BC Chicken
MARKETING BOARD

REPORT 2025

Annual General Meeting
March 13, 2026



Who's Who



Kevin Klippenstein (Chair)



Carol Paulson



Craig Evans



Woody Siemens (ED)



Dale Krahn



Ray Nickel



Staff Team

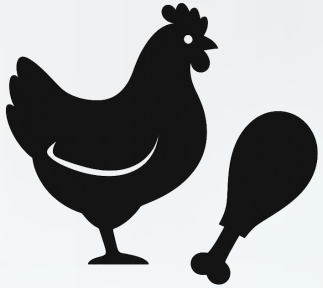
BC Chicken MARKETING BOARD

BC in 2025



323

chicken growers



267.6M

kgs live weight

+1.92%

over 2024



3rd

largest provincial producer

BC Chicken MARKETING BOARD

AGENDA

1. Opening
2. 2025 Audited Financial Statements
3. 2026 Budget
4. Report from CFC
5. Industry Update
   with Guest Speaker: Dr. Chelsea Himsworth
6. Question Period

2025 Audited Financial Statements



Nancy Leslie, Manning Elliot LLP

manning elliott

BC Chicken MARKETING BOARD

2025 Audited Financial Statements

manning elliott

INDEPENDENT AUDITORS' REPORT

As part of an audit in accordance with Canadian generally accepted auditing standards, we exercise professional judgment and maintain professional skepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Board's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- Conclude on the appropriateness of management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Board's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditors' report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditors' report. However, future events or conditions may cause the Board to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings that we identify during our audit, including any:

- Significant deficiencies in internal control;
- Identified fraud or suspected fraud; and
- Other matters related to fraud that are, in our judgement, relevant to the responsibilities of those charged with governance.

BC Chicken MARKETING BOARD

2025 Audited Financial Statements

manning elliott

	2025	2024
ASSETS		
CURRENT		
Cash	**$ 2,371,425**	$ 2,104,941
Accounts receivable *(Note 12)*	**786,306**	822,526
Prepaid expenses and deposits	**124,058**	94,484
	3,281,789	3,021,951
CAPITAL ASSETS *(Note 4)*	**279,252**	324,940
INTANGIBLE ASSETS *(Note 5)*	**370,209**	87,761
RESTRICTED TERM DEPOSITS *(Note 6)*	**3,142,511**	3,138,882
	$ 7,073,761	$ 6,573,534
LIABILITIES		
CURRENT		
Accounts payable and accrued liabilities	**$ 339,727**	$ 302,859
Government remittances payable	**35,200**	29,043
Surplus distribution payable *(Note 7)*	**826,578**	-
Deferred revenue *(Note 8)*	**123,583**	112,563
	1,325,088	444,465
COMMITMENTS *(Note 9)*		
NET ASSETS		
Invested in capital and intangible assets	**649,461**	412,701
Restricted industry emergency fund *(Note 6)*	**1,008,875**	1,064,131
Restricted operational contingency fund *(Note 6)*	**2,133,636**	2,074,751
Unrestricted	**1,956,701**	2,577,486
	5,748,673	6,129,069
	$ 7,073,761	$ 6,573,534

BC Chicken MARKETING BOARD

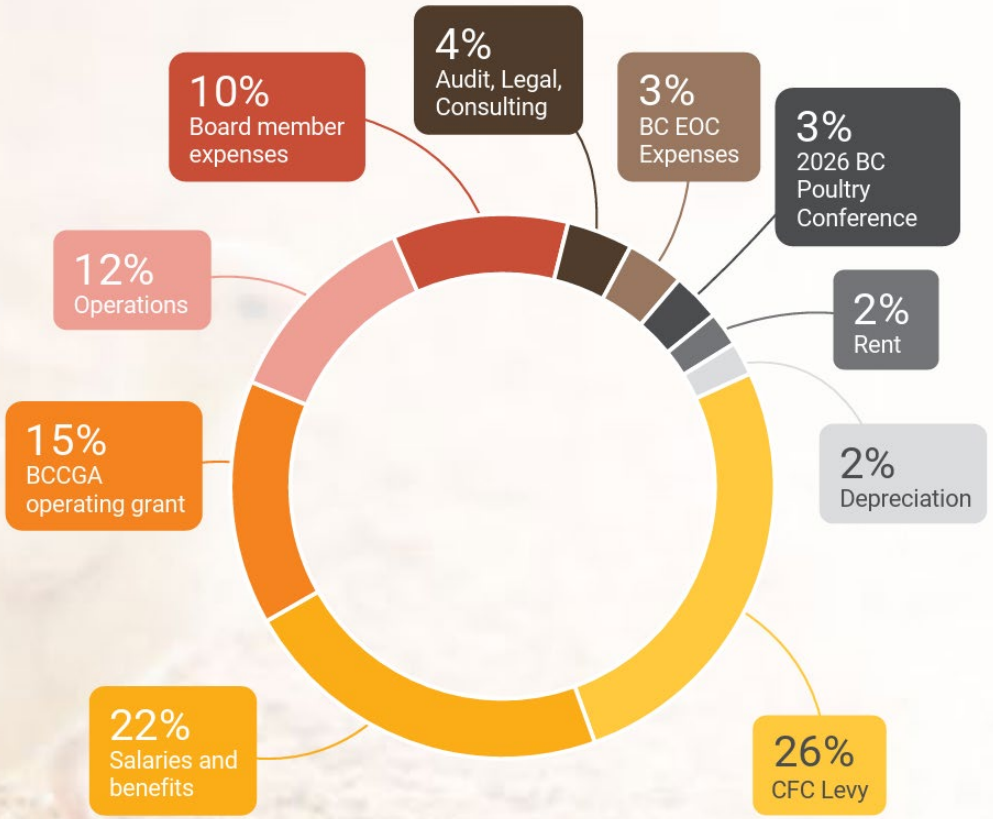
2025 Audited Financial Statements

manning elliott

	2025	2024
REVENUE	**6,210,179**	6,614,625
EXPENSES	**5,763,997**	5,812,404
EXCESS OF REVENUE OVER EXPENSES FROM OPERATIONS	**446,182**	802,221
OTHER INCOME		
Gain on disposal of capital assets	**-**	4,854
EXCESS OF REVENUE OVER EXPENSES FOR THE YEAR	**$ 446,182**	$ 807,075

BC Chicken MARKETING BOARD

2026 Budget



Revenue	
Levies	5,808,353
BC EOC Funds	225,000
2026 BC Poultry Conference	189,346
Interest	116,000
Other	10,000
Permits	1,500
Total Revenue	**6,350,199**
Expenses	
CFC Levy	1,719,949
Salaries and benefits	1,455,536
BCCGA operating grant	950,075
Operations	795,481
Board member expenses	683,300
Audit, Legal, Consulting	256,500
BC EOC Expenses	225,000
2026 BC Poultry Conference	189,346
Rent	135,000
Depreciation	130,000
Total Expenses	**6,540,187**
Deficit	**-189,988**

BC Chicken MARKETING BOARD

REPORT: Chicken Farmers of Canada



Tim Klompmaker,
Board Chair

Michael Laliberté,
Chief Executive Officer





CHICKEN FARMERS OF CANADA
LES PRODUCTEURS DE POULET DU CANADA

BC Chicken MARKETING BOARD


CHICKEN
FARMERS
OF CANADA
LES PRODUCTEURS
DE POULET
DU CANADA

Trade



- CUSMA Review : No further market access concessions and no reduction in over-quota tariffs — supply management must be protected
- Canada already provides meaningful access to U.S. chicken through TRQs — our sector is not a trade irritant
- Close scrutiny of Mercosur and other bilateral talks (including Brazil, the world's largest poultry exporter)



Spent Fowl



Kody Blois, former Minister of Agriculture and Agri-Food and Rural Economic Development at the 2025 Joint Annual Reception

- **Imports don't add up** – U.S. spent fowl volumes exceed what can reasonably be exported
- **Real consequences** – $394M in lost economic activity, 3,600 jobs, and $129M in lost tax revenue annually
- **Solution exists** – DNA test developed and ready to distinguish broiler meat from spent fowl
- **Action required** –Enforcement needed now

Allocation and Underproduction

- **Underproduction between A-193 and A-199 –** 34.4 million kg live weight, $70M in lost farm gate sales





