

B.C. Chicken Industry 2019

2018 QUICK FACTS

- B.C. chicken production is regulated at the federal and provincial levels under supply management. Farmers producing 2,000 or more chickens a year must be registered with the BC Chicken Marketing Board (the Chicken Board) and hold quota.
- In 2018, 315 registered chicken farmers in B.C. raised 235 million kg live weight, valued at \$500 million in farm cash receipts.
- Chicken production is B.C.'s second largest land-based agriculture industry, accounting for 15% of B.C.'s agriculture farm cash receipts.
- 80.6% of B.C. chicken farmers are located in the Lower Mainland, 15.6% in the Interior, and 3.7% on Vancouver Island.
- The average B.C. chicken farm raises 54,000 birds per flock. Farmers typically raise seven flocks a year.
- 97% of B.C. production takes place in free-run barns, while specialty Asian chicken production and certified organic production each represent 3%.
- There are 11 hatcheries and 25 processing plants in B.C.
- There are 132 registered small lot producers in B.C. who raise between 100 and 2,000 birds per year without quota.
- B.C. is Canada's third largest chicken-producing province.

Canadian Chicken Production (2018)

Prov.	kg (eviscerated weight)	%
ON	426,421,692	34%
QC	335,690,714	27%
BC	186,060,754	15%
AB	122,367,053	10%
MB	51,510,431	4%
SK	45,980,072	4%
Atlantic	97,059,365	8%
Canada	1,265,090,081	100%

Adapted from: Chicken Farmers of Canada

MARKET TRENDS

Chicken's popularity as a low cost protein is resulting in increased Canadian production. Production in B.C. rose 8% from 2017 to 2018. From 2014 to 2018, per capita chicken consumption in Canada increased 11%.

Compared to other animal proteins, the consumer price index (CPI) for chicken has remained relatively stable. From 2014 to 2018, the CPI for chicken increased by 8%. Over the same time period, the CPI for beef increased 12.5% and fish and seafood increased 15.4%.

In a recent Chicken Farmers of Canada (CFC) survey, 93% of respondents said they prefer to feed their families food raised by Canadian farmers. CFC has leveraged this support with the "Raised by a Canadian Farmer" logo.



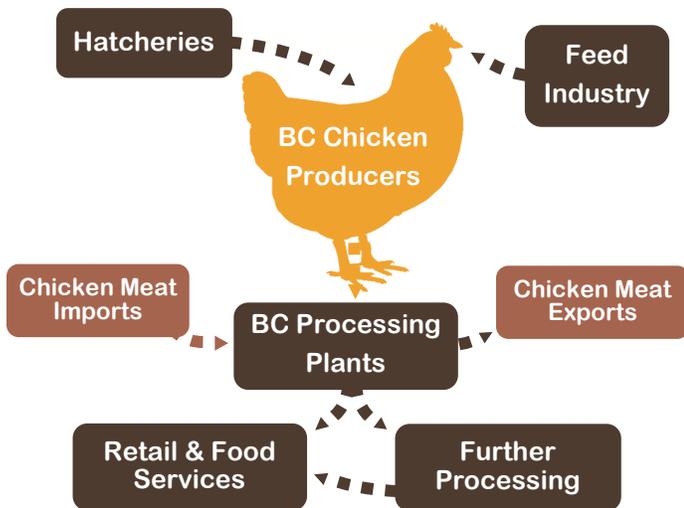
8 week old broilers in a barn.
Photo: BC Chicken Marketing Board

TRADE

In 2018, 172.2 million kg of chicken was imported into Canada, valued at \$584.8 million. Exports reached 123.5 million kg valued at \$456.4 million.

Recent trade agreements such as the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP) will result in increased egg imports into Canada, on top of already existing trade agreements that grant market access. It is expected that the Canada-United States-Mexico Agreement (CUSMA), once ratified, will increase access. The CFC estimates that the CPTPP and World Trade Organization agreements will account for 10.7% of Canadian production. In the long-term, these new agreements may result in decreased domestic production.

INDUSTRY VALUE CHAIN



B.C. chicken farmers buy chicks from hatcheries. The birds are raised for about eight weeks in free-run barns and are then transported to processing plants.

In B.C., there are 25 licenced processors and two further processors. Chicken may be sold as solid-cut meat or further processed into food items like deli meats, breaded chicken, nuggets, and pot pies.

The Chicken Board, the BC Broiler Hatching Egg Commission, and hatcheries coordinate efforts to ensure B.C. chicken farmers receive quality chicks to supply the chicken broiler market.

BIOSECURITY & ANIMAL CARE

Salmonella Enteritidis (SE) and Avian Influenza (AI) are significant concerns for the poultry industry. To prevent disease and ensure a stable and safe supply, the B.C. chicken industry participates in the CFC's audited On-Farm Food Safety Program. The B.C. poultry industry leads the country in their AI emergency response program.

To support the responsible use of antibiotics, the poultry industry has established the National Antimicrobial Use strategy. As part of this strategy, by 2020 the industry will phase out the use of antimicrobials for disease prevention in poultry. Category I and II antibiotics have already been phased out.

B.C. chicken farmers are audited regularly by third parties to ensure they are adhering to the CFC Animal Care Program and mandatory biosecurity programs.

GOVERNANCE

Canada's chicken industry is supply-managed. It operates under federal and provincial legislation and agreements.

At the federal level, CFC is responsible for the orderly production and marketing of chicken in Canada and is supervised by Farm Products Council of Canada.

At the provincial level, the Chicken Board is the first instance regulator of chicken production in B.C. under the *Natural Products Marketing (BC) Act* and the British Columbia Chicken Marketing Scheme.

The Chicken Board is responsible for the orderly production and marketing of chicken. It has the legislated authority to promote, regulate, and control the volume of production, transportation, packaging, storage and marketing of chicken, as well as to set the price producers receive for their chicken.

The BC Chicken Growers Association represents farmer interests, and the Primary Poultry Processors Association represents the interests of processors in the province.

The BC Farm Industry Review Board is responsible for ensuring the Chicken Board meets its responsibilities in an effective, strategic, and accountable manner that results in sound marketing policy.

SOURCES

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BC Farm Industry Review Board

www.gov.bc.ca/BCFarmIndustryReviewBoard

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