

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: December 17, 2024

Location: BCEMB Boardroom

BOARD IN ATTENDANCE: Al Sakalauskas, Chair
Walter Siemens, Vice-Chair
Jon Krahn, Board Member
Jeff Regier, Board Member
Derek Janzen, Board Member

STAFF IN ATTENDANCE: Katie Lowe, Executive Director
Joey Aebig, Manager Operations & Logistics
Erin Duetta, Manager Finance
Amanda Brittain, Director Marketing and Communications

CALL TO ORDER

The Chair, Al Sakalauskas, called the meeting to order at 9:07am.

CONFLICT OF INTEREST

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

ADOPTION OF AGENDA

It was **MOVED** by Jon Krahn and **SECONDED** that the agenda be adopted as amended:

4.12 Pullet Code NFACC
3.1 CEIRA Update

1.0 APPROVAL OF MINUTES

1.1 Approval of Minutes of November 20, 2024

R24-139 It was MOVED by Derek Janzen and SECONDED

THAT the Board of Directors approve the Minutes of November 20, 2024 as presented.

CARRIED

2.0 BUSINESS ARISING/ACTION LIST

2.1 2025 Board Calendar & Action Item

The 2025 board calendar and action item list were presented for information.

3.0 STAKEHOLDER ENGAGEMENT

3.1 EFC Update

An update on the matters of EFC were presented for information, including an updated on the approval of the national levy rate and allocation request.

3.1a CEIRA

An update on the matters of CEIRA was presented for information.

3.2 Regional Reports

Updates from the regional representatives were presented, including discussions on the current HPAI situation.

3.3 Committee Reports

Updates from the committee chairs and representatives were presented.

Action: Staff to build a specifications sheet on what is needed for the proposed office space for the January board meeting.

3.3a EOC Governance Committee

An update from the EOC governance committee was presented for information, including the completion of the 2025 budget and current staff contract terms.

3.4 Marketing Update

An update was provided for information that included events held, traditional advertising and social media.

3.5 2025 Marketing Plan

On November 19, the Marcomm committee reviewed the 2025 Strategic Marketing plan that included BC Egg's target audience, goals and KPI's. Staff presented the 2025 Strategic Marketing plan for the Boards consideration.

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3.5a CCFI Research Report

CCFI held their annual meeting on Oct 9, 2024. Staff provided the report from the summit for information.

3.6 2025 AGM History Quiz Breakout Session

A second education session for the 2025 Conference and AGM is needed. Staff has been working with the Chair to provide an interesting and engaging session that teaches producers about the history of our industry.

3.7 Research Flock Report

In February 2023, ██████████ applied to renew their research flock. The Board approved the continuation of the permit for another five flocks with conditions. Staff provided an update from ██████████, who intends to continue their research.

3.8 WEMA Meeting

The Western provinces have expressed a need for a WEMA meeting to discuss BART to determine how the western provinces work together with graders regarding freight as well as the upcoming potential price change.

4.0 OPERATIONS

4.1 HPAI Update

Fall 2024 has resulted in another HPAI event commenced October 21, 2024. BC industry has been working with the Ministry of Agriculture and CFIA on the response. An update was presented for information that included the number of birds impacted and flock recovery.

4.1a Specialty Buyback during HPAI

Some producers impacted by AI are being paid at the Classic White price for the egg pickup before confirmed being positive due to movement control directions provided by CFIA. Staff created and presented a policy for the Boards consideration.

R24-140 It was MOVED by Jeff Regier and SECONDED

THAT the Board of Director's approve the HPAI Producer Payment Policy as presented.

CARRIED

4.1b Quota Leasing

Due to the impact of HPAI, BC has been approached by EFC to determine if BC would be willing to lease quota to other provinces. The Board discussed the implications leasing quota could have on BC as producers impacted by HPAI start to recover.

4.2 NPP Consultation Review

An objective of the 2025 Strategic Plan is to conduct a fulsome NPP consultation. On October 31, 2024, the NPP Consultation document was sent to 310 people which included producers, graders, the processor, hatcheries, feed reps and small lot permit holders with a response deadline of November 15, 2024. We received 48 complete responses. A summary of the responses was provided for information as well as the feedback received from the EPA.

