



— 2025 —  
**BC VEGETABLE**  
MARKETING COMMISSION

**ANNUAL REPORT**

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# BC VEGETABLE MARKETING COMMISSION

## Policy Objectives

The Commission's overall mandate is to administer the British Columbia Vegetable Scheme (the Scheme), including coordinating producer activities to ensure orderly marketing and to provide a framework for producer economic stability.

The following policy objectives support that mandate:

### **PROMOTE ORDERLY MARKETING**

The Commission promotes the orderly marketing of regulated vegetables through a central selling desk that primarily uses agencies to manage market dynamics, licensing participants, and managing production allocations and market growth.

### **MAXIMIZE PRODUCER RETURNS**

The Commission maximizes producer returns by balancing product supply with market demand to mitigate over/under supply, and through minimum pricing policies for some commodities (i.e.) storage and processing crops to stabilize returns.

### **EQUITY & FAIRNESS**

Regulated marketing has been based on the principles of stakeholder equity and fairness where producers of like product and like quality should receive equal market access and equal returns irrespective of the agency. Producers should have access to viable market growth.

### **TRANSPARENCY AND UNDERSTANDING**

The Commission needs to operate in a transparent manner that engages producers, demonstrates value and creates understanding and trust in the regulatory system.

# BC VEGETABLE MARKETING COMMISSION

## Message from the Chair

This past year has been one of meaningful transition for the BC Vegetable Marketing Commission as we transform our regulatory framework to support a more resilient and competitive vegetable sector. Having now served as Chair for over a year, I had extensive engagement with industry associations, agencies, and producers across the province. These conversations have been direct and, at times, challenging. They have also made clear that our regulatory framework has not kept pace with the realities facing vegetable production and marketing in BC. It is apparent that the Commission must provide greater value to stakeholders, which in some sectors may require regulatory reforms.

A key priority in 2025 was fundamentally changing how we engage with industry. Through town halls, consultations, ongoing dialogue with associations and producers, we gained a better understanding of sector challenges and opportunities. We also gathered feedback on where the regulatory system was creating barriers as opposed to enabling success. We heard that, certain aspects of the General Order were disconnected from market realities, some administrative processes were unnecessarily burdensome, and the framework lacked flexibility. This input informed the Commission's work throughout the year and reinforced our commitment to improving the regulatory system. Building trust and understanding with our regulatory system remains a priority, and we recognize that this requires an ongoing effort.

The most significant outcome of this work was the modernization of the General Order. This work represents one of the most comprehensive reviews of our regulatory framework in many years. Building on the consolidation completed at the beginning of 2025, the Commission convened a Task Force representing a broad cross-section of the industry. Through the work of the Task Force and the extensive consultation that followed several changes were made to the General Order to clarify expectations and responsibilities and better reflect industry practices.

The changes to the General Order addressed foundational policy issues, strengthened accountability and streamlined administration. This work reflects progress toward a more modern and responsive regulatory framework. While this represents an important step, there is still much more work to be done. Several complex policy areas require further analysis and consultation, and this work will continue into 2026 to ensure the regulatory framework is relevant and effective.

In parallel, the Commission addressed several significant agency and compliance matters, ensuring they were handled with procedural fairness, and grounded in the Commission's mandate to support orderly marketing and provide reasonable returns to growers consistent with SAFETI principles. While maintaining our independence in regulatory decision-making, we have worked to ensure that enforcement and compliance activities are proportionate, transparent, and focused on outcomes that best serve the industry.

Looking ahead to 2026, producers continue to operate in a dynamic and challenging environment. In the storage crop sector, shifting consumer preferences toward processed and convenience

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products, combined with the risk of oversupply from larger production regions, will continue to place pressure on markets. In the greenhouse sector, growth opportunities remain strong, but are accompanied by rising input costs, increasing competition, and ongoing uncertainty in export markets, particularly in relation to trade and tariff conditions.

Despite these challenges, there are clear opportunities for innovation, growth, and increased competitiveness across the sector. Producers continue to demonstrate resilience and adaptability, whether through adopting new technologies, responding to changing consumer demand, or exploring new market opportunities. The Commission is committed to ensuring that the regulatory framework supports market growth and new opportunities, while delivering value to the industry.

On behalf of the Commission, I would like to thank our producers, agencies, associations, and staff for their continued engagement and contributions over the past year. The progress we have made reflects a shared commitment to strengthening the industry and ensuring its long-term sustainability and growth. While there is still more work to be done, I am confident that we are moving in the right direction and that the future of BC's vegetable sector remains bright.

Sincerely,

A handwritten signature in blue ink that reads "W. Shoemaker". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

**Wes Shoemaker**

Chair, BC Vegetable Marketing Commission

# BC VEGETABLE MARKETING COMMISSION

## Report of the General Manager

### STRATEGIC PLAN REFRESH (2024-2027)

The Commission remains committed to a principle-based regulatory approach that promotes orderly marketing, maximizes producer returns, and upholds equity, fairness, transparency, and industry understanding. The Commission met in October for its annual planning session. Progress was made against all the Strategic Objectives in 2025, with efforts focused on the regulatory framework, centralized marketing, participant licensing, operational excellence, organizational stability, and stakeholder communication. An action plan was developed for both the Commission and Staff for the final 24 months of the plan.

### REGULATORY FRAMEWORK

#### **Consolidated General Order**

On January 1, 2025, a new version of the General Order was promulgated. This represented a significant redrafting effort which aimed to modernize the General Order by increasing the precision of the language used, improving and simplifying its organization, and removing redundant or vague material. This redrafting effort set the groundwork for 2025's work to identify more substantive changes to better align with the current operating environment of our industry.

