

**Producer-Vendor NPP Consultation**  
**Survey Response Summary**

An online survey was conducted, in conjunction with ZOOM meetings, regarding the New Producer Program and Producer-Vendor category. The consultation survey was disseminated electronically on September 21 via Survey Gizmo to a broad audience: all registered producers and small lot permit holders, all past small lot permit holders, all past new producer program applicants, graders/processor, and a link was posted on the website for the general public.

Two ZOOM meetings were held with registered producers to provide updates on board programs and to answer any questions regarding the consultation process and survey. A third ZOOM meeting was held with small lot permit holders, past NPP applicants and other interested parties specifically to discuss the consultation, survey, and NPP in general. This Zoom meeting was recorded and posted [here](#). The on-line survey closed on October 21, 2020. In total, the survey was sent to 579 individuals and 138 completed surveys were received, resulting in a 24% response rate.

The survey asked the following questions:

- 1) The intent of producer-vendors is that they self-market a significant and meaningful portion of their farm's production. What activities would you expect from someone who is self-marketing their eggs?
- 2) The BC Egg Marketing Board Consolidated Order currently defines producer-vendor as any grower who produces, markets, offers for sale, sells, stores or transports a minimum of 75% of the regulated product grown by him but does not process, market, offer for sale, sell, store or transport the regulated product grown by any other person. BC Eggs producer-vendor definition expects producer-vendors to self-market 75% of their flocks overall production. In your opinion, is 75% an appropriate minimum amount that should be a requirement of a producer-vendor?
- 3) How would BC Egg determine that a producer-vendor has met the self-marketing sales goal (minimum amount)?
- 4) In your opinion, should producer-vendors have regional requirements to market their production?
- 5) BC Egg is intending to provide flexibility in the amount of quota that an NPP applicant to the producer-vendor category can apply for based on demonstrated current and future market need (between 400 and 3,000 quota units). In addition there are three potential ways for new producer-vendors to start their operations. Please select the option that you feel is most fair or would work best.
- 6) If minimum self-marketing sales numbers are established, what is the timeframe by which a new producer-vendor must reach that goal?
- 7) This is the last question of survey. If you have any additional suggestions or comments related to this topic that were not covered in the survey, please add them below.

The survey response summary, including the comments received from respondents have been separated into the following categories:

- Small Lot – this category consists of all BCEMB's past and present small lot permit holders
- NPP Applicant – this category consists of all of the people that have applied for the New Producer Program from 2009 to present
- NPP Winner – this category consists of all NPP Applicants whose names were drawn
- New Entrant – this category consists of all producers who have commenced production within the last 10 years who obtained quota by means other than through the New Producer Program
- Established – this category consists of all producers who have been in production for more than 10 years
- Other – this category consists of all respondents that do not meet any of the above category definitions. These could be graders/processors or responses received from the website link.

Question 1

*The intent of producer-vendors is that they self-market a significant and meaningful portion of their farm's production. What activities would you expect from someone who is self-marketing their eggs? (Select all that apply)*

Option	Small Lot		NPP Applicant		NPP Winner		New Entrant		Established		Other		Total	
<i>Selling their eggs at farm gate</i>	25	96%	35	70%	10	91%	13	87%	28	90%	4	80%	115	83%
<i>Selling their eggs at farmers markets</i>	25	96%	35	70%	9	82%	12	80%	25	81%	3	60%	109	79%
<i>Selling their eggs through a box program/Community Supported Agriculture direct to customers</i>	18	69%	25	50%	7	64%	5	33%	17	55%	2	40%	74	54%
<i>Having eggs custom-graded by a local grader</i>	9	35%	20	40%	7	64%	6	40%	11	35%	2	40%	55	40%
<i>Establishing contracts with local clients for graded product (restaurants/markets/grocery stores)</i>	15	58%	39	78%	8	73%	9	60%	21	68%	1	20%	93	67%
<i>Delivering their eggs to customers</i>	19	73%	33	66%	7	64%	8	53%	24	77%	2	40%	93	67%
<i>Self-grading and packaging their eggs</i>	20	77%	34	66%	6	55%	11	73%	26	84%	3	60%	100	72%

**Additional Comments - Small Lot**  
 Don't depend on anyone, do it yourself :)  
 The requirement here for grading to go to restaurants should be removed and left up to cfia to regulate and enforce

**Additional Comments - NPP Applicant**  
 Truly acting as a vendor for their product. Not just using the producer-vendor as the easiest way to acquire new entrant quota  
 I do however agree that some of the expectations or rules regarding and surrounding many areas of the NPP are NOT laid out in more specific terminology, leading to ambiguity in understanding what the board is looking for.  
 It is up to the producer to market and sell his/her eggs. All of these are effective means of achieving this. The producer should constantly be looking for new marketing channels.