- **Real impacts on farmers** – affecting farm planning and overall market stability
- **Path forward** – align production with demand, requiring sector-wide buy-in

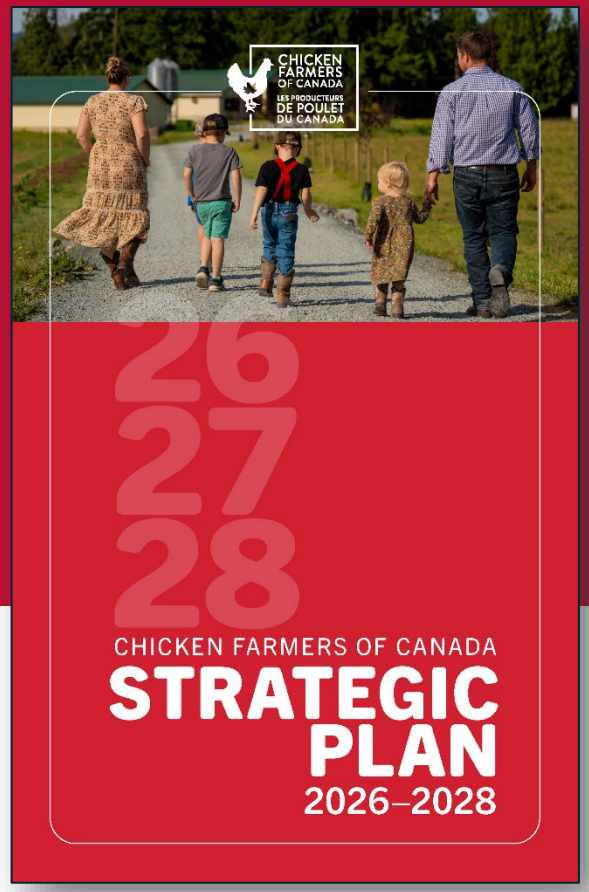


Young Farmers Program

- **Investing in the future** – Strengthens succession planning and leadership development
- **Building governance capacity** – Prepares the next generation to lead within supply management
- **New voices, new energy** – Young farmers stepping forward to shape the sector's future.


CHICKEN
FARMERS
OF CANADA
LES PRODUCTEURS
DE POULET
DU CANADA

Strategic Plan 2026–2028





- **New 3-Year Strategic Plan (2026–2028)** – Clear roadmap for growth, stability, and long-term success
- **Growth at the centre** – Sustainably increase per capita consumption and expand market share
- **Protect the system** – Maintain supply management integrity and national consistency
- **Five focused priorities** – Our Growth | Our System | Our Brand | Our Farms | Our Organization



Our Brand

- **Trust** is everything
- ***Raised by a Canadian Farmer*** – clear, factual, and transparent
- **"Always On" Digital Content** over large scale, one-time campaigns
- **Showing, not just telling…**and correcting misinformation along the way
- **Recognition up** in critical demographic **(16-29)**



RAISED BY A CANADIAN FARMER | ÉLEVÉ PAR UN PRODUCTEUR CANADIEN

Life Cycle Assessment (2025)

6%
Carbon footprint reduction (2016–2023)

6%
Feed conversion ratio reduction (2016–2023)

- Stable water use per kilogram of production

10%
Lower carbon footprint for feed (2016 to 2023)

- Farmer investment plan – ventilation upgrades, enhanced insulation, smart barn technologies over the next five years

LOCAL FARMS.
TRUSTED FOOD.
LOWER EMISSIONS.

Recent Life Cycle Assessment shows carbon footprint of chicken production down 6%.

CHICKEN FARMERS OF CANADA
LES PRODUCTEURS DE POULET DU CANADA

LIFE CYCLE ASSESSMENT
ISO 14040-44

Poultry and Egg On-Farm Investment Program (PEFIP)

- Reimbursement available for eligible on-farm investments made since March 19, 2019 (barn upgrades, equipment, biosecurity, energy efficiency)
- Eligibility – Producers must have held quota as of January 1, 2021
- Don't miss out – Register and apply through the PEFIP website. Time is of the essence!



REGISTER NOW

Agriculture.canada.ca/en/programs/poultry-egg-farm-investment

Maintaining *Raised by a Canadian Farmer* On-Farm Food Safety and Animal Care programs certification is critical to promoting Canadian chicken, increasing consumption and growing the sector.

Thank you



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LES PRODUCTEURS DE POULET DU CANADA

RAISED BY A CANADIAN FARMER
ÉLEVÉ PAR UN PRODUCTEUR CANADIEN

INDUSTRY UPDATE

1. Strat Plan 2024-2027
2. Governance Update
3. Strategic Priority: Communication and Collaboration
4. Strategic Priority: Risk Management

    Guest Speaker: Dr. Chelsea Himsworth
5. Strategic Priority: Pricing
6. Strategic Priority: Policy
7. Strategic Priority: Market Intelligence
8. Looking Ahead
9. Question Period



BC Chicken MARKETING BOARD

1. Strategic Plan 2024-2027

VISION:

An innovative, growing and sustainable chicken industry

MISSION:

Engage with stakeholders to lead a growing chicken industry while enhancing the public trust

STRATEGIC PRIORITIES:

- Communication and Collaboration
- Risk Management
- Pricing
- Policy
- Market Intelligence

BC Chicken MARKETING BOARD

2. Governance



BC Chicken MARKETING BOARD

2. Governance

Grower Survey Highlights



British Columbia Council of Marketing Boards

Evaluated:

- Information & Communications
- Policies
- Operations

						1 Year Trend (2024-2025)		2 Year Trend (2023-2025)		3 Year Trend (2022-2025)	
	2021	2022	2023	2024	2025	Change	Trend	Change	Trend	Change	Trend
Section A - Information & Communications											
Q1 - The Board's policies, requirements and documents are readily accessible.	7.9	8.0	8.2	8.3	8.0	-3.3%	UP	-2.3%	DOWN	-0.1%	-
Q2 - The Board's policies, requirements and documents are easy to understand.	7.4	7.4	7.3	7.5	7.6	1.3%	-	4.3%	UP	3.1%	UP
Q3 - The Board is responsive to my queries.	0.0	7.4	7.7	7.5	7.6	1.3%	-	-0.7%	-	3.1%	UP
Q4 - The Board decision making is transparent with clear explanations provided.	5.8	6.9	7.5	7.3	7.4	1.4%	-	-1.1%	-	7.7%	UP
Section C - Policies											
Q1 - The Board operates in the best interests of all stakeholders in the industry.	5.9	6.9	7.3	7.0	7.3	4.3%	UP	-0.3%	-	6.3%	UP
Q2 - Opportunities for new growth are distributed fairly.	6.4	6.4	6.7	6.6	6.7	1.5%	-	0.1%	-	4.7%	UP
Q3 - The Board responds well to issues as they arise and appears to be able to get things done.	6.0	6.8	7.0	6.8	7.0	2.9%	UP	-0.4%	-	3.4%	UP
Q4 - The Board's policies encourage innovation.	5.6	5.8	6.2	6.1	6.4	4.9%	UP	2.7%	UP	11.1%	UP
Q5 - The Board's policies encourage and support new farmers.	6.1	6.1	6.1	6.4	6.1	-4.7%	DOWN	-0.5%	-	-0.3%	-
Q6 - In general, the Board is headed in the right direction.	6.2	6.8	7.1	6.9	7.0	1.4%	-	-1.4%	-	3.4%	UP
Section D - Operations											
Q1 - Board members handle their duties in a professional and accountable manner.	7.2	7.3	7.9	7.7	7.8	1.3%	-	-1.6%	-	7.1%	UP
Q2 - The Board administration functions in a professional and accountable manner.	7.2	7.9	8.1	7.7	7.8	1.3%	-	-4.2%	DOWN	-1.0%	-
Q3 - The overall costs of operating the Board are reasonable.	6.2	6.3	6.3	6.7	6.5	-3.0%	DOWN	3.2%	UP	3.5%	UP
Q4 - The presence of BC Chicken Marketing Board members and staff at grower meetings provides a good opportunity to receive information and to discuss the issues.	7.6	7.5	8.0	7.9	8.1	2.5%	UP	0.7%	-	7.6%	UP
Q5 - The Board elections of grower members are accountable and open.	7.9	7.9	8.1	8.0	7.9	-1.3%	-	-2.9%	DOWN	-0.4%	-