A General Order Task Force representing a broad cross-section of licensee types was convened, and it delivered 27 recommendations to the Commission. These recommendations were grouped into four categories; licensing structure and definitions, license renewal processes, agency and producer obligations, and administrative or technical improvements. The Commission then brought these to industry through a comprehensive consultation process in October and November which included townhall meetings across the province, meetings with marketing agencies, and calls for written submissions. Staff then consolidated all the feedback and based on the industry input and Commission direction a redrafted General Order was prepared for industry review at the end of 2025, and since then it has been promulgated. Some of the discussions and feedback led the Commission to pause some of the recommendations and direct staff to conduct further research and consultations in 2026. This research is to be focused on the methods of using Administrative Monetary Penalties, an examination of the relevance of our current regulations for certified organic producers and requirements for food safety, the conditions for which greenhouse producers could be permitted to market through multiple agencies, and how to improve reporting to greenhouse producers in a way that allows them to compare their results against industry-wide net grower returns.

#### **Northern Expansion**

Constructive dialogue with Northern BC vegetable producers continued throughout 2025, with a focus on identifying practical solutions that recognize the unique conditions in these regions. Amendments to the General Order introduced at year-end addressed certain concerns, including food security considerations in remote communities and production challenges associated with

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shorter growing seasons. Other matters raised through consultation remain under consideration as part of the ongoing review of the General Order.

The Commission will continue this engagement in 2026, including receiving further feedback to inform potential amendments to the General Order, and is committed to strengthening this relationship over the longer term through ongoing dialogue and collaboration.

## **CENTRAL SELLING DESK**

### **Agency Reviews, Applications and Ownership Transfers**

In 2025, the BC Vegetable Marketing Commission (BCVMC) continued to strengthen oversight of agency structure through the review of agency applications, ownership matters, and compliance of existing agencies. This work supports the Commission's mandate to maintain orderly marketing, ensure fair competition, and maximize producer returns.

The Commission assessed several agency applications and related matters, including OPV Marketing Ltd. and Red Sun Farms, the latter of which was not approved. In evaluating applications, the Commission applied established policy principles, recognizing that agency designation is a significant regulatory decision requiring a high threshold to ensure that additional agencies support, rather than undermine, the regulatory framework and policy objectives that promote stability and sector growth.

The Commission also addressed ownership and control matters, including a decision respecting a share transfer involving Village Farms. This review considered governance, operational continuity, and the agency's ability to operate in compliance with the General Order.

Agency compliance reviews progressed during the year, including completion of the Greenhouse Delight Foods Inc. review, where agency status was maintained following corrective actions. The review of Vancouver Island Farm Products Inc. was suspended pending a decision on the OPV Marketing Ltd. application, while the review of Country Fresh Produce Inc. remains ongoing and will continue into 2026.

These activities reflect a structured and active approach to oversight. Through the assessment of applications, ownership changes, and performance, the Commission is working to ensure agencies are well-governed, accountable, and capable of fulfilling their responsibilities, supporting a stable and effective marketing system and the long-term sustainability of BC's vegetable sector.

### **Producer Shipper Applications**

As part of the updates to the General Order, the Commission considered whether to maintain the Producer-Shipper licence category and decided to retain it with certain amendments. While this review was underway, consideration of Producer-Shipper licence applications was placed on hold.

With the new General Order now in place, the Commission will address the two previously received Producer-Shipper licence applications in 2026. These applications will be assessed

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using a process similar to that used for Agency designations under the General Order, with appropriate modifications to reflect the distinct nature of the Producer-Shipper category.

## Delivery and Production Allocations

In 2025, the Commission approved all production allocation applications received; no delivery allocation requests were filed. The following table details the production allocations granted and rescinded:

Farm	Allocation		Grant / Rescind	Effective Year	Crop
HAGreenhouses Inc.	48,562	Peppers	Grant	2026	
	-34,404	Cucumbers	Rescind	2026	
	-14,158	Specialty Crops	Rescind	2026	
Sunnyside Produce Ltd.	40,280	Tomatoes	Grant	2027	
	40,280	Specialty Crops	Grant	2027	
Holden Lake Farm	557	Tomatoes	Grant	2025	
1527565 - Mt. Lehman	53,760	Peppers	Grant	2026	
	23,760	Cucumbers	Grant	2025	
1527565 - Mt. Lehman	23,560	Cucumbers	Grant	2026	
	30,500	Peppers	Grant	2026	
Mt. Lehman Vegetable Farms Inc.	-7,806	Cucumbers	Rescind	2026	
	7,880	Peppers	Grant	2026	
Seedless Greenhouses	10,117	Specialty Peppers	Grant	2026	

## Licensing

During the reporting period, the Commission implemented updates to the licensing framework through the revised General Order approved on February 11, 2026.

The updated framework introduces a **Small-Scale Producer** License category to identify producers operating below defined production thresholds. These producers are required to be licensed but are exempt from license fees and levies. This change is intended to improve visibility of small-scale production while reducing regulatory burden.

The revised framework also introduces an **Organic Producer** License category. Further details and requirements related to this license category will be developed as part of the next phase of updates to the General Order.

Implementation of the updated licensing provisions, including alignment of renewal cycles and administrative processes, is currently underway.

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## OPERATIONAL EXCELLENCE

### **Research and Industry Development Funds**

Over the past year, the BC Vegetable Marketing Commission (BCVMC) undertook significant work to strengthen the governance, transparency, and effectiveness of Research Grant & Industry Development (RID) funding. This work was aligned with the Commission's mandate to ensure levy funds are used to support research, innovation, and industry initiatives that advance the orderly marketing and long-term sustainability of the BC vegetable sector.

A major focus in 2025 was the implementation of a formalized funding framework, including a new Order and Pre-Qualification Agreement introduced in late 2024. This framework established clearer requirements for funding eligibility, application processes, reporting, and accountability. It reinforced the Commission's oversight role while ensuring that funded activities directly support research, production, and marketing outcomes within the regulated vegetable industry.

