



June 20, 2013

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Brds/EMB

**DELIVERED BY EMAIL**

Richard King, Chair  
BC Egg Marketing Board  
250 – 32160 South Fraser Way  
Abbotsford, BC V2T 1W5

Dear Mr. King:

**June 11<sup>th</sup>, 2013 Meeting of the BC Egg Marketing Board (BCEMB) and BC Farm Industry Review Board (BCFIRB)**

On behalf of BCFIRB, I'd like to express our appreciation to you and your board for meeting with us. The BCEMB's presentation was informative and offered a frank assessment on the strengths, weaknesses, opportunities and threats to the BC egg industry. As requested, our feedback on the presentation was that it was effective, provided the right level of information, and allowed for dialogue. It was also effective at providing a snapshot of some of the ongoing issues both provincially and nationally. However, we observe, with respect to the BCEMB's list of weighted threats, that government direction is often informed by the public's opinion on issues such as food cost and quality. As a result, it was somewhat surprising to BCFIRB members that, in light of significant and increasing importation of competitive products, there was not more focus on system efficiencies and cost reduction.

The BCEMB has made significant efforts to understand and address public perception of industry issues such as pricing, animal welfare, and product quality through active consultation with stakeholders, product standards certification, and supply chain traceability. BCFIRB applauds these efforts and, in particular acknowledges BCEMB's thorough job in consulting with BC pullet growers and reporting to BCFIRB, the Ministry of Agriculture and Farm Products Council of Canada on the proposed national pullet agency.

The issues BCEMB has identified – the policies and structures of supply management, stakeholder support and public perception, and changing social and ecological norms – are commonly seen as the pressures on the system. As the BCEMB is well aware, the solutions are not simple, progress can be slow, and the risks are large, particularly when struggling to keep abreast of public opinion and

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**British Columbia  
Farm Industry Review Board**

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maintaining a positive image. For its part, BCFIRB will continue to require good governance, accountability, and transparency that support a positive image and change from within. We look to the BCEMB to do the same as a leader in its supply-managed system.

To that end, we look forward to the BCEMB report for 2012 using the recently updated Reporting Framework to enhance some of the material presented in the June 11th meeting. Public reporting supports both transparency and accountability and is a hallmark of good governance.

I look forward to future discussions and working together to maintain and improve the governance of regulated marketing in BC.

Yours truly,

A handwritten signature in black ink, appearing to read 'Ron Kilmury', with a long horizontal flourish extending to the right.

Ron Kilmury  
Chair

cc: BCFIRB website