

BC EGG
ANNUAL
REPORT
2023



ADAPTABILITY





BC EGG 2023 ANNUAL REPORT

ADAPTABILITY

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OUR MISSION

Maintain and enhance the successful, trusted, supply managed egg industry, operating to meet the best interests of stakeholders throughout British Columbia.

We are stewards of an industry that is already celebrated for its successes and trusted by the public and industry stakeholders across the province.

We gratefully support the supply management system that delivers for British Columbians world-class quality eggs at affordable prices.

We act diligently to pursue the interests of producers and consumers throughout the province, ensuring a thriving, stable industry, with diversity (across gender, age, ethnicity and region), and food security (including equitable access to sufficient, affordable, nutritious BC eggs).



OUR VISION

Sustainable, wholesome BC eggs are British Columbians' go-to protein.

Sustainable: BC Eggs are produced in safe, ecologically responsible conditions, in an economically vibrant and transparent industry that supports regionalization, diversity, and affordability.

Wholesome: BC Eggs are a high quality, nutritious, locally grown, whole food, produced to the highest ethical standards.

Go-To: Eggs are an obvious daily dietary protein choice for British Columbians. They are versatile, easily prepared, convenient, and portable.







INDUSTRY AT A GLANCE

DISTRIBUTION OF EXPENSES



	Net IP, Pickup & Fowl Removal	Board	Net Marketing & Communications	Salaries	Legal & Consulting	Other
2023	\$ 2,793,006	\$ 546,273	\$ 805,860	\$ 1,371,459	\$ 99,530	\$ 833,228
2022	\$ 2,154,899	\$ 606,305	\$ 724,670	\$ 1,405,374	\$ 117,442	\$ 808,962

GRADINGS REPORT

2022

	DOZENS	DOLLARS
Classic	65,844,439	\$ 182,027,794
White	37,382,753	101,564,466
Brown	3,707,535	10,523,465
Enriched White	22,022,696	61,995,762
Enriched Brown	2,731,455	7,944,100
Specialty	25,853,378	\$ 96,634,527
Free Run	7,413,175	23,120,160
Free Range	8,985,982	31,921,334
Organic	9,454,221	41,593,033
Total	91,697,817	\$ 278,662,321

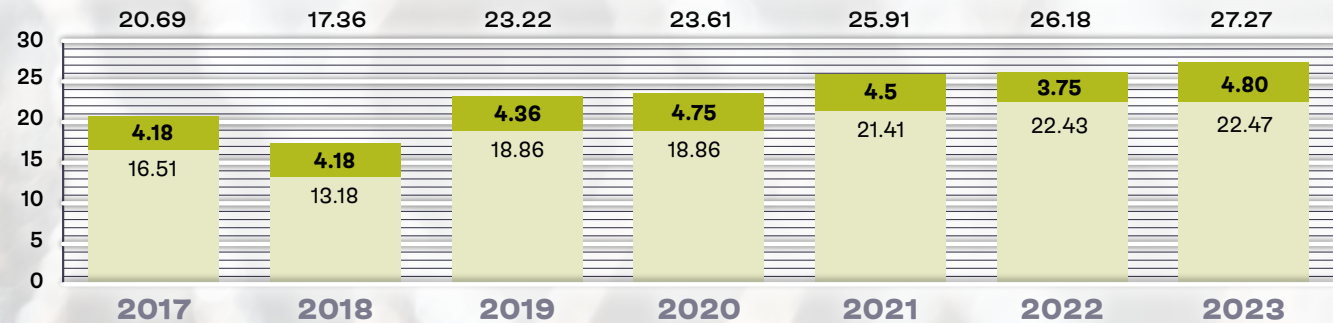
2023

	DOZENS	DOLLARS
Classic	57,985,215	\$ 164,305,776
White	29,343,149	81,555,577
Brown	3,166,126	9,153,580
Enriched White	23,250,610	66,903,603
Enriched Brown	2,225,330	6,693,016
Specialty	26,574,357	\$ 101,377,990
Free Run	7,793,690	24,747,587
Free Range	9,670,124	35,382,949
Organic	9,110,543	41,247,459
Total	84,559,572	\$ 265,683,766

