



BC CHICKEN MARKETING BOARD UPDATE for July 2015

In this edition:

1. A-133 allocation
2. Board member update
3. Allocation setting dates
4. Appeals update
5. BCCMB/BCBHEC Linkage update
6. Consumer Engagement
7. A-130 End of Period Summary
8. BC Chicken Facts
9. Flock Sheet Revisions

1. A-133 Allocation

The total national allocation (including MD) for period **A-133** (October 4 – November 28, 2015) was set by the CFC Board of Directors on July 7, 2015 at **233,592,190** kilograms live weight. This represents **5.0% above** the adjusted base for the period. The CFC did not set period A-134, which will now be set at the September 2015 CFC meeting.

5.0% over base is equivalent to **2.4% more** than actual production during the same time frame during 2014 nationally. Market Development at **8,095,225** kilograms live weight represents **3.61%** of the national domestic allocation. Specialty allocation was requested by three provinces (BC, AB and ON) for a total of **1,452,926** kilograms live weight.



BRITISH COLUMBIA CHICKEN MARKETING BOARD

BC's share of the A-133 allocation is:

Domestic	31,782,489 kilograms live weight.
Market Development	1,593,845 kilograms live weight.
Specialty	716,226 kilograms live weight.
Total	34,092,560 kilograms live weight.

- MD represents **5.01%** of BC's domestic allocation for the period.
- Domestic allotments to BC growers will be **109.95%** pro rata.
- Assurance of supply leases for the period total **47,944** kilograms which is equivalent to **0.15%** of BC's domestic allocation.
- **5.0%** over base yields **3.9%** over base to BC under the new national allocation agreement.

2. Board member update:

As previously reported to the chicken industry by way of communique dated June 24, 2015, Board member Kerry Froese requested a leave of absence from his duties as an elected member of the British Columbia Chicken Marketing Board, citing personal reasons. The Board has granted his request and has chosen the BCCMB Vice-Chair, Mr. Greg Gauthier to act as BC's CFC Alternate Director.

The Board reviewed its options respecting the current grower vacancy which it discussed with the BCCGA, and obtained advice and direction from BCFIRB. The Board has appointed Mr. Mark Driediger to serve as a non-voting member of the BCCMB effective July 15, 2015. His role as an appointed member of the board will continue until such time as Mr. Froese is able to return to his duties or until his term expires in March of 2016. At that time an election will be held for a grower to serve a three year term on the BCCMB.

Mark is a long time Fraser Valley chicken grower with a wide variety of experience in the local agricultural sector. Mark and his wife Sandy along with members of their family grow both specialty and mainstream chicken on two farm locations in the Abbotsford area. Mark has participated in both the SMAC and more recently as an advisor on the organic sector to the PPAC.

3. 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 BC99 form to the BCCMB offices is the day **BEFORE the BCCMB sets the allocation.**

<u>Period</u>	<u>BCCMB sets Allocation</u>
A-133 (October 4 – November 28, 2015)	July 7, 2015
A-134 (November 29, 2015 – January 23, 2016)	September 2, 2015
A-135 (January 24 -- March 19, 2016)	October 14, 2015
A-136 (March 20 -- May 14, 2016)	December 2, 2015
A-137 (May 15 – July 9, 2016)	February 2, 2016
A-138 (July 10 – September 3, 2016)	Mar 23, 2016
A-139 (September 4 – October 29, 2016)	June 1, 2016
A-140 (October 30 – December 24, 2016)	July 20, 2016
A-141 (December 25, 2016 – February 18, 2017)	September 27, 2016
A-142 (February 19 – April 15, 2017)	November 16, 2016

4. Appeals update.

Oranya II Holdings Inc. & Thomas Reid Farms have appealed the changes to specialty quota and organic production contained in the April 8, 2014 Notice to Industry Stakeholders. The appeal will be heard September 28, 29 and 30th 2015 and commence at 9:30 a.m. to 4:30 p.m. The hearing will be held at Newlands Golf and Country Club (21045 – 48th Avenue, Langley, BC) in the Regency Room.