BC Chicken Marketing Board

2. Governance

Grower Survey Highlights

15 Categories

- 11 increased score
- 4 no change score
- 0 decreased score

Most Improved over 3 yrs:

- +11.1% score on “policies encourage innovation”
- +7.7% score on “decision making is transparent with clear explanations”
- +7.6% on “presence of BCCMB members at meetings provides good opportunity…”

28



3. Strategic Priority: Communication and Collaboration

BC Chicken MARKETING BOARD

3. Communication and Collaboration

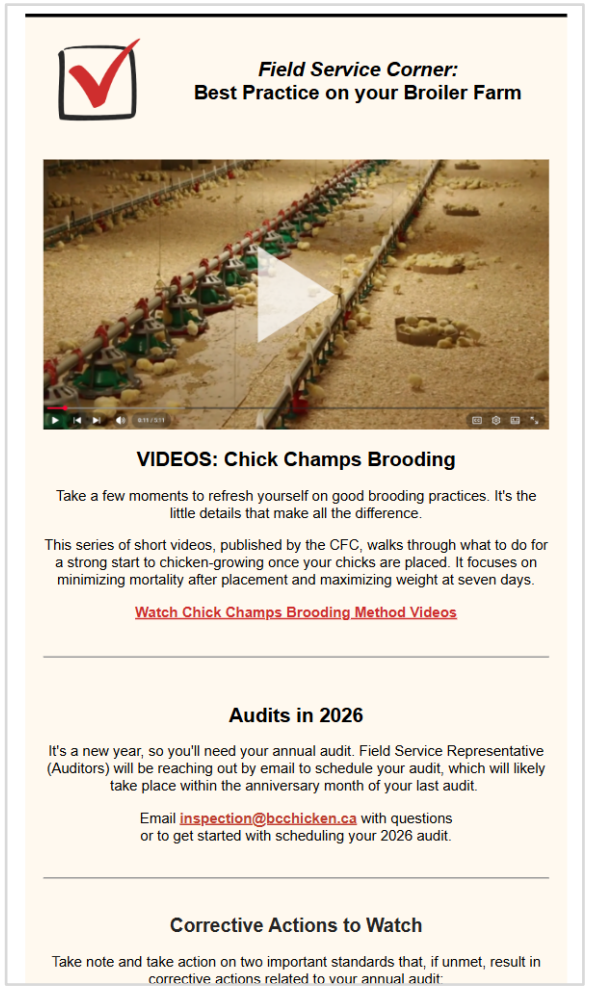
Email and bcchicken.ca

E-Newsletter and Email:

- Bold, to-the-point
- NEW Field Service Corner

Website:

- Actively posting



Field Service Corner:
Best Practice on your Broiler Farm

VIDEOS: Chick Champs Brooding

Take a few moments to refresh yourself on good brooding practices. It's the little details that make all the difference.

This series of short videos, published by the CFC, walks through what to do for a strong start to chicken-growing once your chicks are placed. It focuses on minimizing mortality after placement and maximizing weight at seven days.

Watch Chick Champs Brooding Method Videos

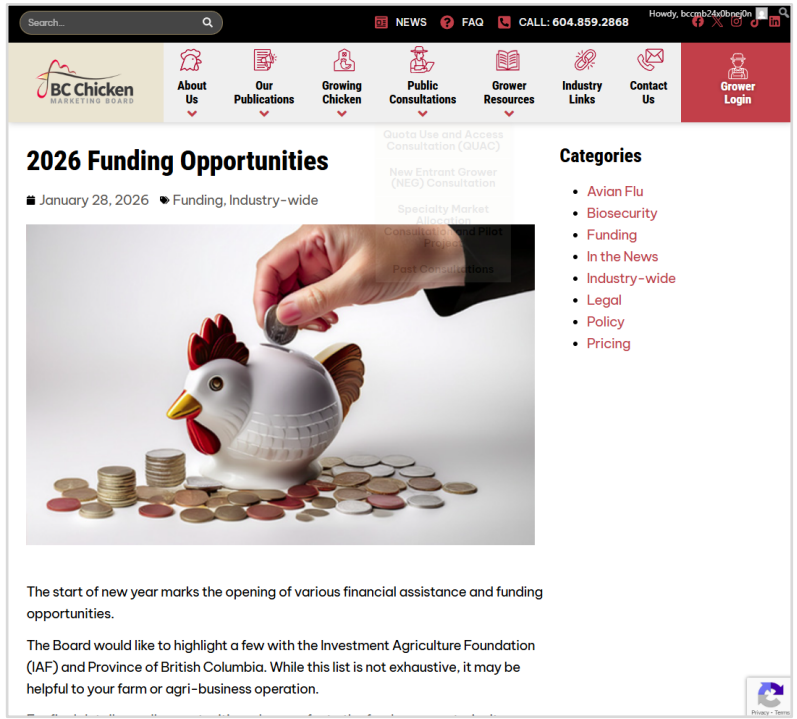
Audits in 2026

It's a new year, so you'll need your annual audit. Field Service Representative (Auditors) will be reaching out by email to schedule your audit, which will likely take place within the anniversary month of your last audit.

Email inspection@bcchicken.ca with questions or to get started with scheduling your 2026 audit.

Corrective Actions to Watch

Take note and take action on two important standards that, if unmet, result in corrective actions related to your annual audit:



NEWS FAQ CALL: 604.859.2868

BC Chicken MARKETING BOARD

About Us | Our Publications | Growing Chicken | Public Consultations | Grower Resources | Industry Links | Contact Us | Grower Login

2026 Funding Opportunities

January 28, 2026 Funding, Industry-wide

Categories

- Avian Flu
- Biosecurity
- Funding
- In the News
- Industry-wide
- Legal
- Policy
- Pricing

The start of new year marks the opening of various financial assistance and funding opportunities.

The Board would like to highlight a few with the Investment Agriculture Foundation (IAF) and Province of British Columbia. While this list is not exhaustive, it may be helpful to your farm or agri-business operation.

BC Chicken MARKETING BOARD

3. Communication and Collaboration

E-Newsletter and Email Engagement



70%-88% Growers

60%-68% industry

open email,

depending on topic



11% recipients

rarely open or

click on email



54% prefer desktop

46% prefer mobile



You like to click: videos, HPAI updates,

Alerts, Guides, Form downloads

BC Chicken MARKETING BOARD

3. Communication and Collaboration

bcchicken.ca

Grower Resources

- NEW!
- All your forms
- Educational material, videos
- … more to come!



3. Communication and Collaboration

Growers' Guides and summary sheets

- NEW!
- Plain language
- Making the rules accessible
- … more to come!

>>Ideas? Send to info@bcchicken.ca



4. Strategic Priority:
Risk Management

4. Risk Management

Audits and Field Service Representatives



Mar to Sept - All audits completed in Lower Mainland

Oct to Dec – CFIA Permitting

Goal: Implement CFC ACP and OFFSP at 100%

BC Chicken MARKETING BOARD

4. Risk Management

Audits and Field Service Representatives



Physical Barrier Entry to be Mandatory

- Parameters and enforcement date to come from CFC





BC Chicken MARKETING BOARD

4. Risk Management

Emergency Operations Centre

BC Poultry
EOC

New Director:

Shawn & Sue Hall





bcpoultry.org

BC Chicken MARKETING BOARD

4. Risk Management

HPAI “Season”