**Additional Comments - NPP Winner**  
 The producer-vendor should be free to market any and all their eggs to any wholesaler as long as the wholesaler is invoiced directly from the vendor.  
 We dont support programs unless they are using a registered grade  
 All of the above apply. The main challenge is having eggs graded.

**Additional Comments - New Entrant**

**Additional Comments - Established**  
 You would need to deal with all farm gate sales then. Even under a current quota holders  
 I truly feel that if you have an upper hand in a random draw by saying you are producing/vending, although the program does not call for self grading, you should have to take care of the full process from start to finish, on your own, including the grading and packaging. There is more hassle than needed for a grading station to pick up and grade and package and then set aside or deal with pickup times etc. for these size of flocks.

**Additional Comments - Other**  
 as self-marketers, they should be able to partner with other suppliers/producers in box programs/CSAs to supply the eggs within diverse product offerings

Question 1

Option	Smallest		Middle		Largest		Other	
<i>Selling their eggs at farm gate</i>	13	87%	28	97%	10	77%	4	80%
<i>Selling their eggs at farmers markets</i>	12	80%	26	90%	8	62%	3	60%
<i>Selling their eggs through a box program/Community Supported Agriculture direct to customers</i>	8	53%	18	62%	3	23%	2	40%
<i>Having eggs custom-graded by a local grader</i>	7	47%	11	38%	6	46%	2	40%
<i>Establishing contracts with local clients for graded product (restaurants/markets/grocery stores)</i>	10	67%	19	66%	9	69%	1	20%
<i>Delivering their eggs to customers</i>	9	60%	21	72%	9	69%	2	40%
<i>Self-grading and packaging their eggs</i>	8	53%	24	83%	11	85%	3	60%

Option	Lower Mainland		Interior		Vancouver Island		Other	
<i>Selling their eggs at farm gate</i>	43	91%	7	78%	1	100%	4	80%
<i>Selling their eggs at farmers markets</i>	39	83%	6	67%	1	100%	3	60%
<i>Selling their eggs through a box program/Community Supported Agriculture direct to customers</i>	22	47%	6	67%	1	100%	2	40%
<i>Having eggs custom-graded by a local grader</i>	18	38%	5	56%	1	100%	2	40%
<i>Establishing contracts with local clients for graded product (restaurants/markets/grocery stores)</i>	29	62%	8	89%	1	100%	1	20%
<i>Delivering their eggs to customers</i>	32	68%	7	78%	0	0%	2	40%
<i>Self-grading and packaging their eggs</i>	36	77%	7	78%	0	0%	3	60%

Question 2

*The BC Egg Marketing Board Consolidated Order currently defines producer-vendor as any grower who produces, markets, offers for sale, sells, stores or transports a minimum of 75% of the regulated product grown by him but does not process, market, offer for sale, sell, store or transport the regulated product grown by any other person. BC Eggs producer-vendor definition expects producer-vendors to self-market 75% of their flocks overall production. In your opinion, is 75% an appropriate minimum amount that should be a requirement of a producer-vendor?*

Option	Small Lot		NPP Applicant		NPP Winner		New Entrant		Established		Other		Total	
Yes	21	81%	33	66%	9	82%	11	73%	23	74%	2	40%	99	72%
No	5	19%	15	30%	2	18%	4	27%	8	26%	2	40%	36	26%

Minimum Amount Suggestion - Small Lot	Why
50% (3)	<p>I think if you want to increase incentive for people to apply, I think having a lower number might help. Or some regulation that for the first three years of production it's 50% and then its a min of 75% thereafter. Just to help give new producers who are self marketing a jump start.</p> <p>Based on the lot size of 3000 birds it may be impossible for producers in smaller markets to self market that number of eggs on a daily basis. If the lot size was smaller, the 75% may be more manageable</p> <p>A new producer-vendor will require time to become established, especially if having come from a small lot permit.</p>
100% (1)	<p>As a small lot permit holder currently I'd love to increase the size of my flock to keep up with the demand I have at the local farmers markets and possibly add a few more per week. This would also allow me to potentially make a living</p>
yr 1- 25%, yr 2- 50%, yr 3- 75% (1)	<p>75% can be the long term goal, but need to set up a startup period over a few year to get there.</p>

