

July
2006

Commission Report

BC Vegetable Marketing Commission Newsletter

BC Potato
acreage stays
constant in 2006
compared to
2005

Commission
aligns programs
and policies to
the future

Deadline
extended to
August 30 –
Producer
comments
invited

Storage Crop Acreage Survey - 2006

The annual survey of producers identifying actual plantings of Storage Crops has now been completed. The results show that 2006 potato acreages remained static from 2005 at 5,370 acres. District I potato acreage increased 165 acres but remained well below the 2004 totals. Potato acreage in District III

declined. Within the category, Kennebec and yellow variety acreages increased while russet and Warba acreages decreased.

Beet acreages increased, cabbage acreage remained static, carrot, onion and parsnip acreages all declined marginally.

Strategic Plan Update

On July 13th Commissioners set aside time from regular business to focus on the future of the vegetable industry and the Commission policies and programs that will best assist the industry to benefit from the opportunities and to meet the challenges that may arise. The General Manager reported on the progress and activities undertaken or completed to achieve the objectives of the Strategic Plan. The meeting focussed on several issues including the Commission's Market Information Services and the FIRB guidelines for future policy considerations.

Greenhouse General Order Changes

On the Commission's request, FIRB has granted a time extension to August 30th to complete the revisions to the Greenhouse portions of the General Orders. The time extension will allow producers to review the ideas under consideration and to offer their comments on them before they are finalized.

The draft revisions are posted on the Commission's website - www.bcveg.com - and include a

"Brief Guide to the Amendments". Letters have also been sent to all greenhouse vegetable growers advising of the new deadline and inviting comment. Input on the drafts should be communicated to Tom Demma by phone or email.

In view of the pending changes and of the annual deadlines in the General Orders, the Commission has extended all relevant deadlines to September 15th.

Storage Crop Advisory Group

The Group, under the Chairmanship of Peter Guichon, has now finalized its recommendations to the Commission for changes to storage crop policies. The recommendations cover Delivery Allocation (DA) by Type for Potatoes; DA after 100% deliveries by all growers; DA transfer holdback policy; and, new entrants to the industry. Recommendations on District policy will be discussed further at a joint meeting of the Agencies. Group meetings were attended by Commissioners representing the Storage Crop sector, agencies, and the Producer Association.

These recommendations may now go before the Commission at the Aug 9th meeting. Any changes that may be made as a result of these recommendations will likely be effective for the crop year beginning in 2007.

FIRB Appeal

The Interior Vegetable Marketing Agency Ltd (IVMA) has launched an appeal to the Farm Industry Review Board (FIRB) on a Commission decision to grant a production allocation to a new

greenhouse vegetable producer in Kelowna. FIRB will schedule a Hearing where the Commission and the IVMA will present evidence in support of their positions and FIRB will then make a decision.

Amending Order Number 5

The Commission passed Amending Order No 5 on July 12 which repealed all of the Special Orders except Order # 02 –02 which remains in effect and which deals with membership in the Greenhouse Growers Associations.

The former Special Orders referenced pooling requirements for Vancouver Island Produce, District I field crop requirements and the Greenhouse Tomato Trade action.

Annual Agency Meeting

The meeting of the Storage Crop Agencies is planned for August at the Commission offices. Formerly this meeting was held on Vancouver Island and included representatives of all designated agencies.

The focus on this year's meeting will be marketing and promotion and on changes that may be made to the General Orders as they affect storage crops.

Commission to receive advice on changes to storage crop policies

IVMA disputes need for more Greenhouse Vegetable Production in District III

'Out of Date' Special Orders rescinded

Storage Crop Agencies meet to co-ordinate plans