

# BC Milk Marketing Board (BCMMLB)

## 2016-2020 Strategic Plan Summary

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