

September 29, 2020

VIA EMAIL

Dear BC Broiler Hatching Egg Producers,

COP UPDATE ENGAGEMENT WITH SERECON

The BC Broiler Hatching Egg Commission (the Commission) has an update for producers on the cost of production (COP) pricing initiative. Please be advised that the Commission has engaged Serecon to conduct the COP surveys to update the data required to build a cost of production pricing model.

Historically, the challenge in conducting the updates is the slow responses from producers to Serecon's request to meet and review documentation. The Commission encourages producers to follow-up with Serecon and have the surveys completed quickly and will provide updates on any delays with this process.

Due to COVID- 19 restrictions and to ensure consistency in preventative measures, the surveys will be conducted in a meeting room at the Commission offices now located at #210 – 1848 McCallum Road, Abbotsford. All precautions will be taken to ensure a safe meeting for Serecon and the attendees. The Commission recognizes that this process is more inconvenient off the farm, but it is vital to keep both producers and Serecon representatives safe. On-farm visits can be conducted in exceptional circumstances and should be arranged with Serecon directly.

Please contact me directly with any questions regarding this matter. Producers' assistance in supporting this important pricing initiative would be very appreciated.

Regards,



Stephanie Nelson, Executive Director
BC Broiler Hatching Egg Commission

Cc:

BC Broiler Hatching Egg Producers
Commission Website
Wendy Holm – BC FIRB