



File: 44200-20/EMB

May 13, 2026

DELIVERED BY EMAIL

Al Sakalauskas
Chair, BC Egg Marketing Board
104-31324 Peardonville Rd.
Abbotsford, BC V2T 6K8
als@bcegg.com

Dear Chair Sakalauskas:

RE: EMB REQUEST TO CREATE OPERATING NAME

The BC Egg Marketing Board (BCEMB) wrote to BCFIRB on September 25, 2025, requesting BCFIRB approval to change the operating name of the organization from "British Columbia Egg Marketing Board" to "Egg Farmers of BC".

It is important to note that BCEMB is named by the *BC Egg Marketing Scheme* (Scheme), a regulation of the *Natural Products Marketing Act* (NPMA). The Ministry of Agriculture and Food (Ministry) is responsible for BC's regulated marketing legislation and regulations. The names of all BC regulated marketing boards and commissions are created and established by their respective Schemes/Regulations via the authority provided by the NPMA.

Per the NPMA, BCEMB has the powers and capacity of a legal person, which is generally understood to include creating an operating name unless there is a specific legal restriction on the entity. BCFIRB has found no legal impediment to BCEMB creating a formal operating name, and no requirement under the NPMA or the Scheme for BCEMB to seek prior approval of the Ministry or BCFIRB to create a formal operating name. Further to this, BCFIRB acknowledges the degree of consultation conducted by BCEMB prior to making the request.

BCFIRB is therefore supportive of BCEMB moving forward with its proposal. However, in reviewing BCEMB's submission from a supervisory perspective, BCFIRB has identified considerations that must be addressed by BCEMB to protect transparency and access to justice. The following are supervisory criteria that constitute essential steps BCEMB must take to ensure that its authority, responsibilities, and

accountabilities are transparent for the public and industry parties that may seek information, including decisions made by BCEMB and information on appeals.

Supervisory Criteria

1. BCEMB must ensure its role under the NPMA as British Columbia's table egg regulator is clearly communicated to the public and industry. This includes, on BCEMB's website:
 - a) Developing and maintaining prominent information that clarifies BCEMB's legal name and role as BC's regulator of table eggs (e.g., on the "about"/"our story" page, and as a footer on the main landing page)
 - b) Clearly differentiating BCEMB and its regulatory role from BC egg and poultry producer advocacy associations by describing its role and the roles of each organization
 - c) Including a description of the legislative source of authorities and the path to appeal, including hyperlink to BCFIRB's website. See [BC Turkey Marketing Board](#) and [BC Chicken Marketing Board](#) websites as examples
2. BCEMB must ensure all correspondence with BCFIRB includes BCEMB's legal name (e.g., "BC Egg Marketing Board dba Egg Farmers of BC" in letterhead footer) in any submitted documents. This includes:
 - a) Requests to BCFIRB such as requests for supervisory consideration, review or approval
 - b) Information requested by BCFIRB, such as data for BCFIRB's Public Accountability and Reporting Program
 - c) Other information, requests or responses from BCEMB to BCFIRB
3. BCEMB must ensure the following legislated documents include BCEMB's legal name: consolidated order, amending orders, board decisions, election rules, financial audit materials, and annual reports
4. BCEMB must ensure all correspondence and materials that are part of an NPMA appeal include BCEMB's legal name (e.g., in letterhead footer)

Please note that some of these supervisory criteria may be transitional such that they can be modified or removed over time in consultation with BCFIRB. Other supervisory criteria may be added as the use of BCEMB's new operating name progresses.

During BCFIRB's review of BCEMB's request, BCFIRB sought the Ministry's input. The Ministry identified no concerns given BCFIRB's intention to establish supervisory criteria for transparency and clarity.

As BCEMB undertakes the required steps for establishing a formal operating name, BCFIRB expects BCEMB to fully communicate the change to industry and the public, to support transparency, clarity and accountability.

Please do not hesitate to contact BCFIRB staff with any questions BCEMB may have regarding the implementation of the criteria. On behalf of BCFIRB, I wish BCEMB the very best in this new endeavour.

Sincerely,

A handwritten signature in black ink, appearing to read 'Gunta Vitins', with a long horizontal flourish extending to the right.

Gunta Vitins

Chair

BC Farm Industry Review Board

cc: Katie Lowe, Executive Director, BC Egg Marketing Board
Michelle Koski, Deputy Minister, Ministry of Agriculture and Food
Martha Anslow, Executive Director, BCFIRB
BCFIRB Website