

Cariboo Cattlemen's Strategic Plan



Summary: June 12, 2019

MAIN MESSAGES

- ▶ Cariboo Cattlemen Association is developing an action plan for regenerating the industry
- ▶ Collaboration is an important part of the plan
- ▶ There is clarity in this plan
- ▶ We had a relatively upbeat, respectful session
- ▶ It's time for action and looking to the future
- ▶ This is a call for engagement

“ Participants identified the key themes of Vision 2040 which is a highly valued and inspiring description of the future for Cariboo Cattlemen and their organization in the year 2040 ”

VISION 2040 THEMES

3-5 YEAR GOALS & YEAR 1 EXPECTED RESULTS

Public Perception

3-5 Year Goal

- ▶ Build up public perception of ranchers as stewards of the land and producers of healthy food and husbandry of livestock

Year 1 Expected Results

- ▶ Publish a newsletter
- ▶ One farm tour (school kids) with a focus on the usefulness and benefits
- ▶ Host BC Agriculture Council program for Cariboo Cattlemen Assn. members and engagement with the public

3-5 YEAR GOALS & YEAR 1 EXPECTED RESULTS

Succession / Transition

3-5 Year Goal

- ▶ Increase support for ranching families seeking successful transitions

Year 1 Expected Results

- ▶ Establish base line data
- ▶ Carryout a needs survey for succession planning
- ▶ Develop a tailored approach to facilitate and support transition

3-5 YEAR GOALS & YEAR 1 EXPECTED RESULTS

CCA Organization

3-5 Year Goal

- ▶ Increase the number of members with qualifications, commitment
- ▶ A fully functioning Board of Directors committed to fulfilling roles and responsibilities

Year 1 Expected Results

- ▶ Define membership and hold a drive
- ▶ Recruit members for director role that is supported
- ▶ Promote CCA that wants to move the organization forward towards its Vision 2040
- ▶ Strategic Plan and Vision 2040 completed and communicated, including identifying the capacity to support implementation

3-5 YEAR GOALS & YEAR 1 EXPECTED RESULTS

Adapting / Self-Confidence

3-5 Year Goal

- ▶ Promote innovation & diversification on the land with continuing education and supportive linkages for change.

Year 1 Expected Results

- ▶ Develop skills and business tools that support innovation / diversification: e.g. enterprise & economic analysis, skills/tools workshops
- ▶ Link government program funding and support from provincial government workers
- ▶ Develop strategy for promoting innovation / diversification

3-5 YEAR GOALS & YEAR 1 EXPECTED RESULTS

Public & Environmental Goods & Services

3-5 Year Goal

- ▶ Monthly cheques issued to most farms re: positive Environmental Goods & Services (EG&S)

Year 1 Expected Results

- ▶ Update from BCRC re: EG&S, Government of BC, Ministry of Agriculture
- ▶ Seek government resources for beginning CCA planning on baseline work

3-5 YEAR GOALS & YEAR 1 EXPECTED RESULTS

First Nations Outreach & Collaboration

3-5 Year Goal

- ▶ Reach out to First Nations as part of relationship building to focus on collaborative partnerships where possible with those engaging in agriculture Aim for an increase of First Nations representation

Year 1 Expected Results

- ▶ Develop relationships that build partnerships that support both groups in shared interests and common goals on the land
- ▶ Develop a working group with CCA and FN to create a strategy for working together, resolving conflicts and common issues together

3-5 YEAR GOALS & YEAR 1 EXPECTED RESULTS

Government Relations & Advocacy

3-5 Year Goal

- ▶ Carry out advocacy with provincial & federal governments' legislation, policies, regulations; e.g. extension services that support CCA's Vision 2040.

Year 1 Expected Results

- ▶ Present strategic plan to FLNROD/Agriculture/Environment & Climate Change/Ministry of Indigenous Relations & Reconciliation
- ▶ Seek support of BC Cattlemen's Association and Canadian Cattlemen counterpart

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