

<p>Vision An innovative, growing, and sustainable chicken industry.</p>	
<p>Mission Engage with stakeholders to lead a growing chicken industry while enhancing public trust.</p>	
<p>Chicken Industry Desired Future</p>	
<ul style="list-style-type: none"> BCCMB has up to date orders that facilitate the growth and sustainability of the BC chicken industry. BCCMB has lean, effective, and efficient regulations. BCCMB is a trusted source of information on supply management of chicken by media, politicians, stakeholders, and consumers. BCCMB has an in-depth understanding of market segment dynamics of BC chicken. 	<ul style="list-style-type: none"> There is a culture of collaboration in the chicken industry and regulatory bodies. BCCMB board and staff are trusted, reliable, and are accessible to its growers and other stakeholders. BCCMB has production data to increase efficiencies and continue to improve an effective COP. BC chicken stakeholders are pursuing economic excellence in the supply chain. BC family chicken farms are sustainable.

Strategic Priorities

<p>Communication and Collaboration</p>	<p>We will have a culture of collaboration with the supply chain and be a trusted source of information</p> <hr/> <p>We will have effective supply chain relationships We will have trust and confidence of stakeholders in our decision making We will maintain relations and influence with CFC and provincial boards We will bring the supply chain together to address identified critical issues to BC industry We will have effective grower communications We will have a website that communicates all regulatory responsibilities simply and effectively We will have engage with other western provinces to advance common interests</p>
<p>Risk Management</p>	<p>We will have contingency and emergency strategies for major risks to the BC Chicken Industry</p> <hr/> <p>We will have an established joint risk management group with processors, hatcheries and BCBHEC to identify risks and protect the supply chain We will colobarate with the supply chain and SM5 to reduce input costs. We will bring the supply chain together to identify and address critical issues to BC industry We will revamp the Emergency framework (EOC) with the other 3 feather boards We will explore insurance for reportable diseases</p>
<p>Pricing</p>	<p>We will have an approved pricing model that we will use to keep pricing current</p> <hr/> <p>We will gather data on a regular basis to update the pricing model We will work towards a national COP pricing framework We will collect and verify all new barn build data from 2021 onwards We will implement the general and management labour costs from StatsCanada. We will investigate using a reference bird for COP We will identify a model for defining capital costs We will create time-for-task worksheets to collect data from growers</p>
<p>Policy</p>	<p>We will have progressive, up to date policies that facilitate an innovative and growing Chicken Industry</p> <hr/> <p>We will review and prioritise policies We will consult on major policy changes We will ensure the general orders are rewritten, consolidated, and published We will support the initiatives of the CFC to promote sustainability</p>
<p>Market Intelligence</p>	<p>We will understand chicken markets from farm to fork to enhance BCCMB decision making.</p> <hr/> <p>We will develop a plan to get BC market data to support allocation expectations and to understand the BC Market We will understand and analyze feed costs for industry We will develop a data base collection system for collecting needed grower information We will collect grower and pricing data We will align with BCBHEC and Ontario COP where possible We will develop production metrics that we want to understand</p>