

July 9, 2014

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(Sent via email)

Re: Powers and Duties Review

Dear Dan,

Thank you for your letter of May 30, 2014 and follow-up discussions with BCDC Board on June 5, 2014 regarding the BC Milk Marketing Board Powers and Duties Review (Review).

The Board discussed the input from BCDC members and clarified that the Board's strategic plan was discussed with BCDC during the plan development and a summary brochure of the plan provided at several meetings. It was noted that enhanced dialogue with processors with respect to strategic issues and policy input is needed. Since the review objectives are not intended to assess or evaluate the effectiveness for carrying out the powers and duties, the specific BCDC recommendations such as improved communication and improved MIAC committee structure will be addressed outside the Review report. In order to address the desire for increased dialogue and policy input, the Board will further discuss with BCDC a proposal to establish a "Processor Communication Working Group" that could meet in addition to MIAC meetings.

As noted in the report, the operating environment for the Board has broadened and become more complex. While future additional duties are not totally clear, the NPMA provides broad and enabling legislation for the emerging challenges to be addressed in the Board's role as a regulatory authority.

Please find attached the Review report to BCFIRB. This report and letters will be posted on our website as soon as possible.

Yours truly,



Bob Ingratta  
CEO