



October 28, 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 August 7, 2019 concerning the above noted subjects.

BC Chicken Industry Strategic Framework

As first instance co-regulators, the BC Broiler Hatching Egg Commission ("Commission") and BC Chicken Marketing Board ("Chicken Board") value a strong and vibrant chicken industry in BC. This requires a strong and effective value chain approach that works cohesively and collaboratively to address strategic priorities. Both boards remain fully committed to engaging their stakeholders in establishing a framework that will support the ongoing success of the BC chicken industry.

The Commission and the Chicken Board have conducted situational and risk analyses and held their first joint summit on September 25 and 26, 2019. This summit assisted the boards in examining issues of mutual concern and beginning the development of a framework that will support a joint approach to issues and priorities in the BC Chicken industry.

A second summit is scheduled for January 2020. In the interim, the boards will start engaging with industry stakeholders to solicit initial thoughts on potential key issues and priorities. An example is the upcoming Commission strategic planning session at which representatives of the Chicken Board and hatching egg stakeholders will be present.

The feedback from this initial engagement will be reviewed by the Commission and Chicken Board at their second joint summit. The boards will refine possible key industry priorities and potential key performance indicators for full engagement with all industry stakeholders, including at a third joint summit proposed for March 2020.

From this initiative, the boards hope that the BC Chicken industry will have an agreed framework within which the boards and stakeholders can work collaboratively and effectively on priorities that support a successful BC Chicken industry. Although each board will have sector-specific goals, their respective strategic plans will reflect those overarching priorities.

This approach is similar to a planning framework that has been used in Alberta, which is now in its fifth year. While still at a formative stage here in BC, the Commission and the Chicken Board agree that a joint, industry-inclusive strategic approach is important to the future of the BC Chicken industry.

Pricing Approaches

The Commission originally intended to provide an update on broiler hatching egg pricing (including hatchery margin, breeder chick and vaccine pricing) by November 4, 2019. This is being postponed pending a meeting with the Chicken Board on November 5, 2019 to discuss pricing issues generally.

Further updates will be provided as information becomes available.

Yours truly,

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