



## **Strategic Plan**

**2021 – 2024**

# 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 growing 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

SaskMilk is committed to the following ideals in its pursuit of a healthy dairy industry for Saskatchewan.

- We will work towards an efficient, profitable, and sustainable industry in Saskatchewan.
- We will build meaningful and trusting relationships with Western Milk Pool, P-10, DFC, consumers, and government.
- We will grow the market by promoting the consumption of milk products
- We will drive forward modern processing to meet the demands of a dynamic marketplace.
- We will continue to be committed, progressive and respected in meeting our National and Regional obligations
- We will build meaningful and trusting relationships with producers
- We will encourage effective, two-way communication with processors.
- We will maintain strong consumer confidence through pro-action, stewardship, and high-quality milk.

## Strategic Priorities

### 1. Collaboration:

Goal:

- To be respected, be valuable contributors and collaborate with our provincial, regional, and national partners for the success of Saskatchewan milk producers.

### 2. Consumer Confidence

Goal:

- Through best practices maintain and grow consumer trust (confidence) in our farms, our products, and in the Canadian industry.

### 3. Awareness and Engagement (Marketing/Communication/Sponsorship)

Goal:

- To engage directly with consumers to demonstrate and personalize dairy farming in a transparent way.

#### **4: Growth**

Goal:

- To grow milk production and milk processing through encouraging innovation.

#### **5. Creating Best Value/Cost Control**

Goal:

- To create the best value through maximizing farm gate returns and cost efficiencies.

#### **6. Effective Supply Management**

Goal:

- To position SaskMilk for the future through progressive regulations, policies and advocacy (government relations).

#### **7. Governance – Board Relations**

Goal:

- To be a governing board that will build and maintain a trusting, respectful relationship within the board and amongst staff and board.