



July 15, 2020

**DELIVERED BY EMAIL**

British Columbia Farm Industry Review Board  
780 Blanshard Street  
Victoria BC V8W 2H1

Attention: Kirsten Pedersen

**Re: Long Term Chicken Sector Pricing – Review Process**

The PPPABC appreciates the opportunity to follow up on the BCFIRB's letter of July 13, 2020 regarding the review process for long term chicken sector pricing. The PPPABC is supportive of a process that results in a long-term live pricing solution that provides fair returns for producers while allowing British Columbia processors to be competitive in the Canadian market. At the same time, the PPPABC recognizes that the Cross-Sectoral Review of chicken sector pricing will be complex, and require compromise given the variety of interests that will need to be balanced.

The PPPABC hopes that the Cross-Sectoral Review can proceed efficiently towards a successful outcome for all parties. In support of this, the PPPABC has the following observations and comments on the proposed process:

- The PPPABC's main concern is ensuring that the Cross-Sector Project Leader is impartial and independent from stakeholders. The fact that the Project Leader may be handling sensitive data makes this paramount. The Project Leader should also have a demonstrated understanding of the industry and realities facing BC processors. The PPPABC understands that three candidates will be selected, and the supervisory panel will make the final decision on the Review's Project Leader. The BCFIRB's letter speaks of the three short-listed candidates being "acceptable to all stakeholders" which we assume to mean that any stakeholder will have the ability, with legitimate reason, to veto any potential candidate.
- As one aspect of impartiality and independence, we recommend that none of the candidates for the position of Project Leader should be past or current employees, members, or consultants of the Chicken Board, the Commission, or British Columbia chicken industry groups (absent approval of all stakeholders).
- Processors are the only stakeholders who sell their products on the open market, and as such they disproportionately bear the burden and the risk associated with live price increases. The reference to "input from stakeholders" on the Terms of Reference is a critical step from the Processors perspective and we would expect to be involved in a fulsome and open discussion at that time.
- There needs to be meaningful consultation on what data and information is necessary, and how it will be used, from all parties to support informed discussions. This is particularly crucial in considering processor competitiveness, which needs to be clearly defined. In addition, the idea that

confidential or sensitive data and information from processors will be shared in some format will require further discussion.

The PPPABC hopes that the above concerns can be addressed. The PPPABC looks forward to being an active participant within the Cross-Sectoral Review so that the British Columbia chicken industry can achieve a sustainable long-term pricing formula.

Sincerely,

A handwritten signature in black ink, appearing to read 'B. Shier'.

Blair Shier  
President  
Primary Poultry Processors Association of BC

c. Craig Evans – PPPABC  
Morgan Camley – Dentons