Feedback from industry stakeholders highlighted concerns regarding administrative burden and the level of Commission oversight. In response, the Commission committed to refining the RID funding process in partnership with associations, with a focus on streamlining administration, clarifying funding criteria, and increasing industry participation in project review and approval.

Looking ahead, the Commission will continue to evolve the RID framework by working jointly with associations to refine eligible project categories, establish clear timelines for funding decisions and disbursements, and ensure reporting requirements remain practical and effective. This ongoing work is intended to balance accountability with flexibility, ensuring that RID funding continues to deliver measurable value to producers and the broader vegetable sector.

### **Industry Conferences and Memberships**

One of the regularly occurring events at the beginning of each year is the Pacific Agriculture Show hosted at Tradex in Abbotsford. Staff members and Commissioners were present there as usual, taking advantage of this opportunity to learn, share, and renew relationships within the industry.

In March representatives of the Commission attended the Fruit and Vegetable Growers of Canada conference and Annual General Meeting. We have members appointed to the Trade and Marketing, Field Vegetable, and Greenhouse Working Groups. These groups discuss topics relevant to Canadian farms and promote information exchange.

In October a representative of the Commission attended the Canadian Potato Council and United Potato Growers of Canada meetings. Our membership in these organizations allows the Commission to ensure that BC producers' interests are voiced there and that we share relevant industry and market data to ensure that our decision making is well informed.

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## Software Implementation & Data Development

The Commission continued advancing its data modernization efforts to support more efficient operations and improved industry analysis. The Commission has been working to enhance its internal data management and reporting processes.

During the reporting period, efforts focused on improving the structure, consistency, and usability of historical and current industry data. This work includes consolidating previously dispersed datasets, standardizing data formats, and developing internal tools to support more efficient data collection and analysis.

These improvements support the Commission's ability to monitor production volumes, market activity, and industry trends, while also strengthening internal administrative processes such as licensing, reporting, and levy management. In addition, the Commission has begun implementing digital workflow tools through Microsoft Teams and Microsoft Planner to improve task management, collaboration, and operational transparency. Implementation of these enhancements is ongoing and will continue to support more reliable and timely information for operational and policy decision-making.

## ORGANIZATIONAL STABILITY

### Industry Engagement and Issues Resolution Plan

In 2025, the BC Vegetable Marketing Commission (BCVMC) advanced an Industry Engagement and Issues Resolution Plan to strengthen alignment with its mandate and respond to industry feedback regarding transparency, regulatory effectiveness, and sector competitiveness. The Plan established a more structured approach to engagement, ensuring that stakeholder input informs policy development, decision-making, and regulatory improvements.

A formal engagement framework was implemented, including consultation with producers, agencies, and associations, supported by a General Order Task Force. The Task Force, comprising growers, agencies, and Commissioners, developed 27 recommendations to modernize the General Order, informed by province-wide consultation through town halls, meetings, and written submissions.

Modernization of the General Order was the primary outcome of this work. Following initial updates in early 2025, the Commission completed a comprehensive review to improve clarity, consistency, and alignment with current industry practices. The revised General Order was promulgated on February 11, 2026, reflecting extensive consultation and refinement. Key changes include clearer licensing structures, standardized renewal processes, enhanced agency reporting requirements, streamlined administration, and expanded Small-Scale Producer exemptions.

The Commission also strengthened governance and oversight, advancing agency reviews and applications and reinforcing that agency designation decisions are fundamental to maintaining orderly marketing and supporting producer returns. Engagement with the BC Farm Industry

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Review Board supported alignment on priorities, including regulatory modernization, compliance, and improved stakeholder communication.

Compliance and enforcement activities were enhanced to support confidence in the regulatory system, including investigations and adjudicative processes addressing potential non-compliance in pricing and market conduct.

This work resulted in a modernized regulatory framework, more structured engagement processes, increased transparency, strengthened oversight, and enhanced compliance. The Commission will now focus on implementation and continued engagement to support a responsive and effective regulatory system aligned with the long-term sustainability of BC's vegetable sector.

## **Board & Staff Changes**

The Commission held an election for two positions. Casey Houweling of Houweling Nurseries Ltd. was elected to be the greenhouse crop representative for a three-year term. Paul Guichon of Felix Farms Ltd. was elected to be the storage crop representative for a three-year term.

Mr. Wes Shoemaker was reappointed as the Chair for a three-year term, ending February 1, 2029.

## **EFFECTIVE COMMUNICATION**

### **Newsletters, Bulletins, Townhalls**

Throughout 2025, the Commission implemented its communications plan, issuing bulletins to provide timely updates and publishing quarterly newsletters highlighting key activities, accomplishments, and upcoming events.

Following the initial phase of General Order updates implemented in January 2025, the Commission initiated a comprehensive review to further modernize, clarify, and strengthen the framework through the establishment of a dedicated Task Force. The Task Force's recommendations were shared with industry stakeholders through a series of town halls held across the province.

Several policy areas prompted substantial discussion, and it was determined that further analysis is required before final decisions can be reached. These matters will be the focus of more targeted consultations in early 2026.

The overarching objective remains to establish a clear, modern, and effective General Order that supports orderly marketing, fair competition, and long-term industry stability.

### **Agency Managers Meeting**

The management of our Storage Crop sector marketing agencies met with the Commission staff and some Commissioners in March to allow an opportunity for us to engage with them on some of the key issues specific to their role in the industry and to receive feedback on how we might work together more effectively. These meetings were productive, and we planned together to make this an annual event.

