



## SPECIAL GENERAL MEETING BACKGROUND

Dear Dairy Producers,

You should have seen the invitation to attend a Special General Meeting come through your email a couple of times now. This letter will help inform you about the purpose of that meeting and why we're looking for your participation.

A Special General Meeting has been called to vote on proposed bylaw changes that will reshape the governance structure of BC Dairy's board. Over the past year, BC Dairy has piloted a smaller, eight-member board, which has proven to be an effective and efficient governance model. Feedback from workshops and regional producer consultations has shown strong support for a more strategic and collaborative provincial board, strengthening BC Dairy's ability to work with other western provinces.

The proposed changes will:

- Ensure that all BC Dairy directors are elected by producers while maintaining regional representation.
- Introduce term limits to support succession planning and board renewal, encouraging new leadership and fresh perspectives.
- Move the election period from October to February.

### **Proposed Governance Model**

The proposed changes, developed in consultation with all regional boards, introduces a smaller, more focused board structure with 5 to 8 directors, all elected dairy producers:

- 2 Mainland milk producer directors, appointed by the Mainland Milk Producers board. (MMPA elects its board through online election)

- 2 directors elected by producers from outside of the Mainland, ensuring at least two non-Mainland representatives.
- 1 to 4 directors elected at large, as needed, at the discretion of the board.

Additionally, this model introduces a term limit of four consecutive three-year terms, ensuring continuous leadership renewal.

All board members will be elected through an electoral process run by a third party, currently the Council of Marketing Boards (COMB). Mainland Milk Producers currently uses COMB to conduct its election, with BC Dairy appointees selected from that pool of elected directors.

### **Consultation Process and Industry Context**

The need for governance reform originally arose as part of BC Dairy's efforts to align with the transformed Western Milk Pool (WMP). While WMP has since pivoted towards collaborative rather than centralized decision-making, the BC Dairy board remains committed to governance improvements that position the organization for success.

Following regional producer meetings in Fall 2023, a governance workshop was held at the BC Dairy Industry Conference, including representatives from all dairy regions, BC Dairy, and BC Milk Marketing Board. A proposed governance model was then drafted and reviewed with all regional boards in Spring 2024.

Producers received updates at the Annual General Meeting and Industry Meeting in November 2024, leading to formal membership consideration at this Special General Meeting.

BC Dairy conducts a bylaw review every two years to ensure its governance framework remains strong, transparent, and aligned with industry needs.

### **Join Us for the [Special General Meeting](#)**

This governance update is an important step forward for BC Dairy and its producers. We encourage all members to participate in the Special General Meeting on Friday, February 21, at 10:00 AM to cast their votes on these important resolutions. The meeting is being held online to allow all producers

from across BC to equally and easily participate. If you have not yet registered, please [follow this link](#) to do so.

Your engagement in this process ensures that BC Dairy remains a strong, producer-driven organization, well-equipped to serve the industry today and in the future.

Sincerely,

A handwritten signature in black ink, appearing to read 'Casey Pruim', with a stylized, cursive style.

Casey Pruim

BC Dairy, Board Chair