Question 2

Additional Comments - NPP Applicant	Why
30% (2)	It is a lot of work to market your own eggs. With a starter flock it you need to have an other job to support your farm. This does not leave a lot of time in life to find customers and deliver eggs. I only say this because I believe it would be extremely difficult to find and deliver the product of 3000 layers. It may take years to establish a market or brand awareness.
50% (10)	Farmers market not year round I believe you should be able to sell at least 50% of your egg production with the other 50% being sold by grocery stores or butche, etc.. if the producer-vendor needs help selling their product. To many small farmers vying for the same market 75% is a steep expectation, especially considering that the size of the eggs in the first two months of production are unsaleable, and it doesn't allow enough margin to account for offgrades, etc. 75% is often actually 100% of saleable eggs, which doesn't work throughout the lifetime of the flock With a small producer, under 5,000 birds if the farmer sells 75% of their eggs self marketing and grading. I feel a grading facility would not want to drive to just get the remaining 25% of eggs. This would be small amounts for a per week pickup. They need to have a stable market to be able to ship there eggs, and there might be high and low seasons for egg sales depending on the area where they are located Allows more flexibility for a new entrant in a competitive market Due to the length of a production cycle, it is tough to project how much of a flock's production can be self-marketed, especially when first starting out. narrow market volumes are more difficult to manage due to possible variability in demand
60% (1)	It is a majority of your sales but allows you wiggle room to be and flow with your market demand. 75% as a minimum doesn't feel like enough wiggle room.
90% (1)	
100% (1)	either the farmer is reliant on the marketing board 100% or reliant on his own marketing 100%. To do a little of both is not sustainable in the long run. This will make the producer vendor 100% committed and responsible to his own marketing plan, and customer relationships.

Additional Comments - NPP Winner	Why
50% (2)	They shouldn't be exempt of the rules we follow 50% is a massive amount of eggs to self market no matter how large the producer is

Additional Comments - New Entrant	Why
40-50 (1)	Chickens lay different sizes of eggs what is the person supposed to do with all the smalls
Less (1)	What does it matter? they have to go through the licensing process with CFIA whether sell 10% or 100%
80% (1)	
100% (1)	Over a number of years to given them time to develop a market

Question 2

Additional Comments - Established	Why
50% (1)	It would take time to establish this market 75 % is too much to start with.
60% (1)	Jan, Feb & March egg sales decline up to 50%
90% (1)	With good marketing they should be able to sell all L XL and Jumbos- mediums n smaller would be reasonably harder work to sell and could be used in the liquid market
100% (4)	It is far too easy for the producer to only take the "good" eggs for their own distribution. Hardly fair to the graders. Self explanatory

Additional Comments - Other	Why
50% (1)	No more than 50% as it will be a tremendous amount of work otherwise.
60% (1)	60% is still a significant percentage of overall production and allows for market supply issues

Option	Smallest		Middle		Largest		Other	
Yes	13	87%	21	72%	10	77%	2	40%
No	2	13%	8	28%	4	31%	2	40%

Option	Lower Mainland		Interior		Vancouver Island		Other	
Yes	34	72%	8	89%	1	100%	2	40%
No	13	28%	1	11%	0	0%	2	40%

Question 3

How would BC Egg determine that a producer-vendor has met the self-marketing sales goal (minimum amount)?

Option	Small Lot		NPP Applicant		NPP Winner		New Entrant		Established		Other		Total	
The producer-vendor has met the goal for one month	1	4%	2	4%	0	0%	2	13%	0	0%	0	0%	5	4%
The producer-vendor has met the goal for at least three months	7	27%	5	10%	1	9%	2	13%	2	6%	1	20%	18	13%
The producer-vendor has met the goal for at least three months and continues to meet that goal on a rolling average basis.	19	73%	41	82%	10	91%	11	73%	28	90%	3	60%	112	81%

**Additional Comments - Small Lot**  
 But time between flocks to grow pulleys is taken into account  
 When there are rules, abide by it  
 averaged over the life of the flock  
 the system needs a revamp, why should we play along when there is no consequence to producing under the radar.

