



2021–2024 Strategic Plan Overview.

Our path to a stronger BC Dairy.



How we got here.

We've developed this strategic plan alongside producers from across the province, holding 13 engagement meetings to ensure your input helped shape our strategic objectives.

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From overcoming ongoing challenges to processing capacity, to advocating for farmers' interests at the government level, to staying prepared for any extreme weather events that come our way, we're focusing our efforts to ensure the long-term success of dairy farmers across BC. The board has developed a three year strategic plan to help BC Dairy better support and serve our customers: BC's dairy producers.

The initiatives outlined in our strategic plan will create new markets for dairy products while maintaining our commitment to building profitable, environmentally and socially responsible dairy farm businesses, and meaningful relationships between farmers, communities, and families throughout British Columbia.

Holger Schwichtenberg

Chair of the board

Mission

As part of our strategic plan, we've been formally working on a new mission statement, which is meant to explain BC Dairy's role in the industry and how we will achieve overall market growth.

BC Dairy works to grow the market for dairy products and to support profitable, environmentally and socially responsible dairy farm businesses.

We bring dairy farmers together while building lasting relationships within our communities.



What we'll do in the next three years.

1

Support long-term market growth for BC dairy products.

2

Advocate for the business success of BC dairy producers.

3

Support the health, safety, and security of producers and their families throughout BC.

1. Support long-term market growth for BC dairy products.



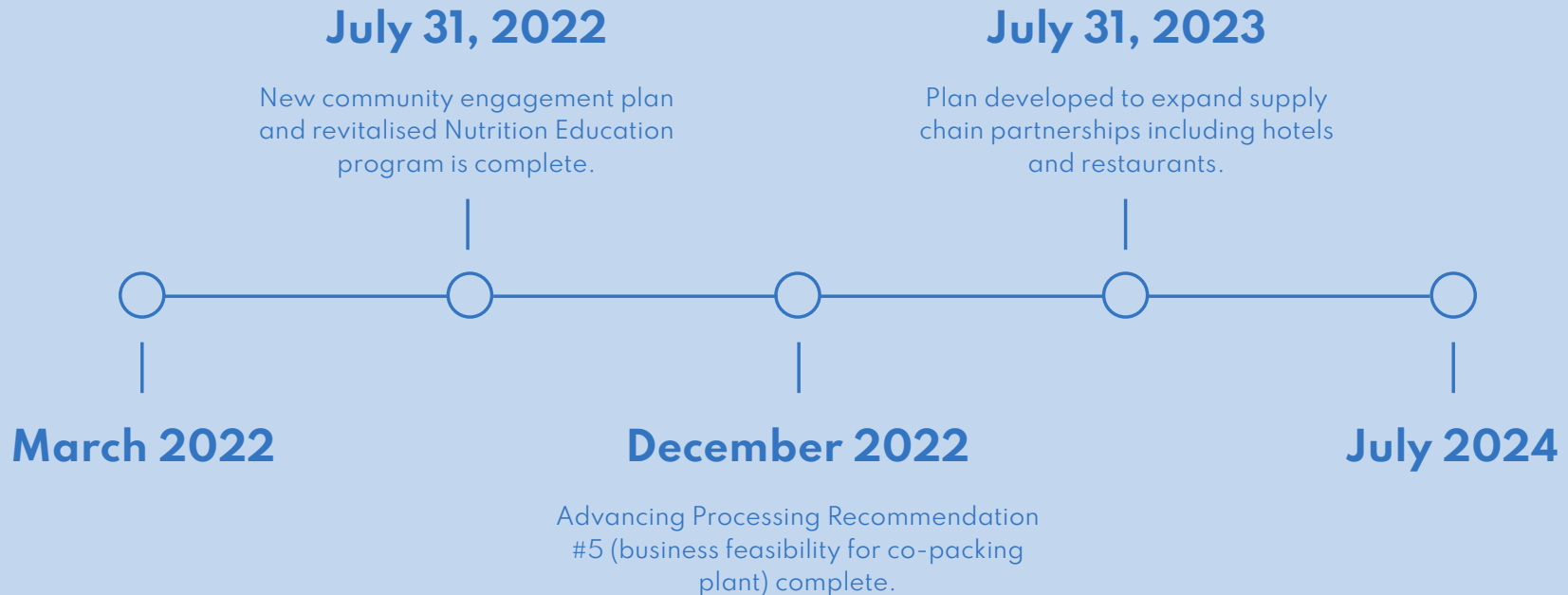
What are the challenges?

