



BC Farm Industry Review Board

November 4, 2020

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DELIVERED BY EMAIL

Morgan Camley
Dentons Canada LLP
Counsel, Primary Poultry Processors'
Association of British Columbia

Dear Ms. Camley:

Chicken Sector Pricing Review Process - Relevant Pricing Information

Thank you for your letter of October 27, 2020 regarding the information that will be relevant to the Chicken Sector Pricing Review Process.

As you note, in Terms of Reference for the Review, now finalized on October 28, 2020, "...the British Columbia Chicken Marketing Board (the "**Chicken Board**") and the British Columbia Broiler Hatching Egg Commission (the "**Commission**") identify a number of "risks" to the Chicken Sector Pricing Review. Three of the "risks" relate to stakeholders not providing sufficient data throughout the process."

I agree that it will be important for the Primary Poultry Processors' Association of BC (PPPABC) to receive details and clarification from both the Chicken Board and Commission on expectations and requirements as to what information they need in order to understand and analyze processor competitiveness issues to reach their final pricing-related recommendations, in support of the goals and outcomes of the Review. It will also be important for the PPPABC to provide the data and information, once clarified.

As noted in the Terms of Reference, processor competitiveness factors will include, at minimum, but not limited to:

- Clarity on Ontario pricing;
- Live price differential over Ontario;
- Catching costs;
- Understanding the evolving markets (supply and demand) for BC regulated products and the flow of regulated products into and out of the province;
- Defining quantitative measures of processor competitiveness; and,
- Assurance of supply in the chicken sector as it relates to industry stability, industry innovation, processor competitiveness as well as consideration of how this has been approached in other provinces and other supply managed commodities – e.g., hatching eggs and milk.

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Understanding and assessing these types of issues will require data and information. I agree that dialogue with the Commission, the Chicken Board and Ms. Holm will be important to identify what data and information may be required, along with determining what, if any, new information management processes could or should be put in place, by who and when, to manage confidential information and minimize competitive and/or business risks to individual processors. The discussion and identification of solutions by all parties, along with challenges, will be key to the success of this Review.

BCFIRB staff have started discussions with Commission and Chicken Board staff on process options for the management of confidential business information. The goal is for parties, such as PPPABC, to provide information in the first instance to the Chicken Board and Commission to ensure the boards can make decisions and form recommendations to BCFIRB as appropriate as both public bodies and first instance regulators. If, in future, should the BCFIRB panel require direct submissions, a BCFIRB process for managing confidential information will be communicated. Ms. Holm will be involved in these discussions and further information will be forthcoming in future as the Review progresses.

I fully support the PPPABC's goal to work directly with the Chicken Board, Commission, Ms. Holm, and the supervisory review panel to agree on expectations on relevant data and information needed to understand processor competitiveness.

Please reach out as needed directly with Ms. Holm and I am also happy to discuss further at any time.

Regards,



Kirsten Pedersen
Executive Director

Cc Peter Donkers, Chair
BC Farm Industry Review Board

Jim Collins, Chair
BC Broiler Hatching Egg Commission

Harvey Sasaki, Chair
BC Chicken Marketing Board

Wendy Holm
BCFIRB Pricing Liaison

Bill Vanderspek, Executive Director
BC Chicken Marketing Board

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BCFIRB Web site