



2025 ANNUAL REPORT

SHARED SOLUTIONS

COLLABORATION IN BC'S EGG INDUSTRY







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OUR VISION

SUSTAINABLE, WHOLESOME BC EGGS ARE BRITISH COLUMBIANS' EVERYDAY 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.

OUR MISSION



MAINTAIN & ENHANCE

the successful, trusted, supply managed egg industry throughout BC.



DEVELOP

creative and adaptable tools and programs to maximize opportunities.



BE A NATIONAL INDUSTRY LEADER





“While 2025 was undeniably challenging, our coordinated response meant we rebounded faster and more effectively than in previous years.”

CHAIR'S REPORT

The past year has once again shown what is possible when our industry works together toward shared goals. Despite the significant challenges posed by Highly Pathogenic Avian Influenza (HPAI) in 2025 with a devastating loss of more than 1.5 million hens, BC's egg farmers, graders, service providers, and our national and provincial partners collaborated to maintain a consistent supply of wholesome, local eggs for British Columbians.

BC Egg's proactive and collaborative approach was central to this success. By introducing several creative, targeted policies, we enabled producers' return to production as quickly as possible while supporting flock health and maintaining market stability. This success is attributed to the partnership and participation of producers who stepped in and took on the challenges with a shared sense of responsibility. Their commitment deserves sincere recognition.

Our progress this year also reflects the strength of cross-sector collaboration across the entire poultry and agriculture system. Our close work with Egg Farmers of Canada, graders, the Canadian Food Inspection Agency (CFIA), and other industry partners ensured rapid response and operational continuity. In addition, the Avian Influenza Prevention Partnership Table has become an invaluable forum for collective problem-solving. Together with the Ministry of Agriculture and Food, the Feather Boards, CFIA, BC Centre for Disease Control, the Office of the Chief Veterinarian, and other industry partners, we advanced several important initiatives, such as the Novel Tools and Technology Working Group and subsequent funding program. Programs and progress such as these will guide future improvements and the long-term success of the sector.

While 2025 was undeniably challenging, our coordinated response meant we rebounded faster and more effectively than in previous years. Looking ahead, BC Egg remains committed to strengthening preparedness, supporting rapid depopulation capacity, securing critical resources such as CO₂, and continuing to develop practical tools that help farmers protect their flocks and their livelihoods.

This year demonstrated what Shared Solutions truly means in practice. Through collaboration, shared responsibility, and a commitment to moving forward together, we built a stronger, more united industry, prepared for the future.



AL SAKALAUSKAS
CHAIR, BC EGG MARKETING BOARD



EXECUTIVE DIRECTOR'S REPORT

In 2025, BC Egg has worked with producers, industry partners, and our national counterparts to focus on practical problem-solving and knowledge-building. With the theme Shared Solutions: Collaboration in BC's Egg Industry in mind, I am pleased to share highlights from several key initiatives.

A significant portion of our work focused on national and provincial project teams coordinated through Egg Farmers of Canada (EFC). These teams continue to examine operational needs, emerging risks, and opportunities to better support producers. Our participation ensures that BC has a strong voice in shaping practical and coordinated solutions.

Within BC, the Fowl Removal Working Group advanced discussions on island-specific approaches while also exploring opportunities for improved efficiency across the province. At the same time, important changes were made to the structure and funding of the Emergency Operations Centre (EOC). The EOC is now financed directly through the Feather Boards, with a governance committee to provide oversight to ensure clarity, consistency, and improved alignment with producer needs.

We also continued our work with the BC Avian Influenza Prevention Partnership. This includes partnering with the province on wind studies, the Novel Tools and Technology for HPAI Prevention Pilot Program, and other projects designed to reduce risk on farms. Our collaboration with the Canadian Food Inspection Agency strengthened this year through joint efforts on response planning and through on-farm assessment work completed over the summer to inform ongoing research.


Finally, BC Egg completed an exciting milestone. The organization purchased a new building. Our new home on Peardonville Road provides a more effective workspace for staff and an expanded space for Board and committee collaboration.

As we look to the year ahead, our priority remains clear. We will continue working together across all parts of the sector to identify shared challenges and to develop practical, coordinated approaches that support producers and reinforce public trust in BC's egg industry.

Thank you to our producers and industry partners for the many ways you contribute to shaping BC Egg's path forward. Your involvement is key to achieving meaningful and lasting success across the sector.



KATIE LOWE, P.AG.
EXECUTIVE DIRECTOR, BC EGG MARKETING BOARD



“We will continue working together across all parts of the sector to identify shared challenges and to develop practical, coordinated approaches that support producers and reinforce public trust in BC’s egg industry.”

We will work together to address challenges and act across our value chain to respond to shifting dynamics and emerging matters.



EFC DIRECTOR'S REPORT



Looking back on the year, what stands out to me is the strong degree of constructive collaboration with our stakeholders. We owe our success and agility to a shared vision of where we are going—and because we are all on the same page, we can efficiently work together to find solutions.

