

ANNUAL REPORT

2024



Pullet Growers
of Canada

Éleveurs de poulettes
du Canada

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NOTICE OF MEETING

NOTICE OF MEETING 19TH ANNUAL GENERAL MEETING OF THE PULLET GROWERS OF CANADA

You are hereby summoned to:

Pullet Growers of Canada's Annual General Meeting
which will be held

On Tuesday April 08, 2025, at 2:00 PM EDT

Hôtel Mortagne
1228 Rue Nobel,
Boucherville, Québec, Canada, J4B 5H

Meeting room: R-100

The purpose of the Annual General Meeting will be to:

1. Receive and consider the Chair of the Board of Directors' report for the financial year ending December 31, 2024;
2. Receive and consider the Committees of the Board's activity reports for the financial year ending December 31, 2024;
3. Receive and consider the public accountant's statement and the financial statements for the financial year ending December 31, 2024;
4. Appoint the public accountant for the financial year ending December 31, 2025;
5. Appoint officers in accordance with the By-Laws (by member provincial representatives);
6. Decide Pullet Growers of Canada future
 - a. Motion to dissolve the Pullet Growers of Canada organization;
7. Transact such further and other business as may properly be brought before the meeting.

Please confirm your attendance to this meeting at mjforest@upa.qc.ca

We look forward to your attendance and input at this meeting.

Best regards,

Marie-Josée Forest
Chair

AGENDA



19th Annual General Meeting
of Pullet Growers of Canada

08 Avril 2025, 2 PM EDT
Salle: R-100

HOTEL MORTAGNE
1228 rue Nobel, Boucherville (Québec)
J4B 5H1

- 01.** Welcome and opening remarks by PGC Chair
- 02.** Adoption of the meeting agenda
- 03.** Introduction of the 2024 Board of Directors
- 04.** Minutes of the 18th Annual General Meeting
- 05.** Report of activities for 2024
- 06.** Financial statements for 2024
- 07.** Appointment of the public accountant for the 2025 financial year
- 08.** Presentation of the 2025 Board of Directors
- 09.** Priorities and budget for 2025
- 10.** Motion to dissolve the Pullet Growers of Canada organization
- 11.** Other business
- 12.** Closing remarks and adjournment

CHAIR'S MESSAGE

Dear members and partners

From the very start of my tenure, I have asked myself: How can we better serve pullet growers? How can we ensure strong national representation? How do we amplify the voices of all growers, including independents?

After thoughtful reflection and discussions with the Board of Directors, we turned to those who matter most—you, the farmers and provincial federations. We listened, and the message was clear: while there was a strong desire for better representation, the Pullet Growers of Canada (PGC) was no longer seen as the best organization to achieve it.

That is why, this year, we took a step back. We created space for the provinces to discuss and define what representation should look like moving forward. And from these conversations, a new, more unified vision has emerged—one that better reflects the realities of our sector.

Today, as I stand before you, I do so with deep emotion. This has been a year of change, a year of transition—one that required tough but necessary decisions. We completed the cost of production study, renewed our 2024-2028 Strategic Plan, and most importantly, we charted the course for what comes next.

We knew this would not be easy. We took the time to listen, to analyze, and to carefully consider the best path forward. And we came to the conclusion that the time had come to pass the torch—to entrust the future of pullet grower representation to an organization that can carry it forward with greater strength and impact. This decision was not taken lightly, but we made it with confidence—because we know it will help our industry grow and thrive.

I want to take a moment to recognize each and every one of you. In particular, to our former presidents, Mr. Andy Deweerd and Mr. François Jacques, as well as all the Board members who have served since the very beginning. Your hard work, dedication, and resilience have been the foundation of everything we have built. The choices we made required courage, but they pave the way for a stronger, brighter future.

Today, we can look back with pride. We have adapted, we have evolved, and we have moved forward with determination. Our efforts have made a difference, and I know that we leave behind a strong foundation for the future.

This transition is a turning point, but it is also an opportunity. It is essential that we move forward with unity and purpose, and I know that we can count on each of you to embrace this change with confidence and commitment.

With the best interests of pullet farmers at heart, the Pullet Growers of Canada has made the decision to step aside. We have full faith in Egg Farmers of Canada to take the lead in building a strong, unified national voice—one that will ensure our work continues and expands.

Thank you to all of you. Your dedication has shaped this organization, and your legacy will live on.

The future is in your hands.

Let's move forward, together.