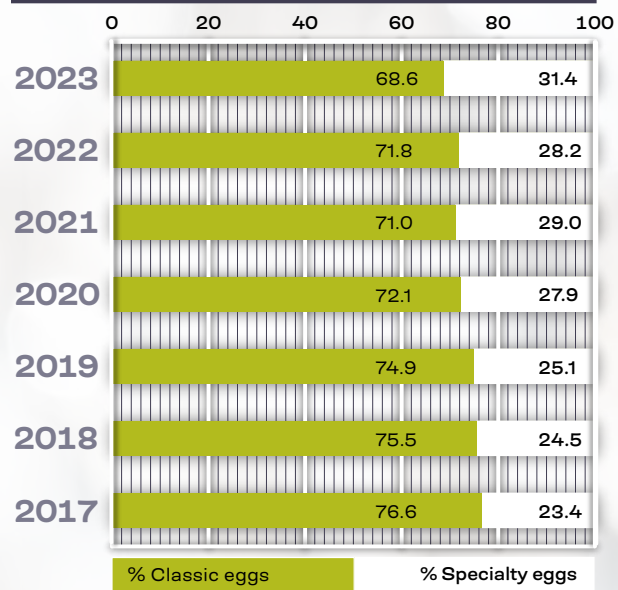
LEVY PAID BY REGISTERED PRODUCERS

TOTAL LEVY
Cents per bird/wk

BC Egg portion
EFC portion

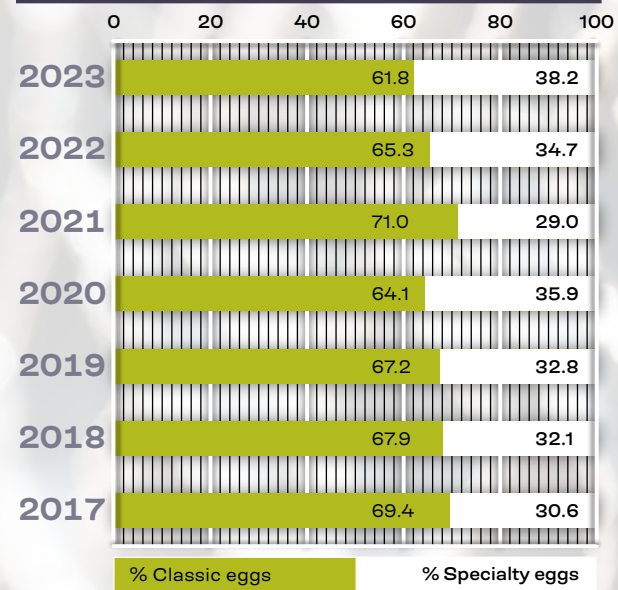


EGG PRODUCTION BY TYPE



Percentages of total production

FARM GATE RECEIPTS




Percentages of total farm gate cash receipts

SPECIALTY PRODUCTION LAND BASE REQUIREMENTS

HOUSING METHOD	MAXIMUM DENSITY	PERCENTAGE INCREASE OVER CONVENTIONAL	ADDITIONAL BARNs REQUIRED (TO HOUSE AVERAGE FLOCK SIZE)
Conventional	67 square inches		Status Quo
Enriched	116 square inches	73%	1 additional barn
Free Run	144 square inches	115%	1 additional barn
Free Range	144 square inches inside plus 216 square inches outside 360 square inches in total	437%	1 additional barn plus 2 ranges with hen access from the barn
Organic	260 square inches inside plus 390 square inches outside 650 square inches in total	870%	4 additional barns plus 5 ranges with hen access from the barn

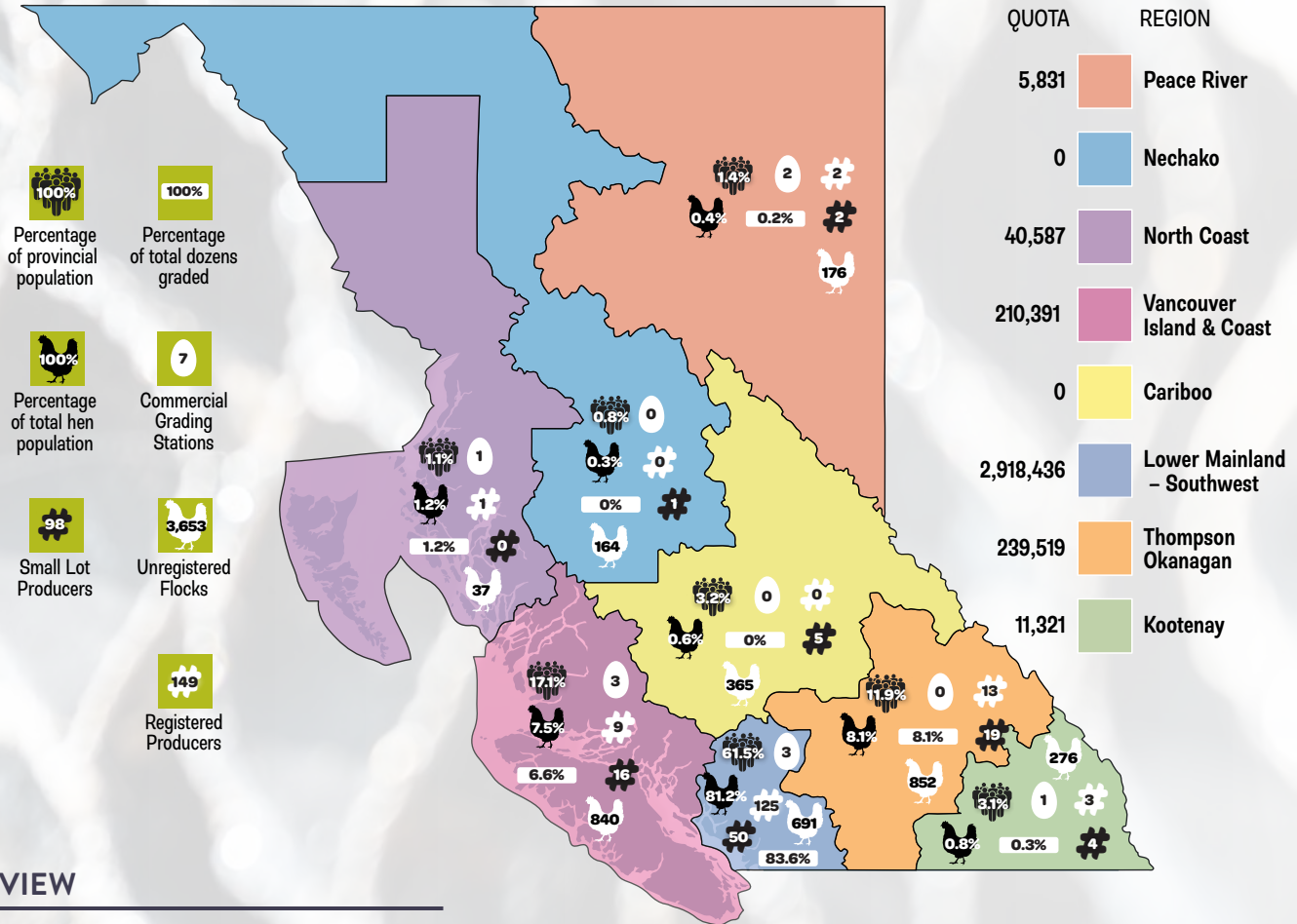
As we move to enriched and specialty production, the space required per hen increases significantly.

GRADINGS REPORT

TOTAL BC QUOTA
3,426,085 

2023 HIGH DENSITY REGION SUMMARY*		
	POPULATION	TOTAL HENS
Vancouver Island	17.1%	7.5%
Lower Mainland	61.5%	81.2%
Thompson-Okanagan	11.9%	8.1%
Total	90.4%	96.7%

* All population data is from 2021 census



- Percentage of provincial population
- Percentage of total dozens graded
- Percentage of total hen population
- Commercial Grading Stations
- Small Lot Producers
- Unregistered Flocks
- Registered Producers

2023 ANIMAL CARE PROGRAM REVIEW

137 AUDITS	100%	160 FACILITIES	ZERO
Animal Care Program (ACP) audits completed on registered producers*	Complete [†]	received an ACP audit [‡]	Animal Care Program failures

* BC experienced two periods of Avian Influenza which resulted in the suspension of regular farm audits. Regular audits are expected to resume in 2024.

