



BC Farm Industry Review Board

February 18, 2021

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DELIVERED BY EMAIL

Derek Sturko
Chair
BC Hog Marketing Commission

Dear Mr. Sturko:

BC HOG MARKETING COMMISSION 2021-2022 STRATEGIC PLAN

Thank you for the BC Hog Marketing Commission's (Commission) 2021-2022 Strategic Plan.

The BC Farm Industry Review Board reviewed and discussed the Strategic Plan at its recent February 2021 board meeting. It noted the Commission's chosen focus on "Survivability, Sustainability, and Profitability" of BC's hog sector. These are effective areas of focus given the context: a small regulated industry facing low prices, significant global disease threats, animal activist pressure, and capital investment in sow housing,

While the Commission has limited regulatory authorities under its Scheme and the *Natural Products Marketing (BC) Act (NPMA)*, it is clear it is taking full advantage of its role in the BC and Canadian hog sectors to work collaboratively across the province and the country for the benefit of regulated hog producers. Without the Commission's initiative, BC's regulated hog sector would be in a much more difficult position.

I note that while disease prevention is not within the direct control of the Commission, it has biosecurity-related authorities under the *Natural Products Marketing (BC) Act*, should they be required.

BCFIRB is looking forward to meeting with you and the Commission on March 19, 2021.

Regards,

A handwritten signature in black ink, appearing to read "Peter Donkers".

Peter Donkers
Chair

cc: BCFIRB web site

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