



British Columbia Chicken Marketing Board Update for March 2010

1. A-98 allocation.

The allocation for period A-98 was set by the CFC Board of Directors in Ottawa on February 2, 2010 at 2% over base or a total of **204,043,287 kilograms live weight**.

BC's share of the allocation is:

Domestic	29,557,068 kilograms live weight
Market Development	1,990,000 kilograms live weight
Total	31,547,068 kilograms live weight

Allotments to growers for this period are:

Domestic	97.22%	pro rata
Market Development	45.34%	of requests

2. BCCMB Staff Update

The BCCMB is pleased to announce that effective February 22, 2010 Ms. Mona Desy has joined the BC Chicken Marketing Board staff in the capacity of Inspector/Auditor. Mona is well known to many BC growers as her past experiences have included employment with Ewos Canada, Ritchie Smith Feeds, Bradner Farms, and most recently Clearbrook Grain and Milling. Mona can be reached by telephone at the BCCMB office or by email at monadesy@bcchicken.ca

3. Current market conditions. (With thanks to CFC Chicken Fax)

- Up to January 31, 2010 **98.5 Mkg** of fresh chicken was available for the Canadian market, **2.8% less** than during the same period in 2009.
- Year to date production has reached **86.8 Mkg**, **1.3% or 1.2 Mkg less** than during the same period in 2009.
- Year to date imports have reached **11.7 Mkg**, **12.2% or 1.6 Mkg lower** than last year.

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- Frozen chicken inventories on February 1, 2010 were **35.6 Mkg, 1.7 Mkg lower** than the previous month and **0.5 Mkg higher** than on February 1, 2009.
- Production in December 2009 and January of this year was **1.3 Mkg higher** and **1.2 Mkg lower**, respectively, compared to the same months in the previous year.
- Imports (as reported by AAFC) were **11.9 Mkg in December** and **1178 Mkg in January, 0.5 Mkg and 1.6 Mkg lower** respectively than in the same months of the previous year.
- Producer prices in period **A-96 are 0.5 cents lower** than those of period A-95 in most provinces. On average, the Canadian live price in **A-96 is 1.0 cents lower** than in the corresponding weeks of the previous year.
- **Canadian Wholesale Chicken Prices. (cents/kg)**

<u>Product</u>	<u>Jan. 10</u>	<u>Jan. 09</u>	<u>Change</u>
Market composite	333.7	316.8	5.30%
Whole bird complex	322.2	323.8	-0.50%
Breast complex	488.9	441.9	10.6%
Wing complex	525.2	501.1	4.8%
Leg complex	267.6	249.8	7.1%

4. BCCMB Strategic Plan.

The BCCMB has released its new Strategic Plan that it intends to use as a guide for its vision for the BC Chicken industry over the next several years. This document was the result of many months of work by Board members and senior Board staff.

Updated strategic plans for all Boards and Commissions were requested by BCFIRB dating back to early in 2008 and the BCCMB initiated its process in the autumn of that year. A professional facilitator was engaged and the Board and senior staff met for two full days on two separate occasions to develop the basics of the strategic plan. The document was refined over the next several months and was completed late in the summer/early fall 2009.

The Board specifically delayed the release of its Strategic Plan until after the completion of the BCFIRB Supervisory hearings due to the sensitivity of the hearing process and the Board's unwillingness to appear to attempt to influence the process in any way.

Early in January 2010 the Board received a further request from BCFIRB as to when the BCCMB Strategic Plan would be received by BCFIRB. At that time the BCCMB committed to BCFIRB to release the document before the end of February 2010. That commitment has now been fulfilled. Further, as of February 12, 2010 the BCCMB Strategic Plan has been released to industry and has been posted on the public side of the BCCMB website.

It remains the ambition and intention of the Board to conduct stakeholder information sessions to lay out its Strategic Plan in detail. The Board will await the outcome the BCFIRB Supervisory Review prior to scheduling these meetings in the event that BCFIRB decisions impact any of the Boards planned strategic directions.

The format of the strategic plan is designed in such a way as to facilitate annual discussions and review, input and updating advice from stakeholders, within the three pillars of guiding principles identified by the Board:

- Performance Management
- Risk Management, and
- Accountability and Governance

The BCCMB Strategic Plan can be accessed on our website at www.bcchicken.ca Anyone not having internet access or wishing to receive a hard copy can do so by calling our Administrative Assistant, Aarti Devi at the Board office at 604-859-2868.

5. Appeals Update.

South Alder Holdings Ltd:

South Alder Holdings Ltd has appealed a decision of the Board to deny its request for relief of A-89 under produced allotment beyond the 6% tolerance.

The appeal was originally scheduled for January 21, 2010; however FIRB required that date to complete the FIRB Supervisory Review.

The appeal has now been scheduled to be heard on **April 20, 2010** from 9:30 to 4:30 at the Ramada Inn in Abbotsford (Summit Room)

Pricing Appeals

All pricing appeals have been adjourned pending the outcome of the BCFIRB Supervisory Hearing.

The appeals filed with respect to BCCMB pricing orders are as follows:

A-90 – by PPPABC

A-91 – by PPPABC

A-92 – by BCCGA

A-93 – by PPPABC & BCCGA

A-94 – by BCCGA & PPPABC

A-95 – by BCCGA & PPPABC

A-96 – by PPPABC & BCCGA

Jayne Rossworn, MGR Farms Ltd.

Jayne Rossworn, an applicant in the BCCMB's New Entrant Grower program in the Interior Region appealed the January 6, 2010 decision of the BCCMB denying a further extension to meet the requirements of the program. A pre hearing conference call was held on February 15, 2010. The appeal is scheduled to be heard on April 7, 2010 at a location to be announced in the Okanagan area.

6. Bio Security Signage.

CFC has developed new aluminum signs for the primary entrance (gate) to the Controlled Access Zone for each of our farms. These new signs are considerably more durable and are to replace the yellow plastic Bio security signs that we have used for the past several years. As CFC will only supply one sign per premise at no cost, growers will still need to use the yellow bio security signs for all other areas such as barn entrances. Growers also have the option of purchasing further aluminum signs through our office at a cost of \$20.00 each. We have a limited amount of extra signs that are available for growers to purchase.

Please contact a member of the BCCMB Inspection staff to make arrangements to receive your new aluminum sign or to purchase additional signs from the Board.

REMINDER: The new bcchicken.ca website is now up and running. If you require a user name to access the growers only side of the site, please contact Katie Lowe at 604-859-2868 or by email at katielowe@bcchicken.ca

The British Columbia Chicken Marketing Board monthly update is published by BCCMB staff and forwarded by e-mail and fax to all growers and a number of industry stakeholders on our contact list. Should you have any questions or suggestions regarding the content of any monthly update, please contact me directly at:

Phone 604-859-2868 or E-mail billvanderspek@bcchicken.ca

Bill Vanderspek
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British Columbia Chicken Marketing Board

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