

Monday October 5, 2020

VIA EMAIL

RE: TERMS OF REFERENCE STAKEHOLDER CONSULTATION PROCESS

We are pleased to attach for your review and comment a Draft Terms of Reference for the Long-Term Chicken Sector Pricing Review (The Review). The process described in this document is based on submissions made over the summer of 2020 to the BC Farm Industry Review Board Supervisory Panel by the BC Chicken Marketing Board, the BC Broiler Hatching Egg Commission, the BC Broiler Hatching Egg Producers Association, the BC Chicken Growers Association, the BC Egg Hatchery Association and the Primary Poultry Processors Association of BC.

We are committed to proceeding in an open, efficient, and transparent manner that engages stakeholders in a two-part process to:

- 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.

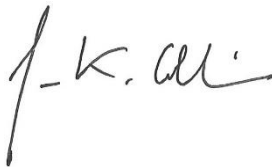
We ask that you take a few moments now to read over the attached draft Terms of Reference and send us your comments and or suggestions in writing no later than Friday October 16<sup>th</sup>, 2020. Submissions will be received at the following emails [info@bcchicken.ca](mailto:info@bcchicken.ca) and [info@bcbhec.com](mailto:info@bcbhec.com).

We welcome your calls anytime with any questions or concerns that arise now or in the future with respect to this Review process.

Regards,



Harvey Sasaki,  
Chair, BC Chicken Marketing Board



Jim Collins,  
Chair, BC Hatching Egg Commission



Wendy Holm,  
BCFIRB Liaison, 604-417-2434