



BC CHICKEN MARKETING BOARD UPDATE for October 2016

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1. Allocation for Quota Period A-141 (December 25, 2016 – February 18, 2017)

The total national allocation (including MD and specialty) for period A-141 (December 25, 2016 to February 18, 2017) was set by the CFC Board of Directors on September 27, 2016. The A-141 domestic allocation was set at 229,486,281 kilograms live weight. This represents 4.5% above the adjusted base for the period. Market Development at 8,198,076 kilograms live weight represents 3.57% of the national domestic allocation. Specialty allocation was requested by two provinces (BC and ON) for a total of 1,574,905 kilograms live weight.

BC's share of the **A-141 allocation** is:

Domestic	31,376,765 kilograms live weight.
Market Development	1,671,694 kilograms live weight.
Specialty	884,505 kilograms live weight.
Total	33,932,964 kilograms live weight.

- MD represents 5.32% compared to BC's domestic allocation for the period.
- Specialty represents 2.81% compared to BC's domestic allocation for the period.
- Domestic allotments to BC growers will be **101.19% pro rata**.
- 4.5% over base yields 3.6% to BC under the current allocation agreement.

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2. BC Formula for the Pricing of Live Mainstream Chicken

By way of letter dated June 20th, the Board as part of good governance and sound marketing policy had determined that it is now time to review the current pricing formula that has been in place for over 5 years. The Board has no preconceived outcomes on the issue of pricing and is not contemplating change unless the review and industry consultation supports it. Any changes to the existing model will require consultation with PPAC and approval by BCFIRB.

The Board is requesting written submission from the PPPABC, BCCGA and other interested parties by September 30, 2016 (**This has been extended to October 15 at the request of one of the parties**). All submissions will be posted on the BCCMB website shortly thereafter. Industry will then have until November 30th to comment on the posted submissions. During the time period October 1 to November 30th, the Board anticipates meeting with interested parties to discuss their submissions and obtain clarification if required. These deadlines may be extended if more time is required to complete the process fully.

It is the intention of the Board to then undertake a review of all submissions and documents and provide a decision no later than January 17, 2017.

The full letter can be found on the BCCMB website at www.bcchicken.ca on the home page under “Industry News”.

3. BCCMB Strategic Planning

The Board has completed a series of meetings with the facilitator assisting the Board in the creation of its new 3 year Strategic Plan. Below is the timeline for consultation comment on the draft strategic plan – specifically its mission, purpose, values, guiding principles and goals.

TIMELINE:

TASK	Date for completion
Review of Mission, Purpose, Values, Guiding Principles & Goals	July 14, 2016
Consultation of BCCMB strategic goals <ul style="list-style-type: none">• Processor meetings• BCCGA meetings• Other stakeholders	October 15, 2016
Posting of Draft Strategic Plan on website for comment period	Oct 30 – Nov 30, 2016
Board review all input	December 31, 2016
Board finalizes Strategic Plan	January 17, 2017

It is important that the BCCMB Strategic Plan is reflective of industry concerns. The Board proposes meeting with the BCCGA and processors to discuss the proposed strategic plan's goals and how they may impact growers and processors. The Board looks forward to receiving input from all interested parties.

4. Appeals Update

There are no current appeals or appeal decisions pending.

5. 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-142 (February 19 – April 15, 2017)	November 16, 2016
A-143 (April 16, 2017 – June 10, 2017)	January 17, 2017
A-144 (June 11, 2017-August 6, 2017)	March 15, 2017
A-145 (August 7, 2017 – September 30, 2017)	May 3, 2017
A-146 (October 1, 2017 – November 25, 2017)	June 28, 2017
A-147 (November 26, 2017 – January 20, 2018)	August 15, 2017
A-148 (January 21, 2018 – March 17, 2018)	October 11, 2017
A-149 (March 18, 2018 – May 12, 2018)	November 22, 2017
A-150 (May 13, 2018 – July 7, 2018)	January 11, 2018
A-151 (July 8, 2018 – September 1, 2018)	March 21, 2018
A-152 (September 2, 2018 – October 27, 2018)	May 17, 2018

6. RWA & Organic extension of 10% tolerance for 3 more periods

The 6 period trial for 10% over and under marketing sleeves for organic and RWA production has expired with the end of quota period A-138. The Board requested a progress report from industry in reducing the challenges related to organic and RWA production in the past year.

The Board on September 22, 2016 made a motion to grant an extension for 3 more periods (A-139, A-140 and A-141).

7. Board Membership Changes.

Please be advised that effective September 15, 2016, by Order of the Lieutenant Governor in Council #642, Mr. Robin Smith's term as Chair of the BCCMB has been renewed until September 30, 2019. We welcome Robin's continued participation and leadership in the chicken sector.

Also on September 15, 2016, Mr. Ralph Payne was appointed as a director of the BCCMB by OIC #643. His two year term will expire on September 30, 2018. Ralph will be known to many in the chicken industry from his time as the appointed Chair of the BC Turkey Marketing Board (2009 – 2015). Ralph is an accountant by trade (now retired), with an extensive history of community service in the Fraser Valley. He is married to Margo, and they have 3 children. Ralph enjoys travel, golf, curling and volunteering for worthwhile community events.

