

Canadian Hatching Egg Producers

STRATEGIC PLAN 2023-2025

Vision: *To lead and grow a sustainable Canadian broiler hatching egg sector.*

Mission: *Together with our partners and producers, CHEP enables a dependable supply of Canadian quality broiler hatching eggs to hatcheries.*

KRA 1 SYSTEM PERFORMANCE	KRA 2 STRONG SUPPLY MANAGEMENT	KRA 3 STRONG SECTOR COLLABORATION	KRA 4 SUSTAINABLE HATCHING EGG SECTOR	KRA 5 ORGANIZATIONAL EXCELLENCE
<p>Desired Outcome CHEP has a well functioning allocation system that serves all Provinces efficiently and assures the supply of high-quality broiler hatching eggs.</p> <p>Goal To deliver leadership, oversight and a national allocation to the benefit of the supply chain across Canada.</p> <p>Strategic Objectives</p> <ol style="list-style-type: none"> 1.1 By maintaining an allocation system that meets market demands in an efficient and effective manner. 1.2 By reviewing the lessons retained and further develop allocation tools that will continue to provide timely Provincial and National supply requirements in exceptional circumstances. 1.3 By reviewing and continuously improving the on-farm animal care and food safety programs. 1.4 By developing a forecasting model to support CFC. 	<p>Desired Outcome The sector enjoys continued market growth. Governments and the public see the value and efficiency of supply management and supports and protects the hatching egg sector.</p> <p>Goal To increase government and public understanding of the value of supply management and protect the hatching egg sector.</p> <p>Strategic Objectives</p> <ol style="list-style-type: none"> 2.1 By maintaining ongoing collaboration with hatcheries, SM4 and SM5. 2.2 By creating increased awareness of the importance of food security and advocate for a strong supply management system to the government and the public. 2.3 By building on the working relationship with the government and FPCC. 2.4 By promoting and supporting research and innovation. 2.5 By developing and implementing a Young Farmer’s program. 	<p>Desired Outcome CHEP has maintained strong ties with key partners, particularly the provincial hatching egg boards, CHF and CFC. Ongoing information sharing and collaboration serve as important inputs into planning and program development efforts throughout the sector.</p> <p>Goal To maintain and strengthen relationships with our strategic partners to support the chicken sector nationally.</p> <p>Strategic Objectives</p> <ol style="list-style-type: none"> 3.1 By building alignment with strategic partners through regular bilateral meetings. 3.2 By cultivating a culture of trust with strategic partners through regular information sharing and transparency. 3.3 By holding annual meetings with provincial boards and staff. 	<p>Desired Outcome Canada is recognized as a model in its management of animal health and in its consistency to provide hatcheries with timely, quality hatching eggs.</p> <p>Goal To maintain an adaptable and responsive hatching egg sector to changing economic drivers, environmental impacts and diseases.</p> <p>Strategic Objectives</p> <ol style="list-style-type: none"> 4.1 By establishing proven and effective ways to mitigate impacts of disease via on-farm interventions, research and policy. 4.2 By developing, in concert with our partners, a joint life cycle assessment to demonstrate sustainability. 4.3 By continuing to meet with primary breeder companies to ensure viable domestic supply. 4.4 By contributing to the creation of new or improved national safety nets to identify risks and build a risk matrix. 	<p>Desired Outcome CHEP is a modern organization effectively led by skilled Directors and staff.</p> <p>Goal To maintain policies, structures and personnel to support decision-making and performance, and drive its strategic agenda.</p> <p>Strategic Objectives</p> <ol style="list-style-type: none"> 5.1 By developing a structure to track and report the progress of the strategic plan objectives. 5.2 By organizing training & development sessions for elected officials and staff in order to improve sector knowledge and increase meeting effectiveness. 5.3 By developing and adopting policies that allow for exchanges with provinces in order to more efficiently prepare our CHEP meetings. 5.4 By implementing a system to assess elected officials and the effectiveness of our meetings. 5.5 By implementing approaches that support more active involvement of alternate directors and provincial staff.