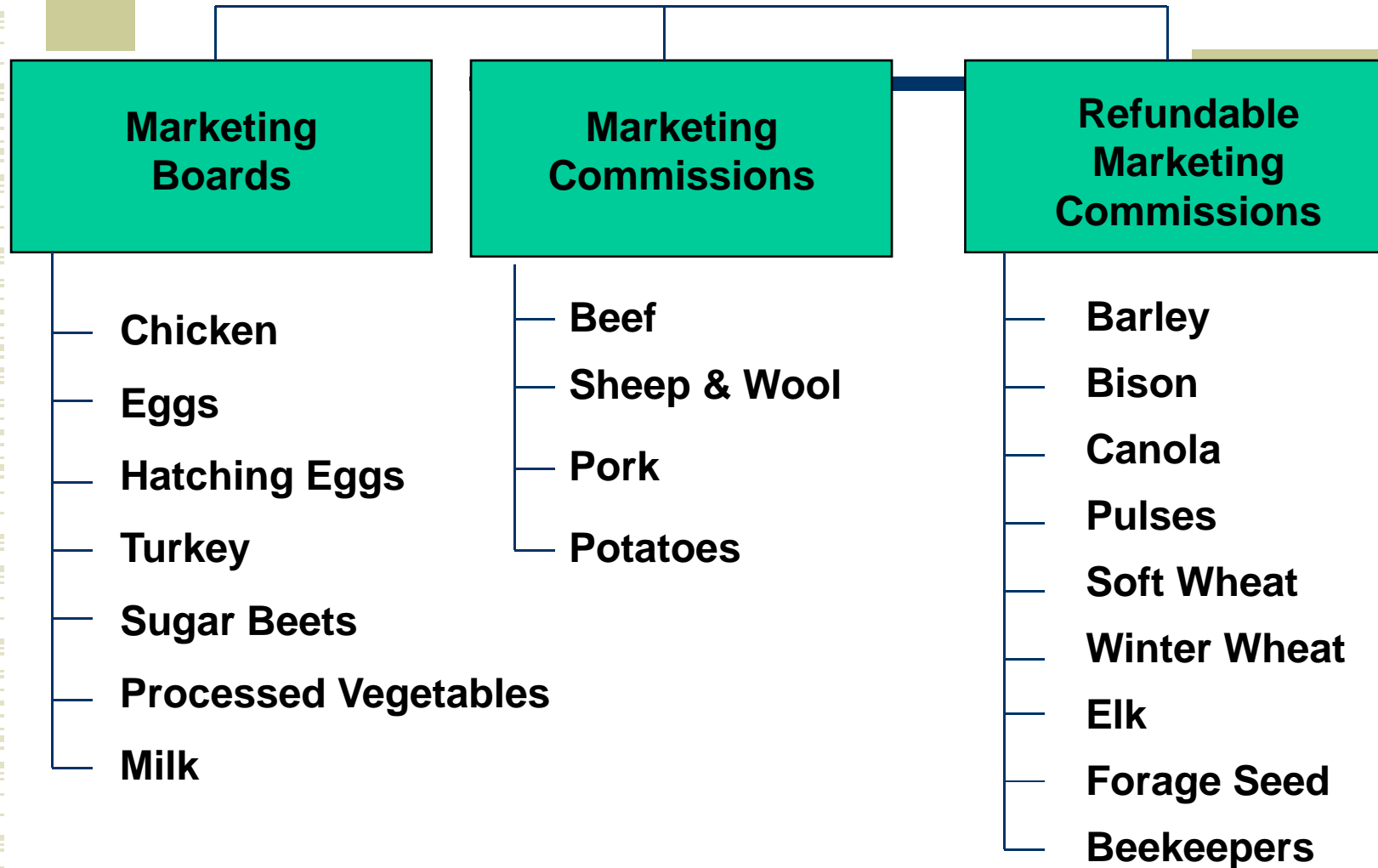


Forming a Commission in Alberta

Freda Molenkamp-Oudman
April 8 – 10, 2008



Boards and Commissions





Purpose of Commissions

- ◆ Represent the interests of producers and the specific commodity they are producing
- ◆ They are often involved in the following activities:
 - Strategic direction setting for the industry
 - Priority setting and funding of research and development
 - Policy development
 - Market development and promotion
 - Awareness creation



Example of Purpose



“to increase the long term profitability of Alberta XX growers through research, promotional activities, consumer and producer education programs, and policy development. The Commission in no way regulates or is involved with the production, buying or selling of XX.”



Example of Purpose



“The XX Commission is a not-for-profit organization which is funded, directed and controlled by Alberta barley farmers. The Commission’s mandate is to coordinate and sponsor research, market development, technology transfer, and policy development on behalf of XX producers.”

```
graph TD; A[The Marketing of Agricultural Products Act] --> B[Plan Regulation]; B --> C[Authorization Regulation]; C --> D[Marketing Regulation];
```

The Marketing of Agricultural Products Act

Plan Regulation

Authorization Regulation

Marketing Regulation

History

1955

Agricultural Products Marketing Act

- Initial enabling legislation for supply management in Alberta

1965

Agricultural Products Marketing Council created

- Establishment of alternative marketing choices – producer marketing boards and marketing commissions

1972

Marketing of Agricultural Products Act (MAPA)

