



December 3, 2018

To all BC Hatching Egg Producers and Other Stakeholders,

STRATEGIC PLANNING – 2019 AND BEYOND

On September 5, 2018, I wrote to you regarding current Commission priorities and the then upcoming strategic planning session which the Commission conducted in Victoria September 20-21. My letter also asked certain questions and promised that the draft Commission Strategic Plan would be circulated for comment before being finalized. Attached is that draft for your review and comments.

At a very high level, the Commission has looked up to 5 years into the future and identified issues which will need to be addressed during that time. Some in 2019, others later in the cycle but we thought it was important to provide a planning context. As we already know, this coincides with the Quota Growth Management Strategy initiative, which should see growth and transition in the sector over the next few years.

In addition to identifying some key current priorities, the September 5 letter also asked a series of questions related to the strategic plan. The Commission received responses from individual producers and the BC Broiler Hatching Egg Producers Association. Those responses were appreciated and considered during the Commission's strategic planning session.

Also attached are those questions as they relate to the draft Strategic Plan and some new questions. These questions will continue to be part of the ongoing communication between the Commission and its stakeholders but in this case, we would appreciate any responses you have at this time by Friday, December 14 so we can consider them before we finalize the 2019 Strategic Plan at our December 18 meeting.

All responses will be posted on the Commission website, so all stakeholders are able to see what we are being asked to consider.

On a final note, a critical priority for the Commission is securing a fair, balanced, defensible and transparent pricing mechanism for the BC chicken sector. Certainty and stability benefit all stakeholders. The Commission supports a "Team BC" approach and presently is involved in the live pricing appeal; the COPF and linkage initiatives with the BC Chicken Marketing Board; and, the cost adjustment (margin) request by the hatcheries. We also await the outcome of the Ontario COPF review, which will impact all BC stakeholders. Securing a sustainable price for hatching egg producers is the #1 priority for the Commission in 2019 and we will be looking at all options.

Once again, please do not hesitate to let the Commission know your thoughts about its proposed Strategic Plan.

Yours truly,

A handwritten signature in black ink that reads "J. Collins".

Jim Collins, Chair
BC Broiler Hatching Egg Commission

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