



VISION:

An innovative, growing and sustainable chicken industry

MISSION:

Engage with stakeholders to lead a growing chicken industry while enhancing the public trust

STRATEGIC PRIORITIES:

Communication and Collaboration

We will have a culture of collaboration with the value chain and be a trusted source of information

Risk Management

We will have enhanced contingency and emergency strategies for major risks to the chicken industry

Pricing

We will have an approved pricing model that we will use to keep pricing current

Policy

We will have progressive and up to date policies that facilitate an innovative and growing BC chicken industry

Market Intelligence

We will understand the chicken markets from farm to fork and will use the data to enhance decision making