- Replaced previous legislation, changes to Council's role

1987

Amendments to MAPA

- Provision for refundable check-offs

2002

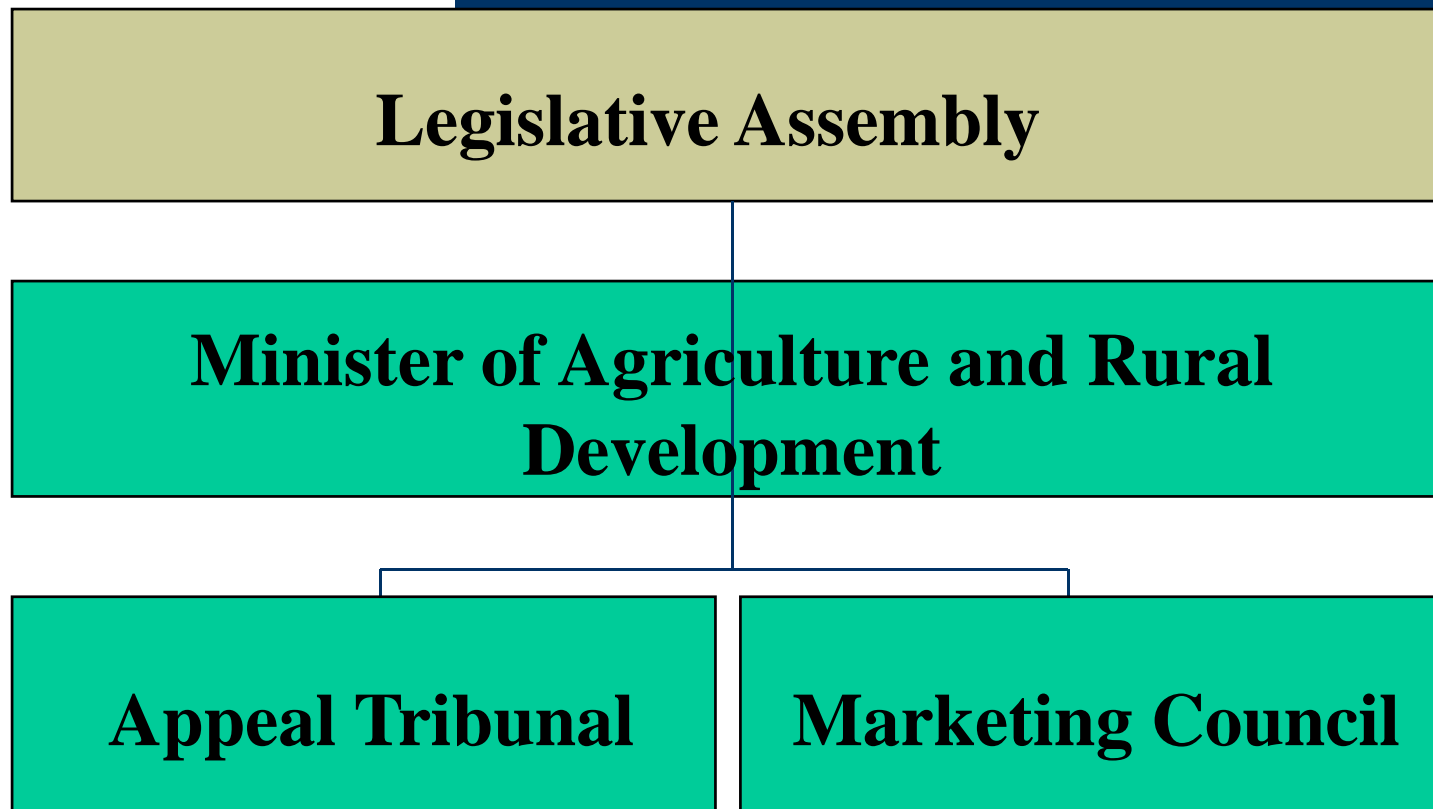
Amendments to MAPA

- Inclusion of Alberta Milk (*Dairy Board Act repealed*)

2006

Review of MAPA

Reporting Structure





Purpose of Marketing Council

- ◆ Providing regulatory oversight and facilitating effective governance and leadership for the agricultural Boards and Commissions in Alberta



Marketing Council

- ◆ 7 members and Chair
- ◆ Appointed by Lieutenant Governor in Council
- ◆ 3 year term with maximum of 2 terms
- ◆ Working Group approach to issues management – commodity clusters



COUNCIL MEMBERS

- ◆ **Don Macyk, Chair**
- ◆ **Doris Ludlage, Member**
- ◆ **Kenton Ziegler, Member**
- ◆ **Dr. Cornelia Kreplin, ARD Representative**
- ◆ **Vacant, Member**
- ◆ **Vacant, Member**
- ◆ **Vacant, Member**



COUNCIL STAFF

- ◆ **Vacant**, General Manager
- ◆ **Mike Pearson**, Manager, Corporate Affairs
- ◆ **Maryann Urbanowski**, Regulatory and Corporate Affairs Officer
- ◆ **Freda Molenkamp-Oudman**, Manager, Projects and Policy
- ◆ **Tunde Vari**, Administrative Officer



Forming a Commission

1. Establish a steering committee
2. Make intent known
3. Identify and agree on a purpose and structure
4. Develop a business plan
5. Consult with industry stakeholders



Forming a Commission

6. Develop a basic plan regulation
7. Share draft plan regulation with all industry stakeholders
8. Obtain plan regulation approval from Cabinet Policy Committee, Minister and Cabinet
9. Marketing Council appoints interim directors



Forming a Commission



10. Marketing Council will make an authorization regulation
11. Interim directors draft marketing regulation
12. Interim board holds first annual meeting of the commission

A decorative graphic on the left side of the slide consists of a vertical stack of thin, light-colored horizontal lines. To the right of this stack, there are two solid olive-green vertical bars. A dark blue horizontal line spans across the top of the slide, starting from the left edge and ending before the first olive-green bar. A second dark blue horizontal line is positioned below the first, starting from the right edge and ending before the second olive-green bar.

Questions