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## RESEARCH GRANT AND INDUSTRY DEVELOPMENT FUNDING

### **BC Greenhouse Growers Association (BCGGA)**

The Commission undertook a detailed review of the BCGGA's 2025 funding request, resulting in the approval of a revised levy to support research and industry development activities within the greenhouse sector. This process included enhanced financial analysis and consideration of independent review findings to ensure alignment with the Commission's mandate and legislative authority. Funding was approved at a level sufficient to support core activities, with provisions for regular financial and project updates, improved transparency, and ongoing collaboration to further strengthen governance, reporting practices, and administrative cost allocation.

### **BC Potato and Vegetable Growers Association (BCPVGA)**

In 2025, the Commission approved levy funding to support a comprehensive research and industry development program for the potato and field vegetable sectors, alongside BCAC membership. The majority of funding continues to be directed toward applied research projects, including production practices, pest management, and industry advancement initiatives. The approved levy structure maintained prior-year funding levels, supporting a program representing over a quarter of the Association's total research budget. Ongoing information sharing and periodic updates support transparency and alignment with the Commission's oversight responsibilities, while reinforcing its commitment to sustained innovation and industry competitiveness.

### **BC Strawberry Growers Association (BCSGA)**

In 2025, the Commission approved continued levy funding to support targeted research and industry development activities within the BC strawberry sector. Funding supported applied research initiatives focused on pest management, crop production practices, and varietal evaluation, alongside knowledge transfer through grower updates and participation in national research coordination efforts. The levy structure remained unchanged from prior years, reflecting stability in program delivery while continuing to advance innovation, sustainability, and production outcomes for strawberry growers.

### **Fraser Valley Processing Pea, Bush Bean and Corn Growers Association (FVPPBCCGA)**

The Commission approved levy funding to support sector-wide representation and advocacy through membership in the BC Agriculture Council (BCAC). This funding ensures that processing vegetable growers maintain a coordinated voice on key policy and regulatory issues impacting the industry. Levy rates remained consistent with prior years, reflecting a stable and focused approach to industry development through collective advocacy and engagement.

### **Brassica Fund**

In 2025, the Commission continued to support collaborative research through the Brassica Fund by contributing to a single, targeted project under the national Agri-Science Cluster for Horticulture. This project, led by the University of the Fraser Valley, focuses on developing reduced-risk

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strategies for cabbage maggot control—an issue of significant importance to brassica crop production in British Columbia.

Funding provided through the Brassica Fund supports BC industry participation in this five-year initiative (2023–2027), in collaboration with national partners and other provincial grower groups. This approach enables the industry to leverage broader funding and scientific expertise while addressing a key pest management challenge, with outcomes expected to improve crop protection practices and reduce production risk for BC brassica growers.

## Potato Trade Support

The Potato Trade Support Fund is collected to support activities on behalf of potato producers to protect against unfair trade practices. Staff were active on this file throughout 2025. In the first half of the year, staff worked with the Canada Border Services Agency (CBSA) to provide data supporting a review of the normal values used to determine duties under anti-dumping measures established by the Canadian International Trade Tribunal (CITT). As this was the first review in over a decade, the CBSA determined that significant inflationary increases in the cost of production had occurred and updated the normal values in August.

Staff also responded to industry questions regarding the updated normal values, provided input to the CBSA on an anti-dumping duty matter, and began preparatory work for the upcoming expiry review of the current measures, a process conducted every five years by the CBSA and the CITT.

## REPORTING TO BC FARM INDUSTRY REVIEW BOARD (BCFIRB)

### Public Accountability Reporting Program (PARP)

Continuing the practice of recent years, the Commission reported its 2024 governance, regulatory goals, and performance metrics to BCFIRB. These findings are incorporated into the BCFIRB PARP summary report. By aggregating data from all eight of BC's commodity boards, this report provides a transparent annual look into the performance and goals of each regulated sector.

A link to the PARP – Public Accountability and Reporting program can be found here [PARP Summary Reports]

# BC VEGETABLE MARKETING COMMISSION

## CONCLUSION AND OUTLOOK

Looking ahead, the Commission will focus on implementing the updated General Order, advancing targeted policy work, and continuing to strengthen core regulatory and operational processes. This includes enhancing data collection and reporting, improving licensing and agency oversight, refining research and industry development funding, and strengthening engagement with stakeholders to ensure our work remains aligned with industry needs.

I would like to thank the Commission, staff, and industry stakeholders for their continued engagement, collaboration, and commitment over the past year. While challenges remain, the sector continues to demonstrate resilience and adaptability. The Commission remains focused on delivering practical, transparent, and responsive regulation that supports producers and contributes to a strong and sustainable vegetable industry in British Columbia.

Sincerely,

A handwritten signature in black ink, appearing to read "Andre Solymosi". The signature is fluid and cursive, with the first name "Andre" and last name "Solymosi" clearly distinguishable.

Andre Solymosi, General Manager, BC Vegetable Marketing Commission

# BC VEGETABLE MARKETING COMMISSION

## Strategic Plan

### Vision

A healthy, prosperous, and sustainable BC vegetable industry

### Mission

To provide strategic and effective regulation for BC's vegetable industry

### Values

Accountable / Committed  
Fair / Outcome-Oriented  
Transparent

### Policy Objectives & Strategic Approach



### Strategic Objectives



#### Regulatory Framework

- Agency Reviews
- Consolidated General Order
- Northern Expansion
- AMP's – Biosecurity



#### Central Selling Desk

- Agency Applications
- Producer-Shipper Applications
- Delivery & Production Allocation Updates
- Agency Performance Reporting / Data Collection



#### Participant Licensing

- License Types
- License Application Process
- License Renewal Process
- Producer Registry



#### Operational Excellence

- Research & Industry Development Funds
- Industry Conferences & Memberships
- Aprio Software Implementation



#### Organizational Sustainability

- BCGGA Separate Commission Initiative
- Commission Evaluation
- Commissioner Succession
- Financial Sustainability



