

ORDER 2026-05
AN ORDER CREATING THE PROMOTION COMMITTEE
(the "PROMOTION COMMITTEE ORDER")

NOW THEREFORE BE IT ENACTED pursuant to

- Section 8 (c), 11(t,u,w,x) of New Brunswick Regulation 2002-85 – *Milk Plan and Levies Regulation – Natural Products Act*; and
- Section 12 of New Brunswick Regulation 2002-86 – *Milk Plan Administration Regulation – Natural Products Act*

DAIRY FARMERS OF NEW BRUNSWICK (hereinafter called the "Board") in its exercise of its Federal and Provincial powers, where applicable, in whole or in part, concurrently and in combination hereby repeals Order 2020-11 – Promotion Committee Order and replaces it with

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- 1) **DEFINITIONS** The terms referenced herein have the same meaning as given in the by-law, act, regulation, order or agreement in which the term was originally defined. If a term originates herein the term will be defined below.
- a) "Promotion Committee" means the Committee formed pursuant to this Order.

2) **PROMOTION COMMITTEE STRUCTURE**

- a) The Promotion Committee members shall be appointed by the Local Milk Committees at the DFNB Annual Meeting and each member shall be a voting representative of a farm operating in that area. If a farm chooses to select a non-voting representative the farm's voting rep must submit in writing to the board the selected representative. Each Local Milk Committee may have three members, and one alternate member. The alternate member only attends a meeting when one of the three members for their area cannot attend.
- b) The Promotion Committee Chairperson and board representative(s) shall be appointed by DFNB's Board of Directors within 30 days following the DFNB Annual Meeting.
- c) The Promotion Committee shall consult with representatives of DFC's Promotion Team (Maritime and National) to ensure that Promotion Committee activities align with the DFC's promotion efforts and to avoid any duplication of promotion activities.
- d) The "Promotion Committee" shall establish a Promotion Plan to spend those funds set aside by the Board for such promotion activities for the period ending July 31. The Plan shall detail the various promotion initiatives and the associated spending and explain how those activities will improve consumer perception of dairy farming in the province and increase consumption of dairy products.
- e) The Promotion Committee shall hold its first regular meeting following the appointment of the DFNB Promotion Chairperson but not later than **January 31**. The Promotion

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Committee shall meet and finalize arrangements with DFNB or third party service providers to carry out budgeted activities.

- f) The Promotion Committee shall submit to the Board on or before **April 30**, a promotion activity calendar and budget for August 1 to July 31 for the Board to review and which may be approved, amended or denied at the absolute discretion of the Board.
- g) The Promotion Committee shall meet again by **October 31** to evaluate the effectiveness of the promotion activities that took up until that time and make any necessary adjustment for any remaining activities. The Promotion Committee shall discuss and prepare a presentation for the DFNB Annual Meeting of the year's promotion activities. This presentation at the AGM is to inform delegates of the successes and failures of the initiatives and allow delegates the opportunity to bring forward recommendations that the Promotion Committee should consider when preparing its Promotion Plan for the next year. The Promotion Committee shall review the Regional Service Agreement plan and make a recommendation to the board.
- h) The Chair of the Promotion Committee may call for additional meetings as necessary to deal with any major deviations from the approved Promotion Plan.
- i) Promotion Committee Members shall be reimbursed for mileage to participate in Promotion Committee meetings on forms supplied by the Board.

This Board Order is a reproduction of the original Board Order which has been signed by the Chair and the General Manager.