



Policy Directions *Update*

September 2026

In recent years, the BC Chicken Marketing Board (BCCMB) hosted several landmark consultations with stakeholders in the chicken industry, from which it published a *Policy Directions for Public Feedback* document.

This process outlined Four Priorities for the BCCMB:

1. Communicate the rules better.
2. Give growers more flexibility with their production.
3. Increase transparency, accountability, and accessibility for quota transfers.
4. Understand and sustain the Vancouver Island chicken-growing industry, for all stakeholders, in collaboration with the Vancouver Island processor.

It's time for an update. The Board is pleased to share that progress has been steady as it works to satisfy these priorities, with more good work ahead.

To access the 2025 Policy Directions for Public Feedback document, please visit bcchicken.ca/quota-use-and-access-consultation

Background

The BCCMB conducted two public consultations with industry stakeholders in 2024 and into 2025. The first was to review and renew its expired New Entrant Grower (NEG) program. Following stakeholder feedback, it launched a second, broader consultation on Quota Use and Access (QUAC) in BC's chicken-growing industry. Input was compiled from BC chicken growers, small-lot chicken growers, trades, processors, hatcheries, government representatives, and those seeking to start chicken growing.

For more information, including discussion papers, the consultation processes, and a summary of feedback in the What We Heard Report, please visit: bcchicken.ca/quota-use-and-access-consultation

The BCCMB is a regulatory authority responsible to *all* industry stakeholders, including the public, and it navigates conflicting interests while making balanced principles-based decisions that reflect sound marketing policy. The BCCMB is required to make all its decisions within the SAFETI framework, outlined by the BC Farm Industry Review Board.

For more information on the SAFETI framework and its six conditional principles, please visit bcchicken.ca/governance

The Board strives to make informed policy decisions that allow freedom for stakeholders within the regulated market, while providing a fair and transparent regulatory landscape for business decisions.

Four Priorities – *Update*

1. Communicate the rules better.

The consultation process revealed misunderstanding and confusion with respect to the following within the BCCMB's General Orders:

- Self-marketing: what permissions are required and under what limitations a grower may self-market chicken (General Orders, various Parts)
- Interior Quota: what quota conditions apply (and how specifically they apply) in the Interior region (General Orders, Parts 40, 41)

UPDATE:

Specifically, the Board published, circulated, and posted two user-friendly guides (with one summary sheet), that are supplementary to the BCCMB's General Orders:

- 1) BC Interior Guide to Quota Conditions, November 2025
- 2) Custom Processing & Self-Marketing, December 2025

Additionally in the past year, the BCCMB has increased its communication activities with growers, including creating opportunities for growers to learn more about the General Orders:

- Updated the “General Orders” landing page on its website
- Published a new “Grower Resources” section on its website
- Upgraded its twice-monthly email newsletter, that frequently reminds and directs growers to policies, educational resources, etc.
- Hosted a consultation on “C&D compensation” policies (April, May 2026)

Moving forward, Board staff are working on:

- further orientation material related to QPAs and QPUs
- building and sharing additional features to the Grower Portal
- a full review and update to the General Orders, scheduled for 2027¹

To view the above guides, or stay tuned to future resources, visit bcchicken.ca/guides
If you have suggestions for topics in the General Orders that could use a guide, please reach out to info@bcchicken.ca or 604-859-2868.

2. Give growers more flexibility with their production.

After-the-fact Leasing?

Prior to the consultations, growers requested “after-the-fact leasing” be considered. That being, growers were looking to submit leases *after shipping* chicken; thus, a grower could make production adjustments to balance their over- or under-production after-the-fact.

A specific question in the online quota survey gauged support for “after-the-fact leasing.” The response was mixed, with only 30% expressing support.²

Upon further consideration, since the impetus for this policy is tied to Over-Marketing Levies (OMLs), rather than pursuing an after-the-fact leasing model, the Board instructed staff to develop and implement an update to OML policies.

