

# **BRITISH COLUMBIA CHICKEN MARKETING BOARD**

## **POSITION DESCRIPTION**

### **Position Title**

Chair

### **Location**

The administrative office of the British Columbia Chicken Marketing Board is located at #220 - 1848 McCallum Rd in Abbotsford, British Columbia.

### **Board Overview: Mandate, Composition, and Governance**

The BC Chicken Marketing Board (CMB) is a specialized body established under the *British Columbia Chicken Marketing Scheme, 1961*, pursuant to the *Natural Products Marketing (BC) Act*, with a mandate to regulate the production and marketing of chicken in BC in accordance with the principles of supply management.

### **Composition**

The Board is funded entirely by the regulated chicken industry. The current operating budget is approximately \$6,000,000, funded through levies collected from registered chicken growers. It is composed of a part-time Chair and one Member appointed by the CMB, and three members elected by registered chicken growers. The Board is operationally supported by its Executive Director and ten full-time staff members.

### **Governance**

The CMB is accountable to its supervisory board, the British Columbia Farm Industry Review Board (BCFIRB), ensuring effective governance and administration. This includes the development of orders, policies, and programs that align with the government's regulatory framework for the regulated marketing sector and economic policy framework, and advance provincial objectives for sustained growth in British Columbia's chicken industry.

The CMB participates and is a signatory to national negotiations and agreements and must balance the differing and, at times, competing economic interests of industry members. Decisions made by the Board can have significant economic implications for individuals within the industry. People aggrieved or dissatisfied by an order, decision, or determination of the Board may appeal to BCFIRB.

## **Nature and Scope of the Position**

The Chair provides leadership to the Board, ensuring effective governance in accordance with legislation, regulations, government direction, and Board policies. The Chair guides the Board in setting strategic priorities and making decisions that respond to industry needs, market conditions, and the long-term sustainability of the sector, while supporting alignment with the national supply management system.

The Chair upholds the highest standards of conduct and governance, avoiding conflicts of interest, and ensuring all decisions are fair, consistent, and timely. This includes monitoring developments in legislative, regulatory and policy frameworks, and guiding the Board's awareness and response to emerging government expectations and related governance or policy implications.

A key responsibility of the Chair is fostering stakeholder relationships and collaboration across government, industry partners, and other commodity boards and commissions, including maintaining a working relationship with the Chair of the BC Broiler Hatching Egg Commission (BHEC) where relevant. The Chair also ensures new Board members receive appropriate orientation and training and pursues professional development to effectively lead strategic Board and industry initiatives as needed.

In communications, the Chair may serve as the primary spokesperson on operational or Board-related matters, though this responsibility may be delegated to the Executive Director.

## **Program Linkages**

The Chair maintains ongoing relationships with key stakeholders, including: the Minister of Agriculture and Food; the Chair, members, and staff of BCFIRB; other government officials; stakeholders in the BC chicken industry; downstream users of chicken, including further processors; other BC regulated marketing boards or commissions; other provincial and national industry organizations, including Chicken Farmers of Canada; individuals and organizations who appear before the Chicken Board; and members of the public.

The Chair also participates in policy discussions with the Ministry of Agriculture and Food, BCFIRB, and other stakeholders regarding the CMB's role, jurisdiction, and strategic direction.

## **Accountabilities**

The Chair, while maintaining CMB's statutory decision-making independence, must ensure that the Board establishes and effectively manages its strategic direction and, on behalf of the Board, must:

- enter into any memorandum of agreement required with BCFIRB and the Minister;
- ensure the timely, accurate and consistent flow of information to BCFIRB, the Minister, registered producers and key industry stakeholders in a manner that supports accountability, transparency and inclusiveness as outlined in BCFIRB's SAFETI principles<sup>1</sup>;
- deliver required reports, including the CMB's Annual Report and the report for the Public Accountability and Reporting Program (PARP) ;
- ensure the CMB's Annual General Meeting is publicized and conducted appropriately;
- represent the Board externally to foster productive relationships with industry partners, other provinces, and federal agencies;
- engage proactively with BCFIRB and the Minister on strategic issues and matters of mutual interests.

## **Role, Duties and Responsibilities**

On behalf of CMB, the Chair advances the following:

### ***Board Leadership and Governance***

1. Cultivates an effective Board culture that supports respectful challenge, consensus-building, and a strong focus on public interest.
2. Ensures Board members receive appropriate orientation, training, and ongoing development to fulfill their statutory and governance responsibilities, with support and coordination by the Executive Director.
3. Supervises Board committees, ensuring they operate efficiently and in support of Commission priorities.
4. Upholds regular evaluations of Board, committee, and Chair performance through the BC Council of Marketing Boards (BCCOMB) and ensures follow-up actions strengthen governance effectiveness.