In 2025, we made a concerted effort to build more resiliency in the egg supply management system, laying the foundation for future progress based on continued collaboration. As your representative on the Egg Farmers of Canada (EFC) Board of Directors, I am pleased to report on the events that shaped the past year and share some of the major outcomes:

- In response to Avian Influenza and rising demand, the sector implemented emergency measures to stabilize Canada's egg supply, temporarily adding more than 1.5 million hens. This swift action supported effective inventory management, policy development, and adaptability in a fast-changing market.
- Through strong stakeholder collaboration, we reached consensus on major initiatives, including new pricing structures for conventional, enriched colony, and free run eggs; a revised approach to managing alternative housing; and a nationally consistent buyback calculation. Memorandums of Understanding signed in August enabled implementation in November.
- Planning advanced for the next Cost of Production Study, which will include enriched colony and free run systems and introduce regular surveying to ensure cost data remains current and reflective of farmers' realities. Fieldwork is scheduled for August to December 2026.
- We adapted quota allocation processes and increased calculation frequency, improving responsiveness to market shifts and supporting a stable national egg supply.
- On-farm programs and standards were further strengthened, including rollout of final Code of Practice amendments, approval of the mandatory Free Range Program for January 2026, and enhancements to the Salmonella Enteritidis control program, including pullet vaccination protocols and a review of testing methods.

- Coordinated marketing and advocacy efforts promoted eggs as an everyday choice, highlighted Canadian egg farmers, reinforced the value of supply management and the Egg Quality Assurance™ program, supported Bill C-202, and prepared for the Canada–United States–Mexico trade agreement review.
- The Research Committee advanced sector knowledge through a comprehensive review of the Research Grant Program and industry–academia workshops, while sustainability work delivered a Board-approved net-zero greenhouse gas emissions roadmap.
- Progress was also made on EFC's 2025–2027 Strategic Plan, alongside updates to the vision, mission, and values to better reflect our mandate and ambition to grow egg consumption.

As I look ahead, I am encouraged by the level of collaboration across our industry, which is stronger than it has ever been. We will work together to address challenges and act across our value chain to respond to shifting dynamics and emerging matters. By working together at the national and provincial levels, we are moving the sector forward collectively and decisively. Important progress, including advancing a national, equitable approach to farm gate pickup and responding to tariff rate quota pressures, demonstrates our ability to balance market needs while acting with agility for the benefit of all industry stakeholders. With this shared commitment, we are well positioned to continue delivering solutions that support producers, re-enforce our value chain, and meet the evolving needs of Canadians.

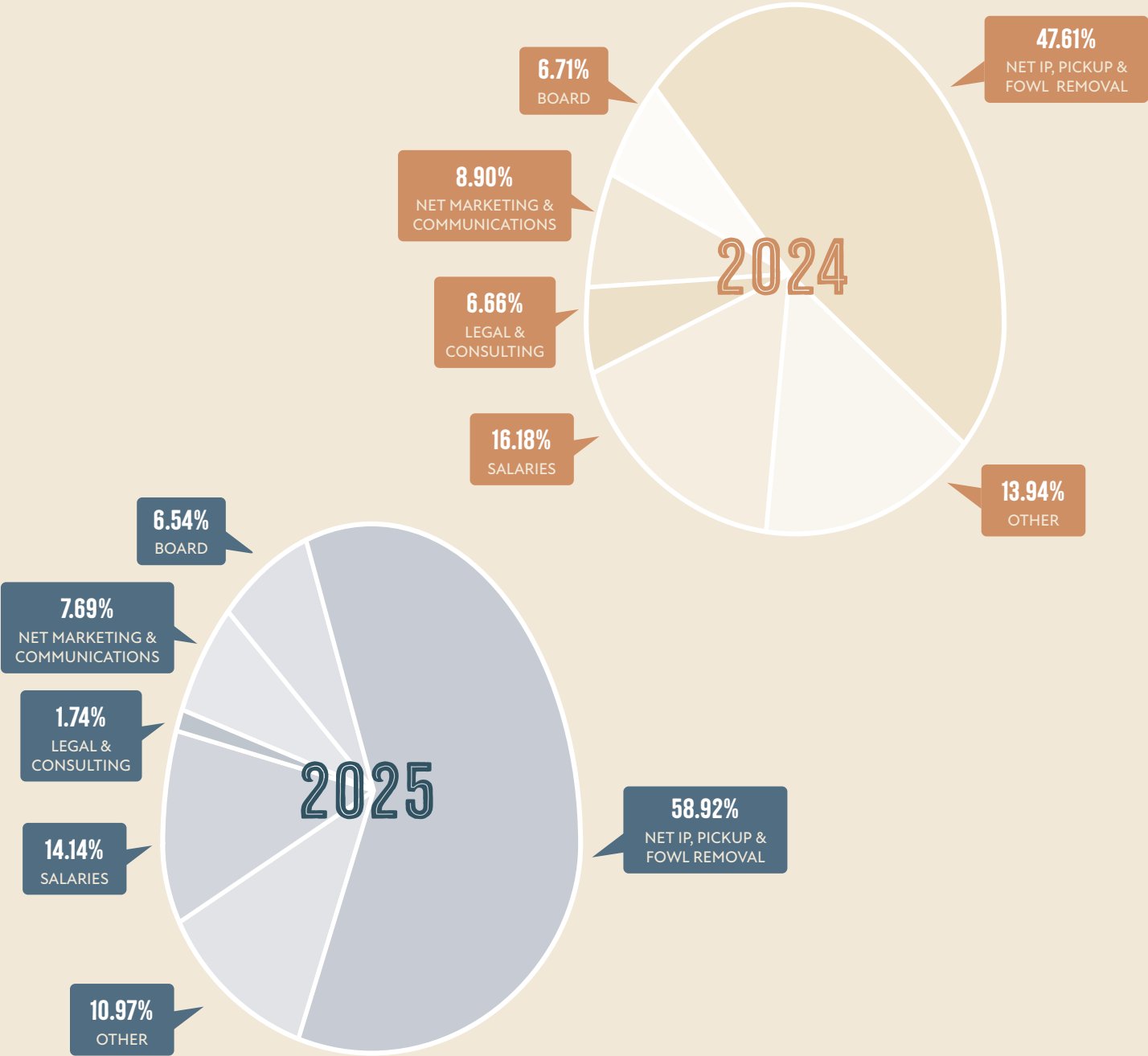
In closing, I want to express my gratitude to my colleagues at the national table and in my province. I also want to thank the staff and the farm families who make our industry great. Your hard work has made us a leader in Canadian agriculture, and your continued commitment gives us strength.