The Primary Processors Association of BC (Hallmark, Sunrise, Sofina (Lilydale) and Farm Fed) is appealing the decision of the Board to sign the MOU at Chicken Farmers of Canada respecting the Long Term Allocation Agreement. Processors in Manitoba and Saskatchewan had also filed appeals in their respective provinces which have since been withdrawn in both provinces. No hearing date has yet been scheduled.

5. BCBHEC/BCCMB Linkage Update

Bob Burden of Serecon Consulting may be contacting you in the near future to set up an appointment to review your production records. It is essential that Mr. Burden obtain complete information from a pre-determined number of growers and a variety of farm sizes in the lower mainland, Vancouver Island and Interior regions.

Your full cooperation during this process will be appreciated by the Board. Should you have any questions or wish to verify the validity of Mr. Burden’s request, please do not hesitate to contact the BCCMB office.

6. BC Chicken Squad is Out in Full Force

The BC Chicken Marketing Board and the BC Chicken Growers Association have officially launched the BC Chicken Retail and Consumer Engagement Campaign with funding support provided, in part, by the BC Government’s Buy Local Program; delivered by the Investment Agriculture Foundation of BC with funding from the BC Ministry of Agriculture. This program fits with BCCMB’s strategic goal to strengthen our social license.



We participated in Thrifty Foods Taste of BC Celebration July 11-12 in Victoria and July 18-19 in Tsawwassen and South Surrey. Offering samples of barbecued chicken

breasts allowed us to engage with customers and answer their questions about how chickens are raised. (It is amazing how many people still think that chicken are fed hormones and steroids.)


Thank you to Jordan Spitters and Bev Whitta who volunteered for all four days!



Figure 1 Chicken Farmers Bev Whitta and Jordan Spitters at Thrifty Foods, Victoria


Upcoming retail events include:

	Save On Foods Chicken Promotion July 31 – August 6	
	July 31	Victoria Westside Village
	August 1	Nanaimo Woodgrove
	August 1	Kamloops
	August 3	Park & Tilford North Vancouver
	August 5	South Point Surrey
August 6	Langley Willoughby	

	Choices Market Chicken Promotion with <i>Poultry in Motion™</i>	
	August 7	South Surrey
	August 8	Kitsilano

A complete list of farmer events at stores can be found on the Chicken Squad website at: <http://chickensquad.ca/bc-chicken/meet-a-chicken-farmer/>.
 Look out for more advertising supporting these events and BC chicken farmers in Cineplex movie theatres, radio, outdoor digital billboards.

Cineplex 90 second spot		
July 31 – August 20 (3 weeks)	July 31 – August 13 (2 weeks)	
1. Richmond – SilverCity Riverport	8. SC Victoria	
2. Vancouver - Scotiabank	9. CE Nanaimo	
3. Burnaby – Metropolis	10. West Kelowna Extreme	
4. Coquitlam – SilverCity	11. Kamloops – Cineplex Odeon	
5. Langley – Colossus	12. Vancouver – Int'l Village	
6. Surrey – Strawberry Hill		
7. North Vancouver – Park & Tilford		

Radio Remotes	On Location	
Aug. 1 Kamloops Save On Foods b-100 and C1FM	Aug. 7 Choices Market South Surrey PEAK FM	
Aug. 5 Save On Foods South Point Surrey QMFM	Aug. 8 Choices Market Vancouver Kitsilano PEAK FM	

Outdoor Pattison Digital Boards July 6 – August 30 (8 weeks)	
	
Horizontal Digital Posters	Superboard Series 14
Nordel Way and 88 Avenue, Surrey	West Bound King George Boulevard and Scott Road, Surrey
Patricia Bay Highway, Victoria	Highway 1 and McCallum Road, Abbotsford

