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## BC Farm Industry Review Board

May 5, 2021

File: 44200-60\BHEC CMB

### Delivered by email

Blair Shier  
President  
Primary Poultry Processors'  
Association of British Columbia

Dear Mr. Shier:

### Re: Chicken Sector Pricing Review Process – Further Concerns

Thank you for your letter of April 23, 2021 written on behalf of the Primary Poultry Processors' Association of BC (PPPABC). Your letter has been provided to the BCFIRB supervisory panel on chicken pricing.

The panel wishes to confirm with you that it intends to review all aspects of the engagement process with all parties and that it will seek the input of stakeholders to the proposed long-term pricing strategy once the strategy (formula) has been submitted by the BC Chicken Marketing Board. The panel has been consistent in its desire for a process that is transparent and collaborative and supports sound marketing policy. The concerns described in your letter will be taken seriously by the panel.

The panel thanks the PPPABC for this comprehensive letter and also for maintaining your commitment to participating in the review process.

Regards,

A handwritten signature in blue ink, appearing to read "Kirsten Pedersen".

Kirsten Pedersen  
Executive Director

cc: Harvey Sasaki  
Chair  
BC Chicken Marketing Board

cc's Con't

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