

June
2007

Commission Report

BC Vegetable Marketing Commission Newsletter
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Fourth vegetable
processor
licensed in BC

Group provides
advice to the
Commission on
a New Entrant
policy

Highbright Produce Inc

For the first time in many years, the Processing Vegetable sector has a new Commission licensee. The Commission has issued a Processor license to Highbright Produce Inc for its premises in the Gloucester Industrial Park in Langley. Highbright intends to receive, process, store and ship BC grown berries and vegetables. Highbright is

a subsidiary of Sunlight Produce Ltd of the Great Britain and joins Lucerne Foods, Snowcrest Packers (a division of Omstead Foods Ltd) and BC Frozen Foods Ltd in the BC processing sector. Highbright is expected to begin participating in the processing sector negotiations in the 2008 round.

Storage Crop Advisory Group

The Storage Crop Advisory Group met on June 19 to develop recommendations to the Commission on a number of issues including a new entrant policy for the sector.

The group will continue to refine its recommendations on the new entrant policy but has agreed that Commission policy should be neutral regarding entry into the industry by first line relatives of existing growers. The new policy should be written so that first line relatives are neither advantaged nor disadvantaged when the Commission considers applications by new entrants for Delivery Allocation (DA).

Rather than try to choose arbitrary numbers as the quantum of the DA for new entrants the group requested that information be prepared for its review looking at relationships between the total DA for each commodity and percentages of those global amounts that may generate viable start up units. The group thought that a percentage or a series of percentages may provide consistency among the commodity sectors.

The group also developed recommendations for a funding basis for the potato sector to maintain membership in the United Potato Growers of Canada.

Amending Order # 11

Strawberry levy reduced – intent clarified

At its June meeting the Commission adopted Amending Order # 11 to the General Order which provides for a reduction in the Commission levy on processed strawberries to \$3.60 per ton and clarifies the wording on transfers of storage crop Delivery

Allocations. An unofficial consolidated edition of the General Order including amendment # 11 is posted on the Commissions website at www.bcveg.com/orders_&_decisions.htm.

BCGGA / BCVMC Agreement

Agreement to provide services to the greenhouse industry

An agreement has been concluded between the BC Greenhouse Growers Association and the Commission covering research and industry development functions for the BC greenhouse industry. The agreement provides for a continuation of the valuable work being done by the Association on behalf of all District I licensed growers and aligns the funding and authorities with the provisions of the Natural Products Marketing (BC) Act and the Vegetable Scheme. A Commission research and industry development levy has been applied to District I Greenhouse vegetable producers and the funds so generated will in turn be available to the Association to fund projects. Invoices covering the first 1/3 of 2007 have now been forwarded to District I greenhouse agencies and payment is due by June 30.

General Order Enforcement

Orderly marketing integrity preserved

A recent action to enforce the Commission General Order was taken when potatoes were marketed directly by a producer to a processor. As process potatoes may be in surplus supply this year, direct marketing not only contravenes the General Order,

it denies an equitable share of the market to other producers holding a Delivery Allocation.

The Producer's Class I license was cancelled and he was required to apply for a Class II license.

Light Brown Apple Moth

CFIA responds to threat to the greenhouse sector

The CFIA has instituted controls on a wide range of agricultural products imported from parts of California because Light Brown Apple Moth (LBAM) has been identified there. In particular, LBAM is a significant economic threat to BC's greenhouse vegetable crops as well as other crops.

CFIA's action to protect Canadian farms is similar to the actions the USA and other governments would take if a pest subject to quarantine is discovered in Canada and threatens production in those jurisdictions.