



STRATEGIC PLAN 2019-2025

Table of Contents

Vision..... 2

Mission 2

Guiding Principles 2

Strategic Priorities..... 3

Vision

We envision a vibrant, healthy, and growing Alberta beekeeping industry. We will achieve this through: Innovation, Education, Collaboration, and Research.

Mission

To develop and implement initiatives, and provide tools supporting Alberta Beekeepers, which improve the health of honeybee colonies, promote the quality of our products and services, and expand partnerships, markets and opportunities.

Guiding Principles

The Alberta Beekeepers Commission:

- Commits to accountability and transparency to eligible producers
- Supports good stewardship, science-based innovation and research
- Works in the best interest of Alberta beekeepers

Strategic Priorities

1

Research

Focus area 1 Hive Health

- *Invest in strategic research targeted at improving hive health & bee husbandry*
- *Develop strategic partnerships to leverage research and funding*
- *Work with partners to develop and enhance monitoring and surveillance programs*

Focus Area 2 Honey

- *Alberta honey is viewed by consumers, stakeholders and partners as safe, pure and healthy*
- *Food safety and traceability*
- *Increase utilization of honey through the development of new products*
- *Increase the consumption and sales of honey in Alberta and Canada*

Focus Area 3 Pollination

- *Management of the factors that influence pollination including; parasites, diseases and nutrition*
- *Improve the sustainability of bees as pollinators in agricultural ecosystems*

2

Market Development, Promotion and Education

Focus Area 1 Maintain and enhance existing markets for honey, bee stock and pollination

- *Leverage government programs (CAP), provincial and federal resources to maintain, enhance and open new markets for Alberta Honey*
- *Lobby CHC & CFIA to conduct a pilot trial to bring bee stock in from the US*
- *ABC work with the NBDC to implement a standard testing procedure to determine the quality of queens (sperm count/ sperm viability/ other?) imported into Alberta.*

Focus Area 2 Promotion

- *Development of promotional materials to promote the beekeeping, honey and pollination industries and their benefits*

- *Promote the value of honey bees, beekeeping, honey and pollination to other agricultural & agri-food sectors*
- *Utilization of social media tools to promote honey, beekeeping and pollination*
- *Promote responsible beekeeping*

Focus Area 3 Education

- *Development materials and activities for the public, stakeholder, and partner increasing awareness and understanding of Alberta's beekeeping, honey and pollinations industries*
- *Responsible beekeeping*
- *Work with colleges, universities and schools to increase awareness and develop capacity and understanding of beekeeping in Alberta*

3

Producer Relations and Extension

Focus Area 1 Information & Programs

- *Develop and implement initiatives and program ensuring Alberta beekeepers have the most up to date information on the programs and regulations that affect their businesses:*
 - *Food Safety*
 - *APP*
 - *OH & S*
 - *Labour*
 - *Bio-Security*
- *Utilize the ABC website, Bee News and digital communication tools to provide timely information to Alberta Beekeepers*

Focus Area 2 Extension & Training

- *Convention, IPM and SAB*
- *Establish an Alberta Tech Team*

Focus Area 3 Partnerships

- *Maintain and promote relationships with seed companies*
- *Develop networks and partnerships that benefit the growth and sustainability of the Alberta beekeeping industry – colleges, crops etc...*
- *Work with other ag organizations such as AFPA, AgSafe, CAHRC... etc to support producers*

4

Government Relations and Industry Affairs

Focus Area 1 Communication

- *Develop communication strategies to continually maintain and enhance the value and importance of Alberta's beekeeping industry*
- *Work with the Crop Sector Working group to communicate on areas of cross sector importance*

Focus Area 2 Advocacy

- *Continuously advocate for the reduction of/streamlining of the regulatory hurdles that negatively impact the beekeeping, honey and pollination industries*
- *Work with other ag sectors on policy/position to inform governments at all levels*

5

Governance and Finance

Focus Area 1 Administration

- *ABC, on behalf of all its eligible producers carries out the administration of its duties at a high level of excellence*

Focus Area 2 Governance

- *ABC board adheres to good governance principles and practice*

Focus Area 3 Finance

- *Commission Board and Staff care out the financial management and oversight of the Commission's assets in a transparent and conscientious manner, following good financial practices*