Marie-Josée Forest
Chair



MINUTES OF THE 18TH ANNUAL GENERAL MEETING

Minutes of the 17th Annual General Meeting
OF THE PULLET GROWERS OF CANADA
Novotel Montreal Center, Paris Room
April 09, 2024

1. WELCOME AND OPENING REMARKS BY PGC CHAIR

Ms. Marie-Josée Forest, Chairman of the Pullet Growers of Canada (PGC) welcomes the participants at the eighteenth annual general meeting (AGM), including growers and guests. The Chairman remarks on the main activities of PGC for 2023, including the ongoing works for the new Cost of Growing (COG) study and the collaborative work with various partners. The Chairman also remarks on the work that was achieved this year and thanks PGC's directors, staff, and partners. She also thanks Renaud Sanscartier who left our organization for new challenges.

2. ADOPTION OF THE MEETING AGENDA

Mrs. Marie-Josée Forest shows the notice of meeting and reads the agenda.

ON MOTION DULY MOVED by Ms. France Perreault and seconded by Ms. Kimberly Kelly, it is unanimously resolved to approve the agenda of the seventeenth PGC AGM.

3. INTRODUCTION OF THE 2023 BOARD OF DIRECTORS AND STAFF

The Board of Directors for 2023 is presented:

- Mrs. Marie-Josée Forest (Chair)
- Mr. Alvin Brunsveld (Vice-chair, Director representing Ontario)
- Mrs. Kimberly Kelly (Treasurer, Director representing New Brunswick)
- Mrs. Jessica Lavallée-Morin (Secretary, Director representing Quebec)

4. MINUTES OF THE 17TH ANNUAL GENERAL MEETING

The minutes are summarized by Mrs. Jessica Lavallée-Morin. No corrections to the minutes are asked.

ON MOTION DULY MOVED by Mr. Marcel Laviolette and seconded by Ms. France Perreault, it is unanimously resolved to approve the minutes of the seventeenth AGM held on March 21, 2023.

5. REPORT OF ACTIVITIES FOR 2023

Mrs. Marie-Josée Forest presents PGC's report of activities for 2023, including the following topics:

- Board of Directors Meetings
 - Staff
 - Representations
 - ARRIOC
 - Communications
 - Newsletters (Canadian Poultry magazine) January-June-July
 - Distribution of date-finders
- MJ explains the mistake on the date-finders, so if people need to change them, please communicate with PGC

- Cost of Growing study follow-up
 - QC-ON-NB
 - Explains steering committee of the study
- 2019-2023 Strategic Plan follow-up

6. FINANCIAL STATEMENTS FOR 2023

Ms. Kimberley Kelly presents the 2023 financial statements prepared by Raymond Chabot Grant Thornton, which were not audited. The financial statements were approved by the Board of Directors on March 15, 2024.

For the financial year ending December 31, 2023, total revenues were \$150,430 and total expenses were \$421,013 for a deficit of revenues over expenses of (\$270,583). The net assets at the end of the year were \$324,575.

Ms. Marie-Josée Forest and Kimberley Kelly mentions that a lot of the expenses come from the COG project 277 000\$ and some from the strategic planning.

Ms. France Perreault asks if there are a lot of expenses still coming for the COG and strategic planning and if we are over budget in the project. Marie-Josée answer that we are not over budget and that there is one last invoice to be receive.

Ms Marie-Josée Forest mention that the contribution rate was frozen to \$0 per layer for all members provinces per layer in 2024 and Ms. Kimberley Kelly mentions that the contribution was \$0.0075 per layer in 2023 and that the contribution of the three member provinces totalled \$124,567.

ON MOTION DULY MOVED by Ms. France Perreault and seconded by Ms. Jessica Lavallée-Morin it is unanimously resolved to approve the 2023 financial report.

7. PRESENTATION OF THE 2024 BOARD OF DIRECTORS

The Board of Directors for 2024 is presented:

- Ms. Marie-Josée Forest (Chair)
- Mr. Alvin Brunsveld (Vice-chair and Director representing Ontario)
- Ms. Jessica Morin (Secretary and Director representing Quebec)
- Ms. Kimberly Kelly (Treasurer and Director representing New Brunswick)

8. APPOINTMENT OF THE PUBLIC ACCOUNTANT FOR THE 2024 FINANCIAL YEAR

ON MOTION DULY MOVED by Mr. Marcel Laviolette and seconded by Ms. France Perreault , it is unanimously resolved to appoint Raymond Chabot Grant Thornton as the public accountant for 2024.

