

STRATEGIC PLAN 2026 – 2028

MISSION

TO SERVE AS THE **TRUSTED VOICE** OF ALBERTA'S BEEKEEPING INDUSTRY THROUGH **EFFECTIVE ADVOCACY**, **ADVANCING** INNOVATIVE APPLIED RESEARCH, AND **FOSTERING** COLLABORATIVE PARTNERSHIPS THAT **SUSTAIN** A THRIVING AGRICULTURAL INDUSTRY.

VISION

**HEALTHY BEES;
THRIVING
INDUSTRY**



ABC STRATEGIC PRIORITIES

BEE HEALTH – RESILIENT & PRODUCTIVE BEES

- Development of a communication strategy for Alberta commercial beekeepers and hobbyists.
- Development of a financially sustainable industry-driven research and technology transfer strategy for ABC.
- Development of a financially sustainable, industry-driven Tech Team Program with a minimum enrolment of 50% of hives in Alberta.

HONEY INTEGRITY & PROMOTION

- Development and initial roll-out of the Honey Code of Practice initiative.
- Development of key outcomes and targets for the Honey Code of Practice with full support from key identified stakeholders.
- Development of a public awareness strategy on imported vs. domestic honey.



VALUES

ALBERTA BEEKEEPERS COMMISSION IS GUIDED BY THE FOLLOWING VALUES:

◆ BEE HEALTH FIRST

We recognize that healthy bees are foundational to the sustainable production of food.

◆ EVIDENCE-DRIVEN

We use science and practical application to inform action.

◆ MEMBER-FOCUSED

We actively engage with our members and are committed to doing what is best for the industry as a whole.

◆ STRONGER TOGETHER

We achieve greater shared outcomes for beekeepers and the broader agriculture industry when we are committed to find common ground and understanding.



ADVOCACY & COLLABORATIVE RELATIONSHIP BUILDING

- ◆ Development of a federal, provincial and municipal government advocacy strategy that focuses on ensuring policies and programs reflect the operational realities of Alberta's commercial beekeeping industry.
- ◆ Development of a plan to make Honey on the Hill a successful advocacy initiative with clear metrics.
- ◆ Implementation of ABC's Stakeholder Engagement Plan to focus specifically on:
 - ◆ Building an effective working relationship with Canadian Food Inspection Agency
 - ◆ Building a strategy to improve ABC's relationship with Canadian Honey Council
 - ◆ Continued focus on member engagement to ensure maximum member participation in ABC events and programs



ALBERTA
BEEKEEPERS
COMMISSION



ALBERTA BEEKEEPERS COMMISSION
TECHTRANSFER
PROGRAM

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