



BC CHICKEN MARKETING BOARD UPDATE for August 2016

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1. A-140 Allocation

The total national allocation (including MD and specialty) for period A-140 (October 30, 2016 to December 24, 2016) was set by the CFC Board of Directors on June 1, 2016. The A-140 domestic allocation was set at 228,104,139 kilograms live weight. This represents 3.0% above the adjusted base for the period. Market Development at 9,741,011 kilograms live weight represents 4.27% of the national domestic allocation. Specialty allocation was requested by three provinces (BC, AB and ON) for a total of 1,922,407 kilograms live weight.

BC's share of the **A-140 allocation** is:

Domestic	32,521,361 kilograms live weight.
Market Development	2,289,761 kilograms live weight.
Specialty	974,557 kilograms live weight.
Total	35,785,679 kilograms live weight.

- MD represents 7.04% compared to BC's domestic allocation for the period.
- Specialty represents 2.99% compared to BC's domestic allocation for the period.
- Domestic allotments to BC growers will be **105.9% pro rata**.
- 3.0% over base yields 2.4% to BC under the current allocation agreement.

BRITISH COLUMBIA CHICKEN MARKETING BOARD

2. BC Formula for the Pricing of Live Mainstream Chicken

The Board, by way of letter dated June 20th, 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**. 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 for all interested parties.

4. Appeals Update

The Primary Processors Association of BC (Hallmark Poultry, Sunrise Farms, Sofina Foods, 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.

Submissions from the BCCMB, the BC Primary Processors Association, the BCCGA, Alberta Chicken Producers, Chicken Farmers of Saskatchewan and Chicken Farmers of Canada can be viewed on the BCFIRB website at:

<http://www2.gov.bc.ca/gov/content/governments/organizational-structure/ministries-organizations/boards-commissions-tribunals/bc-farm-industry-review-board/regulated-marketing/supervisory-reviews/2016-amendments-to-schedule-b-operating-agreement-for-chicken>

BCFIRB has published a final decision on the matter June 30, 2016. It also can be found at the above noted link.

BCFIRB on July 19, 2016 published an order dismissing the appeal filed by the PPPABC from the decision of the BCCMB to sign the MOU to support the new allocation and policy agreement which had been put in abeyance while FIRB conducted a Supervisory Review. On July 27, 2016 BCCMB Chair Robin Smith signed the MOU, which had been signed earlier in the week by BCFIRB Chair John Les. All parties to the MOU have now signed with the exception of Quebec whose signatures are expected in September.

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-141 (December 25, 2016 – February 18, 2017)	September 27, 2016
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 22, 2017

6. CFC Specialty Production Policy

By way of memo dated July 18, 2016 CFC is requiring effective immediately all specialty licensees to specify the class of specialty chicken on all supporting documentation. This will improve the efficiency of the audit of specialty production.

To be clear, only stating Taiwanese or TC on all forms is **NOT** sufficient. If, for example, Loong Kong Golden is being marketed, then all supporting documents (such as chick invoices, processor slaughter reports, certificate of condemnation and any other documents pertaining to specialty production) should identify this class. In addition all specialty chick placements reported to the BCCMB are also required to be identified by the appropriate class.

The memo was sent by CFC to all provincial board managers and all specialty production licensees. The Board has provided the CFC July 18, 2016 memo by way of email to all growers growing specialty product. Specialty processor and hatcheries are now required to change the way they report specialty placement and slaughter to the BCCMB to meet the CFC requirements.

7. RWA definition update

In a communique dated August 5, 2016 CFIA has formally changed the definition of “Raised without the use of antibiotics”.

Chemical coccidiostats are now allowed to be used for products labelled with this claim. Examples of chemical coccidiostats include Deccox, Clinacox, Zoamix, Stenerol, Nicarb and Robenz among others.

Ionophores (i.e. Monteban, Maxiban, Bio-Cox, Coxistac, etc.) continue to be not allowed as part of this claim.

With this change, the Canadian definition is now very close to being consistent with the US definition. The only difference is that under the US “Never Ever 3” program they are allowed to use ionophores if they receive special allowance from the US government and the product is labelled as “ionophores” were used as coccidiostats to prevent parasitism”.

Not a very appealing label on a finished product, and to our knowledge there was no use of these products. Therefore, this change effectively allows access to the same products being used to produce RWA in the USA.

The CFIA website listing the methods of production claims is found here:
<http://inspection.gc.ca/food/labelling/food-labelling-for-industry/method-of-production-claims/eng/1389379565794/1389380926083?chap=7>

With thanks to our federal partners for making this change happen.

8. Field Services -- SE Testing

The Board has approved a one year project to determine the prevalence of SE in chicken broiler farms in BC. Dr. Bill Cox will be the veterinary consultant involved in the project. Approximately 95 of the farms in BC will be selected for testing over the next year beginning in September 2016. The sampling will be done by BCCMB Inspection staff and will be tracked using an anonymous numbering system for the farms. Test results will be reported to BC Chicken Marketing Board.

Further information will be sent out under separate correspondence via email to all growers.

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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