9. PRIORITIES AND BUDGET FOR 2024

Ms Marie-Josée Forest presents PGC's priorities for the coming year:

1. FINALIZE THE COG STUDY.

- The objective is to have the final results by the summer 2024.

2. RENEW PGC BUSINESS PLAN.

- With the present plan ending in 2023, a new business plan that was to be developed this year was changed for an action plan to find the right vehicle to represent the pullet growers in the future. Consultations were made with members and other partners, through a strategic action plan that will take place through 2024 up to 2025.

3. CONTINUE WORK ON IMPROVING PGC VISIBILITY.

- PGC will work to ensure a more dynamic circulation of its newsletter and work towards the right vehicle to represent the pullet growers in Canada.

Mr. Marie-Josée Forest presents the 2024 budget. Expected revenues will decrease because the board, with the members consultation, made a motion to have no contribution for 2024 period. Revenues are expected to reach \$33,500 do to interest income and AAFC grant for the strategic plan.

Important expenditures are expected in 2024, including for the Cost of Growing study (consultant fare) and the renewal of PGC's business plan (consultant fare, meeting expenses). Also, more professional services will be required, particularly from PGC's management team, considering that more activities are planned in 2024 for the joint working table for exploring the need for pullet grower national representation. Overall, expected expenses are \$173,271, for an expected deficit of \$139,771.

ON MOTION DULY MOVED by Mr. Paulin Bouchard and seconded by Mr. Alvin Brunsveld it is unanimously resolved to approve the 2024 budget.

11. OTHER BUSINESS

- None

12. CLOSING REMARKS AND ADJOURNMENT

The Chair, Ms. Marie-Josée Forest, thanks attendees for their participation.

Break before presentation of Martine Bourgeois.

ON MOTION DULY MOVED by Mr. Sylvain Lapierre and seconded by Ms. France Perreault, it was unanimously resolved that the sixteenth annual general meeting of the PGC be closed.

ATTENDEES

Ms. Marie-Josée Forest
Ms. Kimberly Kelly
Mr. Alvin Brunsveld
Ms. Jessica Lavallée-Morin
Mr. Paulin Bouchard
Mr. Sylvain Lapierre
Mr. David Lefebvre
Mr. Jean-Philippe Désilets
Mr. Dany Guillemette
Ms. France Perreault
Mr. Marcel Laviolette

Mr. Mark Kotipelto
Mr. Scott Helps
Mr. Daniel Blais
Mr. Ryan Brown
Mr. James Corpuz
Mr. Éric Beauchamp
Mr. Gabriel Pineault
Ms. Nathalie Gaulin
Mr. Éric Dion
Mr. Sylvain Rainville
Mr. Serge Lefebvre

Ms. Martine Bourgeois
Ms. Carole Gendron
Mr. Andy Deweerd
Mr. Drew Black
Mr. Neil Newlands
Mr. Roger Pelissero
Mr. Jean-Michel Couture
Ms. Julie Morin
Mr. Nicolas Tremblay

REPORT OF ACTIVITIES 2024



BOARD OF DIRECTORS MEETINGS

In 2024, PGC's Board of Directors held eight (8) meetings to monitor activities, discuss future of PGC and guide the work being done. Six (6) of those meetings were teleconferences while the other two (2) were in-person meetings.

REPRESENTATIONS

PGC are involved on different national committees to promote the interest of pullet growers.

Egg Farmers of Canada (EFC)

In 2024, the PGC had a representative on the Hazard Analysis Critical Control Points (HACCP) review team of the EFC. The team held four (4) meetings in 2024.

A pullet representative also participated on the Code Amendment Committee for laying hens and pullets. He attended two (2) in-person meetings and three (3) videoconference meetings.

Another one of our directors participated in a virtual meeting of the internal working group on organic production.

National Farm Animal Care Council (NFACC)

In 2024, the PGC became a member of the NFACC, and a representative served as a director on its Board of Directors. Two in-person, two-day meetings were held. It is worth noting that the membership will not be renewed in 2025.

Canadian Egg Industry Reciprocal Alliance (CEIRA) Board of Directors

In 2024, the Chair of the PGC served as a director on the CEIRA Board of Directors, representing Leghorn pullet growers. The Chair attended five (5) CEIRA board meetings to bring forward the perspective of pullet growers. As a member of the CEIRA Board, the PGC Chair also sat on the Investment Committee, which held two (2) meetings in 2024. She also participated in a two-day training session for directors of a reciprocal insurance organization.