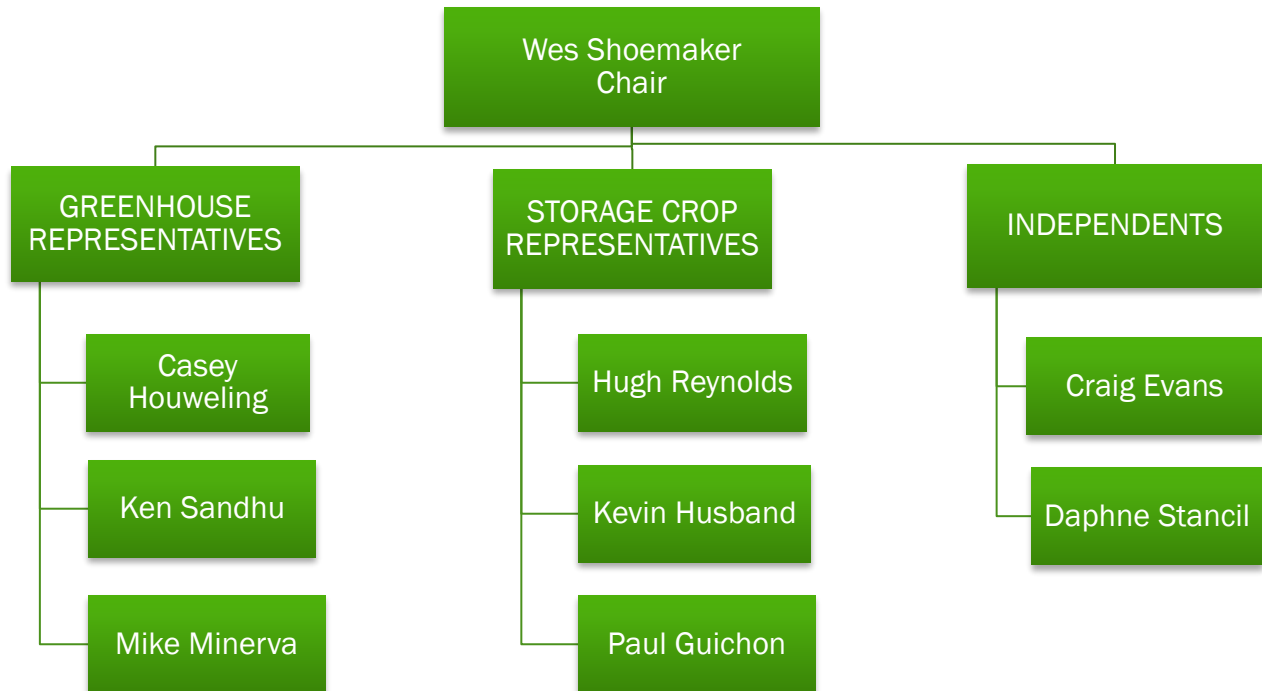
#### Effective Communication

- Issue specific Task Force for consultation
- Townhalls and Direct Producer Engagement
- Quarterly Newsletters

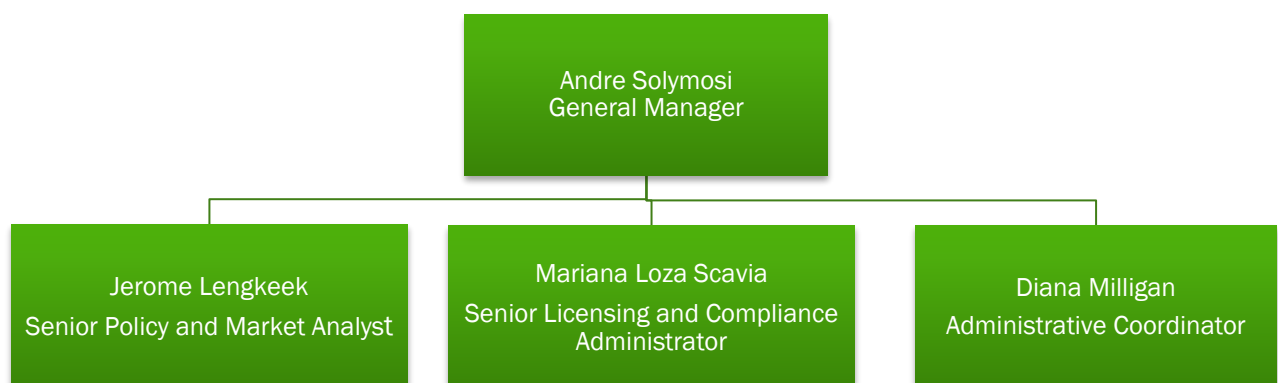
# BC VEGETABLE MARKETING COMMISSION

## Commissioners

In accordance with the Scheme, the Commission is comprised of an appointed Chair, two appointed Independents and up to six Members who are 'commercial producers' (as defined in the Scheme) elected by the commercial producers. The Chair is appointed by the provincial government.



## Staff



# BC VEGETABLE MARKETING COMMISSION

## Committee Reports

### FINANCE AND AUDIT COMMITTEE REPORT

The Finance and Audit Committee is a standing committee whose role is to provide oversight to the financial management of the BCVMC. The committee ensures there are adequate resources to fund the organization, financial transparency, and that appropriate financial controls are in place. The committee oversees financial reporting, the audit process, levy collection, and compliance with laws and regulations to ensure the BCVMC is operating within its authority.

In 2025, the Finance Committee concentrated on controlling costs, streamlining financial reporting, reconciling restricted funds, and continuing to improve the process for funding research and industry development.

