
2008-2009 Achievements

CDC Annual Public Meeting

January 26, 2010

John Core, Chief Executive Officer



Canadian Dairy
Commission

Commission
canadienne du lait

Achievements

- Completed an evaluation of the Board which concluded that the Board functions efficiently.
- Developed and approved skills profiles for Board members at the request of the Privy Council Office.
- Approved the CDC's Strategic Plan for 2009-2010.
- Updated the Board's Governance Rules, Delegation of HR Management and the Integrated Risk Management Plan.



Achievements

- Acknowledged receipt of the Statement of Priorities Letter from the AAFC Minister to the Chairman and reported on its achievements in June, as requested.
- Approved the Annual Report and the financial statements for dairy year 2008-2009 as well as the budget for the fiscal year 2009-2010.



Achievements

- Worked with AAFC to amend the Dairy Products Marketing Regulations to correct a drafting oversight.
- Acted on the recommendations of the Dairy Marketing Program and communications activities evaluations.
- Updated the CDC's learning, training and development policy.
- Adopted a succession plan which identifies key positions and skills.



Goals for 2009-2010 to 2013-2014

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Goal 1: The Canadian dairy industry successfully adapts to change.



Goal 1

■ Objective 1:

Key dairy industry stakeholders are discussing the evolution of the dairy industry within supply management.

■ Update:

- ❑ A new program to encourage the manufacture and sale of MPC has been developed.
- ❑ A committee to review the DDPIP was created and held its first meeting.
- ❑ A background document outlining the main issues facing the dairy industry is being prepared internally.
- ❑ CDC is co-sponsoring a conference on sustainable development and environment.



Goal 1

■ Objective 2:

The CDC is better prepared to deal with potential issues impacting the industry.

■ Update:

- ❑ CDC, with AAFC, developed a process to monitor the effectiveness of current tariffs for dairy products. A bi-weekly report is prepared for internal use.
- ❑ CDC Market Bulletin was significantly improved and is now available on the CDC Internet site every month.
- ❑ The CDC Internet site will be redesigned before the end of the dairy year and new functionalities will be integrated.



Goal 1

- Objective 2 (continued):

The CDC is better prepared to deal with potential issues impacting the industry.

- Update:

- The CDC will be undertaking a review of the dairy industry's governing legislation to gain a better understanding and be able to assist in harmonization discussions at the regional and/or national levels.



Goal 2: The Canadian dairy industry takes a strategic approach to market development.



Goal 2

■ Objective 1:

Net opening stocks of SMP equivalent on August 1, 2010 are below 20,000 tonnes.

■ Update:

- The new 4(m) initiative will facilitate use of MPC in the nutraceuticals, pet food products, cheddar cheese and standardized cheese. This may mitigate the amount of surplus SMP sold to the CDC.
- Stocks of SMP are currently below 23,000 tonnes down from approximately 30,000 tonnes at the beginning of the dairy year.



Goal 2

- Objective 2:

The growth of the Canadian market for dairy products and components is supported by CDC initiatives.

- Update:

- Since launching CDC's new MIF, a total of 23 submissions have been received. 14 were authorized to proceed to the full application stage; of which 3 received CDC funding. Many of the submissions involve incorporation of SNF/protein rich ingredients i.e.: MPC in food formulations.



Goal 2

- Objective 2 (continued):

The growth of the Canadian market for dairy products and components is supported by CDC initiatives.

- Update:

- In 2009-2010, CDC is investing \$1.7M towards a national milk promotion program (Project Podium); which markets milk as a recovery beverage after physical activity.



Goal 3: The CDC is a dynamic,
learning organization that lives
its values.



Goal 3

■ Objective 1:

CDC managers embrace creative best practices for employee attraction and retention.

■ Update:

- ❑ HR Advisory Committee composed of CDC staff was established.
- ❑ Revisions to the Employee Recognition Program are being developed to increase its scope and impact.
- ❑ The audit and evaluation staff participated in a team building exercise and will be addressing, as a group, issues identified for possible improvement.



Goal 3

- Objective 1 (continued):

CDC managers embrace creative best practices for employee attraction and retention.

- Update:

- The training and development policy was revised.
- Employees are encouraged to contribute to their training and development plan regularly.
- The CDC is revising its orientation program for new employees to provide better support and foster a better sense of engagement from the onset.



Goal 3

- Objective 1 (continued):

CDC managers embrace creative best practices for employee attraction and retention.

- Update:

- CDC Scholarship Program is increasing the pool of available dairy economists and dairy/food scientists; helping CDC and stakeholders in recruiting new staff. To date, this program has funded roughly 45 Masters and 15 PhD students.
- Managers participated in a workshop: Generational Diversity in Today's Workplace; to help better understand the motivations and needs of their employees.



Goal 3

■ Objective 2:

CDC employees have a good knowledge of the various CDC activities and a general understanding of the dairy industry.

■ Update:

- 3 teams of the CDC presented their activities to the rest of the staff as of December 1, 2009 and 4 others are planned before the end of the dairy year.
- A one-day dairy science course was presented by two University of Guelph professors to approximately 40 CDC staff and other attendees from the industry.
- The orientation session for decision-makers of the dairy industry will be offered to CDC staff.

