

May
2011

Commission Report

BC Vegetable Marketing Commission Monthly Newsletter

2011
PLANTED AREA SURVEY

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In June of each year the Commission conducts its planted area survey. The received planted area information is important for Designated Agencies and other sector stakeholders as estimated crop volumes can be projected using historical yield information. In the end the planted area survey assists with estimating aggregate supply and with agency marketing plans.

At this writing two variables that are likely to affect the planted area survey are at play. These variables are actual planting dates and the possible withdrawal of postal service that may disrupt the Commission receiving completed survey forms in a timely manner.

As most growers typically return their survey form by regular postal service its withdrawal, should it occur, will affect the Commission's ability to receive completed survey forms in a timely manner. As it normally does, and regardless of the postal service situation, the Commission will circulate the survey form by email and fax and asks that they be returned in the same manner. The survey forms will be distributed soon.

The persistent unfavourable planting weather no doubt will affect each grower's time for completing the survey form. As planting is normally completed by mid-June the survey is typically completed and returned at that time. Given this year's unfavourable planting conditions, receiving of completed survey forms could run to the end of June. For administrative and reporting accuracy considerations the Commission asks that growers not provide partial reporting. It is preferred that the survey form be completed and returned once planting has concluded. The Commission acknowledges this approach may lead to a late result; however, this is preferable to an outcome that does not reflect what actually occurs in the way of planted acres.

The Commission is aware that the planted area survey may show planted area to be below trend because of the persistent poor weather during planting time. If this is the case, this fact in and of itself is important to know. Also, some farmers may have lost initial plantings due to weather and have had to re-seed. Only actual planted area that is expected to result in a crop is to be reported.

PROCESSING VEGETABLE CONTRACTS

PROCESSING VEGETABLE
CONTRACTS

On May 18 the second negotiation session for the 2011 Strawberries for Processing contract was held in Abbotsford.

The negotiation session concluded with agreement between the processors and producers for the 2011 contract. The 2011 price is 60¢/lb. while last year it was 57 ¢/lb.

On May 20 the VMC approved the 2011 Strawberries for Processing contract and on doing so all 2011 processing vegetable contracts have been approved by the VMC. Contracts for all 2011 processing crops are in the hands of processors.

2011 GREENHOUSE VEGETABLE PRODUCER LEVIES

2011 GREENHOUSE
VEGETABLE PRODUCER
LEVIES

As has been the case for the past few years the collection of 2011 levies payable by greenhouse vegetable producers will occur in three instalments. Subject to agency administration practices producers should expect deductions to occur in advance of the installment remittance dates of: June 30, July 29 and Oct. 31. Non agency producers directly remit levies to the Commission.

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**PRODUCER
LICENSING**

ANNUAL PRODUCER LICENSE RENEWAL GREENHOUSE, STORAGE AND PROCESSING CROPS

The licensing period for annual producer licenses varies due to seasonality and managing Commission administrative time.

For greenhouse vegetables the licensing period is November 2 to November 1 of the ensuing year. In late September greenhouse vegetable producers can expect to receive license renewal information via the regular post. Each producer is to complete the license renewal form and direct it to the VMC office accompanied by the \$100.00 annual producer license fee.

At this time the VMC is concluding licensing for storage and processing crop producers where the licensing period is May 15 to May 14 of the ensuing year.

The licensing periods have been in place for a number of years and changes to these dates are not anticipated.

ADVANCE PAYMENTS PROGRAM

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Recently, the Commission arranged for Advance Payments Program (APP) information to be directed to storage and processing crop producers. This was after arrangements in late April quickly occurred involving Ottawa APP officials and ACC Farmers Financial (ACC) representatives so the program could be available to BC vegetable growers for 2011.

ACC, which is to deliver the voluntary program for BC vegetable growers, has its headquarters in Guelph, Ontario.

A number of commodity specific APPs across the country are administered by ACC.

The amount advanced is related to Production Insurance or AgriStability Margin.

If you apply for the APP, which has an August 31, 2011 application deadline, you will be working directly with ACC personnel.

To learn more about APP, which is an Agriculture & AgriFood Canada program, where a cash advance up to \$400,000 can be obtained with the first \$100,000 interest free, contact ACC Farmers Financial.

Telephone: 1-888-278-8807

Internet: www.accfarmersfinancial.ca

FUTURE ANNUAL PRODUCER LICENCE FEES

**FUTURE ANNUAL
PRODUCER LICENSE FEES**

The prevailing annual producer licence fee is \$100.00 and without amendment to established Commission policy it is to increase to \$175.00 in 2012 and to \$250.00 in 2013.

With regard to the Commission's annual budget its policy is to shift relying on levies, but not entirely so, for generating revenue and to rely more upon annual licence fees. The increasing nature of annual licence fees also applies to wholesale and processor licences.

Subject to circumstances, as the licensing policy is implemented year to year producers should see levy rates decrease somewhat or at least hold steady.

The \$175.00 annual Producer Licence fee will first apply to storage and processing crop producers when 2012 annual producer licences are renewed followed by greenhouse vegetable producers renewing licences in November 2012.

The information provided in this article was first circulated by way of the January 2011 newsletter. Earlier newsletters may be viewed by visiting the Commission website: www.bcveg.com

**For Potato Industry
news go to:**

**United Potato
Growers of Canada
Website:**
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