[†] ACP audits are either complete (pass) or incomplete (fail)

[‡] 115 completed by BC Egg and Egg Farmers of Canada auditors, plus 45 completed by third-party auditors



Chair's Report

"Change before you have to"
JACK WELCH, FORMER CEO – GENERAL ELECTRIC

Many producers will know me from my time as BC Egg's Executive Director from 2007 to 2015. Even before joining BC Egg, I worked for the poultry sector in Abbotsford. Since becoming Chair in November, what has struck me the most is how different everything is from my first foray into poultry.



One thing that is completely different from when I started, is the emphasis on ensuring barns meet the strictest animal welfare standards. As we learn more about the best ways to keep hens happy and healthy, Barn Fitness Audits are an excellent tool to ensure older barns are meeting the newest standards.

Adaptability is the theme of this Annual Report but it could be the theme for agriculture in general. We are always affected by weather, energy costs, feed costs, diseases and a myriad of other challenges. Yet producers adapt to anything. The sector as a whole is the same. We gain new knowledge that improves animal welfare so rules change and we adapt. Consumers learn more about where their food comes from so we adapt by becoming more transparent. Here are a few concrete examples of how the sector as adapted over the years.

One of the biggest changes the sector has seen is the transition out of conventional systems. British Columbian consumers were the first ones in Canada to demand cage-free eggs and BC egg producers are now far ahead of the rest of the country in transitioning out of conventional systems. We are proud of the fact we are able to offer the consumer a choice of eggs from the most inexpensive yet nutritious classic eggs to organic eggs for the most discerning consumer.

Another adaptation we're making is to encourage egg farms outside of the Lower Mainland. As we all know, egg farms in BC are concentrated in the Fraser Valley with smaller clusters on Vancouver Island and the Interior. In the past, this concentration worked well as the largest grader in BC is also located in the Fraser Valley; however, we've recognized this situation isn't ideal.

One of the goals of the New Producer Program has been to move egg production outside of the Fraser Valley in an effort to improve food security around the province. The importance of these efforts were made clear during 2021's flooding when the Lower Mainland was cut off from the rest of the province for many days.

We've been focusing our New Producer Program draws on Small Lot Permit Holders who live outside of the Fraser Valley for a couple of years. In 2023, we were pleased to award quota to two new Interior producers. We offer our congratulations to Chris Grohmueller of Armstrong and Sajid Hameed of Salmon Arm. Last year's New Producer Program winner, Chelsea Keenan of Salmon Arm, started production in 2023.

Transitioning out of conventional systems and encouraging egg production outside of the Lower Mainland are just two examples of how the sector has adapted to meet changing consumer needs over the past few years. A sector that doesn't adapt and transition is a sector that is very vulnerable and may not survive for very long.


Al Sakalauskas
CHAIR





Executive Director's Report

Staff and producers had to be adaptable again in 2023 as we were hit with both a spring and fall outbreak of Avian Influenza as well as all the regular challenges that come with farming. Once again we prevailed over our challenges and exited 2023 stronger than when we entered.



Avian Influenza was a dominant theme. Fortunately, our spring outbreak was less severe than what we had experienced the previous fall/winter. On the other hand, the fall outbreak was quite severe and affected 52 poultry farms which included 11 layer farms. We learned a lot in the years we've been living with AI, and our working relationship with both CFIA and the Ministry of Agriculture and Food has improved tremendously.

While the negative things tend to dominate our memories of 2023, I'd like to remember the great things that happened as well. We held a New Producer Program draw and assigned quota to two people in the Interior. Congratulations to Chris Grohmüller from Armstrong and Sajid Hameed of Salmon Arm! They will be starting production in 2024. Our 2022 New Producer Program winner, Chelsea Keenan and her family, started production in 2023. Chelsea and her husband James also became Ambassadors and represented BC Egg at the IPE.

After a rigorous consultation process in 2022, we completed our Consolidated Order review in 2023 and the updated Consolidated Orders are available on our website.

BC Egg has formally requested from the Ministry of Agriculture that the requirement for prior approval of allocations be removed from the *BC Egg Marketing Scheme, 1967*. This requirement for prior approval has been in place in BC since 1977 and is not required of the other commodity boards in BC. We expect to hear back on this request early in 2024.

Nationally, we are really pleased to see that the Federal-Provincial-Territorial Agreement on Guiding Principles for the Marketing of Eggs in Canada (FPTA) has been distributed for signing. Both the BC Egg and BC FIRB Chairs have signed the updated agreement. A very dedicated group of people have been working on this agreement for many years and it is gratifying to see the process come to completion. The FPTA was first signed in 1976 and this new, modern version will ensure it meets the needs of the industry in 2023 and into the future.

Back at home, I'm pleased that we have a stable group of staff who are dedicated to supporting producers through good times and bad. We are all excited to work with producers in 2024.

A handwritten signature in blue ink that reads "Katie Lowe".

Katie Lowe, P.Ag.
EXECUTIVE DIRECTOR

ADAPTABILITY



Egg Farmers Canada Director's Report



Our major accomplishments of 2023 would not have happened without everyone pulling together towards a common goal. As your EFC Director, I am pleased to provide an overview of some of the events and outcomes that shaped the past year:



- **Modernizing our approach to collaboration:** Our ongoing work to modernize how we work together and across jurisdictions through the Federal-Provincial-Territorial Agreement (FPTA) made great strides in 2023. The committee overseeing the process and the EFC Board of Directors unanimously approved the wording of the FPTA, clearing the path to get every province and territory signed on—something we expect to be completed in early 2024. The FPTA is the blueprint for the egg industry in Canada and lays out how stakeholders work together. A renewed FPTA is essential for securing the future of the egg industry.
- **Stronger protection for supply management:** Advocating for egg farmers and our industry is an important part of what EFC does. This past year, we made the most of a historic opportunity to protect supply management through new legislation. Bill C-282, which cleared the House of Commons with support from a large majority of MPs across all parties, would prohibit future trade agreements from making any new market access concessions in supply managed sectors. Advocacy work will continue as the bill makes its way through the Senate in 2024.

