



April 25, 2018

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DELIVERED BY E-MAIL

Jim Collins, Chair
BC Broiler Hatching Egg Commission

Robin Smith, Chair
BC Chicken Marketing Board

Gunta Vitins, Chair
BC Egg Marketing Board

Kevin Klippenstein, Chair
BC Turkey Marketing Board

Ben Janzen, Chair
BC Milk Marketing Board

Jack Brown, Chair
BC Cranberry Marketing Commission

Bert van Daltsen, Chair
BC Hog Marketing Commission

Debbie Etsel, Chair
BC Vegetable Marketing Commission

Dear Chairs:

PUBLIC ACCOUNTABILITY AND REPORTING PROJECT – DRAFT MEASURES FOR REVIEW AND DISCUSSION

Further to my letters of March 12, 2018¹ and April 17, 2018², please find attached the draft measures for governance and quota management and movement, along with a framework for the development of industry performance targets.

Good governance and informed, strategic decision making are essential elements for commodity boards and BCFIRB, in order to deliver sound marketing policy. In relation, BCFIRB's recent February 2, 2018 supervisory decision – Quota Assessment Tools Supervisory Review – requires supply-managed boards to collect and report objective quota management and movement data to evaluate and demonstrate rules and policies continue to fulfill sound marketing policy.

¹ 2018 March 12. BCFIRB. [Public Accountability and Reporting Project – Draft Terms of Reference For Review and Comment.](#)

² 2018 April 17. BCFIRB. [Public Accountability and Reporting Project – Final Terms of Reference and List of Project Contacts.](#)

**British Columbia
Farm Industry Review Board**

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I understand that there are questions as to the relationship between industry performance targets and the strategic plans you currently have in place. The development of industry performance targets for annual reporting to BCFIRB is not intended to replace these existing strategic plans. I look forward to discussing the framework, draft targets and integration with your existing strategic plans with your project team leads over the next few months.

Next Steps

Per the project timeline set out in the final Terms of Reference, boards and commissions are asked to provide the following **by May 25, 2018**:

1. Draft industry performance targets based on the attached framework.
2. Feedback on the draft governance and quota measures.

As you work on your draft performance targets and review the draft governance and quota measures, the BCFIRB project team is available to discuss issues or questions with your team leads. Once we receive your draft targets and feedback, we will work with you to set up individual or joint meetings as needed to review, discuss and finalize the targets and measures in June/July.

Thank you for your continued assistance.



Al Sakalauskas
Board Member

Attachments

- Draft Governance Measures
- Draft Quota Management and Movement Measures
- Draft Industry Performance Target Framework

cc: All EDs/GMs Commodity Boards and Commissions

Wes Shoemaker, Deputy Minister
Ministry of Agriculture

James Mack, Assistant Deputy Minister
Ministry of Agriculture

BCFIRB website