

# CHEP Strategic Plan | 2026-2029

Focused Priorities • National Leadership • Clear Direction

Canadian  
Hatching Egg  
Producers



Les Producteurs  
d'œufs d'incubation  
du Canada

## Vision

To lead and grow a sustainable Canadian broiler hatching egg sector

## Mission

Together with our partners & producers, CHEP enables a dependable supply of Canadian quality broiler hatching eggs to hatcheries

## STRATEGIC PRIORITIES

### PILLAR 1

#### Domestic Allocation & Market Responsiveness

Ensure allocation mechanisms respond to market signals, consumer needs, and sustainable domestic growth.

### PILLAR 2

#### Disease Mitigation & System Resilience

Strengthen national preparedness, mitigation tools, and coordinated response to protect continuity of supply.

### PILLAR 3

#### Grandparent Stock Supply Security

Reduce external dependency and strengthen long-term domestic supply foundations.

### PILLAR 4

#### Government & Public Support for Supply Management

Advance national advocacy, positioning, and strategic relationships to protect system credibility.

## Enabling Focus | System Tools & Governance

**Allocation frameworks • Agreements & coordination mechanisms • National governance processes • Decision-making & escalation structures**  
Strong systems enable alignment, resilience, and effective national leadership.

## CHEP's Strategic Role

- Lead national direction & positioning
- Coordinate alignment across the system
- Influence policy and partner outcomes
- Support where appropriate

## What Success Looks Like

- ✓ Strong national alignment and coordination
- ✓ Proactive system-level risk management
- ✓ Effective allocation and resilience tools
- ✓ Secure long-term supply foundations
- ✓ Credible, unified national advocacy

## DIRECTION & OVERSIGHT

### Organizational Focus

National coordination • resilience & preparedness • evolving system tools • advocacy & partnerships • proactive risk monitoring

### Board Oversight

System resilience • tools effectiveness • supply security • advocacy outcomes • strategic alignment

Clear intent provides direction. Focus creates results.