



THE HOLM TEAM *Agriculture Economics Journalism Trade Cooperation*

292 Smuggler Cove Road, Bowen Island, B.C., Canada V0N 1G1
(604) 417-2434 www.wendyholm.com wendy@wendyholm.com

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

The proposed draft pricing models submitted to Stakeholders May 6th were discussed by twenty-nine industry Stakeholders at a June 2nd Round Table. During the 4 hour Zoom meeting, HEC and CMB presented the models and clarified Stakeholder questions, some of which had been submitted in advance.

Stakeholders are now asked to provide considered feedback to the proposed draft pricing models. Initially requested by close of business on June 18th, this has been extended to June 25th at the request of the BC Egg Hatchery Association.

By June 26th, feedback submissions will be posted on the Review website. Stakeholders are invited to learn more about the perspectives and concerns of industry partners by reading/commenting on the submissions of other Stakeholders until the close of discussion on June 30th.

The timeline is as follows:

June 25th – Deadline for Stakeholder written feedback on draft pricing models. Please send your submissions to all three recipients: stephanie@bcbhec.com, billvanderspek@bcchicken.ca, wendy@wendyholm.com

June 30th – Deadline to provide written comment on the feedback of other Stakeholders.

July – BCBHEC and BCCMB will consider Stakeholder feedback and develop their final proposal for submission to BCFIRB for approval. At their discretion, the Boards may contact stakeholders with questions or requests for further information. The time needed to complete their work will depend to some extent on the complexity and nature of the feedback received.

TBA (likely July end) – A Stakeholder Round Table will be scheduled for the Boards to present their product of their final deliberations:

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.*

August TBA – The pricing formulas will be presented jointly by BCBHEC and BCCMB to BCFIRB.

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

The amount of time BCFIRB requires will depend on the submissions and any further process the panel determines is necessary to make an informed decision. The closer the boards and parties can come to a collaborative outcome, backed by sound, substantive SAFETI rationales clearly demonstrating sound marketing policy, the more likely it is that BCFIRB can make a decision in a shorter timeframe.

This is the time for collaboration and cooperation. Remember the 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...

A handwritten signature in black ink, appearing to read 'Wendy Holm', with a small '(Ret'd)' written below it.

Wendy Holm, P.Ag. (Ret'd), M.M.C.C.U.

BCFIRB Liaison - Long Term Chicken Sector Pricing Review