**Additional Comments - NPP Applicant**  
 might need to average out the sales over the year  
 There should be an allowance that these goals do not need to be met until the birds are at least 29 or so weeks old  
 I think that the rules should be CLEARLY defined and stretched out over reasonable amount of time. Especially noting that at 3000 birds, most of these NPP award winners will be working full time jobs as well. This will take time to develop.  
 I would expect the producer to need a bit of time to properly and effectively market 75% of their production. I can't see that happening overnight. However, regular review would be needed to make sure the minimum of 75% is achieved in the years to come.  
 Egg sales are going to fluctuate, I think there should be an established range for sales but based on an average of 6-12months.  
 Ideally should be an increasing percentage as time goes on to allow the new entrant to grow and establish the market. Difficult for a new entrant to place a commercially viable flock and sell 75% in the first days.  
 it takes at least 1 full summer farmers market schedule to establish reliable relationships with customers.  
 Could be prorated?? For example. 75% for 3months then decrease depending on the market.

**Additional Comments - NPP Winner**  
 The goals should be met on a yearly basis because sales can fluctuate greatly by the season.  
 It would have to be on a rolling average over one year. Many markets are seasonal

**Additional Comments - New Entrant**  
 Really all eggs should go to the registered grading station for the safety of the consumer

**Additional Comments - Established**  
 The deal was to produce and vend so this has to be ongoing  
 The rolling average should be met consistently over the course of 12 months before being given the next allotment of quota. Ex. Takes 10 years for a NPP entrant to get the full quota amount (10%/yr) but they didn't reach 12 month rolling avg of sales so not given the next 10% until that happens. After 10 years, whatever wasn't achieved is forfeited back into the program and given to someone else who wants to and can fulfill their commitments.

Question 3

Option	Smallest		Middle		Largest		Other	
<i>The producer-vendor has met the goal for one month</i>	0	0%	2	7%	0	0%	0	0%
<i>The producer-vendor has met the goal for at least three months</i>	2	13%	1	3%	2	15%	1	20%
<i>The producer-vendor has met the goal for at least three months and continues to meet that goal on a rolling average basis.</i>	13	87%	25	86%	11	85%	3	60%

Option	Lower Mainland		Interior		Vancouver Island		Other	
<i>The producer-vendor has met the goal for one month</i>	2	4%	0	0%	0	0%	0	0%
<i>The producer-vendor has met the goal for at least three months</i>	4	9%	1	11%	0	0%	1	20%
<i>The producer-vendor has met the goal for at least three months and continues to meet that goal on a rolling average basis.</i>	40	85%	8	89%	1	100%	3	60%



Question 4

*In your opinion, should producer-vendors have regional requirements to market their production?*

Option	Small Lot		NPP Applicant		NPP Winner		New Entrant		Established		Other		Total	
<i>Producer-vendors should be required to sell their product only within their region.</i>	7	27%	4	8%	2	18%	9	60%	9	29%	0	0%	31	22%
<i>Producer-vendors should be required to sell their product within their region and neighbouring regions.</i>	4	15%	8	16%	3	27%	0	0%	7	23%	0	0%	22	16%
<i>Producer-vendors should be permitted to sell their product anywhere within the province.</i>	9	35%	33	66%	4	36%	4	27%	9	29%	1	20%	60	43%
<i>There should be no regional or provincial requirements.</i>	6	23%	8	16%	2	18%	2	13%	6	19%	3	60%	27	20%

Additional Comments - Small Lot
What is the defined regions
what would the definition of region?
For 2000 birds or more (Anywhere in Province)
What if a producer-vendor markets through online sales? If we have US eggs coming through the Fraser Valley, why should our BC producers be restricted?

Additional Comments - NPP Applicants
BC Egg should not regulate where the eggs are sold. This would be excessive and unnecessary. The producer vender should be subject to the ministry of health and CFIA in regards to where they sell their eggs.
If there are competing producers in neighbouring regions they should have to ask for permission to be able to sell in their market.
If a producer-vendor wants to pound pavement and knock on doors and create a market for their product, they should be able to do so anywhere in the province

Additional Comments - NPP Winner
I don't feel I have a good enough understanding of the intent of producer/vendor to answer this question
If a vendor finds sales outside of the province, so much the better!
The only regional requirement that might be beneficial would be to prevent competition between producer vendors
The producer should be able to market product in the immediate region, and should not need to transported out of their immediate region.

Additional Comments - New Entrant
If you put restrictions what if there is no local market - obviously the marketer with go to the most local sources

Additional Comments - Established
No need to go outside of the province and create issues on this small flock size.
They should only be able to sell in their region as thats how the applications are sorted. Ex. Fraser valley is swamped with producers, no new entrants allowed, so why let a NPP winner from another region further swamp the Fraser Valley. Ruins the whole NPP criteria on drawing a winner.

