



August 6, 2020

To: All BC Chicken and Hatching Egg Stakeholders

UPDATE ON CHICKEN INDUSTRY STRATEGIC FRAMEWORK

At the Poultry Conference in March we provided an overview of the Chicken Industry Strategic Framework Initiative and the results of the stakeholder survey. At the time, the BC Chicken Marketing Board (BCCMB) and the BC Broiler Hatching Egg Commission were preparing for direct, in-depth engagement with all stakeholders to further examine the concerns and priorities of the BC chicken industry.

Then COVID-19 happened and that's all we have to say about that.

After further assessing the overall situation, the BCCMB and the Commission have decided to continue to hold the Initiative in abeyance until early 2021. Hopefully by that time we all will have a better understanding of the potential long-term impact of COVID-19. This will also allow the boards to focus their resources on the pricing review for the balance of 2020. As clearly outlined in other correspondence, both the Commission and the BCCMB are working together in developing an approach to bring certainty and stability to pricing while recognizing that a sustainable future for all stakeholders is needed.

Through the development of the Strategic Framework, increased regulatory integration between the two boards has been considered. Along with pricing, this will be a focus of upcoming facilitated meetings between the two boards in September and early October. The objective is to see if there are potential options that can be brought forward for wider consideration. The BC Broiler Hatching Egg Producers' Association and the BC Chicken Growers' Association are aware of these discussions and will be updated by the boards after the facilitated discussions.

Please do not hesitate to contact the Commission or BCCMB if you have any questions.

Yours truly,

A handwritten signature in black ink, appearing to read "Harvey Sasaki".

Harvey Sasaki, Chair
BC Chicken Marketing Board

A handwritten signature in black ink, appearing to read "Jim Collins".

Jim Collins, Chair
BC Broiler Hatching Egg Commission

cc: Commission/BCCMB websites