Wave 8

1st IP – October 13, 2025

40th IP – February 24, 2026



4 Broiler

9 Layer

6 Breeder

5 Duck

4 Turkey

12 Small Flock



32 Lower Mainland

6 Interior

2 Vancouver Island

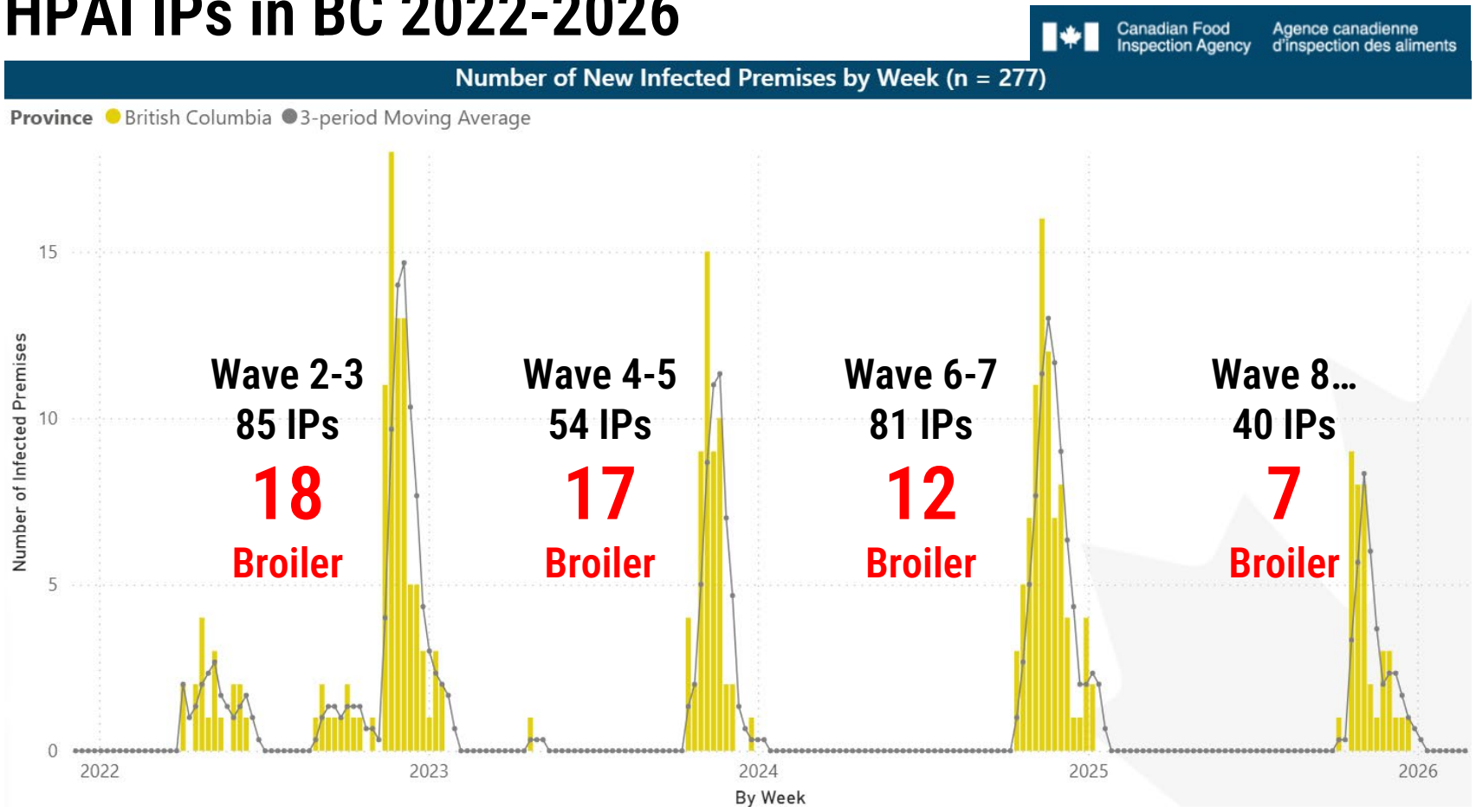


BC Chicken MARKETING BOARD

4. Risk Management

HPAI Infections in BC

HPAI IPs in BC 2022-2026



GUEST SPEAKER:
Dr. Chelsea Himsworth



BC Deputy Chief Veterinarian,
BC Regional Director for the Canadian Wildlife Health Cooperative, &
affiliate investigator with BCCDC



BRITISH COLUMBIA | Ministry of Agriculture

BC Chicken MARKETING BOARD

BRITISH COLUMBIA | Ministry of Agriculture

Avian Influenza: What is the role of wind and weather?



Chelsea Himsworth
DVM, MVetSc, Dipl ACVP, PhD
Deputy Chief Veterinarian, BC Ministry of Agriculture

4. Risk Management

Chick Supply



Increased collaboration with BCBHEC

- **Dual Chair of the BCCMB and BCBHEC**
- **Pursuing functional alignment and continuity of leadership**

Temporary Measures for A-199, A-200, A-201

BC Chicken MARKETING BOARD

5. Strategic Priority:
Pricing



BC Chicken MARKETING BOARD

5. Pricing

Cost of Production (COP)

May 2024 – BC FIRB decision for a COP

Board implements 6-Period phase-in

August 13, 2025 – Judicial Review at BC Supreme Court

- Affirmed BC FIRB decision for COP
- A-201 - updated COP implemented (using 2025 data)

BC Chicken MARKETING BOARD

5. Pricing

Catching Cost Removal from COP

Currently, BC is only province including Catching in Live Price

- Board and PPPABC agreed to remove Catching Costs in the Period following completion of the COP implementation; confirmed A-202
- Going forward, Processors will incur Catching Costs

6. Strategic Priority:
Policy



BC Chicken MARKETING BOARD

6. Policy

Quota Usage and Access Consultations (QUAC)

Consultations completed 2024-2025. **Four priorities** were identified...

1. Communicate the rules better. (User Guides)
2. Give growers more flexibility with production. (OML Policy change)
3. Increase transparency, accountability, and accessibility to quota transfers. (Implement a QEX)
4. Understand and sustain the Vancouver Island chicken-growing industry, for all stakeholders. (Long-term planning)

BC Chicken MARKETING BOARD

6. Policy

Specialty Pilot Project

In 2024, a pilot project was developed to address inequitable quota allocations for specialty growers.

- **Aim to allocate excess quota pro-rata to all specialty growers**
- **Annualized approach: allocating 6 cycles (48 weeks)**
- **Launched A-198 (Sept 21, 2025)**
- **BOGO for small specialty quota holders (LIFO and 10/10/0 apply) Aug 2024-Mar 2025**
- **Prohibiting land and barn leases lifted**

BC Chicken MARKETING BOARD

7. Strategic Priority: Market Intelligence



BC Chicken MARKETING BOARD

7. Market Intelligence

National and Provincial Allocation A-201

Live weight / Poids vivant

	Domestic Allocation Allocation domestique	Market Development Allocation Allocation à l'expansion du marché	Specialty Allocation Allocation de spécialité	Total Allocation Allocation totale
BC / C.-B.	42,032,525	1,089,600	1,510,467	44,632,592
AB	32,006,001	0	0	32,006,001
SK	10,185,366	775,000	0	10,960,366
MB	12,036,441	350,000	0	12,386,441
ON	107,154,318	1,777,500	986,952	109,918,770
QC	80,512,149	3,076,690	0	83,588,839
NB / N.-B.	8,192,843	0	0	8,192,843
NS / N.-É.	10,308,982	0	0	10,308,982
PEI / Î.-P.-É.	1,117,429	0	0	1,117,429
NL / T.-N.-L.	3,990,548	0	0	3,990,548
CANADA	**307,536,602**	**7,068,790**	**2,497,419**	**317,102,811**

