



Taking the Canada Mink Breeders Association (CMBA) to 2020

Canadian Mink Industry Vision
 A sustainable, united, competitive Canadian mink industry recognized for quality product in Canada and around the world

CMBA Mission
 The Canada Mink Breeders Association is the National Voice for the industry - leads in advocating for Canada's industry and supports members with the information and services they need to compete sustainably.

Values
 Ethical animal treatment
 Environmental stewardship
 Respect
 Innovation

An Effective CMBA

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| Objectives |
| 1. To enhance Director engagement and leadership |
| 2. To ensure effective staff and Board succession – balance need for renewal and continuity |
| 3. To ensure the CMB relationship with NAFA is not an impediment to CMB membership |
| 4. To ensure all Canadian Ranchers see the benefit of and support membership in the CMB |

Informed and Engaged Members

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| Objectives |
| 1. To enhance member communication and outreach – include digital strategy |
| 2. To enhance involvement with Provincial Mink Associations |
| 3. To ensure members are provided with information they need to be competitive (AD, genetics, economics, etc.) |

A Competitive Canadian Industry

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| Objectives |
| 1. To encourage on-going genetic improvement in the Canadian herd – size, quality, etc. |
| 2. To promote economic sustainability ...market access, trade, public policy, bench mark, financing and other tools |
| 3. To encourage and support the relationship between Canadian producers and NAFA (Rancher pelt deductions support CMB) |

Leading Animal Welfare Practices

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| Objectives |
| 1. To encourage industry compliance with the Code of Practice |
| 2. To develop and implement a third party audit system |
| 3. To ensure continuous improvement – research, update and renewal |
| 4. To work with animal agriculture partners to influence animal welfare policy |

Optimal International Outreach

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| Objectives |
| 1. To maintain key international alliances (FCUSA, EFBA, IFF, IFASA) |
| 2. To encourage cooperative international interdisciplinary research efforts |

An Informed and Knowledgeable Public

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| Objectives |
| 1. To proactively engage the public -the benefits and value of the industry |
| 2. To partner with others (e.g. IFF) to support public outreach efforts |
| 3. To influence related federal policy decisions – enhanced political outreach |

Effective Crisis Management

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| Objectives |
| 1. To maintain an effective crisis management system and response capability |