Action: Staff to bring variations of the NPP program to the January meeting.

4.3 Pricing Update

At the November EFC Open Board Meeting, EFC approved the updated COP. The COP has not been implemented yet and an implementation timeline has not been established. Staff provided feedback from the EIAC committee meeting held on December 12, 2024.

4.4 [REDACTED]

A producer submitted documentation to lease two layer barns, which require barn fitness audits. Staff provided feedback from the PMC committee meeting held on November 21, 2024 and the recommendation the committee made to the Board of Directors.

R24-141 It was MOVED by Jon Krahn and SECONDED

WHEREAS a Virtual Barn Fitness Review was conducted on November 21, 2024 at [REDACTED]. premise [REDACTED] EPU 4 and 5 with no corrective actions identified:

THAT the Board of Director approves that the next Barn Fitness Review of EPU 4 and 5 at [REDACTED]. occurs in one year's time (2025).

CARRIED

4.5 TAP B

To address the ongoing market disruptions caused by HPAI and to proactively support the industry's efforts in meeting current market demands, the Board of Directors approved an additional 500,000 units for the TAP Pool B program at the November meeting. An update on the program was provided by staff.

4.6 Allocation

The November 14, 2024 EFC Open Board meeting package EFC passed a motion to submit a request to FPCC for a National Allocation, where BC would receive an additional 364,523 quota units. On December 17, 2024, notification was received that the allocation was approved by both FPCC and EFC.

Action: Staff to send out notification to producers regarding the allocation.

4.7 2025 Production Sleeve

At the November meeting, the Board of Directors completed its review and approved a 9% sleeve from June 29, 2025 to June 27, 2026. The Boards review included consideration from both a national and provincial perspective, a review of BC's inventory projections, a review of various supplemental/supporting programs plus various external factors which could impact our provincial utilization, as well as the Egg Industry Advisory Committees recommendation.

Action: Staff to send out notification to producers regarding the production sleeve.

4.8 System Migration

BC Egg is in the process of developing a new data management system and is in the testing phase. An update on the progress and next steps were presented for information.

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4.9 2024 Producer Rebate

BC Egg budgets conservatively to ensure that the levy rate does not need to be adjusted throughout the year. This, combined with producers' ability to respond to allocations and recover from the impacts of HPAI, as well as the Board leasing programs, has resulted in a surplus. BC Egg's producer rebate policy requires BC Egg to distribute surplus funds annually rather than deficit budget, ensuring that the producers who pay the levy that result in excess funds also receive the rebate.

R24-142 It was MOVED by Derek Janzen and SECONDED

THAT the Board of Directors approve a producer rebate of \$1 dollar per issued quota bird as of week 49, 2024 be issued to producers in good standing. Producers not in good standing will have until March 21, 2025 to become eligible to receive the rebate. Any producer impacted by HPAI will be exempt from providing two years' of CPPs, all other qualifications will apply.

CARRIED

4.10 2025 Budget & Levy Rate

The 2025 Budget and Levy Rate recommendation from the Audit & Finance Committee was presented for the 2025 fiscal year.

R24-144 It was MOVED by Walter Siemens and SECONDED

THAT the BC Levy rate decrease to \$0.0400 cents per bird per week (\$0.0784 cents per dozen) effective Week 01, 2025.

This recommendation reflects a decrease of \$0.0050 cents per bird per week from the 2024 levy rate.

CARRIED

4.11 CAF Update

A verbal update on the progress of the CAF building sale was presented for information.

4.12 NFACC

The data being used to support changes to pullet barns is mostly from Ontario and there is no information on how it will impact other provinces. The Board discussed the implications this could have to BC pullet barns and would like the PMC to review the information.

Action: PMC to meet via Zoom to make a recommendation to the Board regarding the letter to be sent.

5.0 GOVERNANCE

5.1 Chair and Board Performance Survey

Each year the board completes Board and Chair Performance Reviews. The Board discussed the questions from the survey. To allow time to update the Executive Director's job description review, the Board has deferred to a decision to the March meeting.

