



## Terms of Reference

### Pricing and Export Policy Review (PEPR) Advisory Committee

September 2025

The BC Turkey Marketing Board (BCTMB) is striking an Advisory Committee, pursuant to PART XIII of its General Orders. As it related to the Committee's mandate, note that the Board is committed to a data-driven and effective pricing model that upholds fair pricing for live turkey products. It is also committed to collaborating with stakeholders on policies, such as the Export Policy, to ensure they are responsive to market conditions and can be equitably utilized by processors and producers.

1. Purpose: to provide advice and recommendations to the BC Turkey Marketing Board concerning (1) the BC Live Price Model and (2) BCTMB's Export Credit Policy. Specifically, the Pricing and Export Policy Review (PEPR) Committee is to review and provide advice to the Board on the following:
  - a) Input data utilized in the BC Live Price Model
  - b) Model structure, limits, and triggers used for differential increases and decreases
  - c) Differences/similarities between BC and other provincial export credit policies
  - d) Suitability of BCTMB's Export Credit Policy to rapidly changing marketing environments and challenging production conditions

2. Term: September 25, 2025 to December 31, 2025

### 3. Membership

The Committee will have up to 7 members from the following:

- 2 BC turkey growers, recommended by the BC Turkey Association
- 2 BC Turkey Marketing Board representatives (including one who serves as the Committee Chair)
- 2 turkey processors, preferably those that engage in exports

The Chair of the BCTMB will serve as an ex officio member of the PEPR Committee.

Other individuals will be asked to attend meetings and provide information to the Committee as necessary. This may include representatives from turkey hatcheries, feed mills, and other provincial marketing boards.

### 4. Roles and Responsibilities

Committee members are responsible for:

- Reviewing all documents distributed in advance of meetings
- Actively participating in meetings and engaging in productive discussions that take the whole BC turkey industry and marketplace into consideration
- Providing information on the state of turkey production, processing, and export capacity in BC from their organization/stakeholder group's perspective

- Recommending actions for the BC Turkey Marketing Board to consider regarding the BC Live Price Model and BCTMB Export Credit Policy

## 5. Decision Making

The Committee is responsible for providing recommendations to the BC Turkey Marketing Board. When possible, those recommendations will be made reach through consensus among all Committee members. If there are differing opinions, these may be included in the final recommendations to the Board with a note about why full agreement could not be reached.

## 6. Meetings

All meetings will be chaired by the BC Turkey Marketing Board. Secretariat support will also be provided by the BC Turkey Marketing Board including preparation of agendas, supporting documents, meeting notes, meeting logistics etc.

A meeting quorum will be 50% or more members of the Committee. Meetings will be held every 3-4 weeks through Zoom.