



**Our Mission:** Together with our partners and producers, CHEP ensures a dependable supply of quality broiler hatching eggs to Canadian hatcheries

**Our Vision:** A prosperous Canadian poultry sector, enabled by a strong and profitable broiler hatching egg industry

### KRA 1 System Performance

**Goal**  
Deliver leadership, oversight, and a national allocation to the benefit of hatching egg producers across Canada, and achieve 100% production of national allocation

#### Sub-Objectives

- 1.1 Develop a policy approach to address underproduction, to help drive all provinces to 100% of allocation
- 1.2 Develop a solution for interprovincial movement in response to unexpected production loss, particularly in western provinces
- 1.3 Play a leading role in convening negotiations amongst all parties to the Ontario-Quebec MOU to build a long-term solution to interprovincial production and movement between those provinces
- 1.4 Enhance auditing and information collection, in partnership with the Canadian Hatchery Federation, to enable better data for decision-making

### KRA 2 Strong National Model

**Goal**  
Government and the public sees the value of the supply management model and supports hatching egg interests in trade negotiations and other decisions

#### Sub-Objectives

- 2.1 Maintain a focus on trade to address the impacts of recent trade agreements and ensure strong engagement in future trade negotiations
- 2.2 Strong advocacy on behalf of the industry to the federal government, particularly in illustrating shared values to urban decision-makers
- 2.3 Coordinate with provinces to support harmonized advocacy at the provincial and national level
- 2.4 Work with partners (particularly SM5) to build support for the supply management model and dispel myths amongst the general public
- 2.5 Strengthen the national agency through integrating Nova Scotia and New Brunswick into the national management model

### KRA 3 Partner Engagement

**Goal**  
Amplify CHEP's reach and influence by maintaining and enhancing relationships with all of our major strategic partners

#### Sub-Objectives

- 3.1 **Hatcheries and the Canadian Hatchery Federation:** build a closer working relationship, including information sharing
- 3.2 **Chicken Farmers of Canada:** deepen integration on all fronts, working closer on forecasting, promotion, and advocacy
- 3.3 **Provincial Boards:** increase information sharing, dialogue, and strategic planning coordination
- 3.4 **SM5 Partners:** increase collaboration to tell a positive supply management story to governments and Canadians
- 3.5 Build processes and practices with partners to make engagement an ongoing feature of how we do business

### KRA 4 Sustainability

**Goal**  
Ensure that the hatching egg industry understands and adapts to value-chain expectations and changing economic drivers, to deliver long-term prosperity

#### Sub-Objectives

- 4.1 Work with partners throughout the entire value chain to gain an understanding of emerging trends around environmental and social practices which may affect hatching egg production
- 4.2 Develop an action plan targeting key sustainability gaps and responding to emerging trends, to drive continuous improvement and respond to customer demands on sustainability
- 4.3 Define metrics for sustainability in order to measure performance

### KRA 5 Governance

**Goal**  
CHEP has the policies and structures in place to support decision-making and performance, and drive its strategic agenda

#### Sub-Objectives

- 5.1 Regularly review performance against CHEP Strategic Plan objectives, and provide CHEP staff with clear Board priorities
- 5.2 Reform how the Board structures its meetings to reduce duplication and increase efficiency and transparency
- 5.3 Confirm CHEP's mandate vis-à-vis its partners and in the context of the Federal Provincial Agreement
- 5.4 Establish clear criteria for how consensus building, and consensus-driven decision-making works at a practical level in the CHEP context
- 5.5 Develop a clear and consistent approach, with buy-in from all members on liquidated damage assessment measures and policy