#### Financial Highlights

- **Financial Results:** The BCVMC recorded a surplus of \$137,866, marking a significant improvement over the prior year. This result increased the Commission's net assets to \$503,493 and thereby fulfilled the established net asset target of \$500,000.
- **Expense Control:** Expenses decreased by \$120,000 compared to last year, as governance and legal savings offset higher travel and promotional costs from increased outreach activities.
- **Research and Industry Development Funding:** Collaborated with Associations to streamline funding and align activities with their budgeting and reporting processes and closed out the Greenhouse PA Deposit Trust Account.
- **Audit & Compliance:** The 2025 audit verified that BCVMC's financial procedures and controls meet accounting standards.

#### Levy Collection

The BCVMC establishes and collects Administrative Levies from growers to fund its operations and Research and Industry Development Levies to support projects and initiatives that support the BC vegetable industry.

- **Administrative Fees & Levies:** In 2025, BCVMC kept license fees and levies unchanged for a third consecutive year and collected the following amounts from regulated industry sectors:

Sector	Amount (\$)	%
Greenhouse Sector	\$533,186	49.2%
Storage Crop Sector	\$452,227	41.7%
Processing Crop Sector	\$15,204	1.4%
Other Fees & Levies	\$83,276	7.7%
<b>Totals</b>	<b>\$1,083,893</b>	<b>100%</b>

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- **Research and Industry Development Levies:** In 2025, the BCVMC collected and disbursed the following Research and Industry Development levies from the regulated industry sectors:

Sector	Collected	Disbursed
Greenhouse Sector	\$595,389.28	\$595,389.28
Storage Crop Sector	\$229,576.18	\$96,997.10
Processing Crop Sector	0	0
<b>Totals</b>	<b>\$824,965.50</b>	<b>\$692,386.40</b>

These funds have been established to support grower association initiatives and research projects that contribute to industry development. The BCVMC conducts regular reviews of projects and activities to ensure compliance with its authority to collect these levies from growers.

Looking ahead, the committee is committed to continuing to provide the BCVMC with the oversight and financial discipline required to ensure the industry continues to receive value for the levies they pay.

Thank you to the Finance Committee members – Craig Evans (Chair), Kevin Husband, Mike Minerva, and the BCVMC staff for their efforts in 2025.

## **GOVERNANCE COMMITTEE REPORT**

In 2025, the Governance Committee focused on ensuring the Committee members understood the governance rules, strengthening governance processes, and supporting Commission effectiveness.

Key activities included oversight of the 2025 election process, including coordination of timelines, communication to growers, and review of election procedures. The Committee also initiated a review of election reporting practices to improve clarity and transparency going forward.

The Committee led the Independent Member recruitment process, including candidate shortlisting, interviews, and recommendations to the Commission. In addition, onboarding of a new Chair was supported, along with continued refinement of Commission policies such as per diem compensation and evaluation processes.

Governance development remained a priority, with work initiated on reviewing Terms of Reference, election rules, and committee structures to ensure alignment with evolving Commission needs. Early steps were also taken toward reviewing producer eligibility requirements and broader governance policies for future election cycles.

The Committee continued to support Commissioner and Chair evaluation processes and maintained a focus on effective governance practices and accountability.

Thank you to the Governance Committee members for their contributions and commitment to continuous improvement in governance at the BCVMC.

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## BC's Regulated Vegetable Industry

### Participant Licensing

As of 2025, there were 198 total licensed producers and marketers. The map below illustrates the geographic distribution of Producer licensees, including Greenhouse, Storage Crop, Processing Crop, and Producer-Shippers.

### BCVMC Licensees

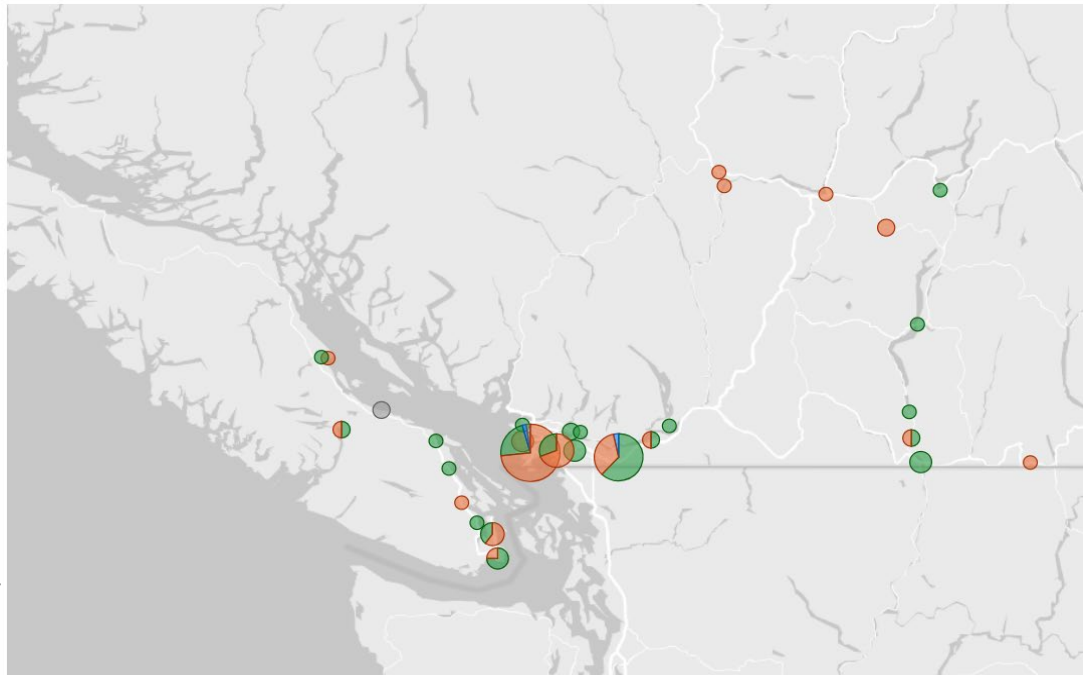
#### Number of Licensed Organizations

Commission Salesperson	3
Designated Agency	11
Greenhouse Crop Producer	60
Processing Crop Producer	2
Processor	13
Producer - Shipper	3
Storage Crop Producer	71
Wholesaler	35

Total Licensees

# 198

License Type ● Greenhouse Crop Producer ● Processing Crop Producer ● Producer - Shipper ● Storage Crop Producer



## Industry Overview, Data & Analysis

### **STORAGE CROPS**

#### **2025 Market Review**

The two big stories in the global potato industry are oversupply and the rise of new exporters of processed potatoes. Long term over-production in Europe caught up with them in 2025 as this intersected with strong growing conditions leading to sharp price declines. Population growth and a growing taste for French Fries in several Asian countries has created export opportunities, but this growing market is increasingly being captured by the fast-growing potato production and processing industries of China and India.

