



Memo

To: BC Chicken Growers and Industry

Date: December 12, 2025

Re: Revised Temporary Changes to Under- and Over- Marketing Sleeves
for Periods A-199 through A-201

The Board acknowledges the tightness of the current chick supply caused by the ongoing HPAI outbreak, including the limited import of eggs and chicks. We recognize the strain these put on chicken growers and the broader industry.

The duration of this shortage is uncertain. We are actively working with industry stakeholders to find solutions. The BC Broiler Hatching Egg Commission continues to adjust hatchery allocations based on domestic egg availability.

However, no compensation is available for losses due to chick shortages, if shortages occur. To provide some relief, the Board has temporarily:

- increased the under-marketing carryforward adjustment rate from 6% to 10% for Periods A-199, A-200, and A-201.
- eased over-marketing levies to help meet market demand for Periods A-199, A-200, and A-201 exclusively.

Growers are expected to collaborate with their hatcheries and processors—who are also facing a tight supply without compensation.

Periods A-199, A-200, and A-201 Amendments to General Orders

To support growers in meeting their allotments, **the Board has approved the following temporary amendments to the BCCMB General Orders for Periods A-199, A-200, and A-201. The Board has adjusted under- *and* over-marketing allowances as follows:**

Under-Marketing:

Section 26.2 will be temporarily amended to increase the under-marketing sleeve from 6% to 10%, in the sixth quota production period following the period in which the under-marketing occurred.

Over-Marketing:

The Board will implement a temporary suspension of Sections 27.2 and 27.6 as follows:

- Growers that produce up to 102% of their periodic allotment will not have their allotment reduced 6 periods later. Over-marketing adjustments will be made on all production beyond 102%.
- Monetary over-marketing levies between 106% and 110% will be suspended. Marketings above 110% will attract levies at the rate of \$0.66 per kilogram live weight.

For the most recent copy of the General Orders, [visit bcchicken.ca/general-orders](https://bcchicken.ca/general-orders)

Further Information/Reminders

While this may be a challenging message, the Board feels it's important to inform growers about the temporary policy on the under-marketing sleeve. The core issue facing the industry is the loss of opportunity due to chick shortages. Since the allocation and quota are fixed each period (set by CFC at the National Level), lost production provincially cannot simply be made up later.

Although increasing the under-marketing sleeve might seem helpful to growers and ease pressure on hatcheries, the benefits may be overstated. Please consider the following:

- A grower's ability to carryforward production depends heavily on available barn space beyond their current quota and prorated allocation.
- Since the sleeve is carried forward 6 cycles, there is no certainty that sufficient chick supply will be available during that cycle.
- Carryforwards amounts *are not an increase in overall provincial production*. It's drawn from the future period's allocation—if *all* growers carryforward, effectively none do. The same issue arises if shortages are widespread and carryforward was spread across multiple periods.
- The under-marketing sleeve offers limited support to processors, hatcheries, or the public's chicken supply.

The under-marketing sleeve is not designed to address an industry-wide shortage. It offers limited support and only in cases where some growers are affected while others are not.

The core issue remains the chick shortage itself, which results in lost production and sales across the entire value chain—for growers, hatcheries, and processors. As a province, this lost production simply cannot be recovered in future periods.

These temporary measures will be reviewed on a period-by-period basis as we continue to evaluate the market conditions.