



Resolution #5, Northumberland County – OSCIA Newsletters

WHEREAS member surveys indicate the OSCIA newsletter to be a valued member benefit; and,

WHEREAS local newsletter content is currently mandated to be produced in conjunction with provincial content and OMAFRA's Crop Talk 4 times per year; and,

WHEREAS some members have expressed that newsletters are too long and released at times which conflict with farm workloads; and,

WHEREAS Crop Talk release dates are currently the 1st of March, June, September and November.

THEREFORE, BE IT RESOLVED that the OSCIA undertake discussions with OMAFRA to alter the production schedule so that local content and the provincial newsletter be released on a schedule that is better aligned with crop cycles and member's available time to read and explore opportunities to increase the frequency of member communications via smaller newsletters to increase readership.

Moved by Don Oliver, Seconded by Travis Greydanus (Northumberland).

Carried

Action to be announced when more information is available.

RESPONSE FROM OSCIA Board of Directors

The objective of OSCIA and OMAFRA is to have the regional newsletters prepared and on their way to members across all eleven regions, by the 20th of the specified month (i.e. March, June, September and November). Each quarterly issue is to feature the provincial newsletter, Crop Talk and the region's newsletter. The Executive feels to achieve service excellence it is important that the coordinated information be delivered to all members in a timely fashion. The member can choose to delay reading the material, but regions need to adhere to the delivery standard established. Until the current delivery standard is consistently met across all regions, it is premature to initiate discussion on granting regions the ability to alter production schedules. Discussions will continue on this item.