UPDATE:

The Board implemented an updated model for the application of OMLs, effective period A-202 (May 2026). Key changes to Over-Marketing Levies (OMLs) include:

- OMLs will only be charged if BC is assessed a National OML by CFC.
- A grower’s OML will be calculated proportionally to the National OML (to understand how this will be calculated, refer to [Schedule 19](#)).
- Only growers who overproduce (over 102%) during the assessed quota periods will be subject to an OML. **(Note: temporary measures may override this policy)**
- An assessed quota period consists of two combined periods (even + odd).
- The tolerance for under- and over- production carry-forward six cycles in the future remains unchanged.

¹ BCCMB’s Strategic Plan 2024-27 found at bcchicken.ca/news/bccmb-strategic-plan

² *What We Heard* Report, Survey Question #18, document found on the [QUAC webpage](#).

To see the full OML Policy Update, including the official memo, visit bcchicken.ca/news/update-to-over-marketing-levy-policies

3. Increase transparency, accountability, and accessibility for quota transfers.

The QUAC committee reviewed survey results and examined several options for potentially opening quota access and increasing transparency. Ultimately, the committee recommended a chicken quota exchange be developed, with the proviso that the Board should stay out of quota pricing.³

BC Chicken Quota Exchange

The Board subsequently directed staff to develop a BC Chicken Quota Exchange platform (QEX), using the following guidelines:

1. The platform will be accessible online but require secure login for *approved* participants (licensed chicken growers and approved aspiring chicken growers).
2. The Board will not set or influence the price of quota; sellers will post price that is acceptable for them to sell.
3. Buyers and Sellers will be anonymous to viewers.
4. The exchange of funds will be administered by the Board.
5. The Board will annually review the QEX's effectiveness and provide recommendations for the QEX on quota use and production in BC.

UPDATE:

A Chicken Quota Exchange for BC is coming and is currently in development. We look forward to this major milestone for BC's chicken growing community.

The original tentative launch date of April 2026 was too ambitious, given unanticipated technological challenges — first to complete the Grower Portal interface and program OML protocols, then develop an Exchange platform and its linkage to the Grower Portal. The team is making significant progress to ensure an integrated and secure model, adaptive to our unique situations, that growers will be able to use via their online Grower Portal platform. Testing is scheduled for this fall.

³ *What We Heard* Report, Recommendation #6, pg. 13, document found on the [QUAC webpage](#).

When the time is right, the Board will notify growers of a QEX launch and provide multiple opportunities for growers to review a user guide, training videos, and ask questions prior to and after its implementation.

4. Understand and sustain the Vancouver Island chicken-growing industry, for all stakeholders, in collaboration with the Vancouver Island processor.

The Board heard from several growers—new entrants and established growers—on Vancouver Island about the challenges inherent to growing chicken in their region. The Island maintains a thriving chicken growing community and a strong, growing consumer base that enjoys local chicken. Vancouver Island industry stakeholders expressed that the complex quota rules for their region require clarification and possibly updating.

Furthermore, the Board has a responsibility to maintain orderly marketing, ensure supply, and support the current chicken-growing industry in the region and potential growth if possible. To this end, the Board began discussions — which have been encouraging and ongoing — with local processor Island Farmhouse Poultry in 2025.

UPDATE:

In the past year, the Board has reviewed the basket of Vancouver Island quota policies with necessary input from Island Farmhouse Poultry to ensure a sustainable chicken-growing industry. This included providing personalized, detailed quota summaries to current Vancouver Island growers. We have also met with and put in requests with the BC Ministry of Agriculture and Food and the BC Farm Industry Review Board to streamline and update regional grower quota policies.

The Board is pursuing policy updates to provide clarity for the industry (chicken growers and processors) and sustain the supply for the Island processor, ensuring that demand for locally grown and processed chicken continues to be met. Included in this policy framework are considerations for future incremental growth, where possible.

The Board appreciates the patience of all its stakeholders, while we await some ministry decisions to help us all move forward. Any resulting policy changes will be communicated to the industry in advance of their implementation.