



August 25, 2017

Hello All:

The Commission will be holding its annual strategic planning session October 4-6. Our 2016-17 Strategic Plan is highlighted on the Commission's website and we will be reviewing, updating and changing our objectives as required to address planning for 2018 and beyond.

We all know there are many challenges. They include the current NAFTA negotiations and BC doing its part in ensuring we maintain - and demonstrate - an effective and credible national system.

Here in BC the Commission is responsible for ensuring its decisions are in accordance with both our scheme and sound marketing policy. This includes due consideration of Government's policy objectives for the management of allocations.

We must also have fair (including pricing), effective and constructive working relationships with all our stakeholders, internal and external. None of us on our own are "the industry".

There are many issues the Commission is, should and could be addressing. Many more than I think the Commission can handle at one time, frankly.

So then, setting priorities is hugely important. We would like your help in that, which you can do by emailing the office what you think is important for the Commission to look at and why it should. Input doesn't have to be formal or fancy but using what you think are key SAFETI (strategic, accountable, fair, effective, transparent, inclusive) principles would be helpful as the Commission will have to do the same.

As Chair, I believe there are two overarching themes that are key to the success of the regulated hatching egg sector. The first is making absolutely sure our food safety, biosecurity, animal care and other requirements of Schedule 5 of the Commission's Orders are a top priority for all of us. Nothing can harm our credibility more as an industry than a serious problem arising from one of those issues. No excuse in a regulated sector.

The second theme is having a cost effective, outcome oriented regulatory regime. How much regulation do you need to let the business of the industry occur while maintaining the necessary regulatory integrity of the system? Both are important in supply management but where is the balance? These are questions for the Commission.

Again, your thoughts as industry stakeholders are always appreciated. Please submit them to the Commission office by Friday, September 29 so they can be included for consideration at the Strategic Planning session.

Thank you,



Jim Collins, Chair  
BC Broiler Hatching Egg Commission

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