



THE HOLM TEAM *Agriculture Economics Journalism Trade Cooperation*

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June 17, 2021

REPORT TO STAKEHOLDERS¹
(Producers, Hatcheries, Growers and Processors)
BCFIRB LIAISON, LONG TERM CHICKEN SECTOR PRICING REVIEW

Just a quick reminder to all stakeholders that you have only one more week to share with HEC and CMB your comments and or concerns with respect to the proposed draft pricing models submitted to Stakeholders on May 6th and presented at the June 2nd Round Table.

Please send your written comments on or before Friday June 25th to both HEC and CMB, copied to me.
(stephanie@bcbhec.com, billvanderspek@bcchicken.ca, wendy@wendyholm.com)

All feedback will be circulated to Stakeholders and posted on the Review website. You are encouraged to take a moment, after filing your submission, to read over the submissions of your marketing chain partners to understand better their perspectives and concerns. Your further comments on the submissions of other Stakeholders are welcome by Wednesday June 30th.

BCBHEC and BCCMB will then consider all feedback and – as appropriate - engage in further consultation with Stakeholders to develop their final recommendations to BCFIRB of a pricing model that will deliver:

A long-term pricing approach for regulated products in the mainstream chicken and broiler hatching egg sectors in BC, including a decision on the appropriateness of a price linkage agreement between the two sectors that address the policy objectives of:

- *Verified COP/reasonable returns-based pricing mechanisms for BC hatching egg producers and chicken growers.*
- *BC chicken processors being competitive in the Canadian market for chicken.*
- *BC hatcheries receiving a “reasonable” margin for hatching services.*
- *The confirmation of a breeder chick pricing formula.*
- *The confirmation of a breeder vaccination program pricing formula for hatcheries.*

Stakeholders will have a chance to review and discuss the final proposals before they are submitted to BCFIRB at a Round Table to be held sometime in July.

The final comment in my June 7th Stakeholder Report bears repeating: this is the time for collaboration and cooperation. Remember that 4-legged stool. When one leg is longer than the others, the only possible outcome is instability. Use the June 26-30 feedback review to learn more about the perspectives of your industry partners and come to the final table prepared to *give a little* to support a balance of all Stakeholder interests in exchange for *getting a lot* – a long-term pricing policy that supports and sustains industry cooperation and resilience for the benefit of the chicken sector.



Kind regards and keep safe and well...

Wendy Holm, P.Ag.(Ret'd), M.M.C.C.U.
BCFIRB Liaison - Long Term Chicken Sector Pricing Review

¹ This is the eleventh in a series of reports to Stakeholders to keep you informed/engaged as we move through the Review process.