

BC Broiler Hatching Egg Commission'
2019 Strategic Plan

Our Vision:

It is through cooperation with industry stakeholders that our greatest successes will be derived.

Our Mission:

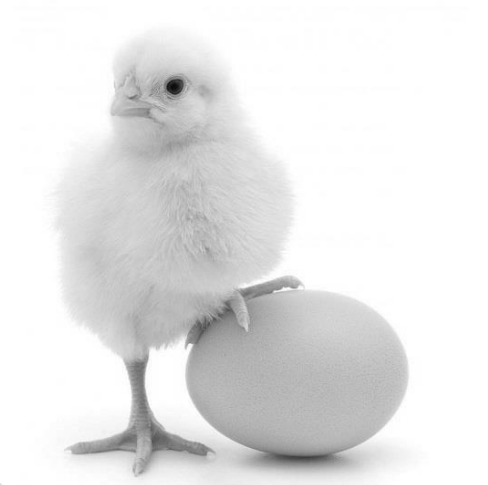
The Mission of the British Columbia Broiler Hatching Egg Commission is to oversee the production activities of the BC Broiler Hatching Egg producers and regulate the marketing of their product and to act as a leader for the BC Broiler Hatching Egg producers in dealing other participants in the chicken Meat industry, with stakeholders in the national marketing scheme and with provincial and municipal government bodies.

Our Purpose:

As a part of the chicken supply chain provide fair and sustainable orderly marketing in the BC Hatching Egg Sector.

Our Big, Hairy, Audacious Goal:

BC Broiler Hatching Eggs is the leader of the chicken industry in Canada.



Our Values:

Passion and exceeding expectations

Support of families and family farms/ businesses

Self-improvement

Smart work with a dose of fun

Integrity

Results oriented

Striving for excellence by thinking proactively

Act stewardly

Overarching Priorities for the next 3 to 5 Years:

1. Minimize relation dependency for efficient transactions:

- Hatchery Reporting Initiative (software)
- Hatchery Margin
- Quota Task Force
- Pricing
- Input costs

2. Research/ Development and Innovation:

- Spiking Males
- Animal Care
- Disease Management strategy
- Environmental
- Farm Practices

3. Manage effective Government relationships:

- Board election/composition
- Social media
- Monitor trade negotiations
- PARP
- Communication

4. Manage effective Joint Marketing Board relationships:

- BCCMB (new building, COP/ Linkage, information sharing)
- BCPA
- COMB/COGA
- DEPI

5. Develop a comprehensive marketing model:

- Regional diversification
- Asian Breeders
- Quota Management Policies
- New Producer Program
- Managing Growth (production)
- Industry Efficiencies
- Western/National approach



January 1, 2019 – December 31, 2019:

Key Initiatives:

1. COP Update and Linkage Review

- Input Cost Review
- BCCMB Appeal on live price
- Ontario COPF Review Process complete
- BCCMB/BCBHEC negotiations
- Third party verification Process
- Hatchery margin request
- Spiking male feasibility study

2. Asian Breeders:

- Amending Order Completion
- Hatchery licencing and reporting
- Permit Application Process
- Asian Breeder Representation
- Allocation separation at National level
- Revisit the question of regulatory tools in the context of the vision and strategic vision for the sector

3. Spiking Male Review:

- Feasibility Study
- Stakeholder engagement on committee Recommendation
- Investigation into inclusion in the COP/Linkage

4. Animal Care Program:

- Final Edits from CHEP
- All barn specs completed
- Audit and Producer training completed
- Program Implemented and Audit calendar adjusted

5. Managing Growth and Production Challenges:

- Hatchery Reporting System (Software)
- Regional Diversification
- 80/20
- Quota Tools Review

Annual Targets:

Financial Targets	2019	2020	2021
Levy	1.9 cents	1.9 cents	1.9 cents
Production of national allocation	100%	100%	100%
COP recovery	100%	100%	100%
Domestic average hatch	84.0%	85.0%	85.0%

DRAFT



BC Broiler Hatching Egg Commission
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