



BC Farm Industry Review Board

February 15, 2023

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Kevin Klippenstein,
Chair,
BC Chicken Marketing Board

Dale Krahn
President
BC Chicken Growers Association

Bill Vanderspek
Chair
BC Broiler Hatching Egg Commission

Angela Groothof
President,
BC Broiler Hatching Egg
Producers' Association

Blair Shier
President
Primary Poultry Processors
Association of BC

John Franck
President
BC Egg Hatchery Association

Dear All:

BC FARM INDUSTRY REVIEW BOARD (BCFIRB) PRICING LIAISON ROLE UPDATE

In its August 28, 2020 [letter](#), BCFIRB contracted Wendy Holm as a Pricing Liaison (Liaison) to support the Chicken Sector Pricing Review (Review). Ms. Holm continued in her Liaison role after being appointed to BCFIRB in July 2021.

Since that time, the BC Broiler Hatching Egg Commission (Commission) has developed and implemented a cost of production-based long-term pricing formula and other pricing-related recommendations for the broiler hatching egg sector. The BC Chicken Marketing Board (Chicken Board) continues developing a long-term cost-based pricing model.

Ms. Holm's expertise and understanding of pricing formula work in the poultry industry has been critical in the process to date. As the pricing formula work moves forward, it is incumbent upon the Chicken Board to assume a leadership role in order to ensure that it fosters and incubates the necessary skillset internally. Consequently, Ms. Holm's role will now change. As of today Ms. Holm will step back from her role of engaging with stakeholders and commodity boards and instead focus her specialized knowledge on providing technical advice to the BCFIRB Panel on short and long-term pricing matters.

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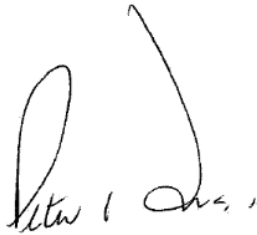
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As per BCFIRB's February 7, 2023 interim pricing decision, Ms. Holm will provide support to the Chicken Board in its establishment of a wheat-corn price differential trigger for the interim pricing formula. Ms. Holm also remains available to provide support to the development of a long-term pricing formula for broiler chicken. Should stakeholders, the Commission or Chicken Board wish to engage Ms. Holm's expertise, they are asked to make a request to the Panel by contacting BCFIRB's Executive Director.

Sincerely,

A handwritten signature in black ink, appearing to read "Peter Donkers". The signature is stylized with a large, sweeping initial "P" and a long, thin vertical stroke extending upwards from the end.

Peter Donkers
Chair

cc: Woody Siemens, Executive Director, BC Chicken Marketing Board
Stephanie Nelson, Executive Director, BC Broiler Hatching Egg Commission
Jennifer Curtis, Manager, BC Chicken Growers' Association
Craig Evans, Executive Director, Primary Poultry Processors' Association of BC
Ernie Silveri, Executive Director, BC Egg Hatchery Association
Wendy Holm, BCFIRB Pricing Liaison
BCFIRB web site