

May 25, 2018

BC Farm Industry Review Board
PO Box 9129 STN Prov Govt
Victoria, BC V8W 9B5

Attn: Al Sakalauskas, Board Member

Re: Public Accountability and Reporting Project – Draft Measures for Review and Discussion

The BC Egg Marketing Board has reviewed the draft measures received from BCFIRB on April 25, 2018 and is providing the following feedback:

One of the Board's concerns is BCFIRB's proposed April 1 – March 31 annual reporting timeframe for quota management and movement measures. This reporting period is not aligned with BCEMB's January – December fiscal year and reporting of data in our annual report. The BCEMB is recommending that BCFIRB allow the Boards to use a reporting timeframe that is in line with their fiscal years in order to ensure that the BCFIRB reports are consistent with Boards' annual reports as well as information that is posted on their respective websites.

In addition, the timeframe to complete the report by April 1, 2019 using data up to and including March 31, 2019 would be a challenge. Our production information is received the week after it was produced to account for time taken for grading, so it will not be collected by the Board office until April 5, 2019. Additional time is required to fully validate and analyze all data received. For this reason, we request that BCFIRB allow for a minimum of 60 days for the BCEMB to prepare and submit the report after the annual reporting period.

As part of BCEMB's 2017-2020 Strategic Plan, BCEMB set four key performance measures to measure success. The four strategic initiatives are:

1. Ensure BC residents are supplied with fresh, local, BC eggs, maintain a quota utilization rate of 99.8% or better.
2. All BC producers are 100% compliant within all audit parameters, including an average industry SCSC score of 97% or better.
3. By April 2019, we will increase the number of people who trust BC egg farmers by 4%; moving BC from 39% to 43% on the 2019 U&A study.
4. To increase the number of people who think BC Egg is a reliable information source on egg farming by 5% by April 2019 (from 33% to 38% on the 2019 U&A study).

Some additional, major, performance metrics are:

- Maintain a total registered producer number of no fewer than 125 registered producers (currently 135).

- 20% or more of total registered producers in BC are located on Vancouver Island and in the Interior (# of producers, not total quota). This percentage will be reviewed on an annual basis.
- Reduce the number of hens in conventional systems by 5% per year to meet the 2032 Codes of Practice deadline.

Some additional, minor, performance metrics are:

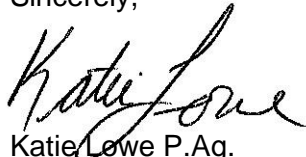
- 100% of small lot permit holders visited each year
- Average Corrective Action Request completion in under 9 weeks
- Maintain a producer satisfaction rating of over 75%
- Maintain a grader/processor satisfaction rating of over 75%

There are a number of medium to long-term initiatives that BCEMB is working on at a national level. These include:

- National approach to producer pricing
- Specialty Industrial Products Program
- Maintain BC's share of the national allocation
- Maintain strong representation on the national board
- Updates and amendments to the FPA

The BCEMB appreciates the opportunity to provide feedback on the draft measures. There will likely be a number of questions as we start compiling the information and we look forward to working with BCFIRB to develop the framework for the final report.

Sincerely,



Katie Lowe P.Ag.
Executive Director