Sincerely,

A handwritten signature in black ink, appearing to read 'Walter Siemens', written over a light blue background.

WALTER SIEMENS
EFC DIRECTOR

BC EGG AT A GLANCE



2025 ANIMAL CARE PROGRAM REVIEW

160
AUDITS

ANIMAL CARE PROGRAM (ACP) AUDITS COMPLETED ON REGISTERED PRODUCERS*

100%
COMPLETE†



* BC experienced two periods of Avian Influenza which resulted in the suspension of regular farm audits.

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

‡ 96 completed by BC Egg and Egg Farmers of Canada auditors, plus 39 completed by third-party auditors

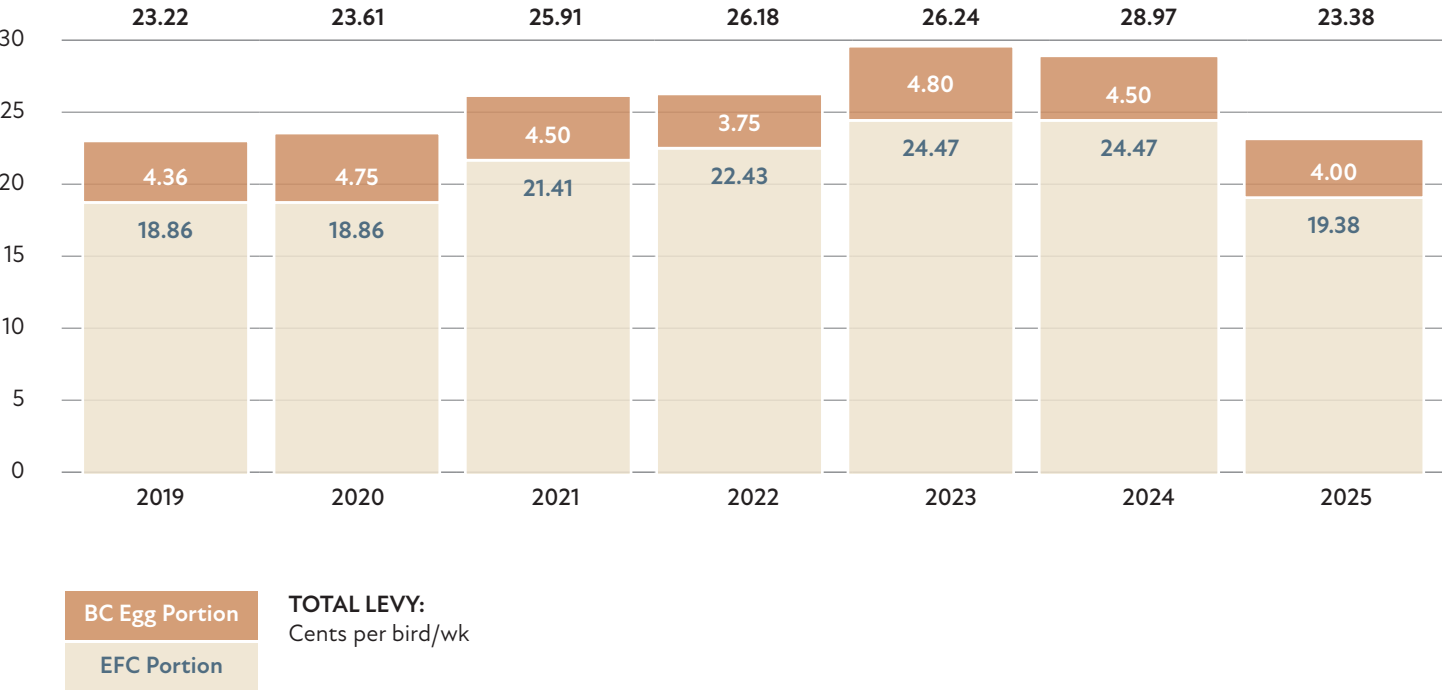
155 FACILITIES
RECEIVED AN ACP AUDIT‡

ZERO ANIMAL CARE PROGRAM FAILURES



INDUSTRY AT A GLANCE

LEVY PAID BY REGISTERED PRODUCERS



2025 EGG INDUSTRY IN BRITISH COLUMBIA



2025 HIGH DENSITY REGION SUMMARY*

	POPULATION	TOTAL HENS
Vancouver Island	17.1%	6.6%
Lower Mainland	61.5%	81.7%
Thompson-Okanagan	11.9%	8.7%
TOTAL	90.5%	97.0%

