



BC Farm Industry Review Board

October 28, 2020

File: 4200-60/BHEC CMB

DELIVERED BY EMAIL

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Chair
BC Broiler Hatching Egg Commission

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Chair
BC Chicken Marketing Board

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Counsel for BC Chicken Growers'
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Dear All:

TERMS OF REFERENCE LONG TERM CHICKEN SECTOR PRICING REVIEW

I am pleased to attach the final Terms of Reference for the Long-Term Chicken Sector Pricing Review.

First of all, I would like to thank all parties in the Chicken Sector Pricing Supervisory Review process for your thoughtful and considered input. It speaks well to the success of this Review that we have such good engagement from the outset; everyone has a significant stake in the process.

Together, the BC Farm Industry Review Board (BCFIRB) Panel, the BC Broiler Hatching Egg Commission (BHEC) and the BC Chicken Marketing Board (CMB) carefully considered all submissions and made any amendments that were deemed appropriate in the attached. Most suggestions did not result in a revision to text because the Panel, BHEC and CMB believed the existing language in the Terms of Reference already addressed or captured the identified issue. Please be assured however that all issues raised will form part of the thinking and process that unfolds as we proceed with this Review. A summary of all the submissions received is attached for your information.

As noted in the October 5th letter from Harvey Sasaki, Jim Collins and BCFIRB Liaison Wendy Holm, inviting your comments on the draft Terms of Reference, there are two parts to this process:

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- identify and build the components needed to proceed with developing the new pricing strategy; and
- using these components, develop a long-term pricing strategy that takes into consideration the interests of all stakeholders, is adaptive, resilient and sustainable into the future, and builds on a united vision for the BC chicken industry.

BCFIRB Liaison Wendy Holm will be sending you an invitation shortly to a kick-off Zoom of the six Chairs and six Executive Directors to discuss how we can cooperate and work together to make this a successful process for all parties.

Regards,



Peter Donkers
Chair

cc: Bill Vanderspek
Executive Director and Pricing Liaison
BC Chicken Marketing Board

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BC Broiler Hatching Egg Commission

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