



September 18, 2017

Mr. John Les, Chair  
BC Farm Industry Review Board  
780 Blanshard Street  
Victoria, BC  
Via email: [firb@gov.bc.ca](mailto:firb@gov.bc.ca)

Dear Mr. Les:

### **BC Milk Marketing Board Quota Tools Assessment Review**

BC Dairy Association (BC Dairy) represents the 485 licensed dairy producers of British Columbia. We are writing to affirm our support for the BC Milk Marketing Board Quota Tools Assessment Review (QTAR) Final Submission Paper (the Review), prepared June 30, 2017.

As you know, the Review included a thorough consultation process involving producers, processors, lenders and other industry stakeholders. The Review is drafted, unlike the current policy, under FIRB's SAFETI framework.

A careful reading of BC Dairy's own submission will reveal that the Review did not agree with our position in all areas. Nevertheless, the Review was responsive to the key themes consistently expressed by the range of stakeholders. We believe the Review presents a sound solution to ensuring that milk can get to market efficiently in the modern, dynamic environment. This is consistent with the needs of all participants in dairy markets including consumers.

We encourage all members of the FIRB to approach the Review's ideas openly, mindful of the needs of orderly dairy markets and the participants in our industry. Given the extensive nature of the consultations and the expertise and commitment of BCMMB in preparing the Review, it is extraordinarily unlikely that contemplation of new ideas will result in a superior outcome. Indeed, we fear the opposite. Further, a rapid conclusion to this process is desirable to reduce uncertainty, allowing producers to transfer quota in a stable policy environment.

We certainly know current policy does not serve the industry's interests and has many consequences, detrimental to the management of our milk supply. A solution is needed. A solution is needed now. The FIRB has a solution in hand.

We urge the members of the FIRB to advance the Review as soon as possible.

Sincerely,

David Taylor  
Chair, BC Dairy Association

**BC Dairy Association**

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