

Minister's AgriFood Advisory Committee

Terms of Reference

Purpose

The Minister's AgriFood Advisory Committee (MAAC) will recommend priorities and provide strategic advice on how to grow a strong agrifood economy and create sustainable jobs and careers for British Columbians employed in the agriculture, fisheries and food sector. The MAAC will advise the Minister of Agriculture on economic trends, industry best practices, policy, programs and future initiatives to support a competitive and sustainable agriculture, fisheries and food sector. For the purpose of the MAAC, the agrifoods sector includes all sizes of commercial agriculture, aquaculture, fisheries and seafood, food and beverage processing, retail and food services, and related technology and transportation.

Desired Outcomes

A cohesive approach to addressing several common agrifood sector-wide challenges (e.g., grow the sector and its competitiveness; enhance succession and address market access).

Strategic Linkages

Provide strategic advice to the Minister of Agriculture on the delivery of cost-effective and sustainable policies and programs that will assist the agrifoods sector in realizing continued growth and that will support the *Agrifood & Seafood Strategic Growth Plan* goal of reaching total annual agrifood revenue of \$15 billion by 2020.

In providing advice, MAAC must recognize that government is committed to balancing the budget; and that finding ways to improve efficiency and refocusing the use of existing resources to expedite economic development is a priority.

Approach

MAAC will provide expert knowledge, insight and advice to the Minister of Agriculture in the context of supporting a strong economy and accelerating progress in building a competitive and sustainable agrifoods sector. MAAC is not expected to reach consensus or agreement. MAAC is not a decision-making body.

Operation

The Committee will welcome presentations, input and ideas from sector representatives, associations, individuals, ministries and agencies. The Committee will be asked to review and comment on proposals and will have the ability to request briefings from the industry or other experts.

Where an issue needs to be addressed with additional resources or a specific focus, MAAC may establish a working group. The working groups will be time bound and task-focussed and may include individuals from outside the committee. Working groups will be required to provide a progress report to the MAAC.

Membership

The MAAC is Chaired by the Minister of Agriculture, and Vice Chaired by the Deputy Minister of Agriculture. MAAC is comprised of industry representatives including leaders from the business community, the agrifoods sector, local food movement and opinion leaders. The committee will also include representatives with technical and academic expertise in the BC agrifoods and other sectors. In addition to the core members, others may be involved in short-term, tasked-focussed working groups. Representatives from the Ministry of Agriculture and Agriculture and AgriFood Canada will also sit on the committee.

Expenses

The Ministry of Agriculture will cover travel costs, subject to government travel guidelines and requirements, for members residing more than 100 kilometres distance from the meeting location.

Secretariat Support

The Ministry of Agriculture will provide meeting space, teleconferencing access and logistical organization.

Meeting schedule

The Committee will be convened at least twice per year.