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<sup>1</sup> SAFETI is the acronym for Strategic, Accountable, Fair, Effective, Transparent, Inclusive. Link to BCFIRB's SAFETI Principles -- <https://bcfarmindustryreviewboard.ca/regulated-marketing/governance-and-compliance/guiding-principles-and-directives/#safeti-principles>

5. Leads the Board's governance processes, including setting agendas, ensuring high-quality briefing materials, and facilitating informed, balanced, and timely decision-making.

### ***Strategic Direction and Oversight***

6. Drives the Board in setting long-term strategic direction and priorities for the sector, ensuring alignment with the Board's mandate and government expectations.
7. Monitors organizational performance against approved strategic and operational plans, ensuring the Board receives the information needed for evidence-based decisions.
8. Ensures the Board receives high-quality analysis on production, product quality, consumption patterns, and economic, market, trade, and policy impacts to support decision-making.

### ***Regulatory Integrity and Decision Quality***

9. Ensures Board orders and policies are consistent with governing legislation, regulations, and evolving government expectations.
10. Ensures Board decisions meet SAFETI criteria and administrative law standards, including procedural fairness, evidence based reasoning, and clear, well documented rationales suitable for appeal or review.
11. Ensures Board orders, policies, and reports are accessible, transparent, and updated for public and government stakeholders.
12. Makes recommendations to BCFIRB and the Minister for amendments to enabling regulations as needed.

### ***Government and Intergovernmental Relations***

13. Acts as the primary liaison at a governance level with the Minister and Ministry, ensuring transparent communication and alignment with government priorities.
14. Effectively represents provincial interests in negotiations with other provinces and the Chicken Farmers of Canada.
15. Ensures the Federal-Provincial-Territorial-Agreement for chicken supports sustainable growth and fair allocation across British Columbia production sectors.

16. Participates in responding to requests to the Board for information under the *Freedom of Information and Protection of Privacy Act*.

### ***Stakeholder Engagement and Communications***

17. Establishes and maintains visible, open channels of communication with producers, processors, and industry members, including during high impact or contentious policy changes.
18. May act as a spokesperson, as determined by the Board, ensuring communications are clear, consistent with government messaging, and responsive during crises, appeals, market disruptions, or major decisions.

### ***Oversight of the Executive Director***

19. Oversees the performance of the Executive Director, including setting expectations, conducting annual evaluations, and supporting leadership development.
20. Ensures clear separation between governance and operations, empowering the Executive Director to manage day-to-day activities.
21. Ensures the organization has sufficient financial and human resources to fulfill its mandate, exercising oversight through the Executive Director rather than direct staff management.

### ***Risk Management and Accountability***

22. Oversees governance and risk management, including financial, operational, regulatory, environmental, climate, production risks and emerging sector risks such as HPAI, seasonal vulnerabilities, and eight-week allocation/pricing cycles.
23. Ensures compliance with fairness, privacy, transparency, and public accountability standards.
24. Ensures the Board is prepared for appeals, audits, and external reviews through strong documentation and defensible decision-making practices.
25. Provides leadership during crises or high impact events, ensuring coordinated Board level oversight and alignment with Board decisions and government expectations.

## **Selection Criteria and Required Competencies**

### ***Core Requirements***

Candidates for appointment as the Chair of the Board are expected to demonstrate the following qualifications, competencies, and experience:

- Senior-level experience in agriculture, agri-food production, processing, marketing, or related regulatory environments
- Strong governance and strategic leadership capabilities, including long-term planning and oversight
- Understanding of natural justice, administrative law, and evidence-based decision making
- Advanced negotiation, mediation, and conflict-resolution skills
- Experience managing or participating in emergency response, including animal health or supply-chain disruptions
- Knowledge of sustainability principles, food security, and sector resilience (including HPAI-related risks)
- Superior written and oral communication skills
- Excellent interpersonal skills and the ability to work collaboratively with diverse stakeholders
- Digital proficiency beyond basic computing, including modern communication and data tools (e.g. Microsoft 365)

### ***Preferred Attributes***

Candidates with one or more of the following personal attributes will be preferred:

- Leadership experience in agriculture, agri-food, or related governance bodies
- Broad knowledge of British Columbia's agriculture and agri-food sectors, including regional differences
- Experience within federal-provincial agricultural frameworks, supply management systems, and national/international agri-food trade
- Commitment to sustainability, food security, and long-term sector resilience

- Experience engaging with diverse communities and regions to support inclusive decision-making
- Openness to innovation, new ideas, and emerging technologies

### **Tools/Equipment**

Members of the CMB are expected to own, operate, and maintain their own communication and information technology equipment, including a phone and a computer with reliable internet, as well as any required office furniture or supplies. Members must also be able to effectively use and adapt to evolving digital tools, systems, and information-technology requirements as they change over time.

### **Working Conditions**

The role of the Chair requires substantial time commitment, reflecting the operational and strategic demands of the Board. Participation in regular Board meetings, allocation and pricing meetings, quarterly Board-to-Board sessions, committee work, and engagement with industry stakeholders is required. Flexibility in availability is required. Frequent travel within and outside the province is expected.