

## Meeting of the Board of Directors

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

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**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.

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### MINUTES of Board of Directors Meeting

**Date:** April 8, 2021

**Location:** Video Conference via Zoom

**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  
Joey Aebig, Manager Operations & Logistics  
Amanda Brittain, Director of Communications & Marketing  
Erin Duetta, Manager Finance

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#### **CALL TO ORDER**

Chair, Gunta Vitins, called the meeting to order at 8:58am.

#### **CONFLICT OF INTEREST**

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

#### **ADOPTION OF AGENDA**

It was MOVED by Walter Siemens and SECONDED that the agenda be adopted as presented.

## **1.0 APPROVAL OF MINUTES**

### 1.1 Approval of Minutes of March 3, 2021

**R21-035** It was MOVED by Jeff Regier and SECONDED

THAT the Board of Directors approve the Minutes of March 3, 2021 as presented.

CARRIED

### 1.2 Approval of Minutes of March 4, 2021

**R21-036** It was MOVED by Jon Krahn and SECONDED

THAT the Board of Directors approve the Minutes of March 4, 2021 as presented.

CARRIED

### 1.3 Approval of Minutes of March 5, 2021

**R21-037** It was MOVED by Matt Vane and SECONDED

THAT the Board of Directors approve the Minutes of March 5, 2021 as presented.

CARRIED

### 1.4 Approval of Minutes of March 29, 2021

**R21-038** It was MOVED by Walter Siemens and SECONDED

THAT the Board of Directors approve the Minutes of March 29, 2021 as presented.

CARRIED

## **2.0 BUSINESS ARISING/ACTION LIST**

### 2.1 2021 Board Calendar & Action Item

The 2021 board calendars and action item list were presented for information.

### 2.2 EFC Memo Responses

#### 2.2a Proposal to Amend Free Run/Free Range Measuring Protocol

The BCEMB Proposal to Amend Free Run/Free Range Measuring Protocol memo was presented for information, along with responses from other provinces.

#### 2.2b PMC Proposed Addition to Re-Tooling Criteria

The BCEMB PMC Proposed Addition to Re-Tooling Criteria memo was presented for information, along with responses from other provinces.

### **3.0 STAKEHOLDER ENGAGEMENT**

#### 3.1 EFC Update

An update on the matters of EFC were presented, including an update on the SE policy.

#### 3.2 Marketing Update

An update on marketing initiatives was presented for information, including recent articles featured in the Abbotsford News and Today's Parent, upcoming ads to be featured on social media and Global News, and an update on summer events.

#### 3.3 Vaccine Update

An update on the vaccine roll out to graders and processors was presented for information.

**Action:** Staff was directed to create a risk report that can be provided to the Ministry.

#### 3.4 Strategic Plan Refresh

The BC Egg Strategic Plan was developed in 2019 and should be updated on a regular basis. The response from [REDACTED] was presented for discussion.

The Board reviewed the details and agreed to discuss it again at the May meeting.

#### 3.5 Women in the Industry Nomination

EFC is in the process of recruiting for the 2021 cycle of the Women in the Industry Program.

The Board discussed potential mentor and mentee candidates.

#### 3.6 BCEMB Scholarship Letter

The winner of the BC Egg Marketing Board Scholarship at UBC wrote a letter of appreciation to the Board that was presented for information.

#### 3.7 COMB Membership Fees

The BC Council of Marketing Boards have provided their draft budget and request for additional funds.

The Board reviewed the budget and agreed to their request.

### **4.0 OPERATIONS**

#### 4.1 Specialty Producer Penalty Update

BC Egg has penalized a specialty producer who was receiving a premium on Free Range eggs when the hens did not have access to a range. An update on the penalty payment was provided for information.

#### 4.2 2021 NPP & Producer-Vendor NPP Consultation

The BCEMB was directed by BC FIRB to provide its recommendations on the Producer-Vendor category and potential amendments to the Consolidated Order and NPP by February 21, 2021, fully supported by a process consistent with the SAFETI principles. The submission was sent to BC FIRB on February 20, 2021 and BC Egg is awaiting their response.

The Board discussed questions that have arisen since completing the submission, including the requirements once the NPP winners complete 10 years of production.

**Action:** Staff was directed to draft a recommendation for the NPP winners post 10 years.

4.3 Quota Transfer Decision Tree

BCEMB is working on a Quota Transfer Decision Tree booklet to create a clear and concise process for confirming relevant and required shareholder information for proposed quota transfers. Updates to the booklet were presented for discussion.

