



BRITISH COLUMBIA CHICKEN MARKETING BOARD UPDATE FOR JUNE 2011

1. A-106 Allocation

The total national allocation (including MD) for period **A-106** (August 14 – October 8, 2011) was set by the CFC Board of Directors on May 20, 2011 at **210,791,129 kilograms live weight**. This represents **2.5% below** the adjusted base for the period. MD represents **5.52%** of the national domestic allocation.

BC's share of the allocation is:

Domestic	29,109,140 kilograms live weight.
Market Development	2,900,000 kilograms live weight.
Total	32,009,140 kilograms live weight.

MD represents **9.96%** of BC's domestic allocation for the period. Allotments to BC growers for period A-106 will be **93.55%** domestic pro-rata.

Assurance of supply leases to growers to fulfill the requirements of regional processors for period A-106 are **242,588** kilograms live weight, or **0.83%** of the domestic allocation.

2. 2010 Operating Surplus

At its Annual General Meeting held on April 5, 2011 the BCCMB adopted its 2010 financial statements and has declared an operating surplus in the amount of **\$500,892.00**. Cheques were mailed to all growers in good standing during the last week of May.

3. Appeals update.

At this time there are no scheduled or outstanding appeals awaiting decision by BCFIRB. Recent appeal decisions can be accessed on our website at www.bcchicken.ca



BRITISH COLUMBIA CHICKEN MARKETING BOARD

4. Production statistics for period A-103

Category	A-103			
	# Growers	% of Total Growers	Kgs Over/(Under)	% Of Allocation
Primary Growers Receiving Allotment	268			
Growers over 110% of allotment	5	1.87%	44,652	1.32%
Growers over 106% of allotment	17	6.34%	137,189	4.93%
Growers between 100% and 105.9% of allotment	117	43.66%	342,090	46.04%
Growers between 94% and 99.9% of allotment	97	36.19%	(288,446)	39.29%
Growers between 90% and 93.9% of allotment	25	9.33%	(175,502)	7.71%
Growers below 90% of allotment	12	4.48%	(73,031)	2.03%
Growers below 94% of allotment	35	13.06%	(234,493)	9.01%
Column Totals	268	100%		100%
BC Utilization	98.56%			

Average Live Weight	A-103			
	# Growers	% of Total Growers	# Kgs Produced	% Of Production
Primary Growers Receiving Allotment	268			
1.600 kg and below	2	0.75%	195,992	0.62%
1.601 – 1.700 kg	7	2.61%	652,008	2.08%
1.701 – 1.780 kg	1	0.37%	81,432	0.26%
1.781 – 1.850 kg	6	2.24%	786,474	2.50%
1.851 – 1.950 kg	14	5.22%	1,810,291	5.76%
1.951 – 2.020 kg	18	6.72%	1,918,487	6.11%
2.021 – 2.100 kg	34	12.69%	4,481,309	14.26%
2.101 – 2.170 kg	24	8.96%	2,845,204	9.06%
2.171 – 2.250 kg	53	19.78%	6,418,387	20.43%
2.251 – 2.500 kg	90	33.58%	10,625,355	33.82%
2.501 – 2.730 kg	19	7.09%	1,600,559	5.09%
2.731 – 3.180 kg	0	0.00%	0	0.00%
3.181 kg and above	0	0.00%	0	0.00%
Column Totals	268	100.00%	31,415,498	100.00%

5. Current market conditions. (With thanks to CFC Chicken Fax)

- As of April 30, 2011, **395.2 Mkg** of fresh chicken was available for the Canadian market, **3.3% more** than in 2010.
- Production up to April 30, 2011 was **340.0 Mkg 1.0% or 3.4 Mkg more** than the same period in 2010.
- Year to date imports for 2011 have reached **55.2 Mkg, 19.7% or 9.1 Mkg higher** than during the same period last year.
- Fresh supplies consist of total imports added to domestic production. Fresh supplies in March and April were **5.5% and 0.5% lower**, respectively, than in the corresponding months of 2010.
- Frozen chicken inventories on May 1, 2011 were **39.8 Mkg, 1.7 Mkg higher** than the previous month and **5.0 Mkg higher** than on May 1, 2010.
- Production in March and April was **3.0 Mkg higher** and **1.1 Mkg lower**, respectively, compared to the same months in the previous year.
- Imports (as reported by AAFC) were **14.8 Mkg** in March and **12.5 Mkg** in April, **2.4 Mkg and 0.6 Mkg higher** respectively, to the same months of the previous year.
- Producer prices in period **A-104 are 4.5 cents higher** than those of period A-103 in most provinces. On average, the Canadian live price in **A-104 is 19.0 cents higher** than in the corresponding weeks of the previous year.
- **Canadian Wholesale Chicken Prices. (cents/kg)**