Closer to home, growth in consumption of fresh and processed potatoes in North America has been slowing due to converging factors such as reduced carbohydrate diets and the increasing use of appetite-suppressing weight loss drugs. The 2025 growing season on our continent had significant challenges in the East due to unusually dry conditions resulting in lower than anticipated yields. Across the west, however, growing conditions were ideal and many growing areas experienced record yields, most notably in the largest production areas of Idaho and Washington states.

Our own producers in BC had a very strong season due to excellent planting weather and nearly ideal conditions throughout the rest of the growing season. Many producers reported their strongest ever per-acre yields. Consumer sentiment favouring local product over American imports due to trade issues allowed for good movement and prices that held their own through much of 2025.

Other storage crops in BC are predominantly grown for local markets. The excellent growing conditions allowed product inventories to last longer into the storage season than usual. A mild fall and winter resulted in some surprising results with very late harvests being brought in by some farmers with carrots and cabbages.

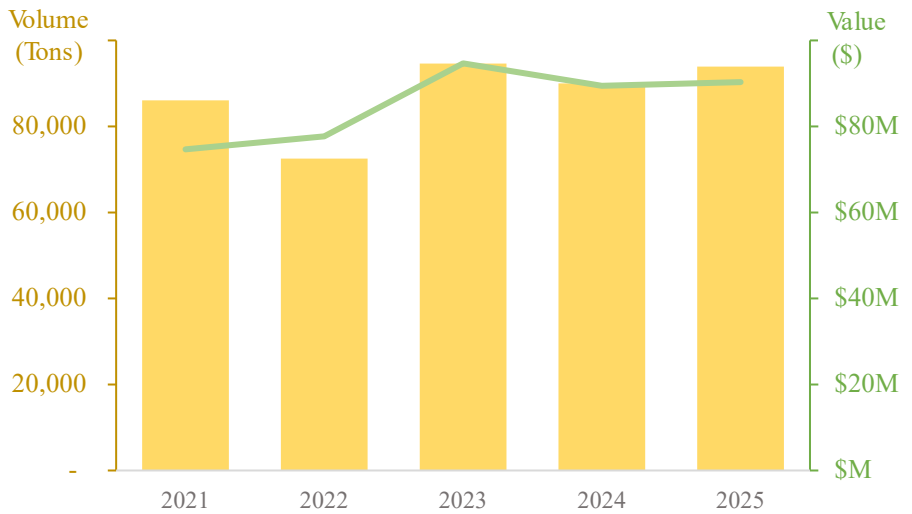
# BC VEGETABLE MARKETING COMMISSION

## Storage Crops Data & Analysis

### Volume & Value

Favorable growing conditions across British Columbia resulted in above-average per-acre yields, driving total industry volume back toward historical highs. However, this increase in supply was not fully reflected in total market value, indicating limited pricing uplift in the market. The resulting pattern suggests a

2025 Volume reaches record highs while Value remains stable



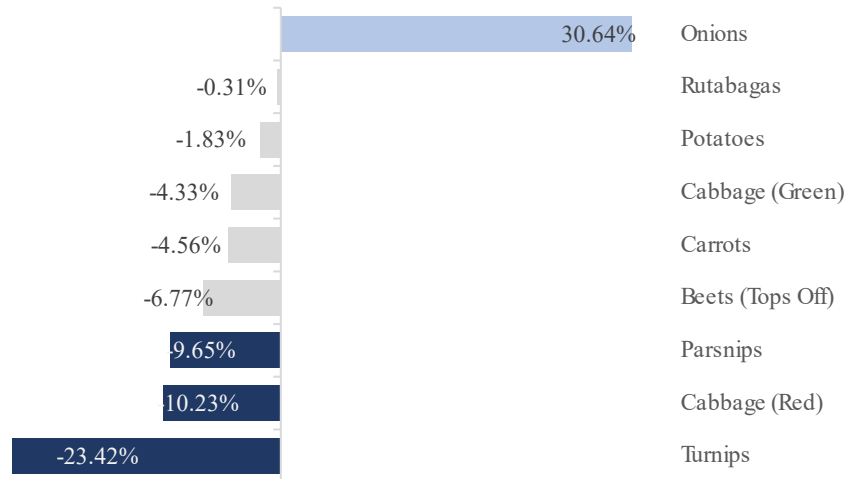
supply-driven environment, where elevated production levels have contributed to price stabilization rather than sustained value growth, despite continued market volatility.

### Price

Storage crop prices declined across most categories in 2025, with the majority of crops recording year-over-year decreases compared to 2024. Yellow onions were a notable exception, showing a strong increase due to supply issues in other markets, while other commodities experienced either modest declines or relative stability. Overall, the results indicate continued price pressure across the sector, with variation in magnitude depending on the crop.