- Insufficient processing innovation and capacity.
- Increased scrutiny on dairy products and dairy farming practice.
- Changing consumer preferences for dairy products.

How we're going to achieve it:

- **Develop partnerships:** We'll build supply chain partnerships and create new market opportunities for dairy products processed in BC and the Western Milk Pool.
- **Invest in innovation:** We'll set up programs to drive dairy processing in BC and the West, build market capacity in dairy processing, and provide support to secure future markets in BC and the WMP.
- **Leverage data and market intelligence:** We'll develop reporting tools and processes to demonstrate the impact of our efforts on the market and effectively communicate that back to dairy producers.
- **Build trust and reputation for BC dairy farmers and products:** We'll develop new partnerships and enhance the reach and visibility of our work in the community to grow positivity for dairy farmers as well as confidence in dairy products.

Milestones for long-term market growth.



2. Advocate for the business success of BC dairy producers.

What are the challenges?

- Increased regulation.
- Increased production costs.
- Animal care and welfare.
- Adapting to climate change.
- Demand for land and water.
- Preparedness for emergencies and crises.



How we're going to achieve it:

- **Advocate for programs and policies to reduce costs or provide incentives.** We'll continue to support DFC in federal advocacy efforts but on a provincial and local level, are engaging in MLA meetings, tours, and an advocacy day at legislature.
- **Invest in programs and training for producers to serve boards, committees or join advocacy.** We'll work with the BC Milk Marketing Board to create initiatives that improve animal welfare, as well as address high-risk farms and their specific issues.
- **Improving animal care and addressing risk.** We'll work with the BC Milk Marketing Board to create initiatives that improve animal welfare, as well as address high-risk farms and their specific issues.
- **Improving proAction administration within WMP.** We'll streamline proAction validations and harmonize the delivery of the program within the Western Milk Pool.

- **Improving tools for measuring business health.** We'll build a 'business health index' to identify and respond to policies and market conditions that negatively impact producers and find opportunities for improvement.
- **Provide more detailed cost of production information for our work and CDC.** We'll develop a more detailed cost of production study to provide critical and detailed information of where we can make the greatest impact.
- **Focus on research and innovation aligned with business health goals.** We'll re-tool our research and innovation approach to align with adjustments to BC Dairy's governance structure.
- **Make a commitment to climate change mitigation and adaptation.** We'll participate in IAF's Agricultural Climate Solutions (ACS) project in order to access federal funding for dairy farm related applied climate research.

Milestones for business success.



3. Support the health, safety, and security of producers and their families throughout BC.



What are the challenges?

- Need for a systems-based approach during emergency situations, as demonstrated by COVID-19, unannounced BC SPCA inspections, videos of animal abuse, wildfires and atmospheric rivers.
- Producers have a higher levels of stress, anxiety, depression, and a greater risk of burnout than that of the general population.

How we're going to achieve it:

- Develop a new emergency preparedness and management plan for BC Dairy.
- Develop mental health initiatives for producers and their families.

Milestones for producer support.

March 2022



December 2022

BC Dairy Emergency Preparedness & Management Plan is complete.

July 2024

July 2022

BC Dairy will have established partnerships with government and national organizations to develop programs.

July 2023

BC Dairy will provide a suite of mental health programs and information through education, training and access to affordable, accessible and effective mental health resources.

Summary: our focus for the next three years.



Advocacy

Increased government advocacy, ensuring the best interests of dairy farmers are clearly understood by government.



Reputation

Protecting and advancing dairy's (farmer and product) reputation in BC.



Market growth

Partnerships with dairy processors, and making the West a desirable place for them to invest.



Preparedness

New, more robust emergency management plan.



Producer involvement

Programs and training for dairy farmers who participate on boards and committees.



Accountability

Accountable to dairy farmers, with improved producer engagement, measurement and reporting.

Thank you

2021 was challenging, but we couldn't be prouder of this dairy community for rising to meet what it held for us. Looking ahead with this three-year strategic plan, we're excited about the potential of future growth and success, and think good things are ahead for our industry.

Thank you for your continued support and hard work, and please reach out if you have any questions at **contactus@bcdairy.ca** or call the BC Dairy office at **1 800 242 6455**.

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