

# BC Chicken Industry Snapshot

## Industry Facts

- BC chicken production is regulated at the provincial and national level under supply management.
- The average BC chicken farm raises an estimated 363K birds per year (701K kg live weight). This is above the Canadian average (287K birds/farm). Producers typically raise 8 flocks/year.
- There are 327 chicken producers in BC (see Table).

### Number of BC chicken producers in each class

	Lower Mainland	Vancouver Island	Interior	Total
Mainstream	222	14	49	285
Specialty	42	0	0	42

- Chicken production is divided into two classes:
  - I. Mainstream consists of free-run (inside the barn), free-range (access to outdoors), certified-organic (includes access to outdoors), and chicken raised without antibiotics (RWA)
  - II. Specialty consists of Silkie, Taiwanese, and other Asian breeds
- There are 9 federally inspected plants, 16 provincially inspected plants, and 2 further processors operating in BC.
- The Canadian chicken sector consists of 2,800 chicken producers and 191 processors. The sector sustains 87,200 jobs; contributes \$6.8B to Canada's GDP; and pays \$2.2B in taxes.
- Chicken production is one of BC's top three agriculture industries and accounts for around 12% of BC's farm cash receipts. In 2015, the value of farm cash receipts came to almost \$359M.
- A 2013 economic impact report found that BC chicken producers contributed about \$88.7M towards provincial GDP; employed roughly 3,797 people; and contributed to \$37.9M in taxes.
- Processor interests are represented by the Primary Poultry Processors Association.
- Producer interests are represented by the BC Chicken Growers Association.

## Industry Overview

### Growth

- In 2016, BC chicken producers raised 105M broilers that produced approximately 167.6M kg eviscerated chicken (227M kg live weight). This represents a 5% increase from 2015.
- In 2016, Canada had a record-high consumption rate of 32kg per person, per year. Production volumes for 2016 increased by 4.3% over 2015 and 7.5% over 2014.

### Trade

- Canada was a net importer of chicken in 2016 at 171M kg (about 65% of total imports from US; 20% from Thailand and Brazil). 163Mkg was exported, mainly to the US, Taiwan, and the Philippines.
- Under trade agreements, border controls were put in place to support supply management. Some chicken (39.8M kg under WTO; 7.5% of domestic production under NAFTA) may enter Canada at a low tariff rate. Additional chicken can be imported at a low tariff rate if the importer can show domestic chicken is not available.
- A serious trade concern arose when it was discovered that a large volume of chicken was being imported to Canada from the US under the false label of "spent fowl". Spent fowl does not face the same tariff restrictions as chicken. The Canadian Food Inspection Agency initiated DNA testing to enforce the correct labeling requirements.

### Chicken production by province (000kg eviscerated)

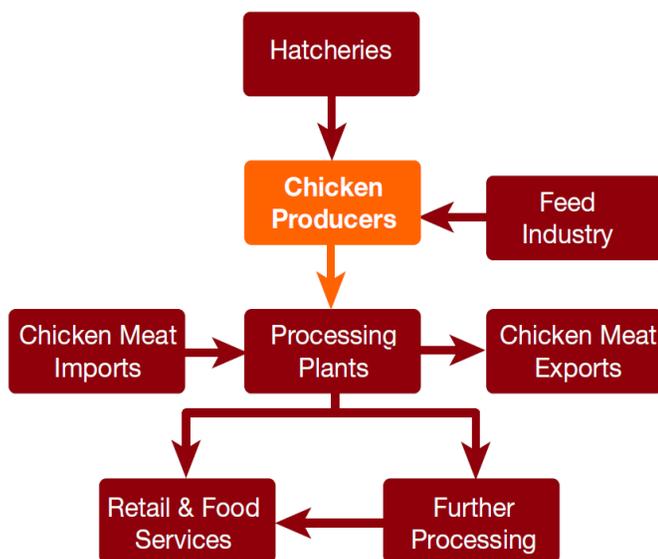
Province	2016	2015	% change
BC	167,576	159,637	5
AB	108,129	101,335	6.7
SK	44,441	41,967	5.9
MB	48,955	46,434	5.4
ON	376,338	363,453	3.5
QC	311,104	301,903	3
Atlantic	91,037	85,364	6.6
Canada	1,147,579	1,100,093	4.3

- The majority of import allowances under international trade agreements are held by companies in Eastern Canada, placing BC chicken processors at a competitive disadvantage.

#### Biosecurity and Animal Care

- Disease prevention and management are central to ensuring a stable, safe supply of poultry products, including chicken. In BC, key industry disease risks for poultry include *Salmonella* and avian influenza (AI). Industry and regulatory bodies continue to work together to develop and implement up-to-date proactive biosecurity protocols and emergency response programs. BC leads the country in its AI emergency response program.
- Animal welfare is increasingly important to consumers. BC's chicken animal care program is based on the national "Code of Practice" for poultry.

#### **Chicken industry value chain — feed and chicks are important inputs for producers** (Source: PWC)



#### Sources:

- \* Agriculture and Agri-Food Canada; Statistics Canada
- \* BC Chicken Marketing Board
- \* BC Ministry of Agriculture. "Fast Stats: 2015"
- \* Chicken Farmers of Canada
- \* PWC. (2013). "Economic impact of British Columbia's dairy, chicken, turkey, hatching egg and table egg industries — 2011 update".
- \* Shore, R. "Organic Chicken Sales Take Wing, New Rules Promote Growth." Vancouver Sun, June 16, 2014.

## Industry Governance

- Canada's chicken industry is supply-managed. It operates under federal and provincial legislation and agreements.
- At the federal level, Chicken Farmers of Canada (CFC) is responsible for the orderly production and marketing of chicken in Canada and is supervised by Farm Products Council of Canada (FPCC).
- At the provincial level, the BC Chicken Marketing Board (Chicken Board) is the first instance regulator of chicken production in BC under the *Natural Products Marketing (BC) Act* and the British Columbia Chicken Marketing Scheme.
- The Chicken Board is responsible for orderly production and marketing through promoting and regulating the production, transportation, packaging, storage, and marketing of chicken. It sets producer price.
- The BC Farm Industry Review Board is responsible for ensuring the Chicken Board meets its responsibilities in an effective, strategic, and accountable manner that results in sound marketing policy.



**BC Farm Industry Review Board**

[www.gov.bc.ca/BCFarmIndustryReviewBoard](http://www.gov.bc.ca/BCFarmIndustryReviewBoard)

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