

# NOTICE TO PRODUCERS

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## ■ B.C. MILK MARKETING BOARD ■

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**January 11, 2011**

### Policy Changes

#### **Incentive Days**

The Board has reviewed the production and quota projections for the winter/ spring months for 2011. The current projections show that we are expecting lower than usual production during the winter months. The Board has determined that the following incentive days are required to encourage additional production:

- January 2011            1 Production Day
- February 2011        2 Production Days
- March 2011            1 Production Day

*An incentive day allows the producer to ship one additional day of production for the given month as long as they have shipped at least 100% of that month's daily quota, for example:*

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| <ul style="list-style-type: none"><li>• Daily Quota (CDQ) = 100 kgs per day</li><li>• 30 shipping days for the month = 3,000 kgs of quota for the month (30 x 100 kgs)</li><li>• 2 incentive days = 200 kgs for the month (2 x 100 kgs)</li><li>• Total possible in-quota production = 3,200 kgs before using any upper limit credits</li></ul> |
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*Producers who ship below 3,000 kgs in this example would not be eligible for any of the incentive days.*

#### **Over Quota Production Policy**

The Board has suspended the 50% over quota penalty policy for the effective period of January 1 – March 31, 2011. If any producers are in an over quota position they will continue to receive zero pay but will not be charged the 50% blend penalty.

**If you have any questions regarding this policy, please contact Melanie Lantz at 604-302-8835 or at [mlantz@milk-bc.com](mailto:mlantz@milk-bc.com)**