



Alberta Beekeepers Commission

Strategic Plan 2021 – 2024

Building a strong Alberta beekeeping industry:

Thriving through sustainability and awareness.



Strategy 1: Stability and innovation through research and relationships

FOCUS: Hive Health

Objectives:

1. Through the Alberta Tech Team, continue to focus on hive health through producer relationships and information dissemination.
2. Strategic Partnerships to leverage funding and applied research.

FOCUS: Pollination

Objectives:

1. Build understanding of pollinator requirements with agricultural partners.

FOCUS: Maintain and enhance existing markets for bee stock and pollination

Objectives:

1. Support and ensure sustainable bee stock for Alberta producers.

Strategy 2: Promotion and education to increase honey consumption and awareness of beekeeping benefits.

FOCUS: Promote Honey Consumption

Objectives:

1. Position Alberta honey as safe, pure, distinctive, and healthy.
2. Build public trust in the Alberta beekeeping and honey industry.
3. Increase use of honey and hive products through education and promotion of new products.

FOCUS: Expand market opportunities for Alberta honey and hive products

Objectives:

1. Expand market access to other provinces and countries.



Strategy 3: Effective Stakeholder Relationships and Value for ABC Eligible Producers

FOCUS: Active Industry Advocacy

Objectives:

1. Keep the Commission board and producers up to date on policy/regulatory/ legislative changes which will impact the organization and/or producers.
2. Collaborate with agricultural sector partners to keep government and other stakeholders/partners informed about cross-sector issues.
3. Building Relationships to develop and enhance skills development.

FOCUS: Communication and Education for Beekeepers

Objectives:

1. Develop and implement initiatives and programs for Alberta beekeepers to provide current information on programs and regulations that impact their business.
2. Use communications tools to provide timely information to beekeepers/farm employees.

FOCUS: Effective Administration and Governance

Objectives:

1. On behalf of all eligible producers, ABC carries out its duties and the financial management of the commission at a high level of excellence and transparency, following good financial practices.
2. ABC Board and staff adhere to good governance principles and practice.



Appendix A: The Role of Industry Association Directors

The role of an industry association board of directors is:

1. **Duty of Care:** essentially the duty to exercise prudence when making decisions. The decisions a board makes are on behalf of the members who have entrusted them to make decisions. The duty of care is not a reason to avoid making decisions or to be forward looking. It does require that the decisions are backed up by logic, data, transparency and thoughtful consideration of risks and rewards.
2. **Duty of Loyalty:** essentially the duty to not use the knowledge gained by serving on the board to enrich you, your business or your employer. Another way to look at this: which “hat” are you wearing during a board meeting – when engaged in association business, directors are required to wear the “director hat” and put the greater good before your personal interests. This is the definition of leadership, and for directors, is required. This means that occasionally you may need to make a decision for the good of the association or the industry that is detrimental to you or your organization.
3. **The Duty of Obedience:** essentially the requirement to act in a manner consistent with the organization’s articles of association, bylaws or other governing documents, as well as applicable laws and regulations.