* All population data is from the 2021 census











TOTAL BC QUOTA:
4,449,830












BC EGG PRODUCTION

GRADINGS REPORT

2024

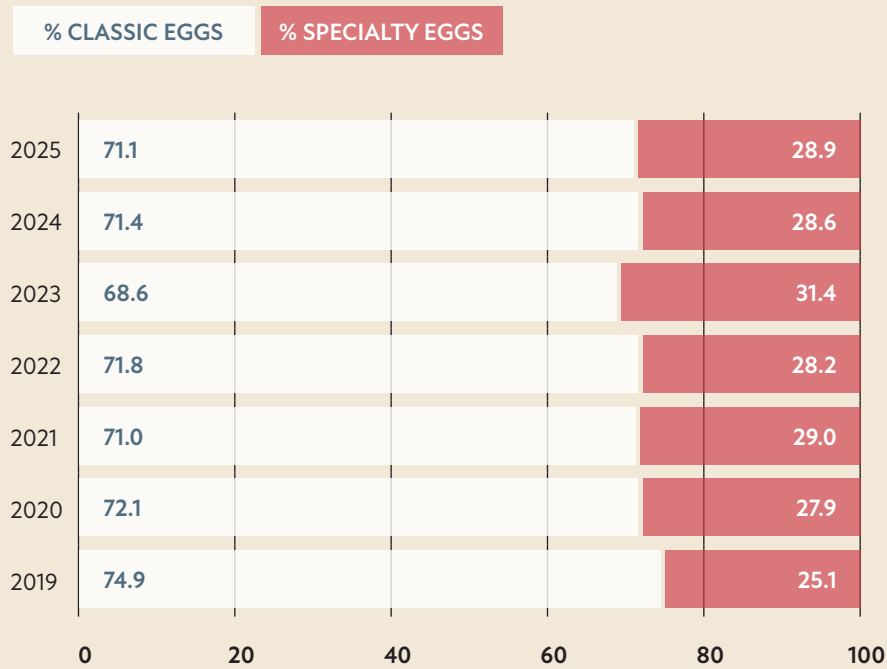
2024		DOZENS	DOLLARS
	CLASSIC	68,651,777	\$ 205,761,046
	WHITE	31,407,023	\$ 92,641,733
	BROWN	2,769,293	\$ 8,473,682
	ENRICHED WHITE	30,766,606	\$ 92,996,511
	ENRICHED BROWN	3,708,855	\$ 11,649,120
	SPECIALTY	27,482,367	\$ 108,605,225
	FREE RUN	9,189,562	\$ 30,530,310
	FREE RANGE	9,131,002	\$ 35,079,232
	ORGANIC	9,161,803	\$ 42,995,683
	TOTAL	96,134,144	\$ 314,366,271

2025

2025		DOZENS	DOLLARS
	CLASSIC	75,525,936	\$ 223,054,417
	WHITE	29,622,653	\$ 85,228,580
	BROWN	2,924,450	\$ 8,869,387
	ENRICHED WHITE	38,247,147	\$ 114,049,515
	ENRICHED BROWN	4,731,686	\$ 14,906,936
	SPECIALTY	30,686,146	\$ 121,653,865
	FREE RUN	9,582,100	\$ 31,549,460
	FREE RANGE	10,560,958	\$ 40,670,267
	ORGANIC	10,543,088	\$ 49,434,138
	TOTAL	106,212,082	\$ 344,708,282