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Action: Staff to reach out to COMB to get updated dates available in March and April 2025.

5.2 2025 Board Election

Two board member terms are expiring in 2025, one position will be up for election and one will be extended to 2026 by random draw.

R24-144 It was MOVED by Jon Krahn and SECONDED

WHEREAS the 2022 Election Rules review update the Board Member term length to four years;

WHEREAS there are two Board Member terms expiring in 2025 and, as per the BCFIRB approved process, a random draw must be held to select one of the expiring terms to be extended to March 2026;

WHEREAS the random draw was held on December 17, 2024;

THAT the Board appoint Jeff Regier to a one-year term, ending March 2026.

CARRIED

R24-145 It was MOVED by Derek Janzen and SECONDED

THAT the Board appoint [REDACTED], General Manager of the BC Council of Marketing Boards, as the Independent Elections Officer for the 2025 BC Egg Marketing Board election.

CARRIED

R24-146 It was MOVED by Jon Krahn and SECONDED

THAT the Board of Directors approve destruction of the ballots.

CARRIED

5.3 Policy Review

BCEMB's process is to conduct a full review of each policy every five years.

5.3a Governance Policy Manual

While parts of the Governance Manual have been updated in the last few years, a review of the entire document has not, and staff is recommending some updates be made.

R24-147 It was MOVED by Derek Janzen and SECONDED

THAT the Board of Directors approve the updated Governance Manual as amended.

CARRIED

5.4 Committee Minutes

5.4a FRWG Minutes of Sept 13, 2024

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The FRWG Minutes of September 13, 2024 were presented for information.

5.4b Marcomm Minutes of June 18, 2024

The Marcomm Minutes of June 18, 2024 were presented for information.

5.4c PMC Minutes of September 12, 2024

The PMC Minutes of September 12, 2024 were presented for information.

5.4d PMC Minutes of October 2, 2024

The PMC Minutes of October 2, 2024 were presented for information.

5.5 National Natural Overrun Fee Program

A copy of the National Policy and the MOU have been included for Board reference. This policy outlines how the costs for any eggs produced for the processor, beyond what is required for table market, will be paid for. This does not include surplus eggs due to regular off grades for the table industry or seasonality differences when trying to maintain supply to high table demand seasons.

R24-148 It was MOVED by Jon Krahn and SECONDED

The Board of Directors approves the Chair's signing of the National Natural Overrun Fee Program MOU.

CARRIED

6.0 PERFORMANCE REPORTS

6.1 Quota Reports

6.1a Industry Reserve

The Industry Reserve report was presented for information.

6.1b Egg Import Information

The Egg Import reports was presented for information.

6.1c Quota Utilization Report

The Quota Utilization Report was presented for information.

6.1d Quota Credit Update

The Quota Credit update was presented for information.

6.1e Inventory Report

The Inventory Report was presented for information.

6.2 COP

The COP report was presented for information.

6.3 Feed Mill Participation Report & AAFC Report

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

6.4 CETPP Production Comparison

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A CETPP Production Comparison report was presented for information.

6.5 Producer Utilization Update

The Producer Utilization update was presented for information.

6.6 Active Leases

The Active Leases report was presented for information.

6.7 Barn Capacity

The Barn Capacity report was presented for information.

Action: Staff to confirm with EFC how they plan to audit density.

7.0 MEETINGS HELD & UPCOMING

7.1 2024 Meetings Held

The 2024 record of meetings held was presented for information.

7.2 2025 Meetings Upcoming

The 2025 records of upcoming meetings were presented for information.

Action: Staff to send out meeting invites for board meetings

Action: Staff to advise our meeting dates in May to the planners of the Interior Banquet.

7.2a 2025 AG Gala Dinner

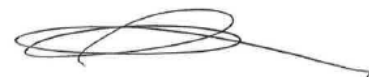
The BC Agri-Food Industry Gala dinner is being held on January 22, 2025

ADJOURNMENT

It was MOVED by Walter Siemens and SECONDED that the meeting be adjourned at 3:33pm.



Board Chair



Certified Correct, Secretary