



March 5, 2021

Peter Donkers
Chair
BC Farm Industry Review Board
PO Box 9129 Stn Prov Govt
Victoria, BC V8W 9B5

Dear Mr. Donkers:

Re: PRICING REVIEW – PROJECTED TIMELINE AND PROCESS TO COMPLETION

This letter is to update the BC Farm Industry Review Board (BCFIRB) and stakeholders about the timeline and process steps the BC Chicken Marketing Board (BCCMB) and the BC Broiler Hatching Egg Commission (Commission) believe are necessary to support their respective decision-making and recommendations regarding pricing in the BC chicken sector. This information has been reviewed and discussed with Wendy Holm; whose support will be required during this final stage.

The Roundtable process has been useful in expanding general awareness of pricing issues in the BC chicken sector, outlining the interests of stakeholders, and identifying information needed to support the boards in their decision-making. At a meeting on February 25, 2021, the boards discussed how they could work together in addressing outstanding questions and finalize a new pricing framework to jointly recommend to BCFIRB.

As part of that meeting, the boards discussed a timeline. Ontario currently intends finalizing and utilizing its new pricing formula in Period A-169 (commencing April 11, 2021). Given that Ontario pricing will be a factor for the boards to consider, targeting a new BC pricing framework for Period A-170 (commencing June 6, 2021) would enable the impact of the new Ontario formula to be assessed before the boards make their final recommendations to BCFIRB.

To provide BCFIRB with opportunity to perform its own due diligence prior to A-170, the boards would have to submit their recommendations by April 30, 2021. The following process has been developed accordingly.

March

Both boards will continue to follow up with their stakeholders regarding outstanding issues and questions. Ms. Holm will continue her liaison with stakeholders. Ms. Holm is also invited to attend meetings of the boards with stakeholders and joint meetings of the boards as they develop a new pricing framework.

April

At a Roundtable in early April (Ms. Holm will be arranging scheduling), the boards will table their proposed new pricing framework.

Following initial discussion at that Roundtable, stakeholders will be asked to provide their feedback back in writing and at a follow up Roundtable to be scheduled for two weeks later. Stakeholders will also be requested to include in their feedback SWOT¹ and SAFETI² analyses to provide a broader context in informing the boards' final decision-making.

Stakeholders involved in the Roundtable process are also represented on the two Pricing and Production Advisory Committees (PPACs). Nevertheless, both PPACs will also be invited to provide feedback via written submissions.

The boards intend to use the week of April 25 to finalize their respective decisions with the objective of submitting a joint recommendation to BCFIRB by April 30, 2021.

May

With the pricing recommendations addressed, the focus will shift to a final Roundtable in early May to discuss industry issues not causally related to pricing (although some will have an impact over time in terms of improving industry efficiencies and reducing costs). The intent of this Roundtable will be to prepare for a return to the Chicken Industry Strategic Framework initiative, with a focus on updating stakeholder perspectives following the survey in early 2020, confirming lessons learned from COVID-19 and bringing forward information that has arisen during the Roundtable process. Although separate from a new pricing framework, the outcome of this Roundtable will be communicated to BCFIRB so that it has the benefit of this larger picture as it considers the pricing recommendations of the boards.

¹ Strengths, Weaknesses, Opportunities, Threats

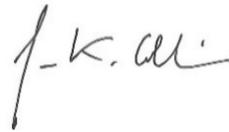
² Strategic, Accountable, Fair, Effective, Transparent, Inclusive

A critical step for the boards has been to agree to the importance of them working jointly in support of industry stability and certainty in pricing (and in other matters). Having reached that understanding, while remaining mindful of their respective statutory decision-making obligations, it is the intention of the boards to recommend to BCFIRB a new pricing framework for the BC chicken sector, from breeder chicks through to the live weight price paid for mainstream broilers. The process outlined above will enable the boards to realize that objective.

Yours truly,



Harvey Sasaki, Chair
BC Chicken Marketing Board



Jim Collins Chair
BC Broiler Hatching Egg Commission

cc: Wendy Holm, BCFIRB Liaison
Stephanie Nelson, Executive Director, BCBHEC
Bill Vanderspek, Executive Director, BCCMB
Dale Krahn, President, BCCGA
Jennifer Curtis, Manager, BCCGA
Craig Evans, Executive Director, PPPABC
Blair Shier, President, PPPABC
Pricing Review Website