

June
2011

Commission Report

BC Vegetable Marketing Commission Monthly Newsletter

AMENDING
ORDER NUMBER 31

AMENDING ORDER NUMBER 31

During its June 17 regular meeting the VMC approved Amending Order No. 31. The amending order was of a housekeeping nature and the one change made to the General Order was not substantive nor did it alter regulatory intent.

The feature of the amendment made to the General Order is the elimination of ambiguous wording in Section 5 of Part IX- *General Prohibitions*.

The purpose of revising the section's wording is to introduce strengthened wording for removal of an ambiguity that prevailed up to the time the amending order came into effect on June 17, 2011.

With the ambiguity eliminated it is clear on reading the referenced section that a processor is not able to receive regulated product directly from a licensed producer unless the regulated product is a Processing Crop.

The form of Amending Order No. 31 and the consolidated General Order may be viewed by visiting the Commission website [www.bcveg.com]. Click on the "Order – General & Amended" button and navigate to either Amending or General Order.

2012 ELECTION PLAN

BC VEGETABLE MARKETING COMMISSION 2012 ELECTION PLAN

During its June 17, 2011 regular meeting the Commission approved the 2012 Election Plan. The purpose of approving the 2012 Election Plan at this early date provides for planning and administration prior to the start of the 2012 Commission member election process.

The 2012 Election Plan provides for the Call of the Election and Nominations in mid-January; a Receipt of Nominations deadline of February 10, 2012; and if voting by ballot is required the Ballot Return

deadline is March 30, 2012. Election results will be announced March 31, 2012 or sooner if voting by ballot for any one of the 4 positions is not required.

The election policy and the list of Commission members may be viewed by visiting the Commission website [www.bcveg.com]. For viewing the Commission Election Procedures Policy click on the "Policies & Decisions" button, and to view the list of current Commission members click on the "Officers" button.

POTATO VARIETY FIELD TRIALS

This year the potato variety field trial field day is tentatively scheduled for Thursday, September 1. Due to the common experience of late planting the actual date for holding the field day may be revised. Notices announcing a firm date will be widely circulated.

For now mark your calendar for September 1st.

BC Vegetable
Marketing Commission
#207, 15252 – 32nd Ave.
Surrey, BC V3S 0R7
Ph: 604-542-9734
Fax: 604-542-9735
www.bcveg.com

BC Vegetable
Marketing Commission

HOT LINE
ESTABLISHED

REGULATED MARKETING HOT LINE

The VMC strategic plan identified that a hot line be established for the reporting of witnessed improper marketing of regulated products by Licensees or other Persons.

In summary, regulated marketing, which is the mandate of the Commission, is maintained and sustained by establishing how regulated products enter formal and informal marketing channels. Known to farmers who have gone before us (today's farmers) orderly marketing requires discipline. By marketing in a manner that maintains and sustains orderly marketing all producers benefit because price erosion, particularly in the local market, is less likely to occur. Price erosion in the local market can result from instances when the market is oversupplied, and particularly so when oversupplied with below grade or poorer quality product that otherwise should not be offered for sale.

The General Order provides the following:

- With some, but limited, exceptions all Licensed producers are required to market regulated products through a Designated Agency
- With the exception of Processing Crops, Wholesale and Processor licensees may only procure regulated products from a Designated Agency
- Licensed Producers may sell small volumes of their own regulated product on their farm premise or in an owned, controlled and managed farm/road side stand when the purchaser does not have a re-sale intention
- Agencies, Wholesalers and Producer-Shippers (only applicable to the greenhouse vegetable sector) are to sell regulated product meeting Canada No. 1 & 2 Grade or BC No. 1 & 2 grade (only applicable to storage crops)
- Regulated products are to be packed in containers (packaging formats) that comply with all regulations set out in the Canada Agricultural Products Act; the Agricultural Produce Grading Act; and regulations thereto

The Commission's intention for establishing the reporting HOT LINE is to maintain and sustain orderly marketing. Doing so holds the best prospect for avoiding local market price erosion and diminishing grower returns when distressed or in some instances surplus regulated product improperly enters local marketing channels.

With the HOT LINE in place it will allow the Commission to receive information about irregular marketing practices so that it may undertake investigation. Another consideration is food safety where the Commission has identified concerns that the "bad" actions of a few has the potential to result in a food safety incident that will negatively affect the entire vegetable sector, whether caused by regulated product or not.

Calls made to the HOT LINE will be answered when the attendant is available and if not available a message can be left. Callers may provide information anonymously or by leaving contact information. Leaving contact information allows for immediate follow-up about the witnessed incident and Commission response.

The HOTLINE number is: 604-302-1046

NOTE: As a result of the postal service disruption regular Commission communication will resume once postal service resumes

For Potato Industry news go to:

United Potato Growers of Canada
Website:
unitedpotatocanada.com

Or

United Potato Growers of America
Website:
unitedpotatousa.com

For earlier issued newsletters go to:
www.bcveg.com

HOT LINE
604-302-1046