COMMUNICATION



As the Board of Directors of the Pullet Growers of Canada were considering the future of the organization, it was decided to keep a low profile in 2024 and not send out a newsletter.

MAIN PROJECT

Business Plan renewal

In 2024, the consulting firm AGÉCO finalized the national consultation on the future of the PGC and, based on the results, the 2024-2028 business plan was transformed into the 2024-2025 action plan, focusing on the organization's future as the national voice of pullet growers.



Cost of Growing study

In 2024, the steering committee for the study on production costs met three times to analyze the results and their interpretation. The final report will be shared with the participating provincial federations—Ontario, Quebec, and New Brunswick. Additionally, each participating producer will receive an individual report comparing their results to those of their province's production type.

2024 GOVERNANCE STRUCTURE & STAFF

BOARD OF DIRECTORS



Marie-Josée Forest

Chair, General Manager by interim



Alvin Brunsveld

Vice-Chair, treasurer from June to December
Representative of Ontario



Kimberly Kelly

Treasurer from January to May
Representative of New-Brunswick



Jessica Lavallée-Morin

Secretary
Representative of Quebec



2024-2028 BUSINESS PLAN



PULLET GROWERS OF CANADA STRATEGIC PLANNING

FINAL REPORT

PRESENTED TO
PULLET GROWERS OF CANADA



Pullet Growers
of Canada
Éleveurs de poulettes
du Canada

MAY 2024

Siège social – 1995, Frank Carrel, bureau 219, Québec (Québec) G1N 4N6 – 418 527-4681

Please note that the report can be viewed on the website at the following address: www.epc-pgc.ca

FINANCIAL STATEMENT - DECEMBER 31, 2024

Pullet Growers of Canada
Financial Information
December 31, 2024

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Pullet Growers
of Canada
Éleveurs de poulettes
du Canada



Raymond Chabot
Grant Thornton

Compilation Engagement Report

To the Directors of
Pullet Growers of Canada

Raymond Chabot
Grant Thornton LLP
Suite 2100
4805 Lapinière Boulevard
Brossard, Quebec
J4Z 0G2
T 450-445-6226

On the basis of information provided by management, we have compiled the statement of financial position of Pullet Growers of Canada as at December 31, 2024, the statement of operations and net assets for the year then ended and Note 2, which describes the basis of accounting applied in the preparation of the compiled financial information (hereafter "the financial information").

Management is responsible for the accompanying financial information, including the accuracy and completeness of the underlying information used to compile it, and the selection of the basis of accounting.

We performed this engagement in accordance with Canadian Standard on Related Services (CSRS) 4200, *Compilation Engagements*, which requires us to comply with relevant ethical requirements. Our responsibility is to assist management in the preparation of the financial information.

We did not perform an audit engagement or a review engagement, nor were we required to perform procedures to verify the accuracy or completeness of the information provided by management. Accordingly, we do not express an audit opinion or a review conclusion, or provide any form of assurance on the financial information.

Readers are cautioned that the financial information may not be appropriate for their purposes.

Raymond Chabot Grant Thornton LLP¹

Brossard
March 28, 2025

¹ CPA, CPA permit no. 117013



Pullet Growers
of Canada
Éleveurs de poulettes
du Canada

Pullet Growers of Canada Operations

Year ended December 31, 2024

	2024	2023
	\$	\$
Revenues		
Provincial contributions		124,567
AAC Grant	23,375	
Interest Income	11,820	25,863
	<u>35,195</u>	<u>150,430</u>
Expenses		
Membership	4,437	
Insurance	1,501	1,679
Office expenses	4,471	845
Travel	38,880	46,927
Room rental	1,731	3,435
Publicity		4,782
Website	1,710	2,389
Professional services	88,785	360,956
Amortization of equipment	183	
	<u>141,698</u>	<u>421,013</u>
Deficit of revenues over expenses	<u>(106,503)</u>	<u>(270,583)</u>





Pullet Growers
of Canada
Éleveurs de poulettes
du Canada

Pullet Growers of Canada Changes in Net Assets

Year ended December 31, 2024

	2024	2023
	\$	\$
Net assets, beginning of year	324,575	595,158
Deficit of revenues over expenses	(106,503)	(270,583)
Assets, end of the year	218,072	324,575