- **Keeping the trust of Canadians:** Research, both on our own and work done by the Canadian Centre for Food Integrity, confirmed that Canadians trust farmers and the systems and approaches in place to deliver safe, nutritious food produced to the highest standards. Our work this past year allowed us to uphold the world-class standards in food safety and animal welfare for which Canadian egg farmers are known. For example, 2023 saw the redeveloped Animal Care Program take effect, with the adoption of leading-edge standards of care for laying hens in all housing systems in Canada. We also made the program's manuals publicly available through our eggfarmers.ca website. This builds transparency in our processes—something that is critical to maintaining trust levels and our social license.
- **Progress on environmental issues:** Sustainability is an important goal for our industry and we made noteworthy progress on environmental matters in 2023. EFC announced its commitment to achieve net-zero greenhouse gas emissions by 2050. This net-zero goal builds on past efforts and further entrenches a commitment to the environment in our farming operations. Meanwhile, the new National Environmental Sustainability and Technology Tool (NESTT) was improved—thanks to feedback from farmers. Its capabilities have been expanded and new features added, enhancing the ability of Canadian egg farmers to set sustainability goals, create action plans, track progress and work towards making their farms even more sustainable. **CONTINUES**

- **Marketing eggs to Canadians:** In 2023, EFC unveiled its latest marketing campaign, centered on the concept of enjoying eggs for dinner. The humorous and quirky ads featured relatable situations and asked, ‘What’s stopping you?’ from serving eggs for dinner. With more consumers preparing meals at home, Canadians are exploring new ways of enjoying eggs. This insight gave us a strong launching point to demonstrate how eggs can be used at dinnertime and we are seeing traction, with egg sales and consumption growing.
- **Driving innovation through research:** Our research program continued to thrive, generating insights that allowed us to address gaps in our industry and prepare for the future in innovative ways—from providing pathways to become more sustainable, to offering new insights to care for our hens. Throughout the year, we shared valuable research outcomes and findings with farmers and stakeholders who can put them into practice, helping to advance areas of importance and enhance efficiencies in our farming practices.

While we are ending the year in a strong place, we cannot afford to rest. We must keep working on all fronts, from advocacy to sustainability. We must also keep working collaboratively. The hen housing transition is one example. Our supply chain has applauded our efforts to transition to new methods of production, but there is still work to be done and we cannot afford to lose our momentum.

To keep moving forward in 2024, we will need to maintain a high degree of coordination and communication at all levels, especially as it relates to farmers making investments in new housing systems. Only through ongoing dialogue that keeps everyone informed of transition plans, can we ensure a coordinated approach. It’s all part of working together. By continuing to do so, we will continue to make progress on critical files.

I could not be more enthusiastic about embracing what is ahead with my fellow egg farmers. I also want to thank the staff and the farm families whose hard work and commitment make our industry strong and support the millions of Canadians who rely on our products.

Sincerely,

Walter Siemens
EFC DIRECTOR

A high-angle, close-up photograph of a large group of brown chickens in a farm setting. The chickens are densely packed, with some in the foreground looking down and others in the background. The lighting is warm, highlighting the texture of their feathers. The background shows a concrete wall and floor.

COMMITTEE REPORTS

BCCOMB REPORT

The BC Egg Marketing Board is an active member of the BC Council of Marketing Boards.

The BC Council of Marketing Boards (BCCOMB) is a voluntary association which brings together the eight Boards and Commissions established and operating under the authority of the *Natural Products Marketing (BC) Act* (NMPA).

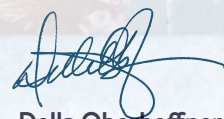
The BCCOMB's purposes are to:

- promote and uphold the principles of regulated and orderly marketing of agricultural products,
- develop and promote policies important for efficient orderly marketing, and
- facilitate the solution to problems of mutual concern to BCCOMB members.

The BCCOMB provides its services as the Independent Election Officer for our members directors' elections and conducts its members' board surveys. We also provide other survey services to our members for a variety of purposes including, but not limited to, stakeholder engagement and strategic plan evaluations. Each year we conduct a Directors' Compensation Survey that provides its members with information to evaluate their own remuneration policy with that of similar organizations.

The Centre for Organizational Governance in Agriculture (COGA) offers professional development sessions for BC's agriculture community. These sessions are funded in part by Agriculture and Agri-Food Canada and the Government of BC. Eight virtual sessions held in 2023 included: Family Farm Transition; Economic Outlook: Inflation's High Cost (2 sessions); Global Agriculture Overview and Update; Seasonal Agriculture Work Program Update; Farm Insurance – When the going gets tough, the tough rely on Farm Insurance; Underused Housing Tax – Ag Sector Update; and CVO Update.

The BCCOMB thanks the board members and staff of the BC Egg Marketing Board and several producers for their commitment to the development of their communities, and for participating in our 2023 COGA sessions.



Della Oberhoffner
GENERAL MANAGER

EGG INDUSTRY ADVISORY COMMITTEE

The Egg Industry Advisory Committee (EIAC) is made up of a Chair appointed by BC Egg as well as three producer representatives and three grader/processor representatives. This year's EIAC members include:

- Aryn Alibhai, Chair
- Will McFall, Grader
- Collin Regehr, Grader
- Rob Regehr, Producer
- Dan Kampen, Producer
- Juschka Clarke, Producer
- Mike Vanderpol, Processor

The EIAC provides input and feedback to the Board of Directors in their decision making by giving non-binding recommendations on production and/or pricing issues. The committee also reviews the market demand for eggs, industry utilization rates, and the quota allocation model.

In 2023, the EIAC reviewed and provided recommendations on the following topics:

- Allocation proposal
- STTMQ
- Production sleeve
- TAP B Program
- Pricing changes – including a review of organic price spreads

I want to thank the committee members for their hard work and dedication in 2023.



Aryn Alibhai
CHAIR

BC EGG PRODUCERS ASSOCIATION

The Egg Producers Association (EPA) represents producers and their interests around the province. In 2023, the EPA included:

- Mark Siemens, Chair
- Juschka Clarke, Vice-Chair
- Dan Kampen, Fraser Valley Representative
- Richard Gotzke, Fraser Valley Representative
- Krista Harris, Fraser Valley Representative
- Wayne Johnson, Interior Representative
- Robin Regehr, Interior Representative
- Campbell Woike, Island Representative
- James Lockwood, Island Representative

Monitoring and assisting in the response to avian influenza remained a top priority for the EPA through 2023. Along with providing support to the active event, we spent time interviewing affected producers to find ways to best support and educate producers. Using that information, we were able to host regional workshops and create informational resources for producers to use to better prepare for a potential event on their own farms.

The EPA was also engaged with the province on the development of the first BC Farmed Animal Welfare Framework. This was a collaboration between the ministry, academia, BCSPCA, and representatives from several agricultural sectors. Through many meetings over several months, we ensured that the proactive programs that BC egg producers participate in were recognized in the framework and understood by all participants in the process.

