

**250 – 32160 South Fraser Way
Abbotsford, BC V2T 1W5**

Strategic: Identify key opportunities and systemic challenges and plan for actions to effectively manage risks and take advantage of future opportunities.

Accountable: Maintain legitimacy and integrity through understanding and discharging responsibilities and reporting performance.

Fair: Ensure procedural fairness in processed and decision-making

Effective: A clearly defined outcome with appropriate processed and measures.

Transparent: Ensure that processes, practices, procedures & reporting on exercise of mandate are open, accessible and fully informed.

Inclusive: Ensure that appropriate interests, including the public interest, are considered.

Date: June 27, 2017

Location: Via Conference Call

BOARD: Brad Bond, Board Chair
Aryn Alibhai, Board Member
Walter Siemens, Board Member
Jennifer Woike, Board Member

STAFF: Katie Lowe, Executive Director
Joey Aebig, Manager, Operations & Logistics
April Dicer, Recording Secretary

CALL TO ORDER

Chair, Brad Bond, called the meeting to order at 4:03 pm

This conference call is in response to [REDACTED] request for immediate action from the BC Egg Marketing Board regarding specialty pricing. This meeting is in follow up to the June 26, 2017 Board meeting where the Board approved a 10 cent decrease in Free Run and a 10 cent increase in Organic. The pricing change was discussed at the EIAC during an impromptu meeting held June 26, 2017 addressing this issue.

The Graders desire further price reductions but BCEMB elected to standstill for the moment and let the previous meeting pricing changes as approved by EIAC take effect before making further changes. Staff will write Graders a letter reflecting BCEMB's decision to let the price changes take effect and will notify them that if they bring eggs in from out-of-province BC Egg will be forced to close the pool for all production types.

Based on these two prior meetings, the Board reaffirmed their decision to change the price and discussed with management how best to relay the notice to Producers and Graders regarding the specialty price changes.

The messaging will address the following issues:

- Our responsibility to ensure our producers are being paid a fair price for production
- Once Serecon has completed their COP study in the fall, we will compare our current prices to the COP and consider if any further corrections are necessary
- BCEMB will close the pool should any Grading station bring in specialty eggs from outside the province while that product is available in BC

The Board of Directors of BC Egg Marketing Board

Minutes: Board of Director's Meeting

Date: June 27, 2017

- Any Grading station bringing in such production as mentioned above will not be eligible for the specialty buyback program.
- Request that in the future, the BCEMB is notified will in advance for these types of issues so proper channels can be followed, namely utilizing the EIAC for such discussions.

The decision to implement the price change follows the SAFETI requirements:

Strategic: If BCEMB did not make some concession in specialty pricing, [REDACTED] stated they would import the product from out of province thus causing our producers to lose a significant share in the specialty market.

Accountable: This decision is accountable to all BC stakeholders as it helps preserve our growing markets so BC producers can continue to provide local, fresh product.

Fair and Inclusive: All producers in the specialty production type are affected. This interim solution was deemed necessary to preserve our market which will benefit all producers. The Serecon Specialty COP currently underway is expected to be complete late 2017 and, if required, further adjustments can be made at this time.

Effectiveness: BCEMB believes this compromise will preserve our specialty market however, it is too early to tell at this time as ultimately it will be up to outside stakeholders.

Transparent: Staff to circulate messaging to all Producers and Grading Stations within 24 hours of the decision being made.

The Board of Directors directed staff to notify all producers and graders regarding a \$0.10 per dozen price increase in Organic XL, L and M price and a \$0.10 per dozen price decrease in Free Run XL and L eggs.

The Board of Directors directed staff send a letter to the graders notifying them of the \$0.10 per dozen price increase in Organic XL, L and M price and a \$0.10 per dozen price decrease in Free Run XL and L eggs as well as the messaging as outlined above.



Board Chair



Certified Correct Secretary