Question 4

Option	Smallest		Middle		Largest		Other	
<i>Producer-vendors should be required to sell their product only within their region.</i>	5	33%	11	38%	4	31%	0	0%
<i>Producer-vendors should be required to sell their product within their region and neighbouring regions.</i>	2	13%	5	17%	3	23%	0	0%
<i>Producer-vendors should be permitted to sell their product anywhere within the province.</i>	4	27%	8	28%	5	38%	1	20%
<i>There should be no regional or provincial requirements.</i>	4	27%	5	17%	0	0%	3	60%

Option	Lower Mainland		Interior		Vancouver Island		Other	
<i>Producer-vendors should be required to sell their product only within their region.</i>	18	38%	1	11%	1	100%	0	0%
<i>Producer-vendors should be required to sell their product within their region and neighbouring regions.</i>	8	17%	1	11%	1	100%	0	0%
<i>Producer-vendors should be permitted to sell their product anywhere within the province.</i>	14	30%	3	33%	0	0%	1	20%
<i>There should be no regional or provincial requirements.</i>	7	15%	3	33%	0	0%	3	60%

Question 5

BC Egg is intending to provide flexibility in the amount of quota that an NPP applicant to the producer-vendor category can apply for based on demonstrated current and future market need (between 400 and 3,000 quota units). In addition there are three potential ways for new producer-vendors to start their operations. Please select the option that you feel is most fair or would work best.

Option	Small Lot		NPP Applicant		NPP Winner		New Entrant		Established		Other		Total	
BC Egg would require that producer-vendors self-market all of their production immediately upon entry into the industry. In this option, the Board could consider only issuing the amount of quota that the producer will be able to self-market immediately within the self-marketing requirements.	3	12%	2	4%	0	0%	5	33%	16	52%	0	0%	26	19%
BC Egg issues quota units as per the applicant's business plan and the producer-vendor is given a timeline to meet minimum self-marketing requirements with that production type and within the region.	17	65%	19	38%	5	45%	5	33%	10	32%	2	40%	58	42%
BC Egg issues 3,000 quota units and the producer-vendor is given a timeline to meet minimum self-marketing requirements.	10	38%	30	60%	5	45%	4	27%	6	19%	2	40%	57	41%

**Additional Comments - Small Lot**  
 timeline being a year (for 3000 quota units option)

If there was flexibility in the size of the quota units, then the 75% minimum for self marketing may be more achievable. I am fine with option 3 if the quota units were released to the producer vendor over a timeframe. For example the the producer vendor is given a maximum of 3000 birds. They can start with a smaller number, and over a period of , say 2 years, work up to the maximum. If the maximum is not achieved in a pre determined time frame then the producer-vendor is capped at the number of birds they held at that time.

keep it simple, we are getting CONFLICTING Information from CFIAi

**Additional Comments - NPP Applicants**

A NPP Producer Vendor in the context of the 3000 units of quota, should have as their plan that those 3000 hens are intended to fill their own market and sales. A producer Vendor may though want to purchase additional quota beyond 3000 birds and should be allowed to ship the new quota purchased to another grader.

I think the more quota offered, the better. This gives the opportunity to build infrastructure and plan to grow the business to a level that would be sustainable to support a family. If it doesn't offer a long term viable business that could support a family, then there is more opportunity for the applicant to fail.

As stated earlier, it will take time to market 75% of production. A clear timeline would give the producer a clear understanding of the goals set by the board.

BC Egg needs to help provide the producer-vender with a market area, and from there decide on the amount of quota the producer-vender will need to service the area

**Additional Comments - NPP Winners**

Up to a maximum of 3,000 birds

No quota issued if no demand

The Board should create or allow a producer-vendor to come up with a plan to scale their production and vending together over time.

Question 5

Business plan should not exceed 2,000 quota units  
 The people always say they can market lots of eggs but that's before they start paying levy and have to meet standards really again for the safety of the public all eggs in the province should be graded by inspected grading stations because if one person gets sick they won't ask where it came from

Additional Comments - Established  
 Quota units should be issued as per business plan, up to a maximum of 3000  
 Nothing in this life is easy, trust me, we self graded and marketed for years. You cannot only take the good out of a program. Going in with your eyes wide open and should be prepared to work for it.  
 there should be no producer vendor. It should be a producer grader. Then they are on hook for sending it to a grader in need of the product or to the pool