4.4 Transfer Requests

4.4a Producer A

BCEMB has received quota transfer requests from a registered producer.

**R21-039** It was MOVED by Walter Siemens and SECONDED

THAT the Board of Directors grant conditional approval for the transfers of layer quota from [REDACTED] to [REDACTED] (5,135 units), [REDACTED] (5,135 units) and [REDACTED] (5,135 units). These are transfers to a child and the child's spouse, therefore, in accordance with the Consolidated Order Part V 3(5)(a), a surrender of layer quota is not required.

Upon completion of the transfer, [REDACTED] will be ineligible for any growth allocations issued by the Board on or after January 1, 2022 until the 12 month anniversary date of the last completed quota transfer as per the Quota Assessment Tools Directives.

CARRIED

4.4b Producer B

BCEMB has received quota transfer requests from a registered producer.

**R21-040** It was MOVED by Walter Siemens and SECONDED

THAT the Board of Directors provide conditional approval for the transfer of shares from [REDACTED] to [REDACTED]. This transfer is between spouses, therefore, in accordance with the Consolidated Order Part V 3(5)(a), a surrender of layer quota is not required.

Upon completion of this transfer, [REDACTED] will be ineligible for any growth allocations issued by the Board on or after January 1, 2022 until the 12 month anniversary date of this quota transfer as per the Quota Assessment Tools Directives.

CARRIED

**R21-041** It was MOVED by Jon Krahn and SECONDED

THAT the Board of Directors provide conditional approval for the subsequent transfer of shares from [REDACTED] to [REDACTED]. This transfer is between spouses, therefore, in accordance with the Consolidated Order Part V 3(5)(a), a

surrender of layer quota is not required. [REDACTED] will not be impacted by the 12 month moratorium on this transfer as the moratorium is only applicable to the transferor.

CARRIED

**Action:** Staff was directed to review a timeline for conditional approvals and provide a recommendation for the May meeting.

#### 4.5 Producer C

On August 30, 2019, the Board of Directors deemed a producer not in good standing when the producer failed to maintain the number of Layers issued to their farm. On March 11, 2021 the producer had their barn measured, which was the last outstanding item needed for the producer to be brought back into good standing. The results from the barn measurements were presented for discussion. The Board tabled the discussion until an updated measurement certificate is received from Egg Farmers of Canada.

#### 4.6 Barn Fitness Audit Reports

A 2021 objective of the Board is to conduct Barn Fitness reviews on layer facilities which have equipment that is 20 years or older. A total of seven Barn Fitness Reviews have been conducted to date in 2021 and the reports are being reviewed by the PMC before being brought to the Board in May.

**Action:** Staff was directed to discuss per diem compensation for the Barn Fitness Audit Committee with the PMC.

#### 4.7 Small Lot Permit Program

The Small Lot Permit Program is for unregistered producers/farmers who have less than 400 but more than 99 laying hens. The intent of the program is to allow for small flock holders within the province of BC to take part in the regulated industry while not negatively impacting the industry. At this time, there are a large number of Small Lot Permit Holders in the Lower Mainland and they are becoming very concentrated in some areas of Abbotsford, Chilliwack and Agassiz. Program details and past BCFIRB rulings were presented for discussion.

The Board discussed issues and options for amending the program.

#### 4.8 Freight Subsidy Protocol

The BCEMB developed a freight subsidy program for intra-provincial trade amongst graders, however the program is not clearly defined. A draft of the program was presented for discussion.

The Board discussed improvements for the program and provided guidance for further amendments.

**Action:** Staff was directed to complete a historical analysis of the program.

#### 4.9 Fowl Removal Update

There are a number of projects and concerns with fowl removal in BC. An update on the Interior and Lower Mainland projects was presented for discussion, including a draft of the revised catching contract.

**R21-042** It was MOVED by Walter Siemens and SECONDED

THAT the Board of Directors provide authorization for management or chair to sign the catching contract on behalf of the Board.

CARRIED

**Action:** Staff was directed to bring the additional costs to the A&F Committee for review.

4.10 SE Testing Process

CFIA has issued three public recalls in November/December 2020 due to SE positive environmental tests in the country. As a result, they have conducted a review of their SE protocol and will be investigating positive environmental tests from the date the sample was taken to the date the sample was received. The updated testing protocol is underway in BC and an update was presented for information, including a verbal update from a call with CFIA and the Ministry.

