

July
2005

Commission Report

BC Vegetable Marketing Commission Monthly Newsletter

Murray leaves the Commission in October to return to the private sector

Commission to identify goals and priorities

Murray Driediger to Resign as Commission GM

With considerable regret the Commission announces the resignation of Murray Driediger as General Manager. Murray has advised us that he has accepted an opportunity to return to the private sector this fall.

Murray joined the Commission in 1997 after divesting his interests in his family's fruit operations in the Fraser Valley. Since 1997 Murray has been instrumental in leading the Commission through a myriad of initiatives including trade challenges and the growth and evolution of the greenhouse sector.

While we are disappointed to see Murray leave, we are thankful for his dedication and contributions to the

Commission. Murray will continue at the Commission until October and has stressed his willingness and desire to assist the Commission in the transition to a new General Manager.

We have initiated a search for a new G.M., and we are striving to have a new G.M. recruited in time to provide some overlap and orientation with Murray.

In the meantime, it is business as usual for the Commission. We encourage anyone wishing to discuss this management change to contact Murray Driediger or George Leroux, Chair of the Commission, at their convenience.

Market Information Report

What's important in the market place, what can we expect in the future and how is BC doing in relation to the other areas? These are the issues and this is the information the Commission's new quarterly market information report will address.

As a new industry service, the Commission is developing and will soon publish a regular quarterly report on markets and trends for greenhouse crops and storage crops. Information from private and public sources is being reviewed and software is being written to analyze and present the data. The project is being handled by Andre Solymosi, Market Information and Analysis Officer at the Vegetable Commission office.

The Commission welcomes any suggestions you may have for specific information you would like to see included in the report.

BC Potato industry asks the CITT to extend the dumping duty on US potatoes

Commission sets new priorities and directions

New Greenhouse Agency recommended

Agencies to be monitored, - moratorium imposed

CITT Potato Hearings

The 4 day Canadian International Trade Tribunal hearing on potatoes has been concluded and we now await the decision to be announced on September 12th. BC presented a strong case demonstrating that dumping by US producers was causing material injury to the BC potato industry.

BC's case was presented by Commission General Manager Murray Driediger, LMVDI Manager Rick Gilmore,

Producers Blair Lodder, Brent Kelly, Peter Schouten and Peter Guichon and expert consultants Steve Thomson, Jim Alcock, Al Mussel and Dennis Kirkham. The development of the submissions was ably assisted by the staff of each of the designated agencies.

Commission Chair Leroux attended the hearings and commented afterwards that he was satisfied that everything was done to make the BC case.

Commission Strategic Planning

The Commission conducted a two day session aimed at sharpening its focus, with the view toward providing the most beneficial services and leadership for the vegetable industry. Led by the Chair, all Commissioners participated in identifying industry goals, and strategies to achieve those goals.

Several important themes emerged, among them a strengthened emphasis on market programs and information to assist the industry; and the implementation of metrics to measure agency performance.

Over the next few months the Commission will finalize the details of the strategic plan for final decision and implementation.

Country Fresh Agency Application

The Commission will recommend the designation of Country Fresh Produce Inc. to the Farm Industry Review Board as an agency of the Commission commencing January 1, 2006.

The Commission directs that Country Fresh is to participate in this year's producer transfer process which has a

deadline of August 1st 2005.

The Commission has also directed that Country Fresh is to participate in this year's production allocation (quota) transfer process and new production allocation process commencing August 31, 2005 and October 15th, 2005 respectively.

Greenhouse Agency Moratorium

In light of the changes over the past 3-years from a single desk marketing model to a multi-agency model, the Commission believes that the industry needs time to work with the changes. The Commission intends to establish improved Agency performance monitoring, provide for producer transfers between Agencies, and review other Agency policies including, but not necessarily limited to, district boundaries, product pooling, and exemptions. Accordingly, absent extraordinary circumstances, the Commission is imposing a moratorium on further Agency designation applications until December 31, 2007.