



April 6, 2020

All BC Chicken Growers:

The BCCMB is continuously monitoring the COVID-19 outbreak as the situation evolves; and we have been meeting regularly with our industry partners to discuss contingency plans and to assess market conditions.

The outbreak is having an unprecedented impact on slaughter capacity and market conditions across the country, and these impacts are not uniform across all regions.

Chicken Farmers of Canada held an emergency allocation meeting on April 3, 2020 to assess the impacts of the COVID-19 outbreak. It was ultimately determined by the CFC Board that the A-163 allocation will stand. While allocation remains unchanged for A-163, each province has the flexibility to adjust its production levels to respond to unique market and slaughter capacity conditions.

Late last week, Ontario and Quebec made the decision to cut back all placements by 15% relative to the allocation set for A-163, effective April 6, 2020. This decision was made in response to dramatic declines in the food service sector, which is heavily supplied by Central Canada; a softening in demand at retail following “panic buying” by consumers earlier in March; and reduced slaughter capacity as a result of the COVID-19 outbreak.

We have had multiple meetings with our processors and the Western provincial boards over the past few days to assess the impacts of the COVID-19 outbreak in the Western region. While these impacts are not being experienced to the same degree in the West, there will be a need to respond with flexibility while, as best as possible, providing stability for producers, processors and consumers.

Our Board is continuing to work with processors in BC to respond to this extraordinary circumstance, and we will have more information to share with Growers about this response in the days ahead.

Rest assured, the Board will be reviewing potential policy implications and will ensure growers are not unfairly impacted by the Board’s policies.



Thank you for your patience as we continue to work through this unprecedented situation. We appreciate that there are many questions you will have and we will have more information and detail to share with you in the days ahead.

Together we must do all that we can to keep our chicken industry strong and healthy; and, together we will get through this.



Harvey Sasaki  
Chair  
British Columbia Chicken Marketing Board

