

Vision: A thriving agricultural industry driven by strategic leadership.
Mission: We empower marketing boards and commissions by advancing governance excellence, providing comprehensive and timely policy advice, and administering effective legislation, regulation and bylaws for the benefit of agriculture industry and government.

Objectives	Key Results	Priority Initiatives				Measures
		KRA1	KRA2	KRA3	KRA4	
<p>To support productive relationships with Minister and MBCs and enhance understanding of respective challenges and opportunities through engagement and collaboration</p>	<p>KRA1 - Minister equipped with relevant information and advice to work with MBCs and Council KRA2 – MC is accessible, visible and collaborative KRA3 – MC and MBCs have a better understanding of one another’s challenges and opportunities, including perceived risks KRA4 – MC encourages joint problem-solving and information-sharing to strengthen solution-oriented approaches</p>	<ul style="list-style-type: none"> - Leverage 2 or more face-to-face engagement opportunities to build two-way understanding with Minister, DM and ADM - Provide Minister ongoing updates, e.g., letters after Council meetings and briefings as appropriate - Minister briefed on all relevant topics/issues 	<ul style="list-style-type: none"> - Increase MC Board Member attendance at MBC regional meetings and AGMs (at least one opportunity per year) - MC is visibility present to MBCs. - Ensure most Council meetings involve a MBorC interaction - Use the MC Annual Report to reflect on learning and common opportunities and challenges faced by MBCs 	<ul style="list-style-type: none"> - MBCs are monitored and assessed for “risks” and MC issues teams assembled to engage and assist, where appropriate - Assessment tools are adapted to assist in identifying organizational challenges, e.g., Queens University, CPA Canada, Risk Register - Discuss actions and opportunities at each Council meeting 	<ul style="list-style-type: none"> - Assist MBCs with succession planning solutions - Review and prioritize additional opportunities identified through the biennial survey - MC Board schedule check-in on progress of reaching objectives 2x/year 	<p>Every Council Member attends at least one regional meeting and AGM.</p> <p>High degree of satisfaction (95%) expressed by MBCs and Minister.</p>
<p>To create modernized regulations and improve the efficiency and flexibility of regulations and the regulatory process, while maintaining oversight to ensure MBCs operate in accordance with the MAPA framework</p>	<p>KRA1 – Producer/stakeholder complaints, concerns and/or challenges are addressed in a timely manner by MBCs, and where necessary MC KRA2 – MC will deliver on Government Red Tape Reduction (RTR) targets and timelines KRA3 – Regulatory processes are clear, well defined and understandable KRA4 – Legislation and regulations support evolving MBCs and industry challenges and opportunities</p>	<ul style="list-style-type: none"> - Address Fodder Beet opportunities between ASBG and AB Milk producers - Hear and address particular producer complaints where appropriate - Attend to any requests for mediation or arbitration 	<ul style="list-style-type: none"> - Deliver on Government RTR targets by 2025 – transfer appropriate Plan Regulations components to bylaws 	<ul style="list-style-type: none"> - Work with Legislative services, PCO, DMO, MO and all MBCs to support understanding of regulatory processes, timelines and expectations 	<ul style="list-style-type: none"> - MC staff to conduct a jurisdictional scan and provide options for a modernized MAPA with options prepared for a modernized MAPA to present to the minister by 2023 - Investigate non-producers on MBC boards - Investigate one-producer-one vote options - Alberta Wheat and Barley amalgamation is completed in 2023 	<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>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 KRA2 – MC contributes to MBC directors, delegates and staffs’ expertise to enhance industry governance and leadership KRA3 – MC is accessible and responsive to enhance MBC governance excellence</p>	<ul style="list-style-type: none"> - Utilize biennial survey to identify priority governance opportunities and challenges - Develop strategies to assist MBCs and MBC industry governance challenges - Consult with NAASA counterparts related to their observations and priorities 	<ul style="list-style-type: none"> - Organize and facilitate an “All MBC” workshop in June focused on enhancing MBC governance acumen (every odd year) - Organize governance training session for MBCs board members and staff throughout the province (alternate every other year to All MBC Workshop) 	<ul style="list-style-type: none"> - Leverage 2 or more face-to-face engagement opportunities to build two-way understanding with Minister - Leverage S-CAP programs and capacity to enhance board governance opportunities 		<p>95% of MBCs think MC provides appropriate and relevant programs and services to help them succeed.</p> <p>95% of MBCs value the governance coaching (advice, information, templates, tools, etc.) offered by MC.</p>
<p>To demonstrate organizational excellence supporting the principles of diversity, equity and inclusion (DEI)</p>	<p>KRA 1 - Council members and staff achieve strategic and operational excellence KRA 2 - Marketing Council demonstrates outstanding internal governance and corporate citizenship within the GoA KRA 3 – Continuous learning contributes to team and organizational success KRA4 – DEI is part of MC’s corporate culture</p>	<ul style="list-style-type: none"> - Council Strategic plan reviewed and updated yearly - Operational plan developed yearly and reviewed and updated quarterly - Council Annual Report developed yearly and tabled in the Legislature - Council has implemented risk analysis to its ongoing activities 	<ul style="list-style-type: none"> - Public Agency Secretariat (PAS) requirements completed - Staff are actively engaged in PAS initiatives and activities and contribute to enhance governance practices - Council and staff follow effective health and safety practices 	<ul style="list-style-type: none"> - Undertake joint and individual training and professional development, as appropriate - Implement GOA Performance Excellence process - Commit to regular one-on-ones throughout the year - Carry out yearly assessment process (Chair, GM, Council, Peer-to-Peer) 	<ul style="list-style-type: none"> - DEI is on every staff meeting agenda - DEI is considered when seeking Council and Appeal Tribunal appointments 	<p>100% of issues raised to MC (MAPA related) are heard and acted upon by Council within 90 days.</p> <p>100% ARs completed within specified timelines.</p> <p>100% PAS requirements met</p>