

## 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:** December 7-8, 2022

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

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#### **CALL TO ORDER**

The Chair, Gunta Vitins, called the meeting to order at 9:38am on December 7, 2022.

The Chair acknowledged that the meeting was held on the ancestral and unceded territory of the Semá:th First Nation and Mathxwí First Nation of the Stó:lō people.

#### **CONFLICT OF INTEREST**

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

#### **ADOPTION OF AGENDA**

It was **MOVED** by Jon Krahn and **SECONDED** that the agenda be adopted as presented.

## **1.0 APPROVAL OF MINUTES**

### 1.1 Approval of Minutes of November 10, 2022

**R22-107** It was MOVED by Walter Siemens and SECONDED

THAT the Board of Directors approve the Minutes of November 10, 2022 as presented.

CARRIED

### 1.2 Approval of Minutes of November 21, 2022

**R22-108** It was MOVED by Jon Krahn and SECONDED

THAT the Board of Directors approve the Minutes of November 21, 2022 as presented.

CARRIED

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

### 2.1 2022 and 2023 Board Calendar & Action Item

The 2022 and 2023 board calendars were presented for information.

The Board reviewed the 2023 calendar and amended the meeting dates.

## **3.0 STAKEHOLDER ENGAGEMENT**

### 3.1 EFC Update

An update from the last EFC PMC meeting was presented for information, including discussions from feedback submitted.

### 3.2 Regional Reports

Updates from the regional representatives were presented, including AI and EOC related calls received from producers.

The Board discussed the AI situation and feedback received from producers.

### 3.3 Strat Plan Update

On October 20, 2022, the Board and management held a strategic plan refresh meeting. An update on the process was presented for information.

### 3.4 Research Flock Update

On November 8, 2022, an update on the research flock was provided to BC Egg. The update was presented for information.

As this was the last year for the research grant, the Board discussed requesting that the company present their five year findings at the February meeting.

## **4.0 OPERATIONS**

### 4.1 AI Update

Highly Pathogenic Avian Influenza has been found in poultry flocks in Canadian provinces and throughout the US. Updates on the cases in BC and the EOC were presented for information.

The Board agreed with the BCPA EOC's fund top up request and discussed the staffing concerns and feed compensation.

**R22-109** It was MOVED by Walter Siemens and SECONDED

THAT the Board of Directors approve the BCPA EOC's fund top up request of \$19,976.78.

CARRIED

### 4.1a Quota & Levy

In the last two weeks BC Egg will have lost approximately 242,000 layers and 13,000 pullets due to AI depopulations at Infected Premises in the Lower Mainland; additionally, there have been approximately 45,000 chicks that were not able to be placed due to the farm's proximity within a 1km zone.

The Board discussed the situation and compensation, including abatements. The Quota Credit Policy was also reviewed and the number of days QCs can be earned will be discussed further, however it will not exceed 28 days.

**R22-110** It was MOVED by Jon Krahn and SECONDED

THAT the Board of Directors approve the Quota Credit Draft Policy as amended.

CARRIED

**Action:** Staff was requested to include the pullet delays in future analysis.

### 4.2 Grader Concerns

#### 4.2a GVF Appeal

On July 4, 2022, BC Egg received notice of appeal from Golden Valley Foods. An update on the progress was provided for information.

The Board discussed the December 1, 2022 meeting with the graders and their asks. The Board was unified in their decision not to proceed with the requests since the graders did not provide sound rationale and their request more than doubles the funds available for the programs. Additional concepts were reviewed and next steps determined.

**Action:** Staff was directed to bring the EIAC terms of reference to a future meeting.

#### 4.2b Grader Market Needs Consultation

BC Egg is undergoing a grader market needs consultation. The results from the consultation were presented for information. Program options will be brought to the January meeting.

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4.2c Grader Buyback

A grader has not used all of their buyback in the 2022 year and are requesting special consideration from the Board of Directors for the remaining of their Specialty Buyback pool.

The Board reviewed the grader's letter and discussed the situation.

