

**This Memorandum of Understanding is effective
between the
British Columbia Marketing Board
and the
British Columbia Ministry of Agriculture, Fisheries and Food**

1. INTRODUCTION

The purpose of the Memorandum of Understanding is to delineate the respective responsibilities and accountabilities specific to the British Columbia Marketing Board (BCMB) and the Ministry of Agriculture, Fisheries and Food (the Ministry) in matters pertaining to regulated marketing.

2. RESPONSIBILITIES/ACCOUNTABILITIES OF THE BCMB

- 2.1 The BCMB shall be responsible for preparation of its business plans, annual reports and budget.
- 2.2 The BCMB shall be responsible for supervision of all marketing boards or commissions constituted under the Natural Products Marketing (BC) Act (NPMA).
- 2.3 The BCMB shall be responsible for hearing appeals filed by any person who is aggrieved by an order, decision or determination of a marketing board or commission in British Columbia.
- 2.4 The BCMB, as a signatory to federal/provincial agreements on supply management shall participate fully in national and provincial signatory meetings.
- 2.5 The BCMB shall be responsible for preparing briefing notes and documentation addressing matters relevant to its supervisory role (S 2.2), and hearings(S 2.4), with the exception of policy matters which shall be the responsibility of the Minister and Ministry.
- 2.6 The BCMB shall forward quarterly reports to the Minister. These reports will at a minimum include a status report on hearings completed and in progress during the review period, and an assessment of critical issues which will require the Minister's attention.
- 2.7 The BCMB shall be responsible to adhere to broader government administrative policies governing boards and commissions.

3. RESPONSIBILITIES/ACCOUNTABILITIES OF THE MINISTRY

- 3.1 The Ministry shall be responsible for preparing briefing notes and cabinet submissions relevant to regulated marketing policies and policy development.

- 3.2 The Ministry, at the request of the Minister, shall represent the Minister as a signatory at provincial and national meetings dealing with federal/provincial agreements on regulated marketing.
- 3.3 The Ministry will be responsible for all administrative process relevant to the nomination and appointment of Order-in-Council appointments to provincial regulated marketing boards/commissions.
- 3.4 The Ministry shall be responsible to provide personnel and financial administration services to the BCMB.

4. SHARED RESPONSIBILITIES

- 4.1 The BCMB and the Ministry share responsibility for managing public communications.

Final approval of Minister's news releases and speeches regarding the BCMB or the BCMB's area of jurisdiction, which are provided to the Minister for use at the Minister's discretion, will be given by both the BCMB Chair and the Deputy Minister.

The Public Affairs Branch of the Ministry will make available to the British Columbia Marketing Board communications and statistical services which include:

1. Assistance with the approval and printing process for BCMB publications;
2. Writing of news releases;
3. Specialized media and communications advice;
4. Assistance with the development of questionnaires, market research questions and surveys;
5. Assistance with the supervision of contractors involved in market research; and
6. Analysis of market research data.

- 4.2 The BCMB budget will be presented in the Public Accounts as a separate sub-sector of the Ministry budget.
- 4.3 The Ministry and the BCMB acknowledge the role of the Attorney General in providing legal services to both parties.
- 4.4 The Chair of the BCMB and the Deputy Minister shall meet quarterly or more frequently at the request of either, to review issues of mutual concern/interest.
- 4.5 A staff member of the BCMB and a staff member of the Ministry will be assigned the joint responsibility to liaise on policy matters on a continuing basis.

- 4.6 The Ministry and BCMB staff will consult in the preparation of policy positions as required which involve input by the BCMB and which are to be presented to senior Ministry levels and to the Minister.
- 4.7 In areas of joint responsibility, the preparation of policy proposals will involve full consultation and discussion, joint development efforts and joint presentation of proposals.
- 4.8 The Ministry and the BCMB will keep each other informed on matters in the other's jurisdiction which affect the work of the other party.
- 4.9 This Memorandum of Understanding will be managed by the BCMB General Manager on behalf of the BCMB, and the Director, Trade Competition Branch, in consultation with the Executive Director, Policy and Legislation on behalf of the Ministry.

5. AMENDMENTS

This Memorandum of Understanding shall be reviewed, at least annually by the Ministry and the BCMB, by October 15th of each year, to recommend any amendments to be implemented in the coming fiscal year.

In addition, the BCMB and the Ministry may amend the Memorandum of Understanding at any time on the mutual recommendation of the Chairperson and the Deputy Minister, and approval by the Minister.

6. GENERAL PROVISIONS

Nothing in the Memorandum of Understanding authorizes one party to create any obligations on behalf of the other.

[original signed by]

Mrs. Donna Iverson
Chair
British Columbia Marketing Board

[original signed by]

Mr. Bruce A. Hackett
Deputy Minister
Ministry of Agriculture, Fisheries and Food