

VISION

Leading a healthy, growing and profitable BC chicken industry.



PURPOSE

To regulate the pricing and production of BC chicken while meeting consumer expectations including animal care and on farm food safety; and working with industry partners to maintain sustainability as we grow the market.

GOALS

Implement programs that provide the opportunity for a fair return to producers, and allow processors to be competitive in the domestic market.

Implement programs that result in industry sustainability and diversity.

Implement programs to promote increased production and consumption of chicken in BC.

Working within the Federal Provincial Agreement for chicken to optimize growth opportunities for the BC chicken industry.

Achieve “Best in Class” Board governance and business operations.

With our industry partners, staff and the public in mind, we are:

VALUES

Fair –

we take a balanced approach in executing our responsibilities

Dependable –

we can be counted on to do what we say we will do

Accountable –

we hold ourselves responsible for our decisions and actions