If you have any questions or are interested in volunteering, contact Cheryl Davie, Manager of Strategic Initiatives & Analysis at BC Chicken Marketing Board Tel: 604-859-2868 or cheryldavie@bcchicken.ca

7. A-130 End of Period Summary.

Mainstream Grower's Only	A-130			
	# Growers	% of Total Growers	Kgs Over/(Under)	% Of Allocation
Mainstream Growers Receiving Allotment	256			
Growers over 110% of allotment	10	3.91%	94,459	2.12%
Growers over 106% of allotment	28	10.94%	257,241	8.97%
Growers between 100% and 105.9% of allotment	107	41.80%	300,212	41.08%
Growers between 94% and 99.9% of allotment	92	35.94%	(291,409)	37.06%
Growers between 90% and 93.9% of allotment	16	6.25%	(204,700)	7.45%
Growers below 90% of allotment	13	5.08%	(230,261)	5.44%
Growers below 94% of allotment	29	11.33%	(434,960)	12.89%
Column Totals	256	100%	(168,916)	100%
BC Utilization	99.91%			

Growers Cycle Length	A-130			
	# Growers	% of Total Growers	Kgs Live Wt	% Of Allocation
Mainstream Growers Receiving Allotment				
8 Week Cycle	232	86.25%	29,609,742	92.30%
9 Week Cycle	14	5.20%	1,218,657	3.80%
10 Week Cycle	10	3.72%	664,639	2.07%
11 Week Cycle	2	0.74%	249,784	0.78%
12 Week Cycle	6	2.23%	120,578	0.38%
16 Week Cycle	5	1.86%	215,429	0.67%
Column Totals	269	100%	32,078,828	100%

Average Live Weight	A-130			
	# Growers	% of Total Growers	# Kgs Produced	% Of Production
Mainstream Growers Rec'vd Allotment	256			
1.600 kg and below	2	0.78%	65,418	0.21%
1.601 – 1.700 kg	4	1.56%	301,061	0.94%
1.701 – 1.780 kg	6	2.34%	504,055	1.58%
1.781 – 1.850 kg	4	1.56%	211,447	0.66%
1.851 – 1.950 kg	13	5.08%	1,501,526	4.71%
1.951 – 2.020 kg	21	8.20%	2,717,567	8.52%
2.021 – 2.100 kg	23	8.98%	4,133,200	12.95%
2.101 – 2.170 kg	23	8.98%	3,659,061	11.47%
2.171 – 2.250 kg	39	15.23%	5,766,997	18.07%
2.251 – 2.500 kg	105	41.02%	11,933,322	37.40%
2.501 – 2.730 kg	16	6.25%	1,116,258	3.50%
2.731 – 3.180 kg	0	0.00%	-	0.00%
3.181 kg and above	0	0.00%	-	0.00%
Column Totals	256	100.00%	31,909,912	100.00%

8. BC Chicken Facts:

Please find attached separately the most recent copy of the BC Chicken Facts.

9. Flock Sheet Revisions:

The new electronic Flock Information reporting form from CFC was approved by CFIA in May 2015. In discussion with our processors and live haul groups we were finished designing our own BC specific form when this was announced. As the BC specific form could be used for broilers, turkeys and spent fowl; we decided to continue with our form. The BC form meets all the requirements of the CFC national form but has some enhancements that we wanted on the shipping form for BC.

The changes that are different from the CFC form are: Premise ID, quota period, feed companies and it can also be used for spent fowl which the national one cannot.

The form can be emailed, printed and saved. Once saved it can be changed for the next cycle saving time in filling the form out. All flock sheets must have the medication slips from the feed companies sent in with them, by doing it electronically it saves on paper and is very efficient. There is still a handwritten form for those who choose to fax in the forms and either method is acceptable. The CFIA has approved our form and circulated it to all CFIA Veterinarians at BC CFIA inspected processors.

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
Executive Director
British Columbia Chicken Marketing Board*

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