Pullet Growers
of Canada
Éleveurs de poulettes
du Canada

Pullet Growers of Canada

Financial Position

December 31, 2024

	2024	2023
	\$	\$
ASSETS		
Current		
Cash	226,771	490,329
Sales taxes receivable	22,361	6,823
	249,132	497,152
Long-term assets		
Equipment (Note 3)	917	
	250,049	497,152
LIABILITIES		
Accounts payable	31,977	172,577
NET ASSETS		
Unrestricted	218,072	324,575
	250,049	497,152

On behalf of the Board,

Makie-Josée Forest

Director

Kimberly Kelly

SIGNED VIA ILOVEPDF
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Director



Pullet Growers of Canada Notes to Financial Statements

December 31, 2024

1 - GOVERNING STATUTES

The Organization is incorporated under the Canada Not-for-profit Corporations Act. It is a not-for-profit organization under the Income Tax Act.

2 - BASIS OF ACCOUNTING

The accounting method used in preparing the financial information is based on historical cost taking into account cash transactions as well as items reflected in the financial information and the following particulars:

- Revenues of provincial contribution are recognized when invoiced.
- Computer equipment are recorded at historical cost, and amortized according to the straight-line method over 3-year period.

3 - EQUIPMENT

	2024		2023
	Cost	Accumulated depreciation	Net book value
	\$	\$	\$
Computer equipment	1,100	183	917

FINANCIAL DETAIL

Income	2024	2023	2022
Contributions from provinces	- \$	124 567 \$	121 679 \$
Interest	11 820 \$	25 863 \$	11 003 \$
Grant	23 375 \$		
	35 195 \$	150 430 \$	132 682 \$
Expenses			
Professional services	88 785 \$	360 956 \$	33 604 \$
Travel expenses	38 880 \$	46 927 \$	35 057 \$
Insurance	1 501 \$	1 679 \$	1 251 \$
Room rental	1 731 \$	3 435 \$	1 695 \$
Publicity	- \$	4 782 \$	1 705 \$
Website creation and maintenance	1 710 \$	2 389 \$	3 469 \$
Office expenses	4 471 \$	845 \$	429 \$
Membership (NFACC)	4 437 \$	- \$	- \$
Amortization of equipment	183 \$	- \$	- \$
	141 698 \$	421 013 \$	77 210 \$
Breakdown of professional services			
Accounting	3 798 \$	2 345 \$	2 248 \$
Executive Director and Administrative Assistant	31 562 \$	40 799 \$	28 417 \$
Raymond Chabot Grant Thornton	3 200 \$	3 050 \$	2 900 \$
Lawyer - BHLF	5 643 \$	- \$	- \$
Translation	- \$	- \$	- \$
Serecon inc. - étude coût de production	24 093 \$	277 532 \$	- \$
Groupe Agéco - revue programme industrie	20 339 \$	37 205 \$	- \$
Infographic production	- \$	25 \$	39 \$
Service Audiovisual	150 \$	- \$	- \$
Total	88 785 \$	360 956 \$	33 604 \$
Breakdown office expenses			
Office Expense	2 359 \$		
Printing	38 \$		
Postage	5 \$		
Telecommunications	236 \$		
Banks charges and interest	1 833 \$		
Total	4 471 \$		

2025 BUDGET



	2025 BUDGET	2024 RESULTS
Projected Revenue		
Contributions from Provinces	0	0
Interest Income	0	11 820
Grants	0	23 375
TOTAL REVENUE	\$0	\$35 195
Projected Expenses	BUDGET	RESULTS
Professional Fees (Exec. director, secretary)	45 000	31 562
Meeting and Travel Expenses (BOD + Staff)	30 000	38 880
Director Insurance	1 679	1 501
Service Audiovisuelle		150
Office fees	4 890	6 202
Office expenses		4 471
Room rental		1 731
Translation Services	3 000	0
COG Survey	0	24 093
Consultant	?	24 093
Financial compensation	0	0
Meeting and Travel expenses	0	0
Accounting	7 300	6 998
Legal fees	20 000	5 643
Business Plan 2024-2028	0	20 339
Consultant	0	20 339
Meeting and Travel expenses	0	0
Publicity	0	0
Website creation and maintenance	1 740	1 710
Memberships fees (NFACC)	0	4 437
Amortization of equipment		183
TOTAL EXPENSES	\$113 609	\$141 698
EXCESS REVENUES OVER EXPENSES	-\$113 609	-\$106 503



From chick to hen



QUESTIONS?



Phone

450 365-5608



Email

imjforest@upa.qc.ca



Website

www.epc-pgc.ca



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