The EPA also participated in Ag Days once again this year. This provided many opportunities to inform our MLAs about the current industry successes and challenges. The highlighted message this year continued to be the need for more protection against trespassers and activists on our farms. Unfortunately, we did not receive the same level of commitment we've been given in the past and the outlook is not optimistic. With that in mind, we continue to push forward, and encourage all producers to relay this message to their local politicians.

I thank all the EPA members for their hard work and dedication in 2023.


Mark Siemens
CHAIR

AUDIT AND FINANCE COMMITTEE

Avian Influenza has continued to challenge our industry in 2023 affecting all aspects of the Board's work. Producers took financial hits from losing a flock in production or pullets being raised elsewhere. Many producers were unable to place chicks as planned because they were located in 1 km zones.

In addition to the Audit and Finance Committee's regular responsibilities, including fiduciary obligations with respect to accounting, auditing, financial reporting and internal control functions of BC Egg, the Committee continued to work with the new auditors, Loewen Kruse, who were appointed by the producers at the last AGM.

I would like to thank the committee members (Alana Dueck, Alf Wall, Bryan Siemens and Trevor deWolde) for their hard work this year. Alf is retiring from the committee and we thank him for his years of dedication.


Jeff Regier,
CHAIR

PRODUCTION MANAGEMENT COMMITTEE

The Production Management Committee (PMC) was excited to schedule Barn Fitness Audits (BFA) in the Interior and Vancouver Island this year. Regular on-farm visits resumed at the end of summer and the BFA team was able to conduct audits in the Interior before a second wave of Avian Influenza began in October resulting in the Vancouver Island audits being postponed. The PMC is committed to continuing the Barn Fitness Audits due to the benefits they bring to the entire sector. Audits will be rescheduled in 2024.

The PMC was pleased to provide feedback on a number of Egg Farmers of Canada and BC Poultry Association proposals including pullet barn measurement requirements, national free-range standards, and our BC Biosecurity Program.

Thank you to all the committee members for their hard work in 2023. The committee members are: Dwayne Vanderkooi, Dan Kampen, Bodo Goetzke, and Derek Janzen. I want to recognize Dwayne for his service to the committee as his term is up and he's stepping back from the PMC.

I urge any producer with a concern or issue about any on-farm program to reach out to one of the PMC members.



Jeff Regier
CHAIR

MARKETING AND COMMUNICATIONS COMMITTEE

The Marketing and Communications Committee is different from other committees in that the majority of its members are non-producers who specialize in areas like marketing, media and consumer research. These experts provide advice and a different perspective for the producer members.

The Committee was pleased to approve a plan that included many in-person events again for 2023. Staff were encouraged to recruit more Ambassadors that represented all production types to work the in-person events.

At the mid-year meeting, the Committee members were pleased to learn that staff had booked Meet the Farmer video shoots as well as the Annual Report photo shoot in anticipation of a fall outbreak of Avian Influenza. The idea was to book as many on-farm activities as possible in the less-risky summer months.

At the end of the year, the Committee reviewed the work done to date and compared the results of the campaign evaluation research with the plan for 2024. They felt gaps were being addressed and that staff were making good use of the allocated budget.

I would like to thank all the committee members for their hard work this year. The committee comprises: Carrie Barlow, Julie Winram, Greg Waring (resigned in November 2023) and Larissa Garcia.



Jon Krahn
CHAIR

MARKET REVIEW

MANAGER

JULY 3-4

Market Review

The emergence of COVID-19 in early 2020 caused supply chain disruptions which led to unstable and uncertain retail markets throughout 2020 and 2021. In early 2022, the marketplace started to stabilize; however, global events resulted in supply shortages and increases in inflation which raised the cost of goods produced and sold across nearly all sectors, including food. The average consumer has less spending power and is seeking more affordable products and brands. In 2023, we continued to see consistent growth in classic egg sales and towards the end of the year, we were encouraged to see that specialty production types (free range and organic) had some recovery from the decreased table disappearance (retail demand) experienced in 2021 and 2022.

In response to market conditions, a team called the Market Needs Project Team (MNPT), which has diverse representation from the Board, graders, producers and processor, met six times during the year to discuss production mechanisms. The objective of the MNPT was to develop swift, actionable solutions acceptable to all stakeholder groups and can be implemented to address the over-supply of free range and free-run brown eggs and a shortage of classic white eggs.

An outcome of the MNPT included the Special Temporary Table Market Quota (STTMQ) that many producers were able to take advantage of throughout the year. The program served as a flexible market-driven tool which graders could use in order to meet their evolving market needs. Throughout the year, the STTMQ program was used to shift production types from fully filled market offerings into emerging markets and also to incentivize needed classic production as BC tried to recover from the impact of HPAI.

In total, the MNPT made five consensus recommendations for production control to the Board and all five were approved. A further two recommendations are currently in the consultation phase and will be brought to the Board in 2024. While the work of the MNPT is done the members have expressed a desire to meet periodically in order to keep the lines of communication open.

In March, BC Egg submitted a proposal to the BC Farm Industry Review Board (FIRB) recommending that the 200 hen equal distribution be deferred in favour of a pro-rata allocation due to current market conditions and impacts on specialty production. The reasoning for this request was due to a shift in consumer spending, sales of specialty eggs had fallen and BC was experiencing a shortage of classic white eggs. The equal distribution of 200 quota units to specialty producers would further exacerbate the surplus of specialty eggs. BC FIRB agreed with the reasoning and approved the pro-rata distribution of the allocation at the end of May. In the spring of 2023 BC Egg distributed an allocation of 147,968 quota units using a pro-rata only distribution; the allocation was comprised of a 103,797 growth allocation received in 2023, 7,490 quota units held in abeyance from a 2022 allocation, and 36,681 quota units from BC Eggs Quota Reserve.

