

BRITISH COLUMBIA CHICKEN MARKETING BOARD

POSITION DESCRIPTION

Position Title

Member

Location

The administrative office of the British Columbia Chicken Marketing Board (BCCMB) is located in Abbotsford, British Columbia.

BCCMB Purpose and Mandates

The BCCMB is a specialized body created by a regulation under the *Natural Products Marketing (BC) Act* to regulate the production and marketing of chicken in British Columbia in accordance with the principles of supply management. The BCCMB is accountable to the supervisory board, the British Columbia Farm Industry Review Board (BCFIRB), for effective administration. This includes the development of orders, policies and programs which achieve the government's economic policy framework objectives, achieve provincial objectives for maximal growth for British Columbia's chicken industry through national negotiations and agreement, and achieving a fair balance among industry members with differing, and at times, competing economic interests.

The BCCMB has a complement of five part-time members appointed by Order in Council and elected by registered chicken growers. The BCCMB has eight full-time staff and a current operating budget of approximately \$3,000,000, which is funded by levies paid by registered chicken growers.

The impact of the BCCMB's decisions may be considerable and could involve substantial economic implications for individuals within the British Columbia chicken industry and the industry as a whole. Persons aggrieved or dissatisfied by an order, decision or determination of the BCCMB may appeal that order, decision or determination to BCFIRB.

Nature and Scope of the Position

BCCMB members are expected to assume full responsibility for the effective and efficient discharge of their duties under the Chicken Marketing Scheme they administer in the broader public interest and are to maintain the highest possible standards of conduct and governance. They must comply with the rules of natural justice and the principles of administrative law and must have balanced judgement, and the ability to make fair, consistent and timely decisions.

Members are accountable to the chair for the timely and appropriate resolution of issues assigned to them. Members are encouraged to undertake professional development opportunities and are expected to assist in the orientation and training of new members.

Duties and Responsibilities of Members

- (1) Members have both legal and ethical responsibilities. They serve a stewardship role with respect to the industry.
- (2) Members have an overriding obligation to serve the interests of the industry as a whole, in a forward-looking, knowledgeable and open-minded way. This obligation is not affected by how the Member was appointed, the term of appointment, or whether the Member also represents the interests of a particular sector of the industry.
- (3) Every Member is expected to:
 - (a) show vision and leadership in the development of the industry, by
 - (i) staying informed on issues that may affect the industry,
 - (ii) demonstrating respect for the differing opinions of other Members,
 - (iii) acting fairly towards those affected by the Board's actions, and
 - (iv) working to build strong positive relationships between the BCCMB and industry stakeholders.
 - (b) exercise the care, diligence and skill a reasonably prudent person would exercise in comparable circumstances when making decisions or taking positions on issues, by:
 - (i) being reasonably available for meetings, consultations and other BCCMB activities,
 - (ii) being prepared for BCCMB activities, for example, by reading material in advance and soliciting the opinions of others, as appropriate,
 - (iii) listening with an open mind to opposing points of view on matters relevant to the BCCMB,
 - (iv) participating actively in BCCMB meetings, and
 - (v) taking into account only relevant, not improper or irrelevant, considerations when making decisions.

- (c) maintain the integrity, competence and effectiveness of the BCCMB, by
 - (i) being aware of the conflict of interest policy and complying fully with all disclosure and other requirements,
 - (ii) in the case of a Member who is active in a sector of the industry, informing himself or herself fully of the perspectives of that sector in relation to any matter before the BCCMB, and representing those perspectives to the BCCMB so as to contribute to informed and fair outcomes,
 - (iii) ensuring that familiarity with a sector of the industry does not detrimentally affect the Member's ability to consider and make decisions that promote the interests of the industry as a whole,
 - (iv) presenting a positive image of the BCCMB to the industry and to industry outsiders,
 - (v) refraining from publicly commenting on or criticizing the views of other Members, and
 - (vi) acting to promote collegiality and respect among Members and with BCCMB staff.

Program Linkages

The BCCMB has ongoing contacts and relationships with: the Ministry of Agriculture and Lands (Ministry); members and staff of BCFIRB; other government officials; stakeholders in the BC chicken industry; downstream users of chicken including further processors, wholesalers and retailers; other BC commodity boards; the Chicken Farmers of Canada; individuals and organizations who appear before the BCCMB; and with members of the public.

Member Qualifications

BCCMB members must have proven leadership skills in gaining the confidence of a wide range of constituents through effective consultative and consensus building processes. They should have experience: in agri-food production, marketing or processing; as a consumer representative; or in a regulatory environment. Members must have good writing, analytical, communication and conflict resolution skills and should not have interests that conflict with the performance of their statutory duties. Members must show balanced judgement and possess the ability to make fair, consistent and timely decisions. Ability to travel, a home office and internet and electronic mail access are required.