

SUMMER  
2025

# THE COMMISSION REPORT



BC Vegetable Marketing Commission Newsletter



Issued: July 02, 2025

[HTTPS://WWW.BCVEG.COM](https://www.bcveg.com)

## MESSAGE FROM ANDRE SOLYMOSI, GM BCVMC

Our year started off with significant uncertainty in our industry with the news of tariff threats, tariffs, counter-tariffs, and pauses of tariffs. Against this turbulent backdrop, the industry continued with our normal cycles of production and the BCVMC continued to make progress on reviewing our regulatory framework to ensure that it remains in step with a changing industry. We've been pleased to see that outside of our office, greenhouse vegetable producers are continuously investing in improving their yields while field vegetable crops are experiencing a great start to the season with the favorable weather.

## BCVMC NEWS

### Revised General Order & Task Force

As mentioned in our last newsletter, a General Order Task Force was set up to provide an opportunity for staff to get input from members of the industry as we develop policy and potential improvements to our General Order. The Task Force met in February, April, May and June, and is progressing well in its work. It is on track to wrap up this summer. A full industry consultation will be held in the fall to provide industry participants an opportunity to review the proposed changes and provide comments for consideration by the Commission.

### BCVMC AGM & Townhall Session

Our 2025 Annual General Meeting was held on April 23<sup>rd</sup> at the Coast Tsawwassen Inn. There was a good turnout for the meeting in person and through our video conference link. Our new Chair, Wes Shoemaker, started the meeting with a review of 2024 highlights and the outlook for 2025. Gunta Vitins from the BC Farm Industry Review Board (BCFIRB), which oversees regulated marketing boards for the BC Ministry of Agriculture, addressed the meeting with some comments on the BCVMC's work and expressed her confidence that the BCVMC is moving forward in a positive direction.

A financial overview was provided by our Auditor, and that was followed by a presentation of our 2025 budget and strategic priorities. With a full complement of staff now in place, the Commission will focus its efforts to improve communication, engage in consultation with industry, and implement improvements to the regulatory framework. Mariana Loza Scavia, our new Senior Licensing and

## KEY DATES

- **June 18**  
UPGC Crop Transition Conference
- **June 25**  
BCGGA AGM
- **July 29**  
BCVMC Commission Meeting

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Compliance Administrator, shared a report that highlighted sustained growth in the Greenhouse sector and increases to planting acreage for Storage Crops.

Our 2024 BCVMC Election concluded with the reappointment of Paul Guichon as a Storage Crop Representative (by acclamation) and the appointment of Casey Houweling as the Greenhouse Representative (following a vote administered independently by BCCOMB). Wes Shoemaker announced the appointment of the Independent Members Daphne Stancil (to a 3-year term) and Craig Evans (reappointed for a 2-year term). Commissioners John Newell and Natalie Veles were thanked for their service to the Commission.

Following a very insightful presentation by BMO Economist Aaron Goertzen, a lively question and answer session was held in which collaboration and ongoing open communication was encouraged.

## **Normal Value Review**

At the beginning of this year, the Commission submitted a request to the Canada Border Services Agency (CBSA) to review the “Normal Value” that is used to calculate anti-dumping duties for the importation of certain potatoes from the United States. This protection against the sale of American potatoes in Canada at prices below their cost of production has been in place since 1984, but the level used to calculate what constitutes the normal value of potatoes had not been updated since well before the period of very high inflation over the past several years. Over the past three months we were supporting the BC industry by preparing a case argument as to what fairly reflects the current cost of production. CBSA will now review submissions and make a determination as to whether the Normal Value will be updated.

Later this year, we will be establishing a working group to assist us in developing our submission in support of the continuation of the anti-dumping provisions on US potatoes for use or consumption in BC that are due for review by the Canadian International Trade Tribunal (CITT) in 2026. We will be reaching out to members of the industry who have supported this work in the past. If you are interested in participating in this working group, please contact the Commission office.

## **Trade & Tariff Issues**

Although trade and tariff talk has been slipping off the front page of newspapers lately due to other geopolitical turmoil, we are currently only a few weeks away from either an announcement of a new deal between Canada and the United States or back into a world of escalating tariffs and counter-tariffs. If you are struggling to keep pace with understanding the array of different relief programs, you might find the following regularly updated resources helpful:

1. Pausing of tariffs for goods covered under CUSMA – a step-by-step guide has been published on the internet by the Government of Canada. This web page has detailed information on CUSMA compliance, certification processes, and record keeping. It can be accessed at <https://www.tradecommissioner.gc.ca/en/market-industry-info/search-country-region/country/canada-united-states-export/us-tariffs/guide-cusma-compliance.html> or by

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searching “Step-by-step guide to CUSMA compliance”. Note that this page also has an email address and hotline phone number for CUSMA enquiries.

2. Customs Notice 25-19 provides information on how to access the relief program for the counter-tariffs Canada put in place on March 4, 2025 (United States Surtax Order (2025-1)). The most likely aspect of this to be relevant is the HS Code categories related to food packaging materials. You can find this by searching for “Customs Notice 25-19”. More detailed information on the relief programs can be found at <https://www.canada.ca/en/departement-finance/programs/international-trade-finance-policy/process-requesting-remission-tariffs-that-apply-on-certain-goods-us.html>. Be sure to check the bottom of these pages for information hotline numbers and email addresses for enquiries.

Over the past several weeks there has been a lot of effort within our provincial and federal governments to advance opportunities for exporting to new markets. Please reach out to staff at the BCVMC if you have any questions about trade diversification efforts and how to find support.

## REMINDERS...

- Greenhouse Levies are due
- Storage Crop and Greenhouse monthly Sales Reports are due from agencies by the 21<sup>st</sup> of the month, or three weeks after month end.

## DID YOU KNOW...

...that the percentage of Canadian farmers who have thought about suicide is twice as high as the general population (according to a 2022 study by University of Guelph study). Working in agriculture carries unique mental health challenges. Agriculture and Agri-Food Canada (AAFC) has an excellent Information and Resource page where you can learn more or get help with accessing resources related to depression, suicide prevention, managing financial stress through debt remediation, handling anxiety and stress related to catastrophic events, and more. Please keep an eye on each other’s mental health, and take note of a new National Farmer Crisis Line at 1-866-FARMS-01 or 1-866-327-6701.

**WHO WE ARE:** The BCVMC is a Public Sector Organization (PSO) charged by the BC Government to administer and ensure compliance with the provisions of the Natural Products Marketing (BC) Act (NPMA) as it relates to regulated vegetables.

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**Recent News Releases:** <https://www.bcveg.com/news-and-notice.html>

2025-06-19 BCGGA 2025 Levy Funding

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