December 3, 2025 / 3 décembre 2025

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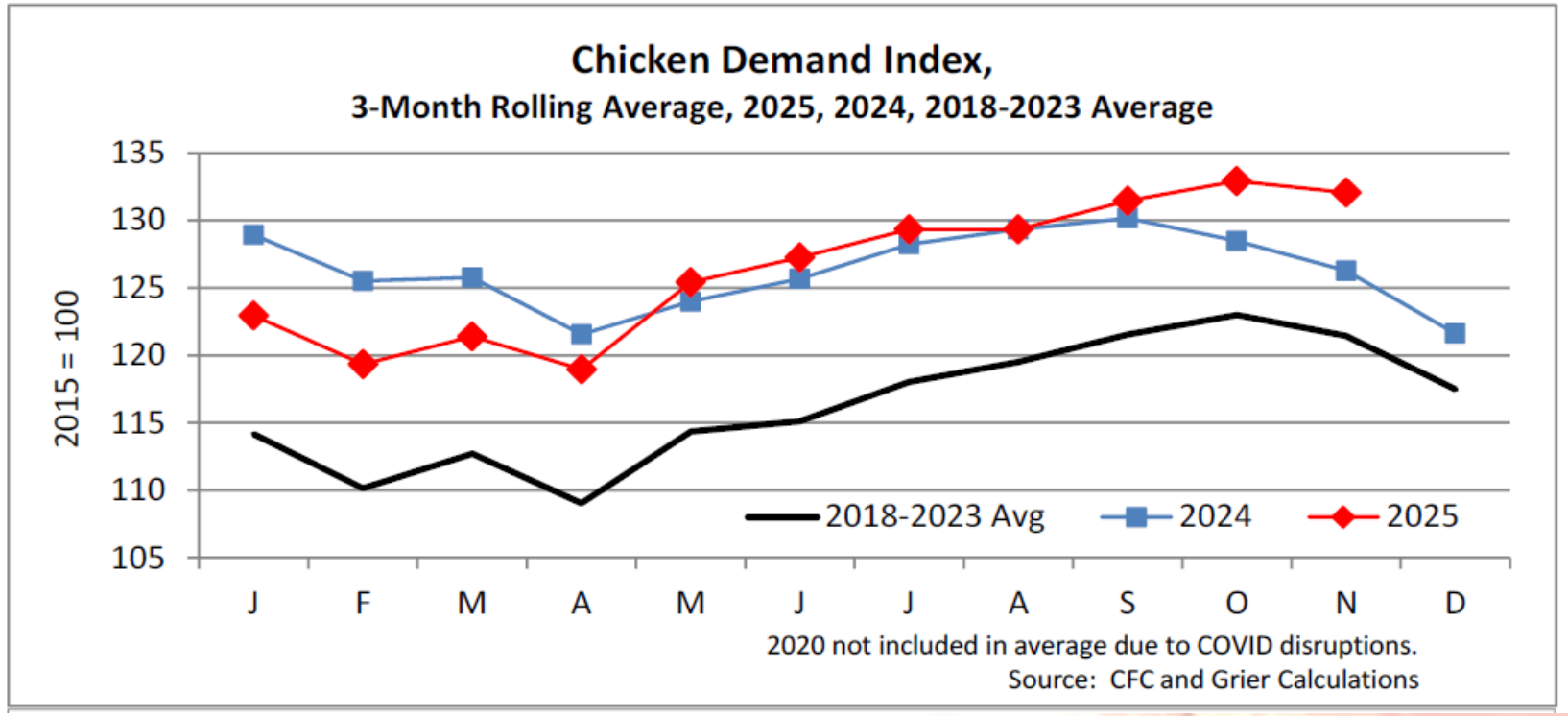
7. Market Intelligence

Chicken Demand

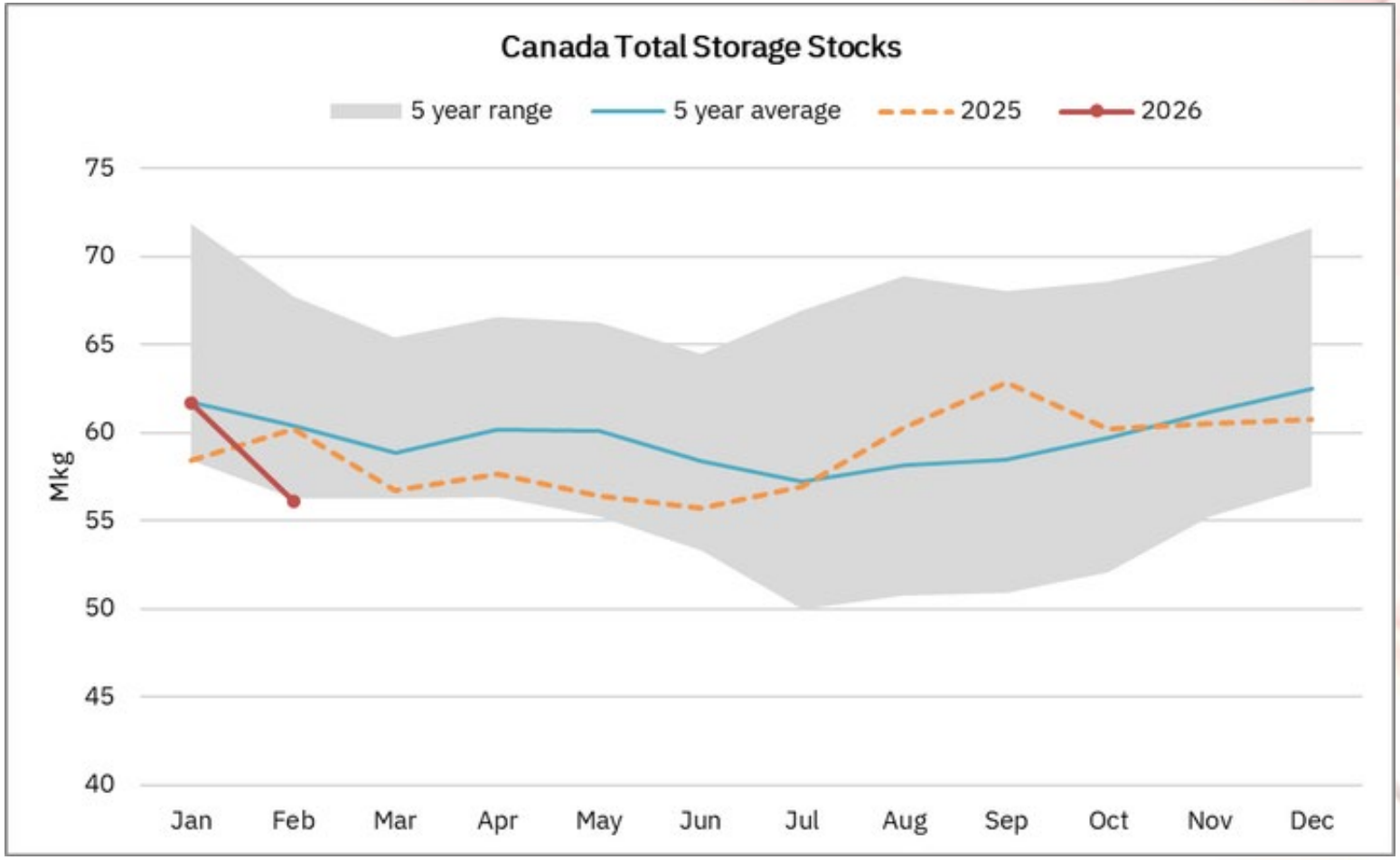
Grier Index indicates demand strengthen over Sep-Nov, well above 5-year avg.



