

BC Vegetable Marketing Commission

2008
Operations
Report

Meetings
Elections
Strategic Plan
Policy Development
Amending Orders
Hearings
Appeals
Finance

Meetings

15 Commission meetings

Held during 2008

- 8 regular and
- 7 tele-conference

- Regular business (e.g. Licensing, Compliance, Allocations)
- Planning, Policy Development

Governance For
Commissioners:

- Code of Conduct
- Conflict of Interest
- Privacy Policy

2008 Elections

Completed the 2008 elections by the March 31 deadline date

Relied on FIRB approved Elections Policy

- District I Storage Crop representative -Pete Schouten
- Districts I & II Greenhouse Pepper Producer representative -Linda Delli Santi
- District II & III Storage Crop Producer – No Nominations Received - Position left Vacant
- District I & II Greenhouse Tomato Representative – William Cheuk

Strategic Plan

Strategic Plan – Done
Annually

Defining annual goals and
establishing measurable
deliverables

Goals

The Market
Operations
Organization

Market Goals

□ Systematic Regulation
for Orderly Marketing

- Monitor all agencies operating with sub-delegated VMC authority
- Greenhouse - annual and quarterly reporting
- Storage Crop - monthly and annual reporting

Strategic Plan

Updated Strategic Plan
defining annual goals and
ways and means for
achieving them

Goals
The Market
Operations
Organization

Market Goals

- Ensure production and delivery allocations are market responsive
- Provide timely and relevant market information to all sectors

Strategic Plan

Updated Strategic Plan
defining annual goals and
ways and means for
achieving them

Goals

The Market
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Market Goals

- Deliver food safety initiative through CHC on-farm food safety program
 - all regulated crops
 - make ready for 3rd party audit and certification

Strategic Plan

Updated Strategic Plan
defining annual goals and
ways and means for
achieving them

Goals

The Market
Operations
Organization

Operations Goals

- Expansion of greenhouse quarterly reporting
 - regular reports to greenhouse producers to assist with performance benchmarking and decision making
- Participated in Info-Hort Project for Regional and National Market System Enhancement

- ww3.agr.gc.ca/apps/infohort

Strategic Plan

Updated Strategic Plan
defining annual goals and
ways and means for
achieving them

Goals

The Market
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Operations Goals

- ❑ Processor licensing contingent on demonstrating food safety certification
 - extended to licensing of wholesalers
- ❑ All Fraser Valley greenhouses measured
- ❑ Examine generic promotion initiative for regulated products
 - linked to BC Agriculture Plan

Strategic Plan

Updated Strategic Plan
defining annual goals and
ways and means for
achieving them

Goals

The Market
Operations
Organization

Operations Goals

- Research & Industry Development activity outsourced to the BC Greenhouse Growers Association
- Develop and implement storage crop new entrant program

Strategic Plan

Updated Strategic Plan
defining annual goals and
ways and means for
achieving them

Goals

The Market

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Operations Goals

- ❑ Examine and, if warranted, implement further division of potato delivery allocation category
- ❑ timely and low cost dispute resolution
- ❑ VMC British Columbia representative to United Potato Growers of Canada

Strategic Plan

Updated Strategic Plan
defining annual goals and
ways and means for
achieving them

Goals

The Market
Operations
Organization

Organization

- Consistency and Continuity of Governance Model
 - Director's Manual prepared per FIRB directive
- Communications
 - Regular reporting to all producers through monthly newsletter
 - sector advisory groups
- Levies and Finance
 - Budget established
 - levies collected

Legal

Regulated
Conduct
Defence

Canada
Competition
Act/Tribunal

- By way of legislation and regulation regulated conduct defence available so long as there is Commission presence when market information sharing occurs

Amending Orders

□ # 15- May 2008

2008
Approved
Numbers 15
through 19
(in newsletters)

- refund provisions changed regarding non-performance of previously approved new greenhouse Production Allocation
- Designated Agency annual license fee limit eliminated

Amending Orders

□ # 16 – June 2008

2008
Approved
Numbers 15
through 19
(in newsletters)

- Schedule IV – BCVMC Levies and Charges amended to reflect change in 2008 greenhouse vegetable Research & Industry Development Levy

Amending Orders

2008
Approved
Numbers 15
through 19
(in newsletters)

- # 17- July
 - Commission Salesperson class of license re-established and consequent changes made throughout the General Order
- # 18 – October
 - Special Order Number 11/01 repealed – potato revenue pooling practiced by a Designated Agency ended

Amending Orders

2008
Approved
Numbers 15
through 19
(in newsletters)

- # 19 – December
 - conditionally approved new greenhouse vegetable Production Allocation performance deposit at VMC discretion
 - successive Greenhouse Production Allocation deferral requests able to go beyond one year

Hearings

VMC Hearing

- July 2008
 - Application for New Greenhouse Vegetable Production – Cucumbers
 - VMC Decision not to assign cucumber Production Allocation
 - Decision Appealed to FIRB

FIRB Appeals

February 2008

- VMC Decision to Deny Application for Wholesale License

April 2008

- Applicant files appeal from VMC decision with FIRB
- Mediated settlement reached
- VMC re-establishes former Commission Salesman license class

FIRB Appeals

July 2008

- FIRB Hearing and Decision Regarding VMC Decision to Deny Application for New Cucumber Production Allocation

August 2008

- FIRB Hearing Held

September 2008

- FIRB renders decision ordering VMC to assign new cucumber greenhouse vegetable Production Allocation for one year with renewal at VMC discretion

Processing Crop Contracts

Timely
Settlement of
2008
Processing
Crop Contracts

Contracts for Cole
Crops, Peas, Bush
Beans, Corn and
Strawberries
Settled by Negotiation

Finance

2008 Commission
Operations

Small Surplus

- Compared to 2007 Greenhouse Vegetable Administration and Research & Industry Development Levies lower in 2008
- Compared to 2007 all other 2008 producer levies remained unchanged
- Greenhouse Vegetable Research & Industry Development activity continued to be outsourced to the BC Greenhouse Growers Association
- Legal costs within budget

Finance

2008
Commission
Operations

Activity
Based
Costing

- Divisional Accounting
 - During 2008 monitored and tracked expenses and compared to sector levy revenue
 - ◇ 50 % greenhouse
 - ◇ 30 % storage crops
 - ◇ 20% processing crops
 - Result – for 2009
 - ◇ 50 % greenhouse
 - ◇ 35 % storage crops
 - ◇ 15% processing crops