulte left the meeting.

**8. APPOINTMENT OF AUDITOR:**

Wes Nanninga provided background on King and Co.; initially appointed as ACP's Auditor in 2013, they have provided prudent Audit services to Alberta Chicken Producers for the past eight years.

Using the 'raised hand' function for those attending virtually;

**Scott Wiens/Christian Guenter**

***"Appoint Auditor King and Company as Alberta Chicken Producers Auditor to perform the 2022/2023 Audit." MC***

Producers used the 'raise hand' function to indicate being 'in favour' of the motion.

**9. CHICKEN FARMERS OF CANADA (CFC):**

Dennis Steinwand, CFC Director; Benoit Fontaine, CFC Chair; Michael Laliberte, CFC Executive Director brought greetings and updates from CFC.

Benoit Fontaine provided greetings on behalf of CFC:

Topics highlighted included:

- To build trust, our story needs to be told across the value chain, government and customers
- 96% of consumers want to purchase Canadian food from Canadian farms
- Experienced ever-changing dynamics during the pandemic and adapted accordingly
- Continue to deliver on strategic priorities and continue with the momentum
- CFC pushed for long campaign for Canadian poultry and egg sectors
- Successful with creating consumer relationships
- Public Relations and Branding Strategy file continues to gain momentum
- The Federal investment program for poultry investment on farm program is in place to offset improvement funds and all must register to access funding
- Carbon footprint is lowered by 37%; Water consumption is lower by 45%; our sector is the lowest; sustainability is a focus going forward
- Allocation, production, demand has increased in 2021; prediction numbers rose 1.6% over 2019 with allocation being set according to demand
- Chicken continues to be Canada's preferred protein choice and the message of a healthy choice is resonating with consumers
- 2021 was an important chapter in Canada's success story!

CFC relayed their thanks to Alberta's CFC Director Dennis Steinwand for his sound governance knowledge, CFC Alternate Director Rob van Diemen and Executive Director Karen Kirkwood for their invaluable contributions to CFC. In closing, CFC is grateful to Jason Born for his strong passionate leadership and knowledge shared nationally.

Dennis reiterated the importance and encouraged producers to register for the funding available to them.

Michael Laliberte, Executive Director and a 31-year employee of CFC provided greetings on behalf of CFC:

- Collaborating with each other has worked well over the course of the pandemic and much better to meet in person
- Meaningful collaboration is important across the value chain
- Strive to provide the trusted source of protein to consumers
- Moving from 5 to a 3 year Strategic Plan
- Avian Influenza continues to be an issue and Biosecurity risks are always there - Be ever vigilant; the On-Farm Food Safety Program (OFFSP) is a renowned program proven to provide results
- Lots of misguided information about plant-based products and CFC is committed to ensure the messaging is accurately communicated
- Always be ready to adapt to the ever-changing world with the tools available to you to make informed choices

Michael expressed his appreciation for Alberta placing trust in CFC and continue earning it every day.

Maryse Dube, Council member from Farm Products Council of Canada joined the meeting virtually. She brought a message of Council's latest activities:

- Overview of the Roles and responsibilities of Council; oversee the operations of the four supply management sectors to ensure that the governance and regulatory framework are followed in order to promote a strong and competitive production in a marketing industry in line with consumer demands.
- Mandate is to consider and improve all amendments, through a rigorous process, to quota regulation as requested by the national agencies.
- Complaint bylaws have recently been amended and are found on their website.
- Celebrating 50<sup>th</sup> Anniversary at different intervals throughout the year.

The meeting was adjourned for lunch; David Hyink blessed the food with Grace.

Meeting was reconvened at 12:45 pm.

Alberta Hatching Egg Producers joined the meeting to be part of Nick Black's Presentation.

#### **10. KEYNOTE SPEAKER: Nick Black, Intensions Consulting Alberta Consumer Study**

Nick Black of Intensions Consulting shared a PowerPoint presentation. His expertise is in market research and market psychology conducted through surveys with many clients globally. He shared a broad range of data collected on chicken consumption and rationale on why it continues to grow throughout the province. Following the presentation, producers were engaged in a questions and answer period.

A 10-minute break took place to prepare for the elections.

## 11. ELECTIONS:

### a. Board Director (1 positions)

Serving as Returning Officer, Karen Kirkwood, provided information on the election process and how to proceed if someone contests an election in this Hybrid format. It was noted Reuben Joesse, Marketing Council Staff, is serving as scrutineer for the election.

Data on the Spot Inc. reviewed details on *How to Vote* credentials. A test vote was conducted prior to real time elections.

Karen stated one vacancy on the Board is available for election for a three-year term.

(1) Jason Born completed his third consecutive three-year term, nine years in total; and is required to step down from the board.

The *Board Director - Roles and Responsibilities* and *Eligibility* were reviewed.