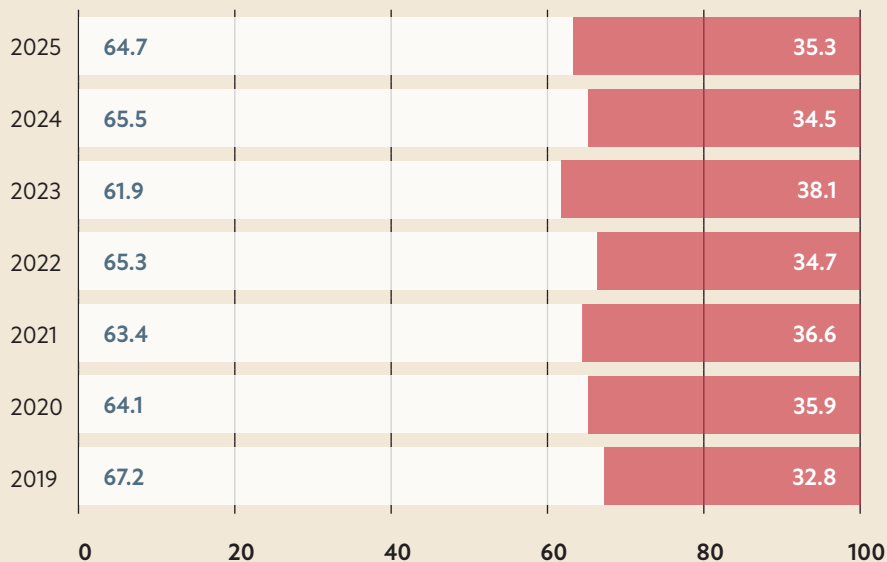
EGG PRODUCTION BY TYPE

PERCENTAGE OF TOTAL PRODUCTION



FARM GATE RECEIPTS BY PRODUCTION TYPE

PERCENTAGES OF TOTAL FARM GATE CASH RECEIPTS



MARKET REVIEW

2025 continued to demonstrate the growth and resilience of the BC egg sector, building on the momentum established in the post-pandemic recovery period. Sales of shelled eggs remained strong, increasing by approximately 7.7% in BC in 2025, continuing to build upon and exceed pre-COVID benchmarks. This sustained performance reflects stable consumer demand, effective supply management, and continued confidence in eggs as a staple protein.

Throughout 2025, the Board continued to operationalize its Allocation Policy following the comprehensive stakeholder consultation completed in 2024. The policy continues to provide a clear, consistent, and transparent framework for determining how quota allocations are distributed among registered producers, supporting fairness, predictability, and confidence across the sector.

During 2025, three national quota allocations were distributed to registered producers in January, May, and October, totaling 776,523 quota units. These allocations seek to align production levels with national market requirements, reflecting the continued growth in demand, supporting stability in a rapidly growing market.

For the fourth consecutive year, Avian Influenza continued to influence BC's utilization rate, which measures the percentage of allocated hens placed into production. Through the collaborative efforts of producers, stakeholders, and the Board, BC was able to

recover from the loss of over 30% of its total production in early 2025, achieving full quota utilization at the beginning of August. Utilization remained close to 100% for the remainder of the year and this outcome reflects strong coordination across producers, graders, and industry partners, particularly in the face of ongoing disease pressure, flock movement constraints, and repopulation challenges.

BC continued to demonstrate national leadership in the transition away from conventional cages. In 2025, registered producers in BC produced 105,824,695 dozen eggs, with 69.5% of total production coming from alternative housing systems. Of this total, 40.5% originated from enriched housing, while 29.0% came from specialty production, reinforcing BC's ability to meet a wide range of consumer preferences while advancing animal welfare objectives.

The New Producer Program remained an important mechanism for generational renewal and regional participation within the sector. Mitch and Breanne Baker began production during the year. The Board looks forward to welcoming Tim Traber, who is expected to commence production in February 2026.

As of December 31, 2025, there were 160 registered family egg farms operating in British Columbia, reflecting stable growth over the prior year and underscoring the continued vitality of the BC egg farming sector.



SPECIALTY PRODUCTION LAND BASE REQUIREMENTS



HOUSING METHOD:

CONVENTIONAL

MAXIMUM DENSITY

67 SQUARE INCHES

ADDITIONAL BARNs REQUIRED

To house average flock size.

STATUS QUO



HOUSING METHOD

ENRICHED

MAXIMUM DENSITY: **116 SQ.IN**

73% INCREASE OVER CONVENTIONAL

ADDITIONAL BARNs REQUIRED

To house average flock size.

1 ADDITIONAL BARN



HOUSING METHOD

FREE RUN

MAXIMUM DENSITY: **144 SQ.IN**

115% INCREASE OVER CONVENTIONAL

ADDITIONAL BARNs REQUIRED

To house average flock size.

1 ADDITIONAL BARN



HOUSING METHOD

FREE RANGE

MAXIMUM DENSITY

**144 SQ.IN INSIDE + 126 SQ.IN OUTSIDE
= 360 SQ.IN IN TOTAL**

437% INCREASE OVER CONVENTIONAL

ADDITIONAL BARNs REQUIRED

To house average flock size.

1 ADDITIONAL BARNs + 2 RANGES WITH HEN ACCESS FROM THE BARN

This triples the land base required



HOUSING METHOD

ORGANIC

MAXIMUM DENSITY

**260 SQ.IN INSIDE + 390 SQ.IN OUTSIDE
= 650 SQ.IN IN TOTAL**

870% INCREASE OVER CONVENTIONAL

ADDITIONAL BARNs REQUIRED

To house average flock size.

4 ADDITIONAL BARNs + 5 RANGES WITH HEN ACCESS FROM THE BARN

This increases the required land base 9 times.

COMMITTEE REPORTS



AUDIT AND FINANCE COMMITTEE

On behalf of the Audit and Finance Committee, I am pleased to share an overview of our work over the past year in support of BC Egg producers and the broader egg sector. The committee remained focused on strengthening financial oversight, improving internal processes, and ensuring the Board has the information it needs to make well-informed decisions.

