

COUNCIL ON DAIRY CATTLE BREEDING

Terms of Reference for Data Providers Incentives Task Force

Background and Purpose:

The Data Providers Incentives Task Force is established by the CDCB Board of Directors to review current incentives aimed at promoting participation in industry programs that contribute dairy producers' data to the National Cooperator Database (NCD). The task force will explore alternative forms of incentives to increase data contributions to the NCD, ultimately leading to the development and maintenance of a Data Providers Incentives Program.

Objectives:

- Review the effectiveness of current incentives provided by CDCB to encourage participation in industry programs contributing data to the NCD.
- Identify gaps and opportunities for improving incentives to stimulate more producers' data contribution to the NCD.
- Develop recommendations for a sustainable Data Providers Incentives Program to be maintained by CDCB in collaboration with member sectors and other stakeholders.
- Engage potential sponsors and collaborators to support the implementation of the program.

Composition:

The task force will comprise the following members:

- The CDCB CEO.
- One board member from each member sector:
 - Dairy Records Processing Centers
 - Dairy Records Providers
 - National Association of Animal Breeders
 - Purebred Dairy Cattle Association
- CDCB Board Chair, ex-officio
- Outreach Specialist, recording secretary

The CBCB Board Chair will appoint a committee chair from its appointed members.

Responsibilities:

- Conduct a comprehensive analysis of the current status quo of data contributions to the NCD and existing incentives.
- Evaluate the effectiveness of current incentives in promoting participation in industry programs contributing data to the NCD.
- Coordinate a consultation with the dairy community to gather input and insights on current incentives and potential improvements.
- Leverage research conducted by the integrated value proposition campaign to inform recommendations.
- Explore and assess alternative forms of incentives to increase data contributions from dairy producers.
- Develop a proposal for a Data Providers Incentives Program, including incentive structures, implementation strategies, and governance mechanisms.
- Engage with potential sponsors, partners, and collaborators to garner support for the program's implementation and sustainability.
- Rely on CDCB staff for logistical support and practical details of proposals.

Deliverables:

- A report outlining the findings of the analysis, including strengths, weaknesses, opportunities, and threats related to current incentives and data contributions.
- Recommendations for alternative incentive structures and strategies to increase data contributions to the NCD presented to selected members of the dairy community.
- Proposal for the establishment and maintenance of a Data Providers Incentives Program, including programmatic details and governance framework, for the Board of Directors.
- Engagement plan for securing support, funding and collaboration from stakeholders, sponsors, and partners.

Timeline:

The task force will operate for six months, with regular meetings and milestones to achieve the objectives outlined above. A detailed timeline will be established upon the task force's formation.

Reporting:

The task force will report its progress and findings to the CDCB Board of Directors on a regular basis, providing updates and seeking feedback as necessary. The final recommendations and proposal will be presented to the Board for approval.

Resource Allocation:

CDCB will provide necessary resources, including administrative support, data access, and funding, to facilitate the task force's activities and achieve its objectives.

Confidentiality:

Members of the task force will be required to adhere to confidentiality agreements regarding sensitive information and discussions related to data providers, incentives, and program development.

Review and Evaluation:

Upon completion of its mandate, the task force's effectiveness and impact will be evaluated by the CDCB Board of Directors to assess the success of the Data Providers Incentives Program's implementation and ongoing management.