Karen noted that two endorsed nomination forms were received in advance of the meeting. Candidates are producers Ross Bezovie & Jeff Kamlah.

The floor was opened for any further nominations for the Board of Director position.

Following three calls for nominations from the floor, no further nominations were received.

Using the 'raised hand' function;

**Trent Sundgaard/Henk Schuur**

**"Cease nominations from the floor." MC**

Producers used the 'raise hand' function to indicate being 'in favour' of the motion.

Both Ross Bezovie and Jeff Kamlah provided an address to producers members and thanked them for their support.

Voting took place. Congratulations were extended to **Ross Bezovie** as declared elected by acclamation for a three-year term.

### b. Producer Representatives

The Chief Electoral Officer (CEO) Karen Kirkwood reviewed the *Producer Representative Roles and Responsibilities* and term(s) for this position. The floor was open for nominations for each of the four regions presented for 2022/2023. It was noted if the vacancy is not filled at the election the Board will appoint a representative.

The Returning Officer noted two endorsed nomination forms were received in accordance with ACP's Policy and in advance of the meeting.

The floor was opened for any further nominations.

**(1) LEDUC NORTH (LN)**

A nomination was received from Tara deVries in advance of the Annual General Meeting. A call for nominations from the floor was announced. Following three calls for nominations from the floor, no further nominations were received.

Using the 'raised hand' function;

**Jason Born/Byron Ference**

***"Cease nominations from the floor." MC***

Producers used the 'raise hand' function to indicate being 'in favour' of the motion.

Congratulations were extended to Tara deVries as declared elected by acclamation as Producer Representative for LEDUC NORTH; Tara has served as Producer Representative since March 2020.

**(2) LACOMBE TO LEDUC (LL)**

A call for nominations from the floor was announced. Following three calls for nominations from the floor, one nomination was received.

**Rob Lindstrom/David Hyink**

***"Nominate Adrian Tobler as Producer Representative for the Lacombe to Leduc Region." MC***

Using the 'raised hand' function;

**George Hofer/Martin van Diemen**

***"Cease nominations from the floor." MC***

Producers used the 'raise hand' function to indicate being 'in favour' of the motion.

Congratulations were extended to Adrian Tobler as declared elected as Producer Representative for LACOMBE to LEDUC. This is Adrian's first year as Producers Representative.

**(3) CALGARY TO LACOMBE (CL)**

A call for nominations from the floor was announced. Following three calls for nominations from the floor, one nomination was received.

**Steve Friesen/Henk Schuur**

***"Nominate Bruce Baerg as Producer Representative for the Calgary to Lacombe Region." MC***

Using the 'raised hand' function;

**Samuel Guenter/George Hofer**

***"Cease nominations from the floor." MC***

Producers used the 'raise hand' function to indicate being 'in favour' of the motion.

Congratulations were extended to Bruce Baerg as declared elected as Producer Representative for CALGARY to LACOMBE. This is Bruce's first year as Producers Representative.

#### **(4) CALGARY SOUTH (CS)**

A nomination was received from Erwin Claasson in advance of the Annual General Meeting. A call for nominations from the floor was announced. Following three calls for nominations from the floor, no further nominations were received.

Using the 'raised hand' function;

**David Hyink/Steven Friesen**

***"Cease nominations from the floor."*** MC

Producers used the 'raise hand' function to indicate being 'in favour' of the motion.

Congratulations were extended to Erwin Claasson as declared elected by acclamation as Producer Representative for CALGARY SOUTH. This is Erwin's first year as Producers Representative.

Chief Electoral Officer Karen Kirkwood and Chair Jason Born, extended congratulations to the elected Directors and Producer Representatives for the 2022/2023 year.

Thanks were conveyed to George Hofer, Arjan Spelt, and Samuel Guenter for serving their Region over the past three years.

#### **12. TRIBUTES – Jason Born – Retires after Nine Years of Service:**

Directors David Hyink, Dennis Steinwand and Karen Kirkwood recognized Jason by sharing their reflections of working with Jason during his tenure and thanked him for his valuable contributions to the industry; a slide presentation continuously rolled in the background during Jason's tribute.

Jeff Notenbomer, Chair of Alberta Hatching Egg Producers shared his tribute to Jason with heartfelt thanks for his nine years on the ACP Board.

#### **12. OTHER BUSINESS:**

Comments received:

- (1) Carefully reconsider levy refunds; the process costs money; suggestion was taken under advisement to be discussed by the new Board.
- (2) Questioning the import shortage of eggs and impending growth challenges in the future
- (3) Feedback was provided to close the gap and reflect in chick price of 2 cents to live price.

#### **13. ADJOURNMENT**

**Wes Nanninga/George Hofer**

***"The meeting be adjourned at 3:25 pm."*** MC

Producers used the 'raise hand' function to indicate being 'in favour' of the motion.

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David Hyink, Chair

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Karen Kirkwood, Executive Director



February 28, 2023

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Date Approved

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