**R22-111** It was MOVED by Jeff Regier and SECONDED

THAT the Board of Directors decline [REDACTED] request for a payout or moving unused Specialty Buyback Funds from 2022 into another year for usage.

CARRIED

4.3 2022/2023 Allocation

EFC is reviewing a potential allocation in 2022/2023. The analysis as well as the EIAC's recommendation was presented for discussion.

The Board reviewed the timeline and discussed the proposal to be sent to the industry.

4.4 Production Sleeve Review

BC, as a short province, seeks to utilize 100% of its provincially allotted quota each year. In December a decision is typically made regarding the January to July production sleeve. An update on a potential sleeve was presented for discussion along with the EIAC's recommendation.

**R22-112** It was MOVED by Walter Siemens and SECONDED

THAT the Board of Directors approve a 7% production sleeve from December 31, 2022 to July 1, 2023.

CARRIED

**R22-113** It was MOVED by Matt Vane and SECONDED

THAT the Board of Directors approve a production sleeve of 7% from July 2, 2023 to July 6, 2024 with the possibility that the production sleeve may be reduced to 4% based on market conditions and relative AI impacts which will be reviewed in June 2023.

CARRIED

4.5 BC Special STMRQ Program

On November 21, 2022, BC Egg launched the Special Temporary Market Requirement Quota Program. An update on the program was presented for discussion.

The Board discussed the program, including expanding the categories based on market needs, and agreed to extend it to Easter 2023.

**R22-114** It was MOVED by Walter Siemens and SECONDED

THAT the Board of Directors approve to extend the BC Special STMRQ program until Week 15 2023.

CARRIED

4.6 TM1 Update

Staff has determined that TM1 is not able to meet the evolving reporting needs of BC Egg. Options for the system were presented for discussion.

The Board discussed the options and provided feedback.

4.7 2023 Draft Budget

The 2023 draft budget was presented for discussion including programming recommendations and the marketing budget.

4.7a Producer Rebate

BC Egg has a cash surplus due to the levy rate producers were paying in 2022 which has not been adjusted to reflect underspending in budgeted items. Recommendations for a producer rebate were presented for discussion along with the Audit & Finance Committee's recommendation.

4.7b NOFF Refund

On December 2, 2022, BC Egg received notification that EFC has approved a Natural Overrun Fee Fund refund. The memo was presented for discussion.

**ADJOURNMENT**

It was MOVED by Walter Siemens and SECONDED that the meeting be adjourned at 4:04pm on December 7, 2022.

**CALL TO ORDER**

The Chair, Gunta Vitins, called the meeting to order at 8:38am on December 8, 2022.

**3.0 STAKEHOLDER ENGAGEMENT (CONTINUED)**

3.5 Marketing Quarterly Update

The marketing quarterly update was presented for information, including advertising and campaign highlights.

The Board discussed the BC Poultry Conference and Christmas food donations.

3.6 Producer Satisfaction Survey Results

Each year BC Egg conducts a Producer Satisfaction Survey to measure the performance of departments and programs at BC Egg. The results from the 2022 survey were presented for information.

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**3.7 Ambassador Program**

There are a limited number of producers trained to be Ambassadors, which results in staff leaning heavily on the same small core group. Preliminary plans to increase the program were presented for discussion.

The Board discussed the per diem allowance for the ambassador program policy and agreed with the recommendation.

**3.8 Campaign Evaluation Survey Results**

Each year BC Egg conducts a Campaign Evaluation Survey to measure our paid advertising as well as the public outreach work. The results were presented for information.

**3.9 2023 MarCom Plan**

The 2023 marketing and communications plan and budget were presented for discussion.

The Board discussed other options for organizing the UGM golf tournament and agreed with staff's recommendations to reduce some of the events currently being attended.

**4.0 OPERATIONS CONTINUED**

**4.7 2023 Draft Budget (Continued)**

The 2023 draft budget was presented for discussion including programming recommendations and the marketing budget.

**R22-115** It was MOVED by Jeff Regier and SECONDED

THAT the Board of Directors approve the 2023 BCEMB Budget as presented, and

THAT the BC Levy Rate increase to \$0.080 cents per bird per week (\$0.0942 cents per dozen) effective Week 05, 2023.

This reflects an increase to the BC Levy of \$0.0105 cents per bird per week from the 2022 levy rate.

CARRIED

**4.7a Producer Rebate (Continued)**

BC Egg has a cash surplus due to the levy rate producers were paying in 2022 which has not been adjusted to reflect underspending in budgeted items. Recommendations for a producer rebate were presented for discussion along with the Audit & Finance Committee's recommendation.

The Board deferred a producer rebate until review in March due to the current AI situation and potential budgetary impacts.

**4.8 Fowl Removal Update**

There are a number of projects concerning fowl removal in BC. Updates on the projects were presented for discussion, including an update on the CO2 machine which was brought down to assist with AI.

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### 4.9 BFA

As part of the Barn Fitness Policy, Barn Fitness reviews were conducted on layer facilities in 2021 which have equipment that is 20 years or older. An audit was conducted at a farm that required CARs. An update on the final requirements were presented for information.

The Board agreed that the producer has completed all requirements and will not require another BFA until triggered by the program.

### 4.10 Interprovincial Leasing

The NWT are forecasting to have multiple barns down for construction in 2023. While this happens, they have asked if BC would be interested in leasing quota from the territories. The lease would likely commence in May 2023 for one to two years.

The Board agreed that due to AI, the program should be deferred until June and discussed the program fee.

*M. Vane recused himself from the agenda item.*

## **5.0 GOVERNANCE**

### 5.1 Consolidated Order Review

The Consolidated Order is required to be reviewed every five years. The current document was last reviewed in 2017. The draft Consolidated Order was updated based on Board feedback and an update on the process was presented.

### 5.2 NPP Update

BC Egg has announced the 2022 NPP draw and two applications were received prior to the deadline of October 31, 2022. An update on the process was presented, as well as a response letter from one of the applicants.

The Board reviewed the applicant's letter and agreed to uphold their original conclusion.

### 5.3 MarComm Meeting Minutes – June 14 2022

The June 14, 2022 MarComm Meeting Minutes were presented for information.

### 5.4 EIAC Meeting Minutes – September 22, 2022

The September 22, 2022 EIAC Meeting Minutes were presented for information.

### 5.5 Risk Mitigation and Business Continuity Plans

BC Egg has completed a Business Continuity Plan. The Risk Mitigation Plan is currently under development. Both plans were presented for discussion.

The Board agreed with the Business Continuity Plan and the direction presented for the Risk Mitigation Plan.

## **6.0 PERFORMANCE REPORTS**

### 6.1 Dashboard

The Industry Dashboard was presented for information.

### 6.2 Finances

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6.2a Period 11 Board & Committee Per Diems & Expenses

The Period 11 Board & Committee Per Diems & Expenses were presented for information.

**R22-116** It was MOVED by Walter Siemens and SECONDED

THAT the Board of Directors approve the Period 11 Board & Committee Per Diems & Expenses as presented.

CARRIED

6.2b AR Report

The AR report was presented for information.

6.2c Period 10, 2022 Financial Statement

The Period 10, 2022 Financial Statement was presented for information.

**R22-117** It was MOVED by Jeff Regier and SECONDED

THAT the Board of Directors approve the Period 10 Financial Statements as presented.

CARRIED

6.3 IP Report

The IP Report was presented for information.

**7.0 MEETINGS HELD & UPCOMING**

7.1 2022 Meetings Held

The 2022 meetings held were presented for information.

7.2 2022 Meetings Upcoming

The 2022 and 2023 upcoming meetings were presented for information.

**ADJOURNMENT**

It was MOVED by Matt Vane and SECONDED that the meeting be adjourned at 12:45pm on December 8, 2022.



Board Chair



Certified Correct, Secretary