Option	Smallest		Middle		Largest		Other	
<i>BC Egg would require that producer-vendors self-market all of their production immediately upon entry into the industry. In this option, the Board could consider only issuing the amount of quota that the producer will be able to self-market immediately within the self-marketing requirements.</i>	0	0%	12	41%	8	62%	0	0%
<i>BC Egg issues quota units as per the applicant's business plan and the producer-vendor is given a timeline to meet minimum self-marketing requirements with that production type and within the region.</i>	7	47%	11	38%	2	15%	2	40%
<i>BC Egg issues 3,000 quota units and the producer-vendor is given a timeline to meet minimum self-marketing requirements.</i>	6	40%	6	21%	3	23%	2	40%

Option	Lower Mainland		Interior		Vancouver Island		Other	
<i>BC Egg would require that producer-vendors self-market all of their production immediately upon entry into the industry. In this option, the Board could consider only issuing the amount of quota that the producer will be able to self-market immediately within the self-marketing requirements.</i>	20	43%	1	11%	0	0%	0	0%
<i>BC Egg issues quota units as per the applicant's business plan and the producer-vendor is given a timeline to meet minimum self-marketing requirements with that production type and within the region.</i>	15	32%	5	56%	0	0%	2	40%
<i>BC Egg issues 3,000 quota units and the producer-vendor is given a timeline to meet minimum self-marketing requirements.</i>	11	23%	3	33%	1	100%	2	40%

Question 6

*If minimum self-marketing sales numbers are established, what is the timeframe by which a new producer-vendor must reach that goal?*

Option	Small Lot		NPP Applicant		NPP Winner		New Entrant		Established		Other		Total	
<i>Must meet requirement immediately when quota is issued</i>	1	4%	1	2%	1	9%	6	40%	8	26%	0	0%	17	12%
<i>Within six months</i>	2	8%	6	12%	0	0%	2	13%	4	13%	0	0%	14	10%
<i>At the end of the first year</i>	11	42%	15	30%	3	27%	2	13%	8	26%	2	40%	41	30%
<i>At the end of the second year</i>	7	27%	21	42%	2	18%	3	20%	5	16%	1	20%	39	28%
<i>Producer-vendor presents own timeframe in their business plan</i>	10	38%	12	24%	6	55%	4	27%	5	16%	3	60%	40	29%
<i>No timeframe</i>	0	0%	2	4%	1	9%	0	0%	8	26%	0	0%	11	8%

**Additional Comments - Small Lot**  
 this gives the producer time to implement their business plan (end of 2nd year)  
 End of third year?

**Additional Comments - NPP Applicant**  
 Producer forecasts their own timeframe to a maximum of 3yrs  
 I think 2 years would be acceptable. I also think that there should be SOME flexibility within that, but it should all be laid out in the NPP applicants business plan. This goes back to clarity in explanation of what EXACTLY the board wants to see in the application and business plan. It would be nice if a template of what was required for all classifications in the NPP were laid out in point form. That way all applicants can meet every component requested by the board in the application package that they provide.  
 one year gives the producer a fair timeline to achieve minimum self marketing sales.  
 It should be a combination of the producer-venders market plan, and some form of sales quota by the BC Egg

**Additional Comments - NPP Winner**  
 Maximum of end of 3rd year  
 The producer should be given 1 year to reach the minimum and then allowed to place more birds the following year if they have exceeded the minimum  
 Maybe the quota should be allocated when sales depict the merit of its allocation.  
 Marketing is very hard to predict. Its a lot harder to break into the market then it often appears. Emphasis should be placed on effort, not achieved goals.

**Additional Comments - New Entrant**

**Additional Comments - Established**  
 Timeframe can be discretionary and decided between Board and vendor  
 to b an immediate plan in place. Meaning... producer in biz plan says what he's going to do and chases it hard. Nobody applies as producer/vendor without knowing what they are getting into.  
 there should be no producer vendor. It should be a producer grader. Then they are on hook for sending it to a grader in need of the product or to the pool  
 Shouldn't get the quota issued until they're commitment and obligations are fulfilled  
 There must be some parameters to this I believe. In combination with previous question I could see that a producer vender's business plan is to establish a smaller market and then have the ability to access the remainder of the 3000 birds within a certain length of time.  
 must be a reasonable timeline (for example, within a year)

