

BC BROILER HATCHING EGG COMMISSION



2022 STRATEGIC PLAN

OUR VISION

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

OUR MISSION

To oversee the production activities of BC Broiler Hatching Egg producers and regulate the marketing of their product through hatcheries. To lead in dealing with participants in the value chain, all stakeholders, and the federal, provincial, and municipal governments.

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, family farms and stakeholders

Self-improvement

Smart work with a dose of fun

Integrity

Results-oriented

Striving for excellence by thinking proactively

Act stewardly

KEY INITIATIVES

1. COP Pricing

- I. COP and Other Pricing Implementation
 - i. Phase in to 100% COP and producer recovery information communications
 - ii. Specialty COP
 - iii. Hatchery, breeder chick and vaccine pricing

- II. HERS Phase 2
 - i. Data for COP pricing
 - ii. Producer data portal

- III. Bird-Egg Equivalency Program
 - i. Research Ontario model
 - ii. Link to HERS

2. Strategic Framework for the Industry

- I. Summit Initiatives with the BC Chicken Marketing Board
 - i. Pricing
 - ii. Committee synergies
 - iii. Quality issues and resources

- II. Western Initiative
 - i. Communication
 - ii. Joint meetings
 - iii. Collaboration with western chicken boards

3. Administrative Penalties

- I. Develop work plan
- II. Submit to BCFIRB

4. Salmonella Enteritidis

- I. SE testing implementation
- II. Education sessions
- III. Prevention and mitigation strategies

- IV. Testing SOP update
- V. Pest control programs
- VI. Recurrence follow up
- VII. SE Insurance

5. Quota Management

- I. Quota Tools Assessment Review
 - i. Research frameworks
 - ii. Develop work plan
 - iii. Submit to BCFIRB

- II. New Producer Program Revamp
 - i. Framework review
 - ii. Applicant criteria review

- III. Regional Diversification
 - i. Consultation
 - ii. Framework review

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