The Board discussed testing timelines.

**Action:** Staff was directed to encourage the provincial lab to request funding from EFC.

4.11 Trade Mitigation Program

AAFC is in the process of creating a Poultry and Egg On-Farm Investment Program (PEFIP) with the program funds that Minister Bibeau announced in November 2020 to offset the impact of market losses from the CPTPP. The announcement has been delayed until mid-April.

4.12 PFGC Update

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. Notes from the meeting and next steps were discussed.

4.13 EFC MEFR Update

Early Fowl Removal birds were not identified by BC Egg to EFC on the EFR or MEFR applications and an update on the adjustments was provided.

4.14 EFP Cost Analysis

Due to the COVID-19 Pandemic and the resulting decrease in demand for processed product, the EFP program was reduced from 18,018 to 0 laying hens by Week 8, 2021. The processor has since communicated a possible opportunity for additional EFP birds.

The Board discussed potential options to assist the processor and additional details for a free-run white category.

**Action:** Staff was directed to discuss the potential free-run white category at the upcoming EIAC meeting.

4.15 2020/2021 Inventory Review

An updated Inventory Review was presented to monitor utilization projections in the current year and next year.

## **5.0 GOVERNANCE**

### 5.1 AGM Debrief

The 2021 BCEMB AGM was held on March 5 via Clear Picture Video Conference and a debrief of the event was discussed.

### 5.2 2022 AGM/Egg Conference

The 2022 BC Poultry Conference has been officially postponed to 2023 so BC Egg is looking to host its own conference and AGM. A proposal for the event was presented for discussion.

The Board reviewed the proposal and agree to host our own 2022 conference.

**Action:** Staff was directed to request that SM4 have legal counsel review the BCPC contract.

### 5.3 Director Declaration

Every BC Egg Board and Committee member must complete a Conflict of Interest and Confidentiality declaration form annually. The declaration form was presented for review.

### 5.4 Flight Passes

At the request of the Board, staff confirmed the Flight Pass credit policy, which was presented for information.

## **6.0 PERFORMANCE REPORTS**

### 6.1 Dashboard

The Dashboard was presented for information.

### 6.2 Quota

#### 6.2a Industry Reserve

The Industry Reserve report was presented for information.

#### 6.2b IP Report

The IP Report was presented for information.

#### 6.2c IP Processor Summary

The IP Processor Summary was presented for information.

#### 6.2d Egg Import Information

The Egg Import reports was presented for information.

#### 6.2e Quota Utilization Report

The Quota Utilization Report was presented for information.

#### 6.2f Quota Credit Update

The Quota Credit update was presented for information.

#### 6.2g Inventory Report

The Inventory Report was presented for information.

### 6.3 Financials

#### 6.3a Period 11 Board & Committee Per Diems & Expenses

The Period 1 Board & Committee Per Diem & Expenses report was presented for information.

**The Board of Directors of the BC Egg Marketing Board**

Minutes: Board of Directors Meeting

Date: April 8, 2021

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**R21-043** It was MOVED by Walter Siemens and SECONDED

THAT the Board of Directors approve the Period 1 Board & Committee Per Diem & Expenses as presented.

CARRIED

6.3b AR Report

The AR Report was presented for information.

6.3c Period 1, 2021 Financials

The Period 1, 2021 Financials were presented for information.

**R21-044** It was MOVED by Jeff Regier and SECONDED

THAT the Board of Directors approve the Period 1, 2021 Financials as presented.

CARRIED

6.4 COP

The COP report was presented for information.

6.5 Audit Scores

The Audit Scores report was presented for information.

6.6 Feed Mill Participation Report & AAFC Report

The Feed Mill Participation Report & AAFC Report was presented for information.

6.7 Fowl Removal Update

A brief Fowl Removal update was provided.

6.8 CETPP Production Comparison

A CETPP Production Comparison report was presented for information.

6.9 Producer Utilization Update

The Producer Utilization update was presented for information.

**7.0 MEETINGS HELD & UPCOMING**

7.1 2021 Meetings Held

The 2021 held meetings were presented for information.

7.2 2021 Meetings Upcoming

The 2021 upcoming meetings were presented for information.

**ADJOURNMENT**

It was MOVED by Jon Krahn and SECONDED that the meeting be adjourned at 2:51pm.



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Board Chair



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Certified Correct, Secretary