



Memo

To: BC Chicken Industry **cc:**
From: BCCMB **Date:** June 6, 2024
Re: End to Temporary changes to Under and Over Marketing sleeves

The BCCMB instituted a temporary change to increase the under and over marketing sleeves effective in quota period A-188 as BC's record of quota utilization was affected by Highly Pathogenic Avian Influenza (HPAI) on farm, and hatcheries expected chick shortages arising from HPAI on domestic hatching egg production units as well as import egg and chick availability. This expected chick shortage did not materialize as significant as expected.

The Board will be assessed a national OM levy in the amount of \$511,516.28 for quota periods A-184/A-185.

BC is now in a position where we are at risk of further National Over Marketing levies in future quota periods. As such, and as per the March 15, 2024 memo sent to industry, the Board is providing notice that removal of the temporary measures for both under and over marketing will occur at the start of quota period A-191. Period A-191 begins with shipments on August 25, 2024. This memo provides notice prior to egg sets for the first week of a new period (A-191). Your QPA for A-191 was sent to you on May 31, 2024 (13 weeks prior to the start of the period). The Board encourages diligence in A-190 as overproduction could result in further national overmarketing penalties.

Under Marketing:

Section 26.2 will return to the under-marketing sleeve to 6%, in the sixth quota production period following that which the under marketing occurred. This change will remain in effect until such time as amended or varied by the Board.

Over Marketing:

The Board will return to the over-marketing sleeves of section 27.2 and 27.6 of the General Orders.

- Growers that produce over 100% of their periodic allotment will have their allotment reduced 6 periods later. Over marketing adjustments will be made on all production beyond 100%.
- Monetary over marketing levies between 106% and 109.9% will be reactivated and attract levies at a rate of \$0.44 per kilogram live weight. Marketing's above 109.9% will continue to attract levies at the rate of \$0.66 per kilogram live weight.