

BRITISH COLUMBIA MILK MARKETING BOARD

CHAIR POSITION DESCRIPTION

Position Title

Chair

Location

The administrative office of the British Columbia Milk Marketing Board is located at 540 – 19933 88th Ave in Langley, British Columbia.

Board Overview: Mandate, Composition, and Governance

The BC Milk Marketing Board (MMB) is a specialized body established under the British Columbia Milk Marketing Regulation pursuant to the *Natural Products Marketing (BC) Act*, with a mandate to regulate the production and marketing of milk in British Columbia in accordance with the *principles of supply management*.

Composition

The Board is funded entirely by the regulated dairy industry. The current operating budget is approximately \$4,500,000, funded through levies collected from registered milk producers. It is composed of a part-time Chair, appointed by the Lieutenant Governor in Council of BC, four part-time members elected by registered milk producers and one member appointed by the Milk Industry Advisory Committee (MIAC). Operational support is provided by the General Manager and 13 full-time staff members.

Governance

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

The MMB 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 and the dairy industry as a whole. 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 advising the Board on emerging government expectations and potential implications for governance or policy.

A key responsibility of the Chair is fostering stakeholder relationships and collaboration across government, industry partners, and other commodity boards and commissions. 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 operates in accordance with the Board's Spokesperson Policy. The Chair may not be the primary spokesperson for operational or Board-related matters; this role may be held by the General Manager. The Chair may act as spokesperson when appropriate or delegated under policy.

Program Linkages

The Chair maintains ongoing relationships with key stakeholders, including: the Minister of Agriculture & Food; the Chair, members, and staff of BCFIRB; other government officials; representatives from the BC dairy industry; processors and other downstream users of milk; other BC regulated marketing boards and commissions; the Canadian Dairy Commission; the Canadian Milk Supply Management Committee; BC Dairy Association; P10 Pooling Committee; individuals and organizations who appear before the MMB; 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 MMB's role, jurisdiction, and strategic direction.

Accountabilities

The Chair, while maintaining the MMB's statutory decision-making independence, must ensure that the MMB 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 principles¹;
- deliver required reports, including the MMB's Annual Report and the report for the Public Accountability and Reporting Program (PARP);
- ensure the MMB'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 interest.

Role, Duties and Responsibilities

On behalf of the MMB, 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 General Manager.
3. Supervises Board committees, ensuring they operate efficiently and align with strategic objectives.

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

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.
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 with the Minister and Ministry, ensuring transparent communication and alignment with government priorities.
14. Acts, when designated by the Board, as the representative of provincial interests in discussions and negotiations involving the BC Dairy Association, the Canadian Dairy Commission, and the P10 Pooling Committee.
15. Upholds British Columbia's interests within national and regional milk-management frameworks, ensuring arrangements support sustainable

growth and fair production allocation across the province.

16. Oversees responses 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. Supports the Commission's spokesperson function and, where appropriate, serves as a spokesperson, ensuring communications are clear, aligned with government messaging, and responsive during crises, appeals, market disruptions, or major decisions.

Oversight of the General Manager

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

Risk Management and Accountability

22. Oversees governance and risk management, including regular reviews of financial, ethical, operational, and regulatory risks.
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 government communications.

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
- 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

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 MMB 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

Depending on the issues before the MMB, the Chair can expect to work 10 days per month on average and must be flexible in their availability. Frequent travel within and outside the province is expected.