

January 24, 2024

## Notice of 2024 Spring Producer Meetings – (in-person & online)

Dairy producers,

Planning is underway for spring producer meetings which will be held between March 25<sup>th</sup> to April 12<sup>th</sup> (complete schedule attached) across western Canada. Debrief and feedback following producer meetings held in 2023 have led to some changes as we move into 2024 – these are initial adjustments in what is aimed at being a more engaging and responsive approach.

BC Milk and BC Dairy are piloting this approach this year as we work to be more effective in our producer communications, but also more efficient in reducing some travel and in-person meetings.

Change 1) In-person meetings will be organized twice per year in regions with more than 20 dairy producers, and once per year where there are fewer producers. All producers are welcome to attend any of the meetings in any region.

This spring, there will be meetings held for dairy producers in-person in Nanaimo, Abbotsford, Salmon Arm, and Smithers and a meeting held online.

This fall, there will be meetings held for dairy producers in Nanaimo, Abbotsford, Salmon Arm, Creston and Prince George, and a meeting held online.

Producers can expect updates on key topics of interest to all producers across the WMP, including on the progress of DIW, as well as updates from Dairy Farmers of Canada.

Change 2) Fewer presentations, more dialogue and discussion.

The spring meeting agenda is currently under development – we intend to allow for more time for dialogue, with fewer presentations. To ensure we're providing the most useful information and having the right dialogue – we invite you as dairy producers to share questions, ideas, and topics with us to directly influence the agenda and meeting format

**Please respond by February 15<sup>th</sup> at the latest.**

**Please click here to provide your input:** [Spring Producer Meeting – Producer Meeting Agenda Input](#)

The evolution of producer communications and engagement is a key project for the Western Milk Pool with the goals of being more responsive and timelier and building more opportunities for dialogue when we're together in person. You will start to see more timely online meetings when there are events or issues that are significant in nature (such as a decision on farm-gate prices).

BC Milk and BC Dairy directors and staff will also continue to attend events organized by regional associations, which are further opportunities for dialogue and interaction throughout the year.

*Please continue to next page for the 2024 BC Spring Producer Meeting Schedule*

## Notice of 2024 Spring Producer Meetings – (in-person and online)

All producers are invited to attend regional meetings which will be held throughout the province between March 25, 2024 and April 12, 2024.

The meeting agenda is currently under development – we intend to allow for more time for dialogue, with fewer presentations. To ensure we’re providing the most useful information and having the right dialogue – we invite dairy producers to share questions, ideas, and topics with us.

Please respond by February 15<sup>th</sup> at the latest.

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Date	Region	Location	Time
March 25, 2024 <i>Monday</i>	<b>Vancouver Island</b> Nanaimo	<b>Coast Bastion Hotel</b> 11 Bastion Street Nanaimo, BC	11:00am – 2:30pm <i>(lunch)</i>
March 27, 2024 <i>Wednesday</i>	<b>Okanagan</b> Salmon Arm	<b>Prestige Harbourfront Resort</b> 251 Harbour Front Drive NE Salmon Arm, BC	10:00am – 1:30pm <i>(lunch)</i>
April 2, 2024 <i>Tuesday</i>	<b>Fraser Valley</b> Abbotsford	<b>Clarion Hotel &amp; Conference Centre</b> 36035 North Parallel Rd Abbotsford, BC	7:00pm – 10:00pm <i>(coffee &amp; snacks)</i>
April 11, 2024 <i>Thursday</i>	<b>Bulkley Valley</b> Smithers	<b>Prestige Hudson Bay Lodge</b> 3251 Yellowhead Highway Smithers, BC	11:00am – 2:30pm <i>(lunch)</i>
April 12, 2024 <i>Friday</i>	<b>Virtual Meeting</b> Online	<b>Zoom</b> Meeting Link: MMS Producer Portal: <a href="#">MMS Login</a>	10:00am – 12:30pm