



CDCB Producers Advisory Committee

1. Background

The CDCB bylaws Article IV 3(C) establishes that *“The board of directors shall have a producer advisory committee, with such membership and duties as shall be described by the board of directors in a committee charter or board of directors policy. Each member of the producer advisory committee shall serve for a term ending on the date of the next annual meeting following the date of appointment of such member, provided that the board of directors may remove any member of the producer advisory committee at any time without cause.”*

The Producers Advisory Committee (PAC) is appointed by the CDCB Board of Directors to provide advice to the Board of Directors in support of the development of strategy, policy and activity. This will include the identification of future priorities and opportunities to be pursued by the CDCB in its goal to fulfill its mission.

PAC members are dairy producers that have demonstrated leadership among their peers and are committed to the improvement of the dairy industry.

2. Purpose

PAC exists to advise the CDCB Board of Directors on strategy, priorities and policies, bringing the perspective of the final users of CDCB products and services.

3. Scope

Identifying evidence requirements, and drawing on existing evidence as appropriate, PAC will:

- advise on strategic direction – recommend the development of strategic directions for the benefit of dairy producers.
- advise on priority areas and topics – recommend new priority areas, actions or interventions to be taken to address priorities, and when to cease or reduce investment in existing areas.
- advise on policy – recommend current policy reviews and policy development for the benefit of dairy producers.

These Terms of Reference are effective from (start date) and will be ongoing until terminated by the CDCB Board of Directors.

4. Membership

The CDCB Board of Directors shall elect five PAC members during the CDCB annual meeting and serve for a term ending on the date of the next annual meeting following the date of appointment.

The CDCB Board of Directors shall appoint one of the PAC members to serve as the committee chair.

No individual may serve more than three consecutive one-year term in the PAC; such individual shall be eligible for re-election as a PAC member following a one-year absence from the committee.

PAC members shall have their PAC related expenses covered by CDCB and receive a per diem of \$200 for meetings plus 2-day equivalent (\$400) per year for the conference calls.

CDCB directors are entitled to present candidates to integrate the PAC in due time before each CDCB annual meeting. A letter of recommendation highlighting the candidate qualifications to serve as a PAC member should be sent to the CDCB CEO at least a month before the upcoming annual meeting.

A PAC member should fulfill the following criteria:

- Have an active role in a successful dairy operation.
- Have demonstrated leadership among dairy producers and understanding of the dairy industry as a whole.

5. Accountability

The PAC is a non-executive body appointed by and reporting back to the CDCB Board of Directors.

6. Roles and responsibilities

PAC:

- To provide advice to the Board of Directors in support of the development of strategy, policy and activity.
- To meet with the CDCB Board of Directors to deliver its annual report and to be consulted on matters of interest for the CDCB leadership.

Membership:

- To put the interests of the CDCB above any personal or corporate interests or preferences when making recommendations.
- To attend all scheduled PAC meetings and conference calls.
- To keep confidentiality on all PAC internal discussions and discussions with the CDCB Board of Directors.

Chair:

- To facilitate the schedule of PAC meetings and conference calls.
- To establish the agenda and organize the materials for the PAC meetings and conference calls.
- To prepare reports with PAC recommendations to the CDCB Board of Directors in due time.
- To chair meetings and calls.
- The CDCB staff will provide logistic support to the Chair.

7. Meetings

PAC will meet at least once a year with the CDCB Board of Directors and have regular conference calls in order to fulfill its purpose and perform its roles and responsibilities.