

# Ontario Chicken Industry 2011 Strategic Plan

## VISION

A strong and dynamic Ontario chicken industry founded upon productive, sustainable and profitable relationships between farmers and primary processors

## MISSION

### Positive, Productive Relationships

Ensure relationships between farmers and primary processors are based on trust and respect and create mutual advantage



### Profitable, Sustainable Growth

Drive the Ontario chicken industry to viable, sustainable and profitable growth opportunities for farmers and primary processors

## 7 KEY STRATEGIES

### Align Incentives

- Modify pricing mechanisms to align farmer / processor incentives

### Align Allocation

- Collaboratively develop a new allocation approach

### Strengthen Industry Relations

- Build a business partnership culture

### Capture Efficiencies

- Continuously identify and pursue efficiency across the value chain

### Grow Domestic Demand

- Implement targeted marketing to grow consumption and preference

### Develop Export Markets

- Capitalize on the potential in the Market Development Program, focusing on high value opportunities

### Increase Market Share

- Advance Ontario's position to address current supply demand imbalance