

Meeting of the Board of Directors

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 processes and decision-making.

Effective: A clearly defined outcome with appropriate processes 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.

MINUTES of Board of Directors Meeting

Date: May 20, 2021

Location: BCEMB Boardroom

BOARD IN ATTENDANCE: Gunta Vitins, Chair
Walter Siemens, Vice-Chair
Matt Vane, Board Member
Jon Krahn, Board Member
Jeff Regier, Board Member

STAFF IN ATTENDANCE: Katie Lowe, Executive Director
Nicole Thompson, Executive Assistant

CALL TO ORDER

Chair, Gunta Vitins, called the meeting to order at 9:00am.

CONFLICT OF INTEREST

The Board discussed any perceived conflicts of interest with the proposed agenda items.

ADOPTION OF AGENDA

It was MOVED by Matt Vane and SECONDED that the agenda be adopted as amended.

- 1.4 Canadian Poultry Top 4 Under 40 Award
- 1.5 August Meeting Date

1.0 OPERATIONS

1.1 Free-Run White Pricing

Hotels, restaurants and institutions (HRI) are using more free-run eggs and are focused on the cost of the eggs rather than the colour of the shell. At this time, BC Egg is pricing the conventional and enriched categories by egg colour but not the specialty categories which are all brown eggs. Considerations for an appropriate premium and implementation for a free-run white category were presented for discussion.

The Board reviewed the information provided and agreed the category should be implemented on Monday, May 24, 2021.

R21-060 It was MOVED by Walter Siemens and SECONDED

WHEREAS the BC graders have approached BCEMB to create an interim measure due to marketing demand and the EIAC has provided a recommendation for a premium of \$0.34 per dozen above Conventional White on all L, XL and Jumbo production;

THAT the Board of Directors approve the implementation of a Free Run White producer price at the following rates for each egg category:

- a) Jumbo, XL and L at \$2.87 per dozen
- b) Medium at \$2.28 per dozen
- c) Small at \$1.96 per dozen
- d) PeeWees at \$0.32 per dozen
- e) B's at \$0.75 per dozen, and
- f) C's at \$0.20 per dozen.

CARRIED

1.2 PFGC Discussion Review

The graders have requested an increase in the Post Farm Gate program allowance. BC Egg's program proposal was sent on November 20, 2020 and a meeting with the committee was held on March 31, 2021. A follow up meeting is scheduled for later today and details for the meeting were presented for discussion.

The Board reviewed the information provided and determined options for moving forward.

1.3 Aviaview Letter

EFC has a potential concern with the Aviaview housing system installed in two BC barns. On November 3, 2020, BC Egg sent a letter to EFC providing rationale on how the system meets the Code. No updates have been received from EFC and the PMC would like to send a second letter. The draft letter was presented for discussion.

The Board agrees with the letter as presented.

1.4 Canadian Poultry Top 4 Under 40 Award

Canadian Poultry Magazine just launched a new program called Top 4 Under 40 to recognize poultry farmers under 40 who are taking a leadership role on-farm, who embrace innovation and go the extra mile both in advocating for their industry and in helping their community.

The Board recommended forwarding the information to the EPA and sending it out in a Fast Fry.

The Board of Directors of the BC Egg Marketing Board

Minutes: Board of Directors Meeting

Date: May 20, 2021

1.5 August Meeting Date

The August board meeting was changed to August 16, 2021, with a 10am start time.

ADJOURNMENT

It was MOVED by Walter Siemens and SECONDED that the meeting be adjourned at 9:57am.



Board Chair



Certified Correct, Secretary