



October 11, 2022, BC Chicken Marketing Board Update on Long-term Chicken Pricing

Project Manager

The Board has been in continued discussions around potential for Project Managers to fill the void left by the previous Project Managers resignation. Ultimately, the Board evaluated candidates on their ability and willingness to manage the project, understand the scope, and ensure continuity of progress. The Board discussed the project manager appointment through the SAFETI lens and felt the decision was in the best interest to move the project forward in a timely fashion.

Therefore, the appointment of Harvey Sasaki will ensure a project manager can begin quickly and has a broad understanding of the challenges, impacts, and stakeholders involved. Harvey Sasaki will remain as Chair of the BCCMB but reclude himself from decisions specific to the long-term pricing formula for the remainder of his term as Chair. B. Vanderspek (Vice-Chair) will assume the position of Chair for this portion of Board meetings when necessary. By selecting Harvey Sasaki, the Board has confirmed continuity and stability in the progress of the long-term pricing formula with an upcoming change of Chair position in late December.

Data Collection

Serecon began collecting grower data in September. We thank those growers selected for their participation and encourage any grower selected to cooperate in full and provide the best possible information. While we have heard concerns about specific data points collected, we ask all growers to provide what is requested. Serecon is experienced and has done many production cost models and surveys across Canada. A committee made up of industry, including grower representatives from the BC Chicken Growers Association, will be in active discussion on specific modelling methodologies in the weeks and months ahead.

Interim Pricing A-180 and beyond

The current Interim pricing and prior approval given by the BC FIRB Chicken Sector Pricing Panel is set to end at the end of A-179, specifically the amendment to add 50% of costs above the guardrails. The Chicken Board will be consulting with the PPAC on the interim formula beyond A-179 shortly. Any potential change would begin in A-180 which begins December 18.