BC Chicken MARKETING BOARD

7. Market Intelligence

Canadian Storage Stock



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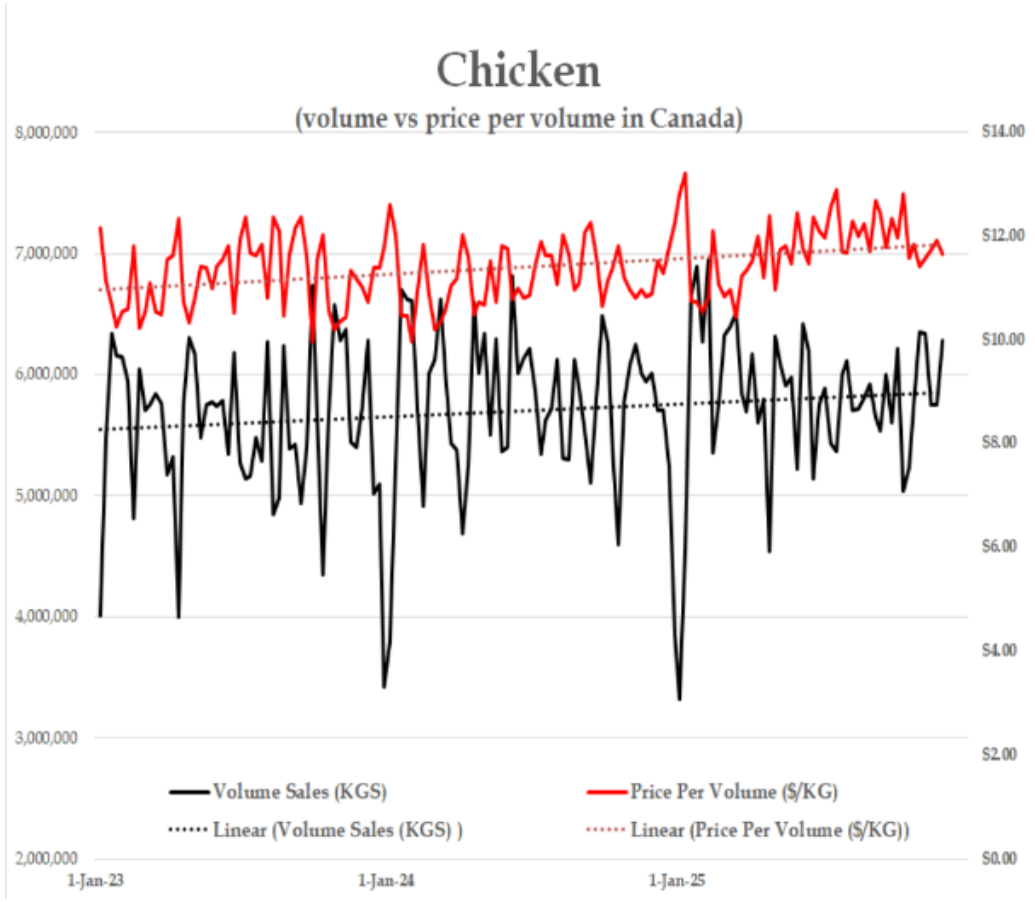
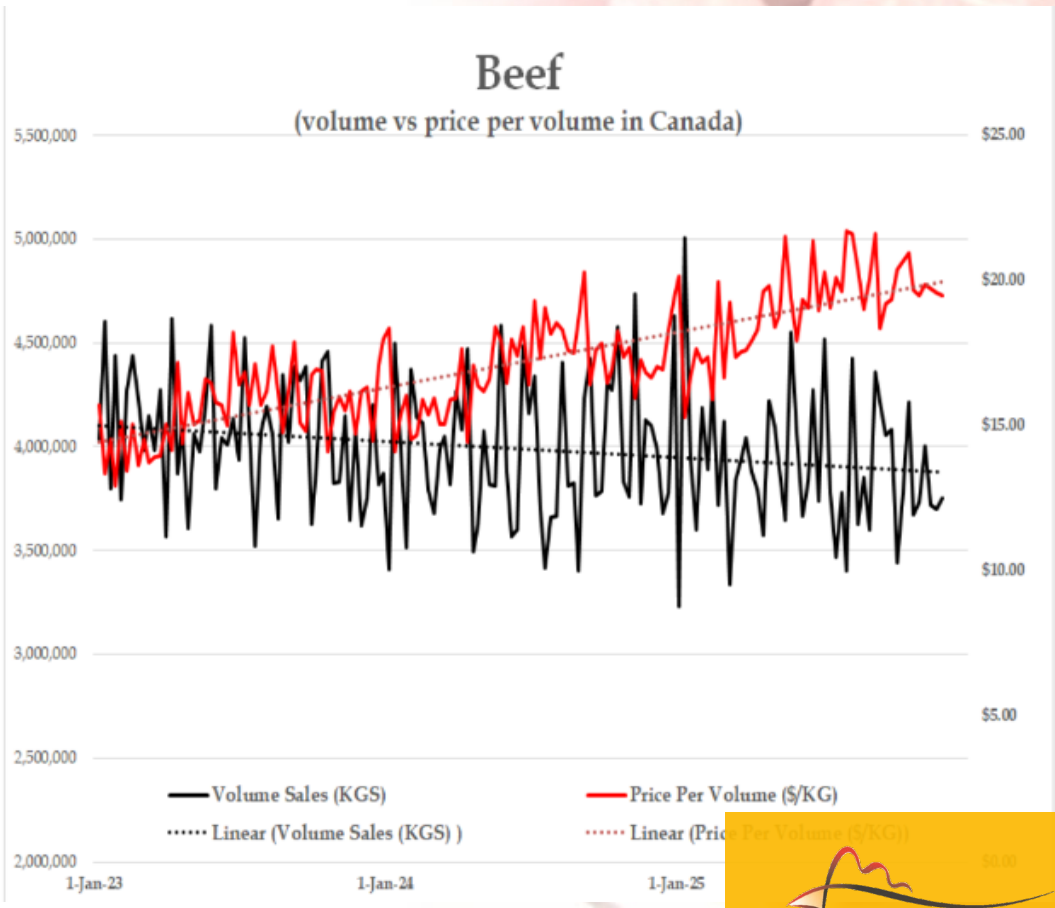
7. Market Intelligence

