

2021 STRATEGIC PLAN

BC BROILER HATCHING EGG COMMISSION



established 1988

OUR VISION

It is through cooperation with industry stakeholders that our greatest successes will be derived.

OUR MISSION

The Mission of the British Columbia Hatching Egg Commission is to oversee the production activities of the BC Broiler Hatching Egg producers and regulate the marketing of their product and to act as a leader for the BC Broiler Hatching Egg producers in dealing with other participants in the chicken meat industry, with stakeholders in the national marketing scheme and with provincial and municipal government bodies.

OUR PURPOSE

As a part of the chicken supply chain, provide fair and sustainable orderly marketing in the BC Hatching Egg sector.

OUR BIG, HAIRY, AUDACIOUS GOAL

BC Broiler Hatching Eggs is a leader in the chicken industry in Canada.

OUR VALUES

Passion & exceeding expectations

Support of families and family farms / businesses

Self-improvement

Smart work with a dose of fun

Integrity

Results-oriented

Striving for excellence by thinking proactively

Act stewardly

KEY INITIATIVES

Strategic Framework for Industry

- I. Pricing
 - a. COP review and decision
 - b. Western Pricing Initiative
- II. Hatchery Margin
 - a. Decision

Quota Management

- I. Review of Other Quota Systems
 - a. Quota Task Force
- II. Asian Breeders
 - a. Long-term plan development
 - b. Allocation divide nationally
- III. New Entrant Program
 - a. Regional Diversification
 - b. Update with QATSR
- IV. Quota Assessment Tools Supervisory Review
 - a. 10/10/10
 - b. LIFO
 - c. Submission to BCFIRB if changes are requested
- V. Hatching Eggs Reporting System (HERS)
 - a. Phase Two with the producer portal
- VI. 80/20
 - a. Hatcheries taking all domestic production

Flock Health Management Strategy

- I. SE Mitigation
 - a. National Program Surveillance
 - b. Insurance Options

ANNUAL FINANCIAL TARGETS

	2020	2021	2022
Levy	1.9 cents	1.9 cents	2.0 cents ¹
% of National Allocation	100%	100%	100%
COP Recovery	100%	100%	100%
Domestic Average Hatch	85.0%	85.0%	85.0%

¹ Subject to a 3-5-year budget