

**ALP Board Conference Call Minutes:  
January 28, 2025**

In attendance: Jordan Allen, Adam French, Darlene Hawco, Olivia Blum, Martin Winchell, Alison Neale, Richard van Driesten, Jolene Airth

Absent: Richard Boscher

Guest Presentation: Matthew Rowe, Executive Director - Campaign for Wool Canada

-CFW was created over 15 years ago by King Charles and launched in Canada in 2014 in Nova Scotia

-focus on consumer education

-drives Canadian wool industry

-shared 2024 Annual Report from CFW

-thanked ALP for their continued sponsorship

-Alberta producers have used the most point of sale kits offered to producers from CFW

-investing directly into industry supporting innovative ideas with an inaugural 2024 Canadian Wool innovation prize

-presented CFW priorities for 2025

-hoping to host a national wool conference in November at the Royal Winter Fair

Jordan Allen called the meeting to order at 7:29pm confirming quorum was met with 6 directors in attendance as per ALP policy 4.1.5.

1. Adam motioned to approve the January 28, 2025, agenda, seconded by Alison. All in favor. Motion carried.
2. Adam motioned to approval the January 14, 2024, Meeting Minutes, as circulated, seconded by Olivia. All in favor. Motion carried.
3. Office & Financial Update
  - a. Report from the Executive Director was circulated.
4. Old Business:
  - a. Action Item Follow up to Resolution 1- lower shipping rate with CCWG. ALP sent a letter to inquire if there is any option to lower the shipping rate with CCWG. The board discussed that it could be beneficial to suggest CCWG continues to attend industry events to sell tags and other products, noting that CCWG did attend the 2024 ALP AGM to do so, with low tag sales occurring.  
  
**Action Item: Chair to follow up with CCWG to suggest the above as a positive opportunity for both.**
5. New Business
  - a. Director in Training Appointment- As per ALP Policy 2, Oliva appointed Richard van Driesten as a director in training for the 2024-2025 year, all in favor, the chair welcomed Richard to the board.

- b. CSF AGM debrief- 3 directors and one staff attended the CSF AGM via Zoom on January 17, and the board reviewed the documents and discussion shared at the meeting.
  - c. Westfine Meats Producer meeting was reviewed, positive comments were shared from the president of Westfine about the direction ALP is taking.
  - d. AG Minister Meeting Review -Jordan and Jolene met with Minister Sigurdson and will submit an article to the ALP Spring N'ewesletter.
  - e. RDAR AGM and Research Showcase review- see Executive director report, this was an excellent opportunity to network with the researchers ALP collaborates with and meet other potential colleagues. ALP was recognized on several research projects that were showcased.
  - f. Southern AB Sheep Producers Guild Event February 17- Richard van Driesten will attend on behalf of ALP.
  - g. 2025 AGM Planning- deferred to February in person meeting
6. Producer Feedback  
*\*Directors write notes/comments in the database every time they speak to a producer.*

**Action: ED to send new check-off request producer details to Marty, and he will call the producer to follow up.**

**Industry Events:**

Stockmen's Bunkhouse Bonanza Jan 31 - Feb 1, Cochrane: Jordan & Alison  
Manitoba Sheep Association AGM February 8 virtual  
Southern Alberta Sheep Producers Guild - Richard van Driesten  
Mountain View Aggie Days– May 23-24, Carstairs Jordan

- 7. In camera at 8:32, out of camera at 8:33.
- 8. Motion to Adjourn at 8:33 by Adam.

Next director meeting February 7 & 8, in person  
Agriculture Centre  
97 East Lake Ramp NE  
Alberta Sheep Centre  
Airdrie, Alberta