Trend in volume vs price per volume

Price per volume

Volume





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7. Market Intelligence

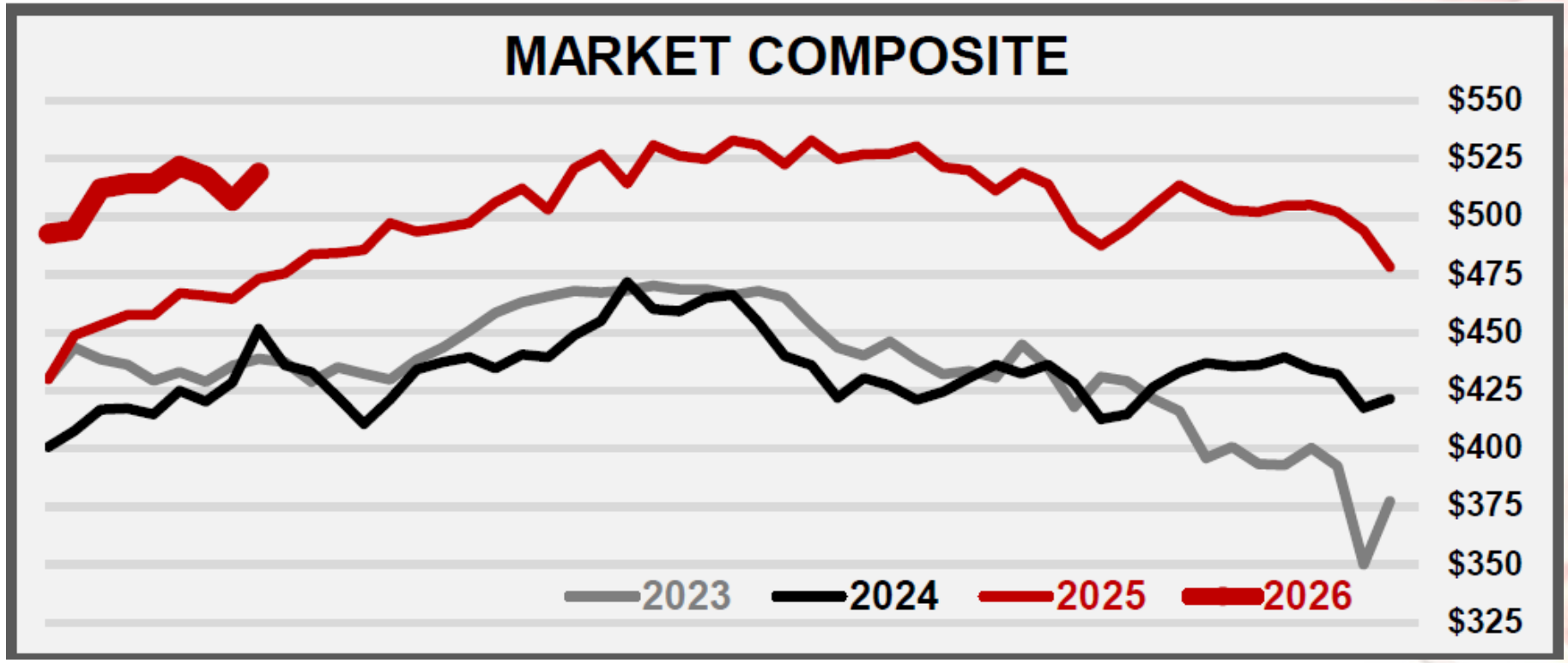
Research Suggests



BC Chicken MARKETING BOARD

7. Market Intelligence

Canadian Wholesale Prices

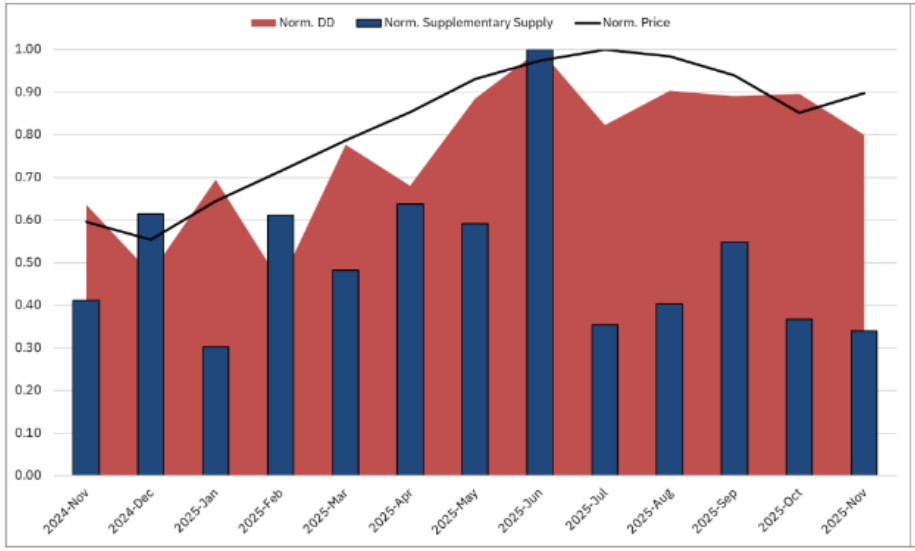


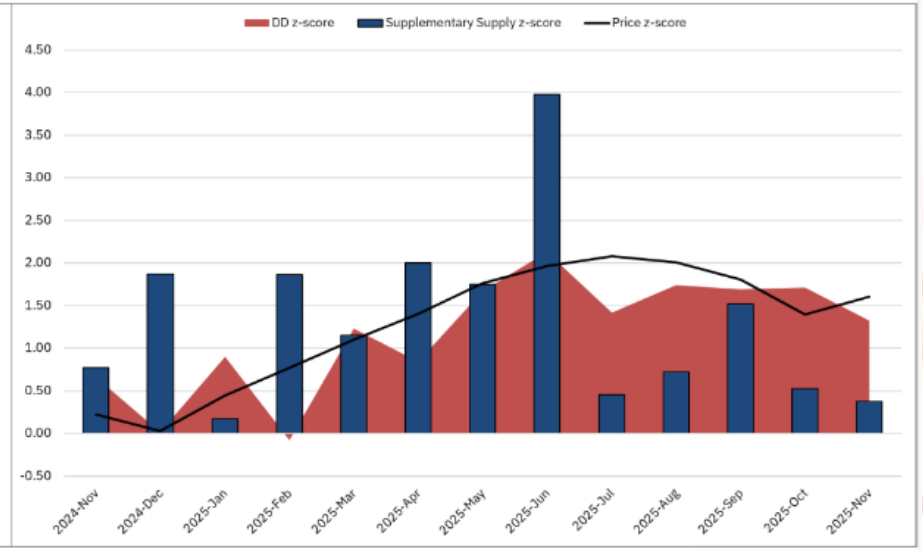
BC Chicken MARKETING BOARD

7. Market Intelligence

Demand Pulse

- **Domestic disappearance**
  - Demand cooled from record highs in June, to simply hot and then re-accelerated to a high demand in September.
  - *DD for October remains at the same level as September even though we saw a decrease in Supplementary supply. This is due to high production levels for that month.*
  - *Then we see a drop in DD in November.*
- **Wholesale prices**
  - Prices remain very elevated but are drifting off peak. Still hot, just not June-July hot.
  - *Prices continued to drop in October then saw a sharp increase in November that might explain the drop in DD.*
- **Supplementary Supply (Inventory Drawdown + Net Imports)**
  - The system *needs* extra supply again in September. Not June-level supply demand, but still sharply above normal.
  - It is worth noting that a negative z-score for Supplementary Supply does NOT indicate storage increase, simply that that value is lower than historical norms
    - The thresholds for a net negative supplementary supply (i.e. product is leaving the domestic market through exports or increased storage) are norm=0.11 and z-score=-0.88
  - *We say a large drop in October from the high levels in September, that same level carries through into November*
- ***Conclusions***
  - *The spike in prices in November, as well as the lower production and lower supplementary supply contribute to a lower DD for November; BUT DD is still at very high levels, signaling demand is still very strong.*





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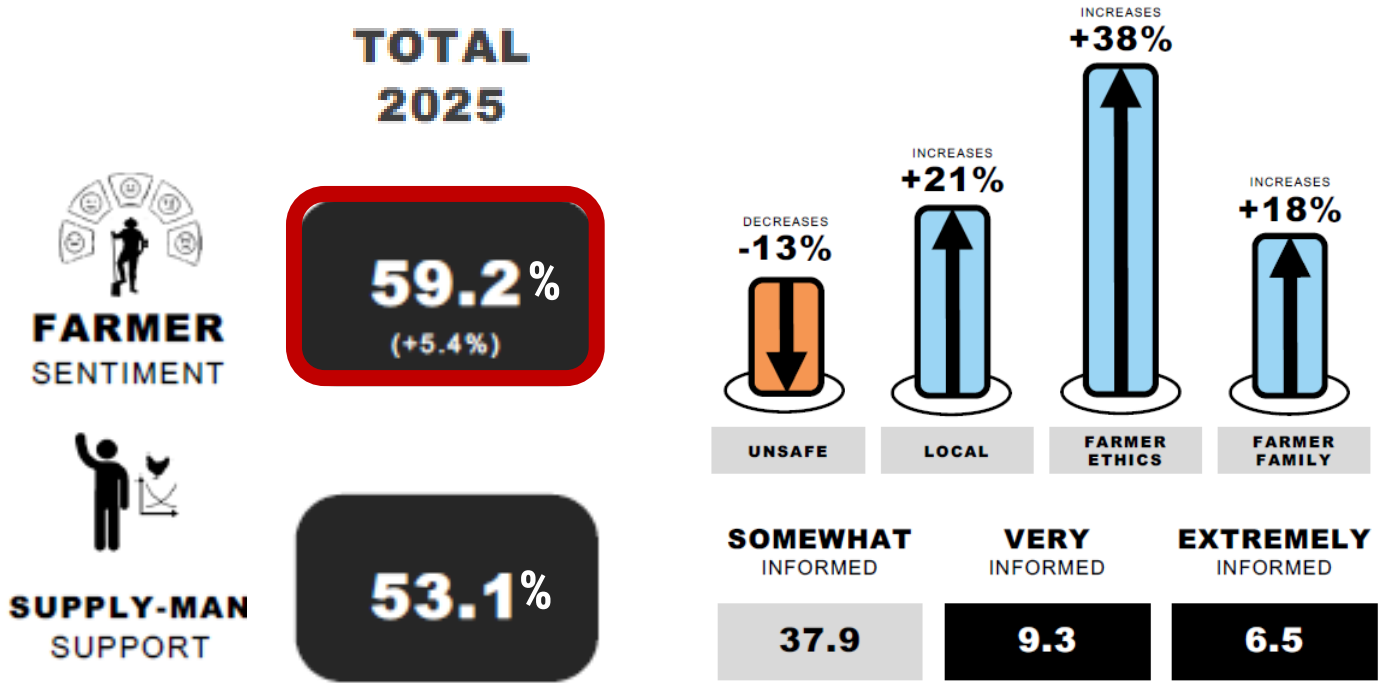
7. Market Intelligence