Question 6

Option	Smallest		Middle		Largest		Other	
<i>Must meet requirement immediately when quota is issued</i>	2	13%	9	31%	4	31%	0	0%
<i>Within six months</i>	0	0%	3	10%	2	15%	0	0%
<i>At the end of the first year</i>	3	20%	7	24%	3	23%	2	40%
<i>At the end of the second year</i>	3	20%	4	14%	3	23%	1	20%
<i>Producer-vendor presents own timeframe in their business plan</i>	8	53%	7	24%	3	23%	3	60%
<i>No timeframe</i>	0	0%	0	0%	0	0%	0	0%

Option	Lower Mainland		Interior		Van. Island		Other	
<i>Must meet requirement immediately when quota is issued</i>	15	32%	0	0%		0%	0	0%
<i>Within six months</i>	6	13%	0	0%	0	0%	0	0%
<i>At the end of the first year</i>	11	23%	2	22%	0	0%	2	40%
<i>At the end of the second year</i>	6	13%	3	33%	1	100%	1	20%
<i>Producer-vendor presents own timeframe in their business plan</i>	12	26%	4	44%	1	100%	3	60%
<i>No timeframe</i>	0	0%	1	11%	0	0%	0	0%

Question 7

*This is the last question of the survey. If you have any additional suggestions or comments related to this topic that were not covered in the survey, please add them below.*

Option	Small Lot		NPP Applicant		NPP Winner		New Entrant		Established		Other		Total	
How many respondents took the opportunity to comment?	9	36%	9	18%	4	36%	5	33%	5	16%	1	20%	33	24%

Additional Comments - Small Lot
Small lot permit holders should be given opportunities to the new producer program quota. Since they already have to self market their eggs.
So if I got the 3000 units. What are the limitations to marketing my product. ie: would I be able to sell to local groceries and markets.
If you need a new person to take over the agreement of J&E just contact Local ChickInn Ltd. :)
In choosing who is eligible for the lottery, more consideration should be given to those applicants who have experience in the industry (eg small lot producers who already have an established market would have an easier time meeting the self marketing requirements than someone new to the industry). They are also more aware of the commitment involved and therefore have a greater chance of success.
There is no suggestion.
If possible board should Print animal welfare standards specially for producer-Vander
I feel there should be an option for small lot holders to increase their permitted amount opposed to a lottery every few years. For example each year 10 small lot holder could have an additional 300 birds added to their permit opposed to one large 3000 lottery. Demand for local is just going up and this would give smaller farmers more opportunity for growth
We would like to a quota for 2000 birds
Why have we not had an inspection in 3 years but continue to be charged a fee, when other black market producers began to use our used cartons I asked for assistance.....nothing was done by either CFIA or yourselves.

Question 7

<b>Additional Comments - NPP Applicants</b>
the board helps promote local products for them
Could a producer that exceeds 3,000 units of quota within their own market have priority access to purchase or lease additional quota to fill demands.
Regarding distribution of new entrant quota for Small Lot producers: Favour shouldn't be given to specific region. A small lot producer is a small lot producer regardless of production area. When allocations are given to registered producers, are more quota units provided to remote regions or are they handed out equitably?
Producer Vendors have a greater chance of acquiring quota through the NPP. Therefore strict and clear guidelines regarding the NPP as a producer vendor should be in place to avoid individuals from using this program as a loophole. The BCEMB should put a greater emphasis and requirement on financial viability as a producer vendor will face cash flow challenges and be subject to higher risk and also potential reward.
I just have to re-iterate, that the board needs to make what they want in the business plan and application package explicitly clear. Maybe they could provide a template or a Q & A portion so that everyone knows exactly what is required.
From the questions it seems like there is zero assistance or support from BC Eggs. There should be support particularly for the first 1-2 years to get through the challenging times for new farmers/producers.
The Producer-Vendor category of the New Producer Program is unfeasible as currently described by the board. It's unfeasible for both the farmer, and for the board, as well as the consumer. It doesn't make sense for anybody. Selling 3,000 eggs at farmer's markets and to final customers without the use of a grader is completely unrealistic and frankly, isn't meeting the stated goal of the New Producer Program in the first place. The Producer-Vendor category doesn't establish new sustainable farms into the current BC egg system. Streamlining the New Producer Program by eliminating the complicated rules of the Producer-Vendor category would make things simpler for everyone, the board and the farmer both. Likewise, the New Producer Program has stayed at 3,000 birds for at least the past 10 years. Margins were thin back then, but with land prices now, it makes starting a new farm with only 3,000 birds completely financially impossible (for an actual new entrant). If the New Producer Program actually wants to create new producers, it has to give them an opportunity to actually succeed by giving them enough quota to actually stay afloat.
Question 2 should be grown by Him/Her.
I believe BC Egg should be working with the producer-vendor to create sales market in remote areas, but must also support the farmer if all the eggs aren't sold so that the farm keeps operating. This type of farming is going to be a work in progress for a few years for all parties to figure out how it's going to work effectively

