

SPFG Project Tracking Form

Project Number: 2019-01

Project Title	Poultry in Motion Educational Barn III – Vancouver Island
Date submitted	February 21, 2019
Submitted by	BC Chicken Growers' Association
Summary	<p>The BC Chicken Growers' Association is a non-profit organization. Their mandate is to unite commercial chicken growers in BC and work towards a more stable industry. The Association acts as a liaison between the chicken growers, other branches of the chicken industry, consumers and the government.</p> <p>One of their ongoing projects is their Poultry in Motion™ Educational Mini Barn Program that they co-own and operate with the BC Broiler Hatching Egg Producers' Association on an 80/20 cost share basis.</p> <p>They custom built a Poultry in Motion Educational Mini Barn in 2007. This trailer mounted mini barn is fully operational and consists of three sections with live birds at different ages (day old chicks, broiler chickens and parent stock).</p> <p>The Program's objectives are three fold:</p> <ol style="list-style-type: none"> 1. Increase public awareness and understanding of chicken production, family farming, food safety, nutrition, animal care and bio-security; 2. Making students and teachers aware of our actual growing practices and the programs that we have (OFFSAP, Bio-security, Animal Care) and change their perception of how chicken is grown, i.e. contrary to public belief broiler chickens are not raised in cages and are not fed hormones. Broiler chickens are free-run and have free access to feed and water. 3. Improving consumer confidence – Canadians have become increasingly conscious of where their meat is coming from and how it is produced. Our program shows that Canadian chicken farmers are proud to grow safe, quality chicken consumers can trust. <p>Target audiences for the Program include elementary, middle and high school students and teachers, as well as the general urban public.</p> <p>Initially the Poultry in Motion Educational Mini Barn was featured in three regions in British Columbia: Lower Mainland/Fraser, Interior and Vancouver Island. When they experienced a year over year increase in bookings, a second Poultry in Motion trailer was built for presentations at schools and fairs in BC's interior region.</p> <p>To accommodate the increased demand in both the Lower Mainland/Fraser Valley and on Vancouver Island, and to eliminate expensive ferry costs, our association, along with the BC Broiler Hatching Egg Producers' Association, have decided to build a third custom built trailer designated to Vancouver Island. This of course, comes with a substantial cost both for the construction of the trailer as well as operational costs as a result of the increased number of bookings. We provide the Program at no cost to schools and agricultural fairs, so apart from occasional funding opportunities the Program does not generate any revenue.</p>
Request	
Proposed budget	\$48,273
Proposed funding source	BC Chicken Growers' Association and the BC Broiler Hatching Egg Producers' Association
Decision	Provide \$20,000 in funding.
Comments	