



British Columbia  
Farm Industry  
Review Board

## BC Farm Industry Review Board

# STRATEGIC PLANNING and SAFETY

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COGA  
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## My instructions:

- Focus on the **PURPOSE** of strategic plans, and
- **SAFETY**
- In 20 minutes!



# Strategic Plan

- Google search 1 “strategic plan” resulted in:  
About 541,000,000 results
- Google search 2 “strategic planning agriculture” resulted in:  
About 253,000,000 results
- Google search 3 “strategic planning consultants british columbia” resulted in:  
About 38,600,000 results



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## Purpose:

The **purpose** of **strategic planning** is to set overall goals for your business or organization and to develop a **plan** to achieve them. It involves stepping back from your day-to-day operations and asking where your business is headed and what its priorities should be.





## Why is a strategic plan important?

Perhaps the most obvious reason to have a **strategic** plan is that it provides direction and **focus** to an organization or business.

A strategic plan is **important** because it provides direction and outlines measurable goals. A strategic plan enables an organization to evaluate its progress against its goals.

A well thought-out strategic plan will identify “**strategic advantages**”; marketplace **benefits** that exert a decisive influence on an organization's likelihood of future success.





# FIRB's Approach: Principles-Based Regulation and SAFETI

## Goal 1

A regulated  
marketing system  
with effective self-  
governance

80Λ61M9MCE

## Goal 2

A principles-based,  
outcomes-oriented  
approach to  
regulation

168M1910M

## Goal 3

Effective, fair and  
independent  
resolution of  
inquiries and  
disputes

012B0162  
1M011162 8M0



## What this means:

FIRB focuses on desired regulatory outcomes.

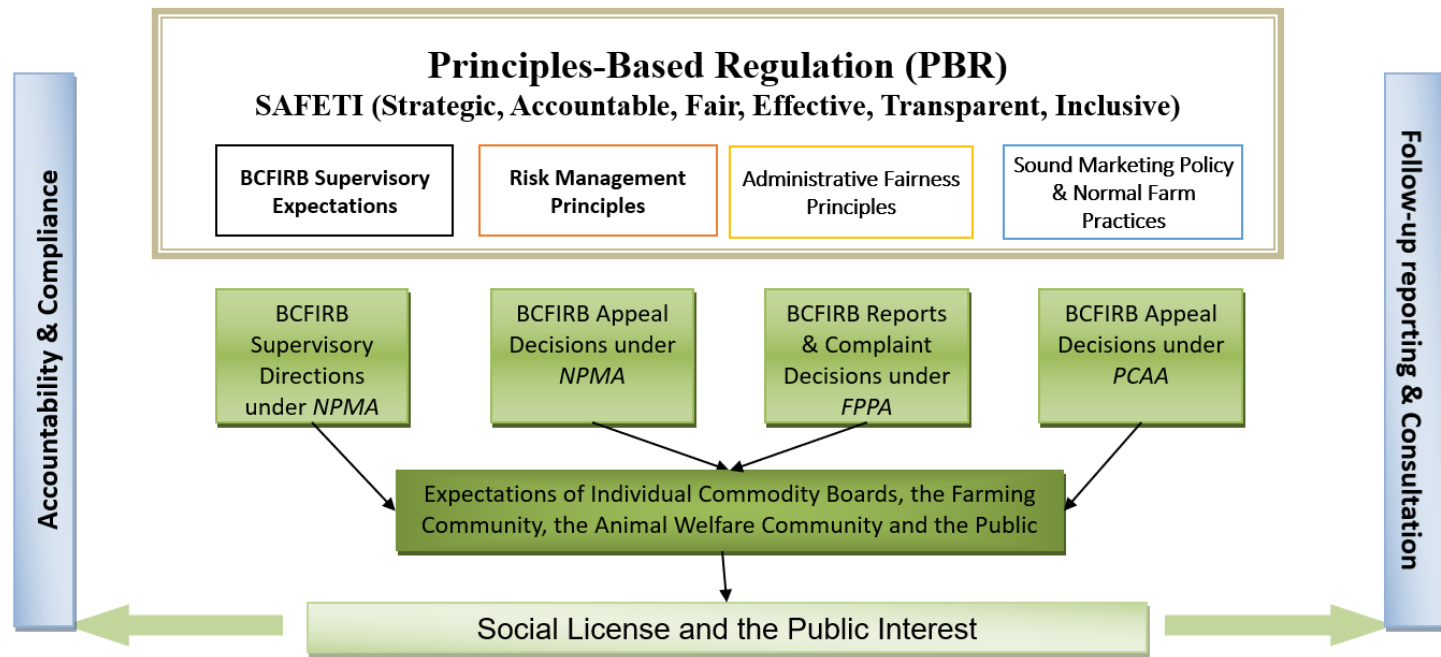


Responsive,  
accountable  
regulatory system  
delivering agri-food  
sector and public  
benefits

Commodity boards focus on how best to achieve desired regulatory outcomes.



# Accountability Framework:





# SAFETI: The Tool

<b>Strategic</b>	Identify key opportunities and systemic challenges and plan for actions to effectively manage risks and take advantage of future opportunities.
<b>Accountable</b>	Maintain legitimacy and integrity through understanding and discharging responsibilities and reporting performance.
<b>Fair</b>	Ensure procedural fairness in processes and decision making.
<b>Effective</b>	Ensure clearly defined outcomes with appropriate processes and measures.
<b>Transparent</b>	Ensure that processes, practices, procedures, and reporting on how the mandate is exercised are open, accessible and fully informed.
<b>Inclusive</b>	Ensure that appropriate interests, including the public interest, are considered.



**Build**

**Practice**

**Do**

**Report**



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## For more information

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