



## **Strategic Plan**

**2017 - 2020**

# Strategic Plan

## Introduction

The Board has developed a plan laying out the direction for the organization over the next three years. The plan establishes the perimeters for policy and program development to guide SaskMilk forward in a progressive and orderly manner.

## Our Vision:

- A healthy sustainable dairy industry

## Our Mission:

- To lead and grow the dairy industry through innovation, advocacy and quality

## Our Values:

- Integrity:  
SaskMilk is committed to ethical behavior that is demonstrated through honesty, fairness and a sense of decency.
- Transparency:  
SaskMilk will establish direction and conduct its affairs with clarity and in a plain, self-evident and forthright manner.
- Respect:  
SaskMilk will operate in an environment which embraces empathy, civility and courtesy in dealings with others.
- Innovative:  
SaskMilk encourages a pioneering spirit of innovation and creativity to meet the needs of the Saskatchewan dairy industry.
- Collaborative  
SaskMilk will develop interdependent and harmonious partnerships for the common good of Saskatchewan dairy producers.

## Ideal Future

- We will work to grow a dynamic and profitable dairy industry.
- We will be a visible presence on the farm for regulation and service.
- We will be stewards of our farms and guardians of our social license.
- We will build meaningful relationships with stakeholders, consumers, government, processors
- We will assist new entrants and promote new investments in modern production and processing.
- We will be a valued partner in the WMP
- We will be a trusted voice for supply management.

## Key Result Areas

### 1. Western Milk Pool:

Goal:

- To maximize synergies implemented by the WMP

### 2. Social License

Goal:

- To produce quality milk, in a sustainable way, within the principles of pro-Action

### 3. Processing

Goal:

- To increase processing capacity, modernization and value of milk and its components

### 4: Advocacy / Market:

Goal:

- To advocate for Supply Management and consumption of Canadian dairy products

## **5. Ingredient Strategy:**

Goal:

- To maintain current understanding of the factors that influence ingredients, demand, and price

## **6. Growth:**

Goal:

- To grow milk production in Saskatchewan