Sentiment towards Farmers and SM

Sentiment is on the rise +5.4% over 5 yrs

Most influenced by perception of: ethics, local, family-farm, safety



8. Looking Ahead



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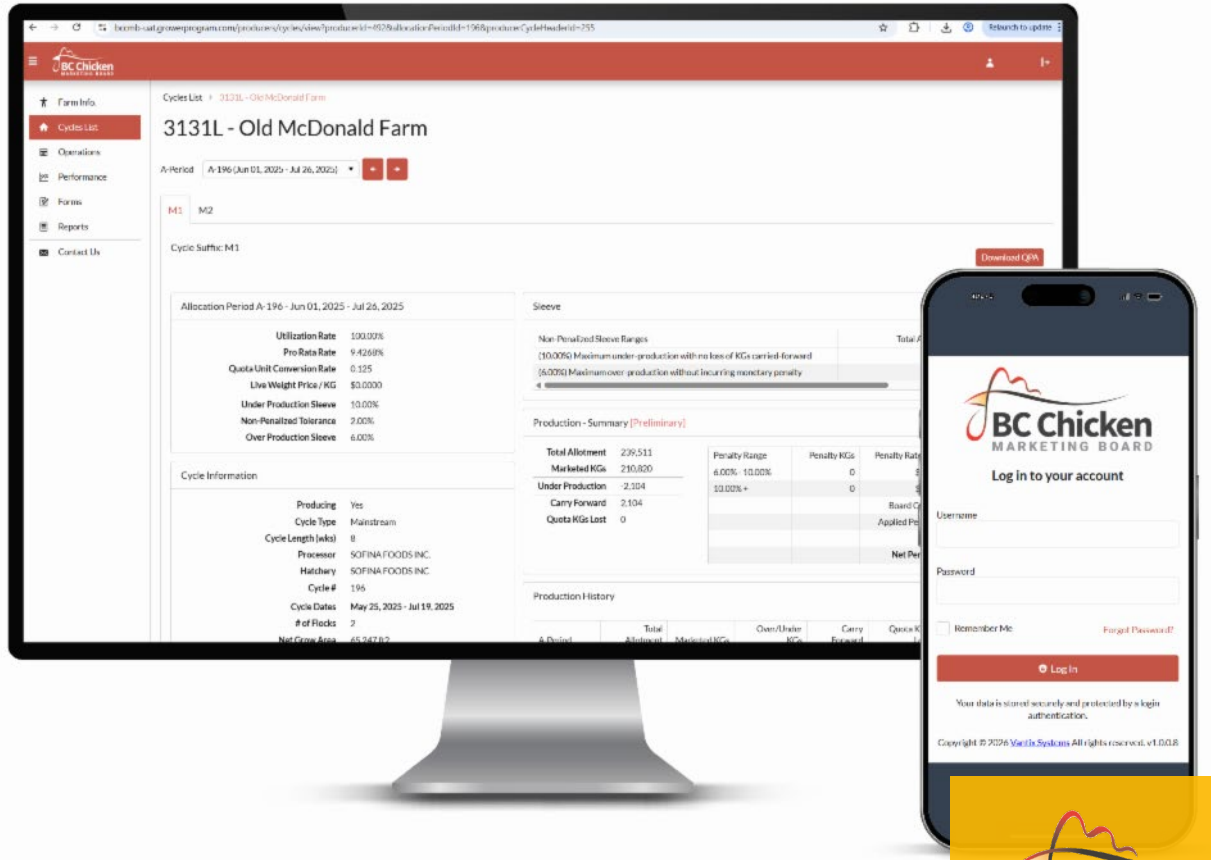
8. Looking Ahead

Grower Portal

Phase 1 launched:

- Summary of your farm info, quota holdings, etc.
- Overviews of your allotment, back to A-181
- Production data, with QPAs and QPUs
- Form BC 111

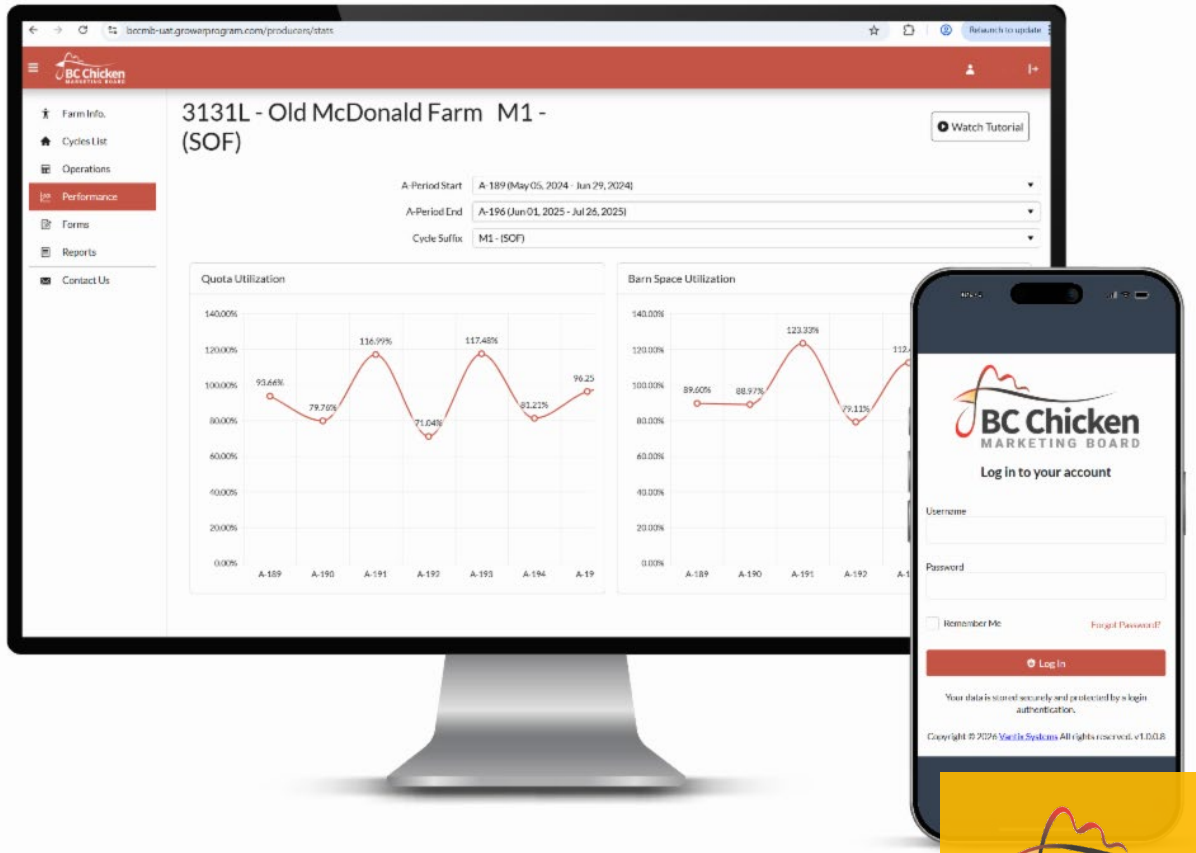


8. Looking Ahead

Grower Portal

Look forward to:

- Post-flock data (feed, FCR, EU broiler index)
- Field Service info
- Access for your farm managers/staff
- Online form submission



8. Looking Ahead

Over Marketing Levy Update

Moving forward, OML will only be applied if CFC charges BC a national penalty

Tolerance is updated to 102% on a 2-Period Average (even-odd)



8. Looking Ahead

Quota Exchange (QEX)



Currently in IT development:

- **Proposed launch: Fall 2026**
- **Online interface, with secure login to Growers only**

Will feature:

- **Seller sets the price; Buyers bid - anonymously**
- **Board office facilitates transfer of quota and funds**
- **Board will not set or influence price**
- **Under yearly review**

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8. Looking Ahead

Surplus Distribution from Fiscal 2023

Total amount: $826,578

To eligible growers in good standing, based on each grower's proportion of levies paid during Fiscal 2023

Board approved distribution

Coming soon - Individual letter with details, process, timeline

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9. Question Period



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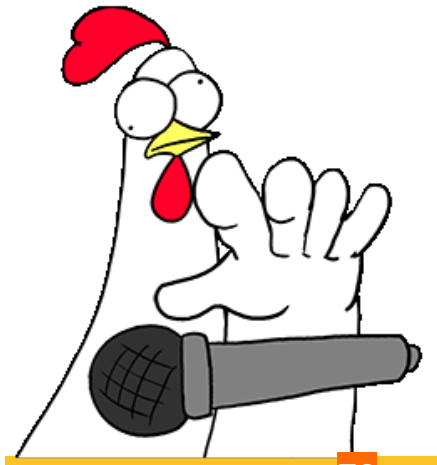
THANK YOU

Contact us

info@bcchicken.ca or 604-859-2868

bcchicken.ca



"Chicken Bro" cartoons by
@HappydogStickers

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