

Strategic Plan Executive Summary 2019-2021

Food and
Beverage
Canada



Aliments
et boissons
Canada

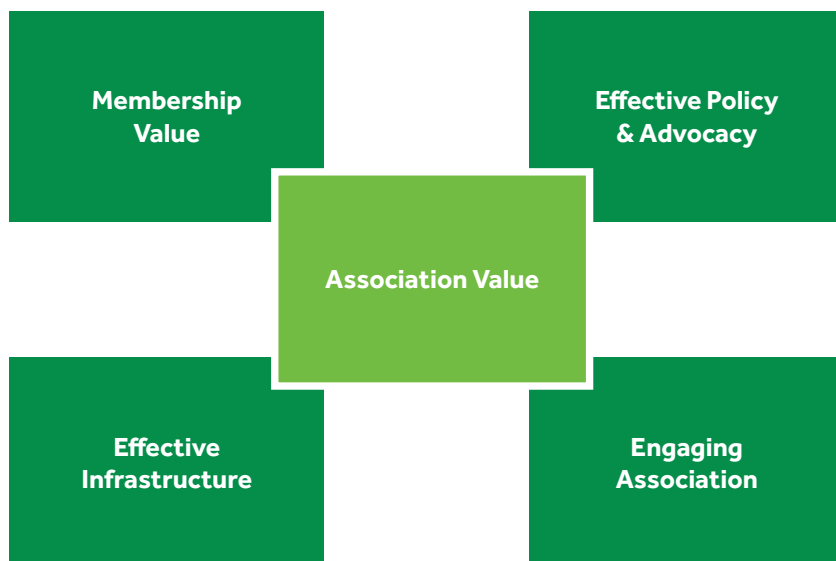
Progressive. Collaborative. Transparent.

Food and Beverage Canada – Aliments et boissons Canada is the go-to national voice for food and beverage manufacturers across Canada. The Strategic Plan will guide the organization from 2019-2021 with a framework that focuses on Membership Value, Effective Policy & Advocacy, Engaging Association and Effective Infrastructure.

“ Our mission is to advance a competitive business environment that enables growth and sustainability through knowledge sharing, consultation, business-led solutions and proactive advocacy. ”

Co-Chairs - Daniel Vielfaure, CEO, Bonduelle & Michael Burrows, CEO, Maple Lodge Farms

KEY PILLARS OF SUCCESS



BOARD OF DIRECTORS

Daniel Vielfaure

CEO, Bonduelle Americas, Co-Chair

Michael Burrows

CEO, Maple Lodge Farms, Co-Chair

Sylvie Cloutier

CEO, CTAQ, Vice-Chair

Joe Makowecki

President & CEO, Heritage Frozen Foods, Treasurer

Rosemary MacLellan

VP, Strategy & Industry Relations, Gay Lea Foods Co-operative, Secretary

Rory McAlpine

Senior VP, Government & Industry Relations, Maple Leaf Foods, Officer-at-Large

Norm Beal

CEO, Food and Beverage Ontario

James Donaldson

CEO & Executive Director, BC Food Processors Association

Tammy Brideau

Executive Director, Food and Beverage Atlantic

David Shambrock

Executive Director, Food and Beverage Manitoba

Robert Eiser

President, Aliments LUDA Foods

Sylvain Fournaise

Vice-President, Food Safety and Technical Services, Olymel S.E.C./L.P.

Ashley Kanary

Executive Vice President – Sales and Marketing, BCI Foods

Douglas Pritchard

General Manager, Griffith Foods

René Proulx

President and CEO, Exceldor Foods

Del Rollo

Senior Director Industry & Estates, Arterra Wines Canada

Teresa Schoonings

Senior Director, Government Relations & Sustainability, Bimbo Canada

Scott Woods

Senior Manager, Regulatory, US/Canada, Ingredion Canada

Kerry Towle

Vice President, Industry & Government Relations, Sofina Foods



Membership Value



Achieve a member overall satisfaction rating of 90+%.

- Define member value for each class of membership and conduct annual member satisfaction survey
- Implement new member acquisition initiatives
- Develop annual program of member services
- Build a business case for other sources of revenue
- Identify opportunities to collaborate with other sectoral organizations

Effective Policy & Advocacy



Identify issues, participate in government consultations and achieve targeted wins on key priorities.

- Develop a rigorous and durable policy and advocacy development process
- Identify and prioritize objectives for current and emerging issues
- Provide input into the 2019 federal election platforms
- Develop strategies and initiatives to address industry competitiveness, labour access and regulatory processes
- Measure organizational effectiveness with a stakeholder perception audit

Engaging Association



Promote membership engagement and achieve corporate member participation rate of 90+%.

- Establish effective board and committee structure, systems and processes
- Implement a member engagement plan
- Implement a member communications strategy

Effective Infrastructure



Implement a scalable corporate infrastructure to support a successful and sustainable organization.

- Develop a brand and implement corporate communication tools
- Implement financial systems and HR programs and policies
- Establish a data and contact management system and implement an IT system with expandable network capacity