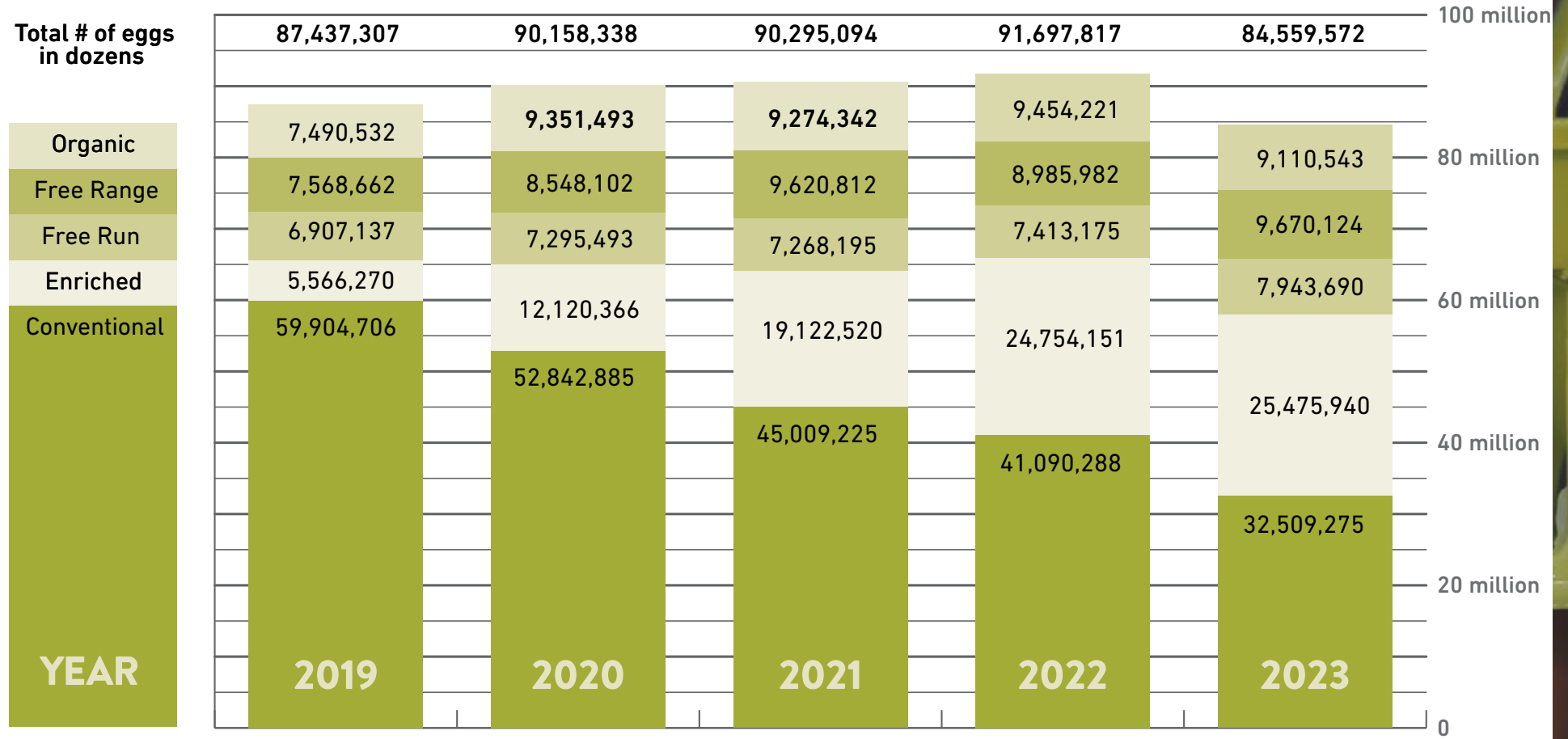
Avian influenza has had a huge impact on our utilization rate for the second year in a row. The goal is to get as close to 100% as possible (meaning that BC has 100% of its allocated hens in production) to ensure that British Columbians are getting as many local eggs as possible. After another harrowing year, BC's utilization rate in 2023 was 84.72%.

BC continues to lead the country when it comes to the transition out of conventional systems. In 2023, BC Egg registered producers produced 84.5 million dozen eggs. Over 61.55% of the overall production came from alternative housing systems (30.13% from enriched barns and 31.43% from specialty barns).

In 2023, we held a New Producer Program draw that was restricted to applicants who were current, active Small Lot Permit Holders from any region in BC excluding the Lower Mainland. A comprehensive application assessment process was established to ensure fairness to all applicants. We are pleased to announce that we had two successful applicants. We congratulate Chris Grohmueller of Armstrong and Sajid Hameed of Salmon Arm who will both start production in 2024. Chelsea Keenan, our 2022 New Producer Program winner, started production in 2023 in Salmon Arm.

As at December 31, 2023, there were 153 registered family egg farms in BC. •

ANNUAL TOTAL OF BC EGGS PRODUCED IN DOZENS



MARKETING UPDATE



Marketing Update



All marketing activities were back to normal for the first time since 2019. All in-person events were back to full capacity and we were able to have hens at the PNE. Media consumption patterns were back to pre-pandemic levels which really helped us plan our advertising campaigns. Below you will find some of the highlights from 2023.

Fairs

The PNE welcomed over 627,000 attendees through its gates over 15 fair days. BC Egg's activation was twofold—an enriched display with thirty live hens in the animal barn, as well as a Cooking Stage sponsorship with BC Egg's corporate chef, Chef Dez. He demonstrated two of our most popular recipes—West Coast cauliflower kedgeree and a lemon zabaglione. Zabaglione is a rich, egg-forward dessert that Dez also demonstrated to audiences at the Fraser Valley's annual BerryFest, an event that drew over 12,000 lovers of locally produced foods.

BC Egg exhibited in-person for the third time at the IPE in Armstrong. Ambassadors from the Interior gave out scores of wristbands and recipes. But nothing was better than the conversations they shared with members of the public—answering questions covering everything from hen biology to what causes different shades of yolks.

New for 2023, BC Egg attended the Cowichan Exhibition on Vancouver Island. The long-time success of this event is an indicator of the strong agricultural community in that region. Our goal was to connect with the many hobby and small-lot poultry owners that attend this event and to start conversations about protecting against Avian Influenza. We also met with lots of classes from local schools who asked our farmers in-depth questions about what it is like to farm several thousand birds.

Research continues to show that farmers are the most trusted spokespeople for the food industry in Canada. BC Egg is pleased to connect our farmers with the public at these popular events in regions home to so many of our beautiful BC egg farms.



Food Trade Shows and More

Trade shows are a vital way to reach specific target audiences with our Eggs Anytime message. This year, the Gluten Free Expo in Vancouver received over 4,000 attendees looking for new and nutritious ideas for their specialty dietary needs. Eggs of course, are naturally gluten-free and high in protein. We gave away thousands of dinner, lunch and snack egg recipes as well as hundreds of branded tote bags.

