

# Memo

To: BC Chicken Growers

Date: April 2, 2026

Re: Revised Temporary Changes to Under- and Over- Marketing Sleeves for  
Periods A-202 and A-203

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BC's domestic chick supply has been under sustained pressure, not from a single event, but from years of compounding challenges. Repeated HPAI outbreaks, devastating barn fires, and the impacts of flooding continue to challenge our domestic egg supply. The result is a tighter supply environment than any of us in the industry want, and one without a simple or immediate fix.

The duration of this shortage is uncertain; we expect supply challenges late into A-202 and A-203.

We recognize this creates real hardship. You are running businesses, managing commitments to processors, and trying to plan, all with less certainty than we all expect.

**The Board has taken the following immediate steps to ease pressure where we can:**

- **The under-marketing carryforward adjustment rate has been temporarily increased from 6% to 10%, now extended to cover A-202 and A-203.**
- **Over-marketing levies have been temporarily eased to help growers meet market demand, also extended to A-202 and A-203. CFC has adjusted the provincial penalty limit from 102% to 104%.**
- ***Growers are encouraged to grow up to 104% without allocation reduced 6 cycles later.***

Unfortunately, there is no compensation available for losses attributable to chick shortages. We know that is hard to hear, and we do not say it lightly. Your hatcheries and processors are in the same position, navigating tight supply without a compensation mechanism. This is an industry-wide challenge, and we will only get through it by working together.

We are actively engaged with industry stakeholders at every level to find further solutions.

If you are facing a situation you cannot resolve with your hatchery or processor, do not hesitate to contact the BC Chicken Marketing Board directly (preferably before placement). We are here.

*Thank you for your resilience and your continued commitment to BC's chicken industry.*

## Periods A-202 & A-203 Amendments to General Orders

To support growers in meeting their allotments, **the Board has approved the following temporary amendments to the BCCMB General Orders for Periods A-202 and A-203. The Board has adjusted under- *and* over-marketing allowances as follows:**

### Under-Marketing:

Section 26.2 will be temporarily amended to increase the under-marketing sleeve from 6% to 10%, in the sixth quota production period following the period in which the under-marketing occurred.

### Over-Marketing:

The Board will implement a temporary suspension of Sections 27.2 and 27.6 as follows:

- Growers that produce up to **104%** of their periodic allotment will not have their allotment reduced 6 periods later. Over-marketing adjustments will apply to all production beyond **104%**.
- The Board adjusted how Over Marketing Levies (OML) are calculated beginning in A-202. BC growers will only be assessed an OML penalty if the province is assessed a penalty. Note, CFC has also adjusted the provincial penalty limit from 102% to 104%, which BC has aligned with for these two periods.

■ To review the information on the updated OML policy, **access the summary and memo.**

■ For the most recent copy of the General Orders, **visit [bcchicken.ca/general-orders](http://bcchicken.ca/general-orders)**

## Further Information/Reminders

While this may be a challenging message, the Board feels it's important to inform growers about the temporary policy on the under-marketing sleeve. The core issue facing the industry is the loss of opportunity due to chick shortages. Since the allocation and quota are fixed each period (set by CFC at the National Level), lost production provincially cannot simply be made up later.

Although increasing the under-marketing sleeve might seem helpful to growers and ease pressure on hatcheries, the benefits may be overstated. Please consider the following:

- A grower's ability to carryforward production depends heavily on available barn space beyond their current quota and prorated allocation.
- Since the sleeve is carried forward 6 cycles, there is no certainty that sufficient chick supply will be available during that cycle.
- Carryforwards amounts *are not an increase in overall provincial production*. It's drawn from the future period's allocation—if *all* growers carryforward, effectively none do. The same issue arises if shortages are widespread and carryforward was spread across multiple periods.
- The under-marketing sleeve offers limited support to processors, hatcheries, or the public's chicken supply.

The under-marketing sleeve is not designed to address an industry-wide shortage. It offers limited support and only in cases where some growers are affected while others are not.

The core issue remains the chick shortage itself, which results in lost production and sales across the entire value chain—for growers, hatcheries, and processors. As a province, this lost production simply cannot be recovered in future periods.

**These temporary measures will be reviewed on a period-by-period basis as we continue to evaluate the market conditions.**