A key area of focus this year was internal efficiency. BC Egg's finance team has begun adopting new systems and tools designed to streamline processes, moving towards paperless processing of accounts payable and receivable, leading to a more timely and accurate financial reporting of information. These changes reflect a proactive approach to continuous improvement and position the organization well for future operational demands.

The committee would like to celebrate the development and implementation of the new Levy Abatement Policy. This policy provides clarity and consistency for producers who are temporarily unable to house their quota by outlining eligibility, methodology, and calculation of abatements for the industrial product portion of both national and provincial levies. By establishing a clear framework, the policy supports fairness and transparency while recognizing the operational realities producers may face.

Throughout the year, the Audit and Finance Committee worked closely with staff and external advisors to review financial controls, monitor risk, and provide thoughtful recommendations to the Board. I would like to thank committee members for their diligence and insight, which enabled the Board to consider issues from multiple perspectives and make decisions grounded in well-rounded information.

Looking ahead, the Committee will continue to focus on financial stewardship, policy refinement, and collaboration with staff and industry partners to support a stable and responsive organization that serves producers effectively.

A handwritten signature in black ink, appearing to read 'Jeff Regier'.

JEFF REGIER
CHAIR



BC EGG PRODUCERS ASSOCIATION

The past year has been one of reflection, collaboration, and forward momentum for the Egg Producers Association (EPA). Guided by our mandate to advocate for egg producers and strengthen the sustainability of the industry, the Association focused on reducing barriers for new and young producers, ensuring producers' voices were heard at critical decision-making tables, strengthening relationships between producers and the Egg Board, and looking forward to completing a strategic plan to better support egg producers into the future.

As we move forward, the Egg Producers Association remains committed to advocating for producers, supporting the next generation, and working collaboratively with industry partners. The achievements of this past year reflect the strength of our membership and the value of a united voice.

We thank our members, partners, and board of directors for their continued support and engagement, and we look ahead with confidence as we work together to build a strong and sustainable future for egg producers.

JUSCHKA CLARKE
CHAIR



EGG INDUSTRY ADVISORY COMMITTEE

On behalf of the Egg Industry Advisory Committee (EIAC), I am pleased to highlight our focused work on production and pricing. These two pillars underpin a reliable supply of safe, high-quality eggs and a fair, transparent marketplace for British Columbians.

This year, the EIAC concentrated on strengthening end-to-end production planning. We reviewed flock placement and quota utilization, pullet capacity, and biosecurity readiness to align output with seasonal demand and regional needs. The committee advanced data driven scheduling and contingency planning to reduce shortages and surpluses, supported continuous improvement in animal care and food safety, and encouraged better coordination among producers, graders, and retail partners. These efforts improved resilience and predictability while safeguarding standards that consumers trust.

As a committee, we examined cost of production drivers, including feed, energy, labour, and compliance, to ensure pricing recommendations remain evidence based and responsive to real operating conditions. The EIAC's advice emphasized producer viability, transparency in the application of pricing methodologies, and clear communication of price signals across the value chain. We also assessed market volatility and recommended measures to smooth short-term

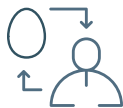
disruptions, helping maintain stability without compromising the integrity of supply management frameworks.

As we move into 2026, the EIAC will continue to pair rigorous analysis with practical implementation. Our priorities include enhanced data sharing, regular reviews of cost inputs, and scenario planning that anticipate demand shifts and risk events. By keeping production calibrated and pricing grounded in verified costs, we aim to support consistent availability, fair returns, and public confidence in BC's egg sector.

We thank the BC Egg Board and staff, our committee members, and industry partners for their collaboration and candid feedback. Together, we are strengthening the foundations of production and pricing so British Columbians can count on a stable, sustainable egg supply.

Sincerely,

MARVIN FRIESEN
CHAIR



PRODUCTION MANAGEMENT COMMITTEE

On behalf of the Production Management Committee (PMC), I am pleased to provide an update on our work over the past year. The PMC supports BC egg farmers by addressing production priorities, responding to emerging challenges, and advancing practical solutions that reflect the diverse realities of egg production across the province. In 2025, our work remained grounded in collaboration and continuous improvement.

The PMC would like to recognize the important efforts of the Fowl Removal Working Group. British Columbia's geographic diversity presents unique service and logistical considerations, requiring regionally appropriate approaches. With the current service contract scheduled for renegotiation in 2026, the working group has focused on reviewing regional needs and identifying opportunities to further strengthen an already effective process. This work reflects a proactive and solutions-focused approach to preparedness and coordination.

The committee also worked closely with Egg Farmers of Canada to ensure producer audits remain relevant, current, and aligned with national best practices. Through national-level consultation, the PMC helped support audit requirements that balance consistency and credibility with practicality for BC producers, while reflecting evolving standards across the country.

