

BC Milk Marketing Board (BCMMB) 2016-2020 Strategic Plan Summary

Purpose	<i>Manages the supply of milk to ensure sufficient milk production to meet consumer demand</i>	Vision	<i>A Dynamic, Responsive, Sustainable and consumer focused Dairy Industry in BC</i>
Values	<i>Integrity Impartial and Independent Transparency Equitable Responsive Accountable</i>	Mission	<i>To enhance the vitality of the whole BC dairy industry through a culture of sound governance</i>
GOALS, STRATEGIES, AND EXPECTED OUTCOMES			
PILLAR - MILK SUPPLY			
Goal 1	<i>Provide Effective & Efficient Quota Management Policy and Address the Future Consolidation of Farming</i>		
<i>Strategies</i>	<ul style="list-style-type: none"> *Assess BCMMB Quota Policy for changes in future consolidation of farms *Provide "Renewal" Growth opportunities and assess GEP opportunities * Evaluate a Renewal Policy to support new producers and/or capital investments * Develop Corporate Family Farm Policy and evaluate the need for partnership agreements with CSRs. * Review mechanisms for quota exchange management 		
<i>Outcomes</i>	<ul style="list-style-type: none"> 1a. Enabled the foundation of milk supply with efficient operations and adequate Quota on the exchange. 1b. Developed a Renewal Policy to support sustained farming & industry growth 1c. Consolidation of industry in a balanced, effective approach 		
Goal 2	<i>Effectively Manage Supply Management Risks through National Pool Negotiations</i>		
<i>Strategies</i>	<ul style="list-style-type: none"> *Negotiate National and WMP governance options * Strategically engage P10/DFC New Market Environment negotiations * Review the WMP harmonized policies (eg. PLR) 		
<i>Outcomes</i>	<ul style="list-style-type: none"> 2a. Ensured a strong representation for BC position in the P10/DFC negotiations 2b. Harmonized WMP policies where appropriate 		
PILLAR - GROWTH THROUGH INNOVATION & RENEWAL			
Goal 3	<i>Provide Policies for Producers and Processors Growth and Innovation in BC</i>		
<i>Strategies</i>	<ul style="list-style-type: none"> *Enable and Maximize Innovation Policy * Develop Direction and Policy for Export Trade Opportunities * Evaluate Organic Policy to assess forecast by market growth vs processor orders * Meet Consumer demand for Life-Style milk (eg. Grass-fed milk) 		
<i>Outcomes</i>	<ul style="list-style-type: none"> 3a. Diversified products produced in BC for consumer demand 3b. Increased Processing in BC and WMP 3c. Sustained Innovation and growth in the industry 3d. Equitable allocation to processors 		
Goal 4	<i>Maintain high quality milk to meet the Consumer demands</i>		
<i>Strategies</i>	<ul style="list-style-type: none"> *Ensure the integrity of the Dairy Industry and quality products through proAction program and the Milk Industry Act requirements 		
<i>Outcomes</i>	<ul style="list-style-type: none"> 4a. Achieved proAction compliance 4b. Reduced inhibitor infractions 4c. Enhanced Quality of Milk; Production; and Transportation 4d. Reviewed and adjusted to changes in Ministry and future systems 		
PILLAR - SOUND FISCAL ADMINISTRATION & MANAGEMENT			
Goal 5	<i>Maintain Sound Financial and Administrative Management</i>		
<i>Strategies</i>	<ul style="list-style-type: none"> *Ensure a Culture of Sound Governance * New IT system by March 2016 & completed by July 2016 for improved efficiency and risk management 		
<i>Outcomes</i>	<ul style="list-style-type: none"> 6a. Full Compliance with all legal requirements 6b. Updated IT systems and infrastructure 6c. Assessed value of CAFL ownership and Board investment 		
Goal 6	<i>Effective Strategic Direction and Optimize BC Boards effectiveness</i>		
<i>Strategies</i>	<ul style="list-style-type: none"> *Ensure a Team-based Culture *Provide Strategic Direction & Plan * Evaluate Options for improved efficiency and effectiveness of producer and regulatory Boards 		
<i>Outcomes</i>	<ul style="list-style-type: none"> 7a. Maintained a respectful, positive working environment 7b. Enhanced BCDA and BCMMB Boards efficiency and effective collaboration 		
PILLAR - EFFECTIVE COMMUNICATION			
Goal 7	<i>Effective Policy Communication & Industry Relations</i>		
<i>Strategies</i>	<ul style="list-style-type: none"> *Ensure accountability and principle-based approach to regulatory policy development (SAFETI) *Communicate effectively with BCFIRB and key stakeholders (Processors, etc.) * Collaborative Initiatives with BCDA such as proAction implementation 		
<i>Outcomes</i>	<ul style="list-style-type: none"> 8a. Informed and engaged producers and processors 8b. Effective Board Advisory committees 8c. Stakeholder confidence in BC Milk Supply Management 		