Storage crop prices declined across most categories in 2025

Year-over-year average price change (2024 vs 2025); yellow onions were a notable exception

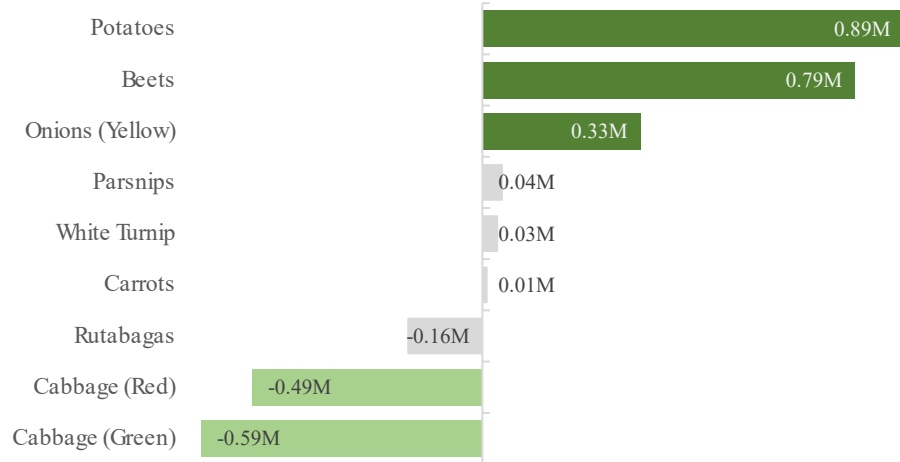


# BC VEGETABLE MARKETING COMMISSION

## Value Change

Changes in market value in 2025 were concentrated in a small number of crops. Potatoes and beets accounted for the largest increases, together driving most of the overall growth in value. In contrast, declines were primarily observed in cabbage crops, with both green and red varieties showing notable reductions.

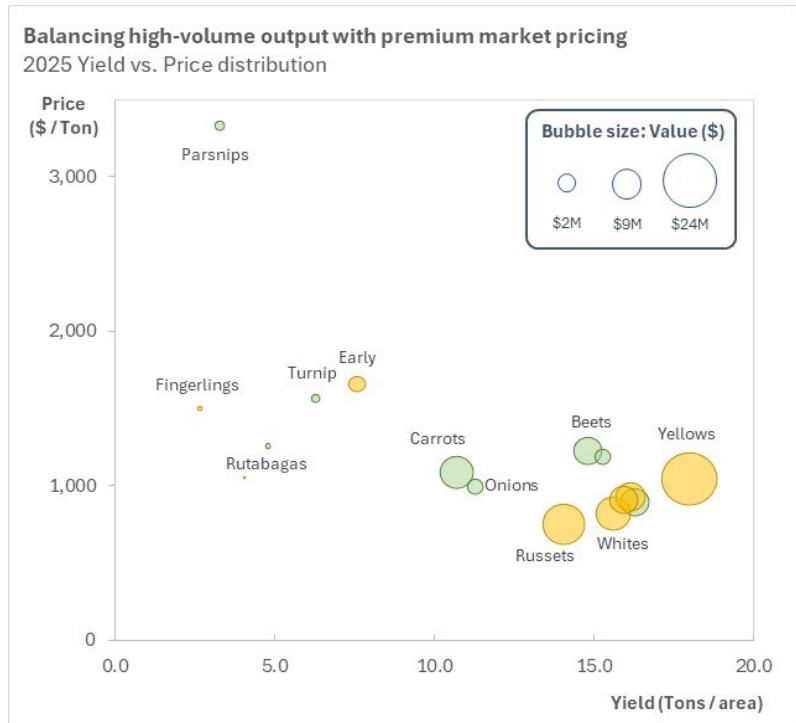
Gains in potatoes and beets offset declines in cabbage crops  
 Market Value (\$) change | 2024 to 2025  
 Individual shifts range from a 20% gain in Onions to a 48% contraction in Rutabagas



Most other crops had minimal impact on total market value, indicating that year-over-year changes were not evenly distributed across the sector.

## Yield vs Price

Crop performance shows a clear divergence between productivity, pricing, and market scale. High-volume potato categories and food service segments drive the majority of total market value, despite relatively moderate pricing levels. In contrast, specialty crops achieve significantly higher unit prices but contribute minimally to overall value due to limited scale. Overall, the data highlights that market value is primarily volume-driven rather than price-driven, with yield efficiency playing a secondary role in total economic impact.



# BC VEGETABLE MARKETING COMMISSION

## **GREENHOUSE CROPS**

### **2025 Market Review**

Conditions in the market in 2025 allowed for the steady growth of the past several years to continue in terms of acreage and productivity despite numerous challenges.

Although direct impacts were limited in scope and duration, the background noise of trade disruptions in 2025 were very concerning to our producers and marketers since the majority of our production goes to the export market in the United States. This environment created some indirect impacts which were significant. On the production side, costs increased as a result of tariffs that affected key inputs. Producers at times had to rush to source alternative suppliers of certain materials, and the new tariffs placed on Canadian steel and aluminum increased the price of certain machinery sourced from the US. Other surprises created short term supply and price disruptions, such as the US Department of Commerce ending the Tomato Suspension Agreement of 2019 and replacing it with a tariff on Mexican imports, causing changes to price and availability of Mexican tomatoes in some of our core export markets.

Inflation has caused an increase of nearly all input costs at the same time as the major buyers of our product have been exerting increasing levels of market power that has limited the prices our products have been able to command. While marketers have been struggling to navigate these challenges, there have also been fairly rapid shifts in demand with the increasing popularity of specialty varieties such as smaller sized vegetables for snacking. This has forced marketers and growers to work together to respond quickly to these opportunities.

Overall, 2025 was a year of continued growth and resilience for BC's greenhouse vegetable growers. Although revenues and output increased, profit margins have been hit by the constraints of rising costs. Our growers have shown themselves to be highly adaptable and are finding ways to employ new technology and methods to mitigate the challenges while increasing output in response to market opportunities.

### **Greenhouse Crops Data & Analysis**