Another key area of progress was barn fitness, a program unique to BC Egg. In 2025, the committee supported the introduction of a virtual format for a limited number of farms. This approach proved effective and efficient, and a broader rollout is planned for the year ahead. This evolution improves accessibility while maintaining a strong focus on production readiness and on-farm excellence.

Looking ahead, the Production Management Committee will continue to focus on practical, collaborative solutions that support preparedness, efficiency, and producer confidence.

I would like to extend my appreciation and gratitude to my fellow PMC members for their commitment and engagement. Their experience and willingness to tackle complex production issues play an important role in supporting producers. I would also like to thank the producers, BC Egg staff, and industry partners whose insight and engagement are essential to this work and to the continued success of BC egg farming.

DEREK JANZEN
CHAIR



MARKETING AND COMMUNICATIONS COMMITTEE

Over the past year, the Marketing and Communications Committee focused on coordinated efforts to reach British Columbians with clear, engaging messages about local egg farming. In 2025, we diversified our marketing channels by running closed captioning campaigns on Global BC, maintaining a steady presence on Instagram and Facebook to highlight farmers and share approachable recipes, and incorporating influencer partnerships to extend our reach to younger audiences. We also saw strong engagement through the Loblaws PC Optimum app, allowing BC Egg to connect directly with household buyers and meal decision-makers.

Our Ambassador team played an important role in connecting with families at the Cloverdale Rodeo and the PNE. By sharing their stories and experiences, our Ambassadors supported British Columbians in learning how their food is produced and the care and expertise it takes to bring food to our tables. We encourage producers who enjoy sharing their passion to join our Ambassador program.

Egg farmers continue to earn high levels of public trust, supported by transparency, care, and community connection. While Avian Influenza created ongoing pressures, farmers remained deeply committed to supporting British Columbians through donations to Food Banks BC, Canuck Place, and Sheway, along with continued collaboration with Ag in the Classroom. These partnerships reinforce our farmers' values and help the public better understand where their food comes from.

Looking ahead, priorities include expanding retail presence through refreshed shelf-talker programs, growing influencer partnerships, and continuing to refine the "egg story" to highlight the quality made possible by dedicated BC egg farmers. A key focus will be encouraging increased consumption among young families and millennial and Gen Z consumers through clear, accessible content. Through collaboration with our partners, we will continue strengthening connections with consumers and supporting the long-term success of our industry.

I would like to thank and recognize the members of the Marketing and Communications Committee. Thank you to the marketing industry experts who contribute their knowledge on marketing strategy and consumer insights. Thank you to our producer members who share their on-the-ground perspectives and industry experience. Our committee's input ensures that BC Egg's marketing strategy remains informed, practical, and reflective of producer sentiment across BC's egg sector.

JON KRAHN
CHAIR



THE 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 the BC Egg Marketing Board's directors election and conducts its Board and Chair Evaluations.

Each year the BCCOMB conducts a Directors' Compensation Survey that provides its members with information to evaluate their own remuneration policy with that of similar organizations. The BCCOMB looks forward to continually working with the BC Egg Marketing Board.

SARAH LOEHNDORF
CHAIR

MARKETING UPDATE

IN THE COMMUNITY CONNECTING COMMUNITIES THROUGH EGGS

In 2025, BC Egg continued its commitment to supporting food security, education, and community well-being across British Columbia through both in-kind egg donations and direct financial contributions. BC Egg helped ensure that nutritious, locally produced eggs reached organizations serving vulnerable populations throughout the province.

BC Egg directly donated nearly 5,000 dozen fresh shell eggs to BC organizations including to Canuck Place Children's Hospice, Vancouver Coastal Health's Sheway Program, and BC AITC. In addition, BC Egg provided \$14,000 in monetary support to BC Agriculture in the Classroom's Fresh Eggs for Kids program, supplying hard-cooked eggs to school-based food programs. These donations support families, children, and individuals facing food insecurity and health challenges.

Through the Egg Farmers Give Back Program, a matching partnership with the Egg Farmers of Canada, over 79,000 dozen shelled eggs were donated to Food Banks across BC through their 5 regional distribution hubs.

Community impact was further extended through the 21st Annual BC Turkey-BC Egg Golf Tournament, which raised \$237,226 in net proceeds for Union Gospel Mission in 2025.

Alongside donations, BC Egg supported community connection through sponsorships of educational and agricultural initiatives, including the commissioning of the Egg Farming display at the EcoFarm in Abbotsford and continued support of programs such as 4-H and BC Agriculture in the Classroom. These efforts help build understanding of local food production and strengthen connections between farmers and the public.



Thank You from BC's Food Banks



Working together towards a hunger free British Columbia [FoodBanksBC.com](https://www.FoodBanksBC.com)







Egg Barn

Our Ingredients
Are you a local? Find out where your eggs come from. Visit bcegg.com for more information.

BC EGG MARKETING BOARD

GET CRACKING
bcegg.com

PUBLIC ENGAGEMENT & MARKETING IMPACT

In 2025, BC Egg's Marketing and Communications program focused on strengthening public trust, increasing relevance with everyday shoppers, and reinforcing the value of locally produced BC eggs. Our work emphasized clear, consistent storytelling that connects British Columbians with the people, practices, and purpose behind egg farming in BC.

