



BC Turkey Marketing Board Notice of Consultation

Date: April 8, 2024
To: BC Turkey Industry Stakeholders
Subject: Notice of Consultation

Dear Industry Stakeholders,

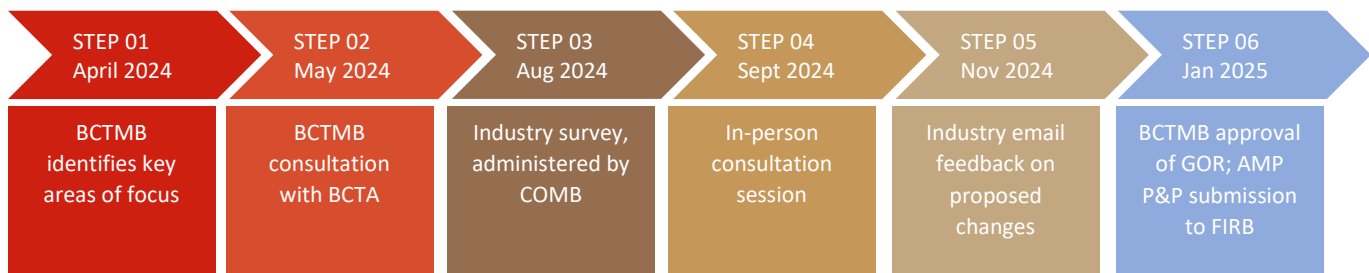
The BC Turkey Marketing Board (BCTMB) is undertaking two policy and regulatory projects in 2024:

1. **Review of the General Order & Regulations (GOR):** The GOR will be reviewed to ensure it provides for clear and effective regulation of the industry, meets the needs of growers and industry stakeholders, and reflects current and emerging issues in the BC turkey industry. All sections of the GOR will be included in this review, including the New Entrant Program (NEP). The New Entrant and Specialty Markets Advisory Committee started the NEP review in late 2023 and will carry out industry consultation on their findings and draft recommendations to the Board in tandem with the GOR review.
2. **Development of Administrative Monetary Penalties (AMP) Policies and Procedures (P&P):** The BC Farm Industry Review Board (FIRB) is requiring all supply-managed Commodity Boards to develop and implement Administrative Monetary Penalties policies and procedures. FIRB finds that “establishing AMPs policies and procedures as an enforcement tool option is sound marketing policy” and has referenced the importance of Highly Pathogenic Avian Influenza (HPAI) in its rationale for directing the Boards to develop AMP P&Ps. The BCTMB will therefore be proceeding with the development of an AMP framework.

The goals for these projects are as follows:

1. The GOR review will result in streamlined and clarified rules and regulations for the BC turkey industry which reflect the current and future state of the industry and best practices.
2. The AMP P&P development will result in policies and procedures that give the BCTMB the ability to apply financial penalties to growers in the event of biosecurity infractions.

These projects will be carried out following a transparent and inclusive six-step consultation process, beginning in April 2024 and ending in January 2025:



Steps 1, 2, and 4 will utilize in-person forums for developing the areas of focus and consulting with a range of stakeholders. Steps 3 and 5 are virtual consultations utilizing online survey software and email correspondence. The Board is keen to elicit candid and open responses from all industry stakeholders and will therefore be asking the BC Council of Marketing Boards to administer the online industry survey (Step 5).

A broad range of stakeholders will be consulted throughout the process including:



All notices of consultation will be sent by email and uploaded to the BCTMB website. Results of the industry survey and in-person consultation session will also be shared via email and uploaded to the BCTMB website.

If you have any questions or comments on this Notice of Consultation or throughout the consultation process, please do not hesitate to reach out to the BCTMB office.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Kalpna Solanki', with a stylized flourish at the end.

Kalpna Solanki
Chair, BC Turkey Marketing Board