



ALBERTA  
**BEEKEEPERS**  
COMMISSION

# 3 YEAR STRATEGIC PLAN 2024 – 2026

## MISSION

CREATING AN  
**ENVIRONMENT**  
WHERE **BEES** AND  
THEIR **KEEPERS**  
**THRIVE.**



## VISION

A **VIBRANT,**  
**HEALTHY,** AND  
**GROWING** ALBERTA  
BEEKEEPING AND  
**HONEY INDUSTRY**

## ABC STRATEGIC PRIORITIES

### BEE AND HIVE HEALTH

ABC will enhance the health, sustainability, and success of Alberta's beekeepers and honey bees through:

- Reducing overwintering losses through the delivery of Colony Health Monitoring services
- Investing in miticide research initiatives
- Providing industry and research backed Integrated Pest Management tools, techniques, and education.
- Advancing honey bee stock improvement initiatives.

### MARKET POSITION AND PROFILE

ABC will elevate the value of pure Alberta honey through:

- Engaging key stakeholders to build strong, collaborative relationships
- Developing a robust Canadian honey quality, authenticity, and testing standard
- Enhancing market recognition and consumer trust through compelling story telling.



### MARKET UNCERTAINTY

ABC will actively monitor and respond to external factors that influence the success of Alberta beekeepers through:

- Identifying key issues and leveraging ABC's advocacy role to drive meaningful change
- Conducting research on the Canadian honey trade balance to inform strategic decisions
- Developing beekeeper-specific Business Risk Management (BRM) tools tailored to support resilience and sustainability.

# GOALS

Be a **valuable resource** to Alberta producers and industry partners, and a recognized leader and innovator within the Canadian industry.

**Sustainably** grow the local, national and international markets served by Alberta producers.

Ensure the value chain considers all **essential elements** for industry **success**, and that all participants are inclusively **engaged** and proudly contributing.

Champion a culture of **continuous improvement** and meaningful **collaboration** with partners and stakeholders to encourage best practices across the value chain.

Build strong industry **partnerships** that producers can **leverage** to navigate challenges and capitalize on opportunities.

## ABC'S VALUES

- ◆ OPERATIONAL EXCELLENCE
- ◆ EXPANDING KNOWLEDGE
- ◆ INCLUSIVE PERSPECTIVES
- ◆ INTEGRITY
- ◆ CONTINUOUS IMPROVEMENT
- ◆ PARTNERSHIPS



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ALBERTA BEEKEEPERS COMMISSION  
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