A key focus this year was maintaining a strong, diversified media presence. BC Egg invested in a balanced mix of television, digital, social, and retail media to reach consumers at multiple touchpoints. Closed-captioned television advertising on Global BC supported accessibility while reinforcing messages around local food, care, and quality. Digital campaigns delivered strong engagement, particularly through social platforms where farmer stories, recipes, and egg versatility resonated with families and younger audiences.

Retail media played an increasingly important role in 2025. Campaigns through the Loblaws PC Optimum app enabled BC Egg to connect with shoppers at the point of purchase, reinforcing eggs as an everyday protein and driving engagement with household decision-makers. Influencer partnerships further extended reach through authentic, high-quality content that reflected how eggs fit into everyday meals.

In-person engagement remained the most impactful marketing effort. The BC Egg Ambassador Program connected directly with consumers at major community events such as the PNE and the Cloverdale Rodeo, building trust through face-to-face conversations about animal care, food safety, and local production.

Education was also a priority in 2025. In partnership with BC Agriculture in the Classroom (BC AITC), BC Egg supported two new egg-focused curriculum resources. One program for Kindergarten to Grade 3 introduced concepts such as chicken development, housing, nutrition, and food origins, while a Grades 4 to 7 program explored animal care, production types, and an egg's journey from farm to table in BC.

Looking ahead to 2026, BC Egg will build on this momentum by expanding data-driven marketing, enhancing digital and retail initiatives, and creating more opportunities for producers to share their stories, ensuring BC eggs remain a trusted, everyday choice for British Columbians.



BOARD OF DIRECTORS

LEFT TO RIGHT:

TOP:
JEFF REGIER
& JON KRAHN

BOTTOM:
DEREK JANZEN,
AL SAKALAIUSKAS,
& WALTER SIEMENS



JEFF REGIER

Jeff 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. He started his career as a feed rep with East Chilliwack Feed Coop in the early 1980s.

Jeff and his wife, Barb, bought their farm in 1986, starting with leghorn pullets before adding broiler quota to grow chickens for the BC market. After winning a new-entrant lottery, they built a broiler breeder farm, then in 2015 shifted again by purchasing layer quota and converting the barn for layers. Their Chilliwack farm was recently converted to free run.

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 where he can talk to members of the public about his experiences as a farmer and answer their questions.

Jeff and Barb have four sons, seven grandsons and two granddaughters. Babysitting the grandkids takes up a good portion of their spare time.

JON KRAHN

Jon is a third generation egg farmer who grew up visiting the family farm with his dad. He has farmed full time with his two brothers for nearly 20 years. After managing a layer farm for eight years, he moved into his current role overseeing operations at the family's feed mill.

Through the years, he has maintained an active role within the industry. Prior to being on the Board, Jon was a director on the BC Egg Producers Association for seven years. He has enjoyed working alongside producers and serving in varied capacities and committees such as the Egg Industry Advisory Committee, Biosecurity Committee, and the Production Management Committee.

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 on the BC Poultry Association.

Jon and his wife Danielle have four amazing children. They are privileged to raise their family on a layer farm in the Fraser Valley.

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 the BC Government, including seven years at 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 also represents BC on several other national committees.

"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."

Two highlights have been the completion of the new Federal/Provincial/Territorial Agreement (FPTA), which was fully signed in the fall of 2024, along with the conversion of Eggs for Processing to regular quota. Both of these projects have taken an enormous amount of effort and are key to realigning the future of our industry.

Walter and his wife, Annette, have four children, two sons and two daughters, who have given them seven grandsons and five granddaughters.

After having completed a period of farm rejuvenation and bringing the boys in as shareholders, Walter has bought a farm in Salmon Arm to create opportunities for the remaining family as they pivot based on the AI events of the last several years and, more specifically, the threats in the Fraser Valley.

DEREK JANZEN

Derek is a second-generation poultry farmer and he and his wife Rhonda farm in Aldergrove where they raise laying hens as well as broilers. They are the proud parents of two grown children.

Derek has spent his entire life and career in the poultry industry. He grew up on a farm and has worked for a hatchery; drove a delivery truck for a processing plant; and later became involved in sales and marketing of chicken and turkey with the same processor.

In addition to farming, Derek has enjoyed being politically active in the poultry industry as well as in BC agriculture in general.

- He served five years with the BC Egg Producers Association. He served as Chair for four of those years.
- In 2010, he was appointed by the Minister of Agriculture to the BC Farm Industry Review Board (FIRB). Derek was the first active producer from a supply managed commodity to be appointed to FIRB.
- Derek was elected to the BC Chicken Marketing Board in 2012. He served in a variety of roles in addition to being a Director to Chicken Farmers of Canada. Derek was elected to the BC Egg Board in 2024 and is currently the EFC alternate representative.

Derek believes that farmers are producing healthy products for the Canadian diet and that our production practices are the envy of the world. His goal has always been to leave this industry in a solid and sustainable position for the next generation of farmers.

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All on farm photography: P. Josheph

Layout and graphic production by
Hiwire Creative Group Ltd.



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