



August 7, 2019

VIA EMAIL

To All BC Broiler Hatching Egg and BC Chicken Stakeholders:

RE: BC CHICKEN INDUSTRY STRATEGIC FRAMEWORK AND PRICING APPROACHES

We write further to our letter of July 11, 2019 about reviewing pricing-related issues in BC “through a strategic lens in support of the long-term sustainability of the BC chicken and hatching egg sectors.”

The BC Broiler Hatching Egg Commission (“Commission”) and the BC Chicken Marketing Board (“Chicken Board”) are proceeding with a joint initiative to establish the framework for a “BC Chicken Industry Strategic Plan”. This will provide a broad contextual outline to assist the industry going forward, but much work lies ahead for all stakeholders if we are to effect over time the innovative progress and change necessary to sustain the BC chicken industry in the long term. As the first instance regulators, both boards will be guided by this framework in the development of their own strategic plans and other undertakings in support of the industry going forward, including through increased regulatory cooperation between the sectors.

The Commission and the Chicken Board have engaged a facilitator to assist in preparing for a “joint planning summit” in September at which the two boards will develop an outline of a potential framework. Following the summit, there will be a coordinated engagement process during which all stakeholders will be asked for comments and suggestions regarding the proposed framework and the top Value Chain priorities.

Concurrently, the boards will start formulating their respective strategic plans within the proposed framework while also addressing sector-specific issues as required. The engagement process will be used to satisfy the Commission and the Chicken Board that the framework plan accurately reflects the opportunities and risks facing the BC chicken industry and the priorities supported by stakeholders, and that their own strategic plans reflect those priorities as appropriate to their sectors.

The Commission (November 4, 2019) and the Chicken Board (January 5, 2020) remain mindful of the deadlines by which the BC Farm Industry Review Board is to receive recommendations addressing linkage/hatching egg pricing (including hatchery margin, breeder chick and vaccines) and a live price formula. These are critical priorities for the boards and will be finalized through separate SAFETI processes “in support of the long-term sustainability of the BC chicken and hatching egg sectors.”



Further updates will be provided as information becomes available.

Yours truly,

A handwritten signature in black ink, appearing to read "Jim Collins".

Jim Collins, Chair
BC Broiler Hatching Egg Commission

Yours truly,

A handwritten signature in black ink, appearing to read "Harvey Sasaki".

Harvey Sasaki, Chair
BC Chicken Marketing Board

cc: Peter Donkers, Chair
BC Farm Industry Review Board

Kirsten Pedersen, Executive Director
BC Farm Industry Review Board

Bill Vanderspek, Executive Director
BC Chicken Marketing Board

Stephanie Nelson, Executive Director
BC Broiler Hatching Egg Commission

Bryan Brandsma, President
BC Broiler Hatching Egg Producers' Association

Ryan Whitmore, President
BC Egg Hatchery Association

Dale Krahn, President
BC Chicken Growers' Association

Blair Shier, President
Primary Poultry Processors Association of BC

BCBHE Commission and BC Chicken Marketing Board websites