8. Website Update

Our website has been updated and you may have noticed some changes in the look, but much of the content is similar to the previous site. The main benefit of the new website is that it's much more readable from a mobile device. We needed to make our website better accessible to the increasing number of users who were trying to access it from their phones and tablets. If you haven't had a chance, please check it out at www.bcchicken.ca Board staff will be continuously adding and refreshing the content. If you have any comments or suggestions, please let Cheryl know at cheryldavie@bchicken.ca

9. Dashboard Update

The Grower Dashboard will provide BC Chicken Growers the ability to record their barn daily checks as well as audit information on a web-based database. The database will then populate required forms, report individual flock performance and benchmark that performance against industry data.

Initial testing of the Dashboard features will be conducted by the BCCGA Directors, starting in October. Development and implementation of the off-line add-on for barn daily checks will be ready for grower testing in early November. After the BCCGA Directors feedback has been incorporated into the Dashboard it will be made available to all BC chicken growers. Stay Tuned!

Developers are currently working on an off-line add-in that will allow growers, without internet access in their barns, to enter in their barn daily checks and have that information upload to their database when their phone, iPad or tablet receives an internet connection.

10. A-138 Production Statistics

A-138				
Mainstream Grower's Only	# Growers	% of Total Growers	Kgs Over/(Under)	% Of Allocation
Mainstream Growers Receiving Allotment	265			
Growers over 110% of allotment	17	6.42%	296,148	5.23%
Growers over 106% of allotment	48	18.11%	498,854	12.94%
Growers between 100% and 105.9% of allotment	106	40.00%	446,358	44.16%
Growers between 94% and 99.9% of allotment	73	27.55%	-299,823	29.15%
Growers between 90% and 93.9% of allotment	19	7.17%	-187,246	7.47%
Growers below 90% of allotment	19	7.17%	-355,892	6.27%
Growers below 94% of allotment	38	14.34%	(543,138)	13.74%
Column Totals	265	100%	102,251	100%
BC Utilization			101.05%	
A-138				
Growers Cycle Length	# Growers	% of Total Growers	Kgs Live Wt	% Of Allocation
Mainstream Growers Receiving Allotment				
7 Week Cycle	5	1.89%	337,419	0.99%
8 Week Cycle	230	86.79%	31,192,010	91.45%
9 Week Cycle	10	3.77%	1,172,084	3.44%
10 Week Cycle	5	1.89%	272,392	0.80%
11 Week Cycle	1	0.38%	85,998	0.25%
12 Week Cycle	9	3.40%	782,804	2.30%
16 Week Cycle	5	1.89%	265,953	0.78%
Column Totals	265	100%	34,108,660	100%
A-138				
Average Live Weight	# Growers	% of Total Growers	# Kgs Produced	% Of Production
Mainstream Growers Rec'vd Allotment	265			
1.600 kg and below	0	0.00%	0	0.00%
1.601 – 1.700 kg	5	1.89%	499,455	1.48%
1.701 – 1.780 kg	1	0.38%	53,769	0.16%
1.781 – 1.850 kg	6	2.26%	458,412	1.36%
1.851 – 1.950 kg	18	6.79%	1,698,776	5.03%
1.951 – 2.020 kg	19	7.17%	2,335,380	6.92%
2.021 – 2.100 kg	34	12.83%	5,438,838	16.12%
2.101 – 2.170 kg	38	14.34%	5,775,015	17.11%
2.171 – 2.250 kg	35	13.21%	6,098,096	18.07%
2.251 – 2.500 kg	92	34.72%	10,152,158	30.08%
2.501 – 2.730 kg	15	5.66%	1,198,872	3.55%
2.731 – 3.180 kg	1	0.38%	21,454	0.06%
3.181 kg and above	1	0.38%	18,553	0.05%
Column Totals	265	100.00%	33,748,778	100.00%

11. Industry Survey.

In the next few weeks, all BC licensed chicken growers, hatcheries and processors should receive an email from the BC Council of Marketing Boards (COMB) with a link to an on-line industry survey. This survey helps us quantify your satisfaction and respond to your expectations in terms of our services. This will be our third year doing the survey and the Board uses the results to monitor our performance. Please be assured your responses are kept strictly confidential by COMB.

All participants who take the time to complete the survey by the November deadline will be entered into a draw for a prize that has yet to be determined but is guaranteed to be awesome!

12. BCCMB paperless initiative.

Growers that have been in the industry for a number of years will have noticed that they receive much less paper correspondence from the board office than in the past. Over the past three periods, Quota Production Allotment forms (QPA's) have been sent to growers and hatcheries by email. Effective with the current period (A-139) Quota Production Update forms (QPU's) will also be sent by email. The past practice of providing placement and slaughter reports with the QPU has been deemed redundant as this information is provided to growers by their processor and hatchery and will be discontinued effective with period A-139. Any grower wishing to have a copy of the placement and shipment report can arrange to pick up a copy at the board office with an advance request to reception or production.

The Board has mandated that staff pursue the goal of the elimination of paper correspondence over the term of its new three year strategic plan.

Future plans include:

- Paperless farm audits.
- Ability for growers to make payments to the board electronically.
- The BCCMB General Orders to be available on the BCCMB website and updated regularly. Paper copies of the next iteration of the General Orders will not be provided.
- Future BCCMB annual reports to be available in digital format only.

The vast majority of growers already have the ability to communicate with the Board via email. Those that currently do not have that ability are encouraged to make arrangements to do so as soon as possible as paper and fax communication will be phased out in the near future.

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

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