

Alberta Agricultural Products Marketing Council Strategic Plan 2020-2023



Vision: A thriving agricultural industry driven by strategic leadership.

Mission: We empower marketing boards and commissions (MBCs) by advancing governance excellence, providing integrated policy advice, and administering effective legislation for the benefit of the agriculture industry and government.

The Alberta Agricultural Products Marketing Council (MC) is a provincial government regulatory agency established by the [Marketing of Agricultural Products Act \(MAPA\)](#) to supervise, and advise the Minister of Agriculture and Forestry on matters relating to Alberta's agricultural MBCs. Marketing Council develops its strategic plan on a three-year cycle and reviews the plan each year.

Objectives	Key Result Areas (KRA)	Measures
<p>1. To strengthen two-way relationships (minister and MBCs) and understanding of respective challenges and opportunities</p>	<p>KRA1 – Minister equipped with relevant information to work with MBCs and MC to address challenges and opportunities.</p> <p>KRA2 – MC is accessible, visible and interactive.</p> <p>KRA3 – Engagement activities enhance relationships and equip MC and MBCs with better two-way understanding of challenges and opportunities.</p>	<p>High degree of satisfaction (95%) expressed by MBCs and Minister.</p> <p>100% of MAPA regulations are relevant and necessary.</p> <p>100% of MBC regulation amendment requests are processed within 90 days of MC receiving the request.</p>
<p>2. To ensure MBCs operate in accordance with MAPA and its regulations and any bylaw, directive, policy, order, or direction made pursuant to the legislation</p>	<p>KRA1 – Producer complaints, concerns and/or challenges are resolved in a timely manner by MBCs, and, where necessary, MC.</p> <p>KRA2 – MBCs uphold producer rights in accordance with MBC regulations and any associated bylaw, policy, directive, or order.</p> <p>KRA3 – MC considers MAPA Appeal Tribunal decisions in a timely manner and issues any necessary directions in accordance with MAPA.</p> <p>KRA4 – MBCs operate in accordance with MAPA, its regulations, bylaws, direction(s) of MC, and any administrative orders, directives, or policies made by the MBC.</p>	<p>100% of requests to review MC decisions adhere to regulated timelines.</p>
<p>3. To modernize and improve the flexibility of regulations and regulatory process to enhance effectiveness of industry while maintaining necessary oversight</p>	<p>KRA1 – MC will deliver on Government Red Tape Reduction (RTR) targets and timelines.</p> <p>KRA2 – Regulatory processes are transparent, well-defined and understood.</p> <p>KRA3 – Legislation and regulations support evolving MBCs and industry challenges and opportunities, including value-added.</p>	<p>95% of MBCs value MC's governance coaching (advice, information, templates, tools, etc.).</p> <p>80% of MBCs indicate satisfaction with the All MBC Workshop.</p>
<p>4. To facilitate and enable MBCs to implement good governance and collaborate to strengthen industry</p>	<p>KRA1 – Priority governance challenges and opportunities are identified and addressed.</p> <p>KRA2 – All MBC Workshop will be executed yearly.</p> <p>KRA3 – MBC directors, delegates and staff are aware of their accountabilities and are better equipped to contribute to industry governance.</p>	<p>95% of MBCs think MC provides appropriate and relevant programs and services to help them succeed.</p> <p>100% of MAPA-related issues raised to MC are heard and acted upon by Council within 90 days.</p>
<p>5. To facilitate collaboration with MBCs to strengthen innovative solutions</p>	<p>KRA1 – MC involvement results in enhanced joint problem solving and information sharing among MBCs to strengthen innovative solutions.</p> <p>KRA2 – MC recognizes and addresses risks with MBCs.</p>	<p>100% action requests and other corporate requests are completed within specified timelines.</p>
<p>6. To demonstrate administrative excellence while supporting a healthy and productive workplace</p>	<p>KRA1 – Council members and staff achieve strategic and operational excellence.</p> <p>KRA2 – Marketing Council is recognized for outstanding governance and corporate citizenship.</p> <p>KRA3 – Continuous learning contributes to team and organizational success.</p>	<p>100% Performance Agreements are completed with positive team feedback.</p> <p>100% of Public Agency Secretariat requirements met.</p>