<b>Additional Comments - NPP Winners</b>
The "direct-vendor" NPP allocation, should fulfill their submitted business plan, as part of the 10% yearly gain in their quota ownership, as part of the 10/10/10 rules they agreed upon submission of their application.
No new NPP if we don't get our allocations
Being a producer-vendor within a supply-managed system is difficult as it does not allow the same flexibility that a less restrictive market structure would. There needs to be a system in place where the Board supports the producer. There should also be restrictions in place on regular registered producers to prevent them from competing with producer-vendors
if a producer vendor needs the eggs he should be able to purchase eggs from other growers if he needs the product

<b>Additional Comments - New Entrants</b>
Producer-Vendors should be able to provide in writing that they have at least some locations to market their products before quota is issued. Anyone can build a business plan but proof of marketing efforts and interest from customers should determine if the quota should be issued at that time or delayed until a market is found.
The NPP should not be a way for new entrants to produce without acquiring quota. The idea is that their production should assist in growing overall egg consumption, not replacing existing producers who have quota
I feel that all eggs should go to the registered and inspected grading station then they could be sold anywhere I'm very concerned a brand new producer will just put eggs in any old carton and go out and market them how does he know that they are safe for the public to purchase
I believe Applicants should have a complete business plan that reflects all aspects of a production unit. If 75% is minimum what is done with the balance?
Producer-Vendor quota should be specified as producer-vendor in any transfers unless sold through the exchange.



Question 7

<b>Additional Comments - Established</b>
there should be no producer vendor. It should be a producer grader. Then they are on the hook for sending it to a grader in need or the product to the pool, he could apply for buyback until his amount for the year is used up. If the producer in question starts to grade the eggs and if he is over he has to deal with the cost to send them to the pool. I also feel that because of the agreement he had at the start with a grader BC Egg should have flagged this earlier then 2 years and then changing the rules. Plus how many producer vendors do we have in BC? could we have not called them to work with them on what and why the rules were changing? So my final point is remove Producer vendor and make it producer grader. for this producer and for any other NPP Winner.
Question: What does the board do when someone gets a producer-vendor licence and is unable to meet the requirements as in selling 75% of the eggs? Maybe a reduction in issued quota after the first year to match the actual eggs sold plus maybe a 30 to 50% margin for growth? That would then be the limit of their quota unless they bought more.
I don't think there should be a separate producer/vendor category in the new entrant program, rather new entrants become producer vendors through natural growth in farm gate sale and taking advantage of local and niche sale opportunities
The timeline for marketing should be very strict and compliance measures should be acknowledged formally by applicant
We all know we have a strong and fair industry. I believe we have to try keep it this way by sticking to what we set out with regards to the lottery. Already we have, as an industry, catered to the "backyard" style flocks far more than we should have. Especially when we look at the auditing etc. we are all subjected to. There are no freebies or easy audits for the farmers who are invested so lets keep an even playing field.

<b>Additional Comments - Other</b>
are egg mobiles allowed like the one richard perkins uses?

All respondents categorized three different ways

Small Lot	NPP Applicant	Smallest	Middle	Largest	Other	Total
26	50	15	29	13	5	138

Small Lot	NPP Applicant	NPP Winner	Established	New Entrant	Other	Total
26	50	11	31	15	5	138

Small Lot	NPP Applicant	Lower Mainland	Interior	Vancouver Island	Other	Total
26	50	47	9	1	5	138

Category Definitions:	
Small Lot	all BCEMB's past and present small lot permit holders
NPP Applicant	all of the people that have applied for the New Producer Program from 2009 to present
NPP Winner	all NPP Applicants whose names were drawn
Established	all producers who have been in production for more than 10 years
Smallest	all producers who hold less than 6,627 quota units (25% of our producers)
Middle	all producers who hold between 6,628 and 28,190 quota units (50% of our producers)
Largest	all producers who hold more than 28,191 quota units (25% of our producers)
Lower Mainland	all producers within the following boundaries: Hope to the East, the US Border to the South, Georgia Strait to the West and the 50th Parallel to the North
Interior	all producers not within the Lower Mainland or on Vancouver Island
Vancouver Island	all producers locate on Vancouver Island
Other	all respondents that do not meet any of the above category definitions. These could be graders/processors or responses received from the website link.