



February 7, 2022

Call for Expressions of Interest – Association Management Opportunity

The Canadian National Millers Association (CNMA) is Canada's national, not-for-profit industry association representing the public policy and regulatory interests of Canada's cereal grain milling industry. CNMA's member companies include some of the largest multinational milling companies in the world, as well as independent, small and medium family-owned enterprises. The interest that this diverse range of businesses has shared for over a century is advocacy to governments in Canada in support of a business climate favourable to investment, competitiveness and access to domestic and international markets.

The cereal grain milling industry is a food manufacturing industry at the mid-point in the food supply chain that delivers grain-based foods to consumers. This supply chain includes many industries and players, among them seed, fertilizer, crop protection, 60,000 farmers, grain handling and transportation, baking, pasta, breakfast cereal, biscuit, snack, frozen food, foodservice and retail grocery. There are many not-for-profit associations in Canada representing these industries. CNMA strives to maintain lines of communication with all, preferring to pursue policy and regulatory outcomes of benefit to the entire supply chain.

The Opportunity

CNMA's operating model has for decades relied upon government relations, regulatory affairs and legal professionals to manage the association and its business, including the organization and management of annual conferences and other events under the direction of a board of directors and operating committees serving the association in voluntary capacities. CNMA's current President has led the association and coordinated its activities in Ottawa for many years and is looking forward to retirement after assisting us in transition to new leadership by end of 2022.

CNMA's objectives and activities will be familiar to individuals or consultancies with experience acquired in the agri-food sector related to government relations, regulatory affairs and communications. With food and beverage production and manufacturing being among the most highly regulated segments of the economy, much of CNMA's attention and business is focused on regulation at the federal level. Regulations and policy affecting the entire cereal grain supply chain are also prominent in our government relations activities.

Most public policy and regulatory change is the result of years of consultation and fact-based advocacy. CNMA anticipates hiring or entering into a multi-year professional services agreement with an individual or team of individuals that brings the right mix of experience, skills and motivation to pursue our members' interests.

Scope of Work – Services to be provided

In a reporting relationship to CNMA's board of directors via an Executive Committee of board members, services to be provided are:

- Public policy and regulatory research and analysis
- Government relations and regulatory affairs advice and counsel
- Drafting of correspondence and written submissions to government and other organizations
- Active representation of CNMA's regulatory and public policy interests to federal and provincial government departments and agencies in compliance with federal and provincial lobbyist registration laws and regulations
- Media relations in the capacity of an on-the-record spokesperson
- Representation of CNMA in other organizations and federations of which CNMA is a member, such as the Canada Grains Council, Cereals Canada and the Canadian Supply Chain Food Safety Coalition
- Constructive and strategic collaboration with other agri-food associations and coalitions, including the North American Millers Association that operates in the U.S. independently from CNMA
- Attendance of symposia and conferences, primarily in Canada and the U.S. as a representative of CNMA
- Planning, organization and management of CNMA meetings and conferences
- Provision of secretariat services to the CNMA Executive Committee, Technical and Food Regulatory Affairs Committee and other operating committees that may be constituted from time to time as required to respond to public policy and regulatory issues of interest to the association
- Coordination of consulting and professional service relationships between CNMA and third parties such as legal counsel, auditors and other consultants that may be retained by CNMA from time to time
- Recruitment of new members to the association in consultation with members of the CNMA Executive Committee
- Financial planning and budget reconciliation

Some Key Requirements

- Knowledge of Canada's cereal grain production, marketing, and processing supply chain
- Knowledge of Canada's federal government regulatory departments and agencies responsible for regulation of segments of the agri-food sector
- Knowledge of Canada's federal regulatory policy, legislative and regulation-making processes
- Established lines of communication and working relationships with senior public servants in federal regulatory agencies and departments
- Experience in identifying, pre-qualifying, and providing direction to contractors such as advertising, public relations, media relations, accountants, legal counsel, and administrative support

Selection Process

Expressions of interest will be received up until February 25, 2022 and evaluated in the first of a two-stage process in which a short list of qualified individuals or firms will be invited to submit compensation expectations or a costed contract proposal and participate in a live interview with the selection committee.

Expressions of interest accompanied by curricula vitae and/or other details of experience and qualifications may be directed to:

Bruce MacIntyre
Chairman, Canadian National Millers Association
bmacintyre@phmilling.com

More about CNMA at: www.canadianmillers.ca