BC Egg was in the spotlight at the West Coast Women's Show in Abbotsford. As exclusive bag sponsor, we took centre aisle and distributed over 6,000 branded shopping bags. This event encompassed World Egg Day, so we celebrated our women-farmers, who worked alongside Chef Dez and a local dietitian to promote some of our "anytime" recipe favourites—giving out over 10,000 recipes and thousands of kitchen-themed swag items.

Restaurants & Retail

BC Egg sponsored the breakfast segment and an egg-citing egg cracking contest at Cooks Camp in Pemberton. The audience is made up of chefs, cooks and restaurant owners from around the province—a great way to connect our farmers with the restaurant industry. BC Egg also sponsored the BC Dietitians Networking Event and met with the group in person to speak with local food educators about egg farming in our province. These audiences are knowledgeable about the nutritious benefits of eggs, but these events provide the opportunity share authentic, credible information on farming practices in BC that will then be shared with their clients. [CONTINUES ▾](#)



Virtual Events

Teachers from all over the province and other groups continue to reach out to BC Egg for our live, real-time virtual events. Throughout the year, we presented to 18 different school classrooms and other groups, teaching the next generation of consumers where their eggs come from. We offer both virtual farm tours which focus on the barns and egg rooms, and 'Barn to Kitchen' Cook-Alongs. Several teachers found the program so useful that they booked virtual tours for all their classes.

Advertising Campaign

The 2023 advertising campaign included a number of mainstream channels such as Global News, The Score (sports app), Loblaws Optimum app, mobile gaming and more. In addition, we used three social media influencers to appeal to our single millennial and young family target audiences. We split our campaign into two flights – one in the spring and one in the fall. We are present in the market in the summer with fairs and we have a heavy social media program in the winter so our campaign lasts all year.

Social Media

After missing a filming season in 2022 due to Avian Influenza, we were back to shooting our Meet the Farmer videos in 2023 and they served as the backbone for our social media campaign this year. We also have a robust recipe and cooking demonstration social campaign as well as the very popular #FarmerFriday and #GetEggcated hashtags. Our audiences on Facebook and Instagram continue to grow slowly but steadily.

Results

We asked Sentis Research to conduct a study to see how effective our campaign was in 2023. The results showed that we reached an incredible 33% of people province-wide. If we just look at our main target audience of young families, we reached 46% of them in 2023. The digital/social media tactics reached 22% of British Columbians, while the Global TV ad was seen by 16%. Twelve percent of people in BC saw us at a fair and the streaming TV ads were seen by 11% of people.

Trust in egg farmers increased to 49% from 42% in 2022 and the number of people who saw BC Egg as a trusted source of information held steady at 26%. •





IN THE COMMUNITY

In the Community

Food Banks BC

Working towards a hunger-free British Columbia, Food Banks BC (FBBC) report that demand for their services has never been greater. BC Egg started donating eggs to Food Banks BC during the pandemic and continue to donate hundreds of pallets of fresh eggs to FBBC to help them adapt to the ever increasing demand. The eggs are shipped to five regional FBBC Food Hubs—Fraser Valley, Central Okanagan, Kamloops, Prince George and Nanaimo—which are then redistributed to FBBC’s 106 member food banks across the province. In total, 45,000 dozens were donated in 2023 amounting to almost \$145,000. The Greater Vancouver Food Bank (GVFB) explains, “eggs were repeatedly named as the favourite item provided by the GVFB. Not only do they offer a high source of protein, but they allow our clients to make a variety of dishes!”



Agriculture in the Classroom

BC Egg is a long-standing partner of BC Agriculture in the Classroom. Supporting their Take a Bite of BC program annually since 2017, BC Egg continues to donate fresh eggs for the 7,200 culinary arts students learning to cook nutritious dishes for 65,000 students in their school cafeterias. The program has grown from 14 schools since its inception to the now 60 public and Indigenous schools enrolled across BC. In 2023, BC Egg adapted to the program’s growing needs with additional fresh egg donations to one of their public outreach events and to a special program fundraiser.

UGM

For over fifteen years, poultry farmers have come together for the annual BC Egg & BC Turkey golf tournament in aid of Union Gospel Mission (UGM). This year, over \$170,000 was raised! This will fund another year of turkey meat and eggs for UGM’s community kitchen in Vancouver where over 800 meals are served every single day. In addition, some of the money raised will help UGM’s Fraser Valley Mobile Mission—a truck reaching vulnerable individuals in the Fraser Valley with food, drinks, hygiene items, and information on community resources.

Stan Carmody, Manager, Corporate and Foundations at UGM, says, “Thanks to all of your support, we are not only able to continue providing fresh and nutritious meals, but we are also able to continue to reach more of our community in the Lower Mainland and Fraser Valley. Your support is greatly appreciated by not only everyone here at UGM, but our entire community. From the bottom of all our hearts, thank you!”



Supporting Local Charities

BC Egg also generously donates fresh eggs to other non-profit organizations in our province who provide nutritious food to in-need community groups. In 2023, BC Egg purchased approximately \$3,000 worth of eggs for the children and families at Canuck Place Children’s Hospice in Abbotsford and over \$8,000 worth of eggs for at-risk pregnant women and mothers supported by Sheway in the Downtown East-Side of Vancouver.

This year was the 16th annual Saccomaniacs Agriculture for Autism golf tournament held by the Pacific Autism Family Network. BC Egg has supported this community for many years by sponsoring and hosting an on-course tee, helping them to raise over \$1 million since the tournament began.



Easter Seals

BC Egg staff and producers really enjoy working with Easter Seals BC/Yukon. This year we partnered with them again for their virtual Summer camps. Our corporate chef, Chef Dez, showcased camping-themed recipes including Campfire Egg Quesadillas and The Ultimate Picnic Egg Sandwich. We introduced the campers to five different farmers over the weeks, and the virtual campers showed their appreciation by asking question after question about hens and eggs. One group even sang us a thank-you song. Scott and Natasja Janzen met with Michelle Boileau, Senior Manager Philanthropy, at the PNE and introduced her to one of our hens. •



A photograph of two brown chickens with prominent red combs. The chicken on the left is shown in profile, facing left, with its head turned slightly towards the viewer. The chicken on the right is also shown in profile, facing left, and is slightly behind the first chicken. The background is a soft-focus outdoor setting, possibly a farm or field, with a light sky and some distant structures. The overall tone is warm and natural.

