

FALL  
2025

# THE COMMISSION REPORT

BC Vegetable Marketing Commission Newsletter



Issued: October 17, 2025

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

## KEY DATES

- **October 23**  
Nanaimo Townhall
- **October 28**  
Delta Townhall
- **October 29**  
BCVMC Commission Meeting /  
Strategic Planning Session
- **October 30**  
Abbotsford Townhall
- **October 30**  
Canadian Potato Council  
Meeting
- **November 2**  
Annual Greenhouse Producer  
Licence expires
- **November 7**  
Kelowna Townhall

## BCVMC TOWN HALL SESSIONS

As part of the BC Vegetable Marketing Commission's effort to modernize its General Order, a Task Force was created to review and recommend possible amendments to be made. We now wish to bring these recommendations forward for broader industry consultation, and will be holding several Town Halls over the next two months to get your input, which will be critical in ensuring the final changes reflect the needs of growers and the industry.

**For more information and to register for the Town Hall meetings, visit our website at [www.bcveg.com/industry-consultation](http://www.bcveg.com/industry-consultation).**

## BCVMC NEWS

### LICENSING UPDATE

The licensing renewal process has been streamlined to improve efficiency. Renewal applications are now sent as individual pre-populated forms to each grower, making completion faster and easier. Agencies are copied on all correspondence to keep them informed and to strengthen communication throughout the renewal period. They will also receive a summary report of licensed growers at the end of each licensing cycle.

### MARKET UPDATE

Fall is harvest season out in the fields, and an approach to the end of the growing season for many greenhouse growers. It's a good time to reflect on the past year's challenges and successes and look forward to what the next year might bring.

Despite a backdrop of concerns over potential trade disruptions, most of our greenhouse growers have had a good year and the industry as a whole is continuing the trend of growth and re-investment from the past several years. A relatively higher US dollar countered some of the effects of increased supply of product from Mexico and the East this year. Growers south of the border have significantly higher concerns about labour stability going into next year due to the high costs of their H-2A program and a crackdown on illegal migrants, which has the potential to impact domestic production levels in our main export market. We look forward to continuing to support our growers and agencies as they seek to

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navigate through turbulent times with an environment that promotes the production and marketing of vegetables.

Out in the fields, our storage crop and processing vegetable growers have enjoyed the most amenable weather and growing conditions in decades. Many of our potato growers, for example, can't remember ever having a better yield than what they are experiencing now as they wrap up their harvest and fill storage to capacity. Prices have held up to this point with good movement of product, but it is expected that the level of supply both here and in neighbouring growing regions will start to bring downward pressure. Growers in Western Canada from here to Manitoba, and in the Western United States (especially Idaho) have all had a very good year for production. Our support in maintaining the Anti-dumping provisions to prevent importation of potatoes below their cost of production will be vital this year in ensuring that our farmers can move their product to the market at a sustainable price, and we look forward to supporting the expiry review of this measure in 2026.

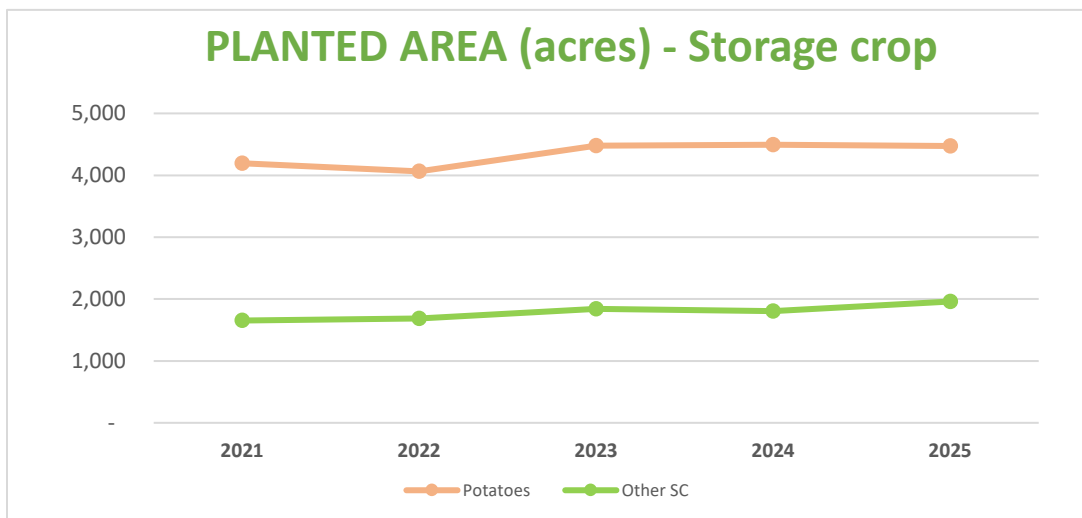
## **EXPORTING GREENHOUSE BELL PEPPERS TO JAPAN**

The Canada Food Inspection Agency (CFIA) is moving the application process for registration in the Pepper (Fresh) Export Program online to the MY CFIA platform.

If you plan to participate in the upcoming season, please note:

- Applications for the 2026 production year must be submitted through the My CFIA digital system. You can access the system using the following link: [My CFIA account](#).
- For guidance or contact the appropriate [local CFIA office](#).
- For questions regarding different systems-based programs, please see [Horticulture: exporting and certification](#)

## **Storage Crops Planted Area 2025/2026 Crop Year**



Overall potato planted area has remained relatively stable compared to the previous two years, decreasing by 25 acres this year. However, there have been notable shifts within specific categories: early potatoes and food service potatoes saw the largest reductions—19% and 8%, respectively—

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representing a combined 58-acre decrease from last year. Whites and reds also declined by 5% each. In contrast, yellow potatoes increased by 9%, while Russets remained unchanged.

For other storage crops, there has been an overall increase of 8% (+158 acres) compared to last year. Beets, carrots, onions, parsnips, rutabagas, and turnips each recorded acreage increases ranging from 9% to 14%. Green cabbage acreage rose by 4%, while red cabbage acreage remained nearly the same as last year.

## **AGENCY APPLICATIONS**

On June 26, 2025, OPV Marketing Ltd. (“OPVML”) submitted a new application to the Commission seeking designation as an agency for the marketing of regulated greenhouse vegetables. A Commission panel has completed its initial review and determined that the application should proceed to further consultation with industry stakeholders. A notice of proceedings outlining the background, scope, and next steps for the application will be issued shortly. Stakeholders should expect to receive the notice in their inbox within the next few days.

On September 9, 2025, the Commission issued a decision on an extraordinary application by Village Farms Operations Canada Inc. (“VFOC”) to conditionally designate Village Fresh Canada ULC (“Village Fresh”) as an agency, contingent upon Village Fresh meeting specified conditions. Under section 8 of the Natural Products Marketing (BC) Act Regulations (“NPMA Regulations”), the Commission forwarded the decision to the British Columbia Farm Industry Review Board (“BCFIRB”) for approval. BCFIRB subsequently issued a supervisory order directing Village Fresh to formally apply for agency designation under section 8 of the General Order. Once the application is received the Commission will review this application in accordance with section 9 of the General Order and will do so as expeditiously as possible. The BCFIRB decision is available on the BCFIRB website on the webpage [BCFIRB General Supervisory Matters](#).

**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-notices.html>

2025-08-05 Conclusion of CBSA Review on Potato Normal Values

2025-08-20 Decision on Red Sun Farms Agency Application

2025-09-08 Decision on Extraordinary Application to Transfer an Agency

2025-09-08 BC Greenhouse Pepper Exports to Japan - Propagator Registration and Applications due September 30, 2025

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