



October 30, 2020

British Columbia Chicken Growers Association
Primary Poultry Processors Association of British Columbia
British Columbia Broiler Hatching Egg Producers Association
British Columbia Egg Hatchery Association

Re: Pricing Review

The British Columbia Chicken Marketing Board (the “Chicken Board”) and the British Columbia Broiler Hatching Egg Commission (the “Commission”) under the direction of the British Columbia Farm Industry Review Board Supervisory Panel have established the Terms of Reference for the Long-Term Chicken Sector Pricing and Linkage Review (attached for your reference).

As part of the Review, the Chicken Board is committed to providing information and engaging stakeholders on the issues identified in the Scope of the Terms of Reference. This is the first of a series of information pieces that will be provided by the Chicken Board to seek comment and encourage dialogue with the industry stakeholders.

The Chicken Board is seeking input from the industry stakeholders on the policy objectives that guide the pricing of live chicken in British Columbia. The lack of an agreed upon definition and measures of the policy objectives is a key challenge to establishing a long-term live price formula for mainstream chicken in British Columbia. At this time, the Chicken Board does not have any preconceived definition or measures and is seeking industry submissions with respect to definitions of and quantifiable measures for:

- **“reasonable return to chicken growers and hatching egg producers”; and**
- **“processor competitiveness in the Canadian market for chicken”.**

The Chicken Board will use the input received through stakeholder submissions to develop proposed definitions and measures that will be provided for review and comment prior to making decisions on a final live price formula for mainstream chicken.

In order to facilitate industry thinking on the definitions and measures, the Chicken Board has also attached an initial draft of possible pricing options for your consideration, review and comment. The draft pricing options reflects pricing formulas currently in use, used in the past and used by other provinces. The options provided in the draft are by no means the only options worthy of consideration and your input is being sought in identifying other options for the Chicken Board to consider. The Chicken Board is also seeking your input on the draft advantages and disadvantages.

To ensure understanding and promote dialogue on the terms of reference, policy objectives and draft options, the Chicken Board is working with the Review Liaison, Wendy Holm to facilitate stakeholder sessions in the intervening period between today and November 24, 2020.



Please contact Bill Vanderspek, Executive Director if you wish to meet with the Chicken Board to discuss any or all of these initiatives prior to finalizing your submissions. The Chicken Board would appreciate receiving your submissions by no later than 4:30 p.m., Tuesday, November 24, 2020. Submissions are to be sent to info@bcchicken.ca.

The documents attached to this letter as well as all documents related the Review will be posted to the [BC Chicken Marketing Board - BC Broiler Hatching Egg Commission Review of BC Chicken Sector Pricing](http://bcchickensectorpricingreview.com/) Website: <http://bcchickensectorpricingreview.com/>.

Thank you for your participation in, and input to the Review.

Yours truly,

BRITISH COLUMBIA CHICKEN MARKETING BOARD

Harvey Sasaki
Chair

c.c. Wendy Holm
Jim Collins