Product	May 11	May 10	Change
Market composite	321.2	318.4	0.09%
Whole bird complex	331.8	316.5	4.80%
Breast complex	465.6	478.0	-2.60%
Wing complex	427.4	465.1	-8.10%
Leg complex	263.4	256.9	2.50%

6. Allocation Setting Dates:

Future allocation dates will be published in monthly Board updates so that growers can be aware when the next unallocated period is being set. The dates will assist growers in determining when to give notice to change processors, or to have discussions with processors prior to allocation setting with respect to Market Development allotments. The last available day to give notice of changing processor and to return the completed BC A-99 form to the BCCMB offices is the day **BEFORE** the CFC sets the allocation. Example: If you wished to change processors for period A-107, the last day that you could provide notice is July 11, 2011.

<u>Period</u>	<u>CFC Sets Allocation</u>
A-106 (August 14 – October 8, 2011)	May 11, 2011
A-107 (October 9 – December 3, 2011)	July 12, 2011
A-108 (December 4, 2011 – January 28, 2012)	September 7, 2011
A-109 (January 29 – March 24, 2012)	November 9, 2011
A-110 (March 25 – May 19, 2012)	December 14, 2011

8. ILT update.

On June 2, 2011 a positive diagnosis of ILT was made in a flock of 9 week old Taiwanese chickens in the Yarrow area. This is the first case since February.

7. Animal Care Program update.

As of May 4, 2011 we have **242** of **348** or **70%** of BC chicken farms certified under the CFC Animal Care Program.

Regional breakdown:

Interior region: **28** of **42** farms **(67%)** certified.
Vancouver Island region: **6** of **16** farms **(38%)** certified.
Lower Mainland region: **208** of **290** farms **(72%)** certified.

8. New Food Safety Initiative funded in part by the BCCMB.

Can you handle the heat? In the kitchen that is!

A creative new food safety campaign, **R U Hot Enuf?** [www.ruhotenuf.ca] has recently been launched with an important message for British Columbians: Buy and use a digital food thermometer and fridge thermometer at home to avoid food poisoning! Hundreds of thousands of people in BC suffer from food poisoning every year.

Food poisoning, which is especially dangerous to young children, is commonly caused by undercooked meat, and under-chilled food, both of which can be avoided by using digital food and fridge thermometers.

Featuring superhero (and stay-at-home dad) Theo Thermometer and White Spot's Executive Chef Chuck Currie, the **R U Hot Enuf?** campaign covers a lot of social media ground. Follow, Like or Watch along at any or all of the below!

Twitter: www.twitter.com/TheoThermometer

Facebook: www.facebook.com/RUHotEnuf

YouTube: www.youtube.com/user/RUHotEnufBC

The **R U Hot Enuf?** campaign is a Fraser Health-lead initiative in partnership with Vancouver Coastal Health, BC Dairy Foundation, EatSmartBC, BC Centre for Disease Control and the **BC Chicken Marketing Board**. For more information, please visit us at www.ruhotenuf.ca.

The British Columbia Chicken Marketing Board monthly update is published by BCCMB staff and forwarded by e-mail and fax to all growers and a number of industry stakeholders on our contact list. Should you have any questions or suggestions regarding the content of any monthly update, please contact me directly at:

Phone 604-859-2868 or E-mail to billvanderspek@bcchicken.ca

Bill Vanderspek
General Manager
British Columbia Chicken Marketing Board

\\bccmbsbs\data\Administration\Correspondence\Board reports to growers\2011\BCCMB UPDATE FOR JUNE 2011.doc