

Strategic Framework

Values

Values are fundamental principles and beliefs that serve as implicit criteria guiding all actions and decision-making conducted by BCBHEC.

- Passion & exceeding expectations
- Smart work with a dose of fun
- Support of families, family farms, and stakeholders
- Striving for excellence by thinking proactively
- Self-improvement
- Integrity
- Results-oriented
- Act stewardly

Vision

The vision articulates the desired future state.

A progressive and prosperous BC Broiler Hatching Egg sector.

Mission

BCBHEC's mission articulates what is done every day to achieve the vision.

Striving daily to provide high quality hatching eggs while fostering a culture of collaboration, efficiency and sustainability.

Strategic Priorities

To focus the efforts, three strategic priorities were identified for action over the next 12 months.

1. Regulatory Enhancements
2. Orderly Marketing Enhancements
3. Regional Diversification

Goals

Goals are ideal states to be achieved at some time in the future by BCBHEC.

1. Be a valuable resource to BC broiler hatching egg producers.
2. Work together across the value chain for the industry's success.
3. Strategically use data to drive SAFETI decisions.
4. Demonstrate value of supply management.
5. Work with Western partners to advance Western interests at the national level.
6. Lead and influence alongside industry-related organizations to advance sustainability, efficiency, and social responsibility.
7. Proactively engage and respond to the evolving needs of stakeholders.
8. Model good governance and efficient resource management.

Key Success Factors

Key Success Factors (KSFs) are traits that when properly maintained or managed significantly impact the organization's ability to achieve its vision.

1. Bold Transparency
2. Data Management
3. Meaningful Engagement
4. Disciplined, focused and persistent
5. Adaptability
6. Courageous

Key Performance Indicators

Key Performance Indicators (KPIs) are measures used to gauge BCBHEC's performance.

1. Strategic Alignment
2. Board Effectiveness
3. Risk Management
4. Regulatory Metrics
5. Stakeholder Engagement
6. Employee Satisfaction
7. Financial Performance