BOARD OFFICERS AND COMMITTEES

Board of Directors

Al Sakalauskas

Al is familiar to many egg producers as he was the Executive Director of BC Egg from 2007 to 2015. Al has had a long career in both the agricultural industry and with the BC Government. For the past seven years, Al was with the BC Farm Industry Review Board (FIRB). His last position with FIRB was as Vice Chair. Al also served as an Assistant Deputy Minister for the Ministry of Finance and the Ministry of Agriculture.

Al got both his Bachelor's of Science and Master's of Agricultural Science degrees from the University of British Columbia. As fate would have it, Al's first job after graduation was working for the poultry sector in Abbotsford.



Walter Siemens

Walter Siemens has been an egg producer since 1986. Walter currently serves on the Egg Farmers of Canada's Board of Directors and on the Executive Committee representing Western Canada. He is also the Chair of the Cost of Production and Code of Practice for Layers committees, and represents EFC as Director on the NFACC Board along with the CEIRA Board of Directors. He enjoyed serving on the Budget and Marketing committees this past year.

"Having people willing to work on the national level is beneficial for the whole industry," Walter says. "It's important to gain consensus and to find solutions that work for everyone to the various issues we have across the country."

Walter and his wife, Annette, have four children, two sons (both now married) along with two daughters – one of whom is married while the youngest is presently engaged. They have six grandsons and four granddaughters.



Walter's sons have now taken on more of the day-to-day operations on the farm which leaves him more time to focus on the work he does at the national level.

Now that the COVID restrictions are in the past, Walter is once again taking more regular flights travelling between BC and Ontario, along with zoom meetings, to work on national issues.

Walter and his family have recently completed a period of farm rejuvenation and expansion as old buildings were torn down and replaced with new barns designed to meet numerous egg type and market needs. Walter is enjoying watching the boys' farm and expand their "on-farm" egg store to include numerous other agricultural products – all of which are locally grown.

"I enjoy and love serving the egg industry and it's a great way to support and raise a family... and now to see the next generation run with it is truly a blessing to us."

Jeff Regier

Jeff Regier has spent much of his life in the agriculture sector. His parents bought a broiler breeder operation when he was in his teens and he spent several years doing farm chores before moving out on his own.



Jeff and his wife, Barb, bought their own farm in 1986. Soon after, they bought broiler quota and started growing chicken for the BC market. A few years later, they made another switch when they won a new entrant lottery for broiler breeders. They built a new farm to house their broiler breeders. Finally, in 2015, they bought layer quota and converted their broiler breeder barn to a lay barn. In 2020, they decided they missed broiler breeders so they bought a small farm in Greendale to add to their other operations.

Jeff recognizes that many people do not understand much about farming and have little opportunity to talk to farmers so he enjoys volunteering at public events like the PNE and Ask an Egg Farmer at Save On Foods stores where he can talk to members of the public about his experiences as a farmer and answer their questions.

Jeff and Barb have four married sons and nine grandkids. Babysitting the grandkids takes up a good portion of their spare time.

Jon Krahn

Jon Krahn is a third-generation egg farmer. He has been farming full time alongside his two brothers for the past two decades.

Jon's path in farming began with managing a layer farm for eight years before transitioning to his current role where he manages the operations of the family owned feed mill. At the mill, he has gained a new perspective of the industry by learning more about poultry health, nutrition, and organic production.

Through the years, Jon has maintained an active role within the industry. Prior to being on the Board, Jon had the privilege of being a director on the BC Egg Producers Association for seven years. He has enjoyed working alongside producers and serving in varied capacities and on several committees. Through this experience, he has gained valuable knowledge of the egg and poultry industry and their national systems.

Jon has served as a director on the BC Egg Marketing Board since 2018. He is the chair of the Marketing and Communications Committee, is the egg industry representative for the BC Council of Marketing Boards and is currently the EFC alternate representative. Jon and his wife Danielle have four amazing children.



Matt Vane

Matt is pleased to have the opportunity to serve on the Board of Directors. Matt continues to serve on the Production Management Committee (PMC) at EFC and is pleased to make a contribution to the industry in this important area. He also represents the Board on various national project teams (CETPP and EFP).

Matt grew up with a farming family and farming continues to be his preferred occupation.

Matt considers it a real honour and privilege to serve as a Director of BC Egg. He has very much enjoyed learning more about the industry and representing producers in his six years as a Director. He maintains that ours is a fantastic industry and one of which he's proud to be a part.



Board Officers and Committees

BOARD OFFICERS

Al Sakalauskas, Chair (starting November 1)
Gunta Vitins, Chair (until October 31)
Walter Siemens, Vice Chair & EFC Director
Jon Krahn, EFC Alternate
Matt Vane, Director
Jeff Regier, Secretary

BCEMB COMMITTEES

Audit and Finance Committee

Jeff Regier, Chair
Alana Dueck, Producer Representative
Alf Wall, Producer Representative
Bryan Siemens, Producer Representative
Trevor deWolde, External Member
Erin Duetta, Staff Representative

Egg Industry Advisory Committee

Amy Alibhai, Chair
Will McFall, Grader
Collin Regehr, Grader
Mike Vanderpol, Processor
Rob Regehr, Producer
Dan Kampen, Producer
Juschka Clarke, Producer
Katie Lowe, Staff Representative

Marketing Communications Committee

Jon Krahn, Chair
Julie Winram, External Representative
Greg Waring, External Representative (until November)
Carrie Barlow, External Representative
Larissa Garcia, Producer Representative
Amanda Brittain, Staff Representative

Production Management Committee

Jeff Regier, Chair
Derek Janzen, Producer Representative
Dwayne Vanderkooi, Producer Representative
Dan Kampen, Producer Representative
Bodo Goetzke, Producer Representative
Joey Aebig, Staff Representative

BC Egg Producers Association

Mark Siemens, Chair
Juschka Clarke, Vice-Chair
Dan Kampen, Fraser Valley Representative
Richard Gotzke, Fraser Valley Representative
Krista Harris, Fraser Valley Representative
Wayne Johnson, Interior Representative
Rob Regehr, Interior Representative
Campbell Woike, Island Representative
James Lockwood, Island Representative

Colophon

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Thank you to Jeremy Vaandrager for allowing us to use his farm as the setting for the photos in this annual report.

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