

August  
2007

# Commission Report

BC Vegetable Marketing Commission Newsletter  
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## ***Assets of BC Veg I Sold by Receiver***

B.C. Vegetable Greenhouse 1, LP was put into receivership in February of this year. PriceWaterhouseCoopers was appointed as Receiver on behalf of the Bank. The 40 acre facility has not been in production this year (2007).

The Receiver worked diligently over the past 8 months to sell the greenhouse facility and other assets of the company. The facility attracted interest from a number of potential buyers, but due to timing and current market conditions, a Sale and

Purchase Agreement was not finalized until Friday August 3<sup>rd</sup>. The offer was approved by the Court on Friday August 10<sup>th</sup>, and the sale closed on August 17<sup>th</sup>. The Purchaser intends to undertake certain repairs, maintenance and upgrades and plant crops for the 2008 marketing year.

Commission decisions were required to ensure the sale was not obstructed. These decisions apply to the crops expected to be grown in 2008.

## ***Processing Crop Advisory Group***

The processing crop advisory group under the Chairmanship of Commissioner Hugh Reynolds is being convened to look at research project funding applications and other initiatives that could assist the processing vegetable sector. Financial resources are available through the Processing Vegetable Development Fund which is targeted to assist the development of the processing vegetable sector. Projects have been proposed to control Clubroot and to examine the efficacy of FABCO row covers in rutabaga production.

## ***2007 Strawberry Crop***

The 2007 processing strawberry harvest is complete and the crop was up by 9% compared to 2006. The

2007 crop of 1,076 tons reverses the multi year trend of successive volume declines.

Production  
intended in 2008

Development  
Fund may be  
tapped for the  
processing sector

Crop volume  
increases for first  
time in many  
years

## **Commission Strategic Plans**

Priorities for the Commission policies and operations were set at its annual planning session on July 11 and 12 2007. Commissioners believe it is necessary to establish a major new marketing and promotion program to build demand for BC vegetables. The Commission also intends to establish a program to collect, compile and disseminate information concerning net grower returns (NGR) to help growers make more informed marketing decisions. Information reporting will continue to be enhanced, including expansion of the quarterly marketing reports.

The Commission intends to strengthen its procedures around Agencies and to strengthen its enforcement procedures to address bootlegging problems.

The composition of Hearing Panels will be amended to include 2 greenhouse and 2 storage crop members on all Panels. A Directors manual will also be prepared covering the Commission's governance policies and procedures.

## **Greenhouse to Produce Shrimp**

A former vegetable greenhouse facility located in Langley has been converted to a closed-system tropical shrimp farm. The one hectare greenhouse is being converted into tanks at a cost of \$3 million and is

expected to produce up to 40 tonnes of shrimp per year.

The former greenhouse was not in vegetable production in 2007.

## **Food Safety and the Media**

Building on stories focussing on contaminants in Chinese products, food safety issues continue to play prominently in the media.

inspection and monitoring of foods may not be adequate abroad and that concern is quite justified according to a spokesman at the CMA AGM.

Now a report commissioned by the Canadian Medical Association says that 87% of Canadians are worried about the safety of imported foods - fruits and vegetables in particular - because of perceived lax standards in other countries. People feel that

The industry's efforts to establish, implement, and maintain strict food safety standards for Canadian fruits and vegetables addresses the public's concern and will help to differentiate our products in the market place.

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New marketing and promotion program to build demand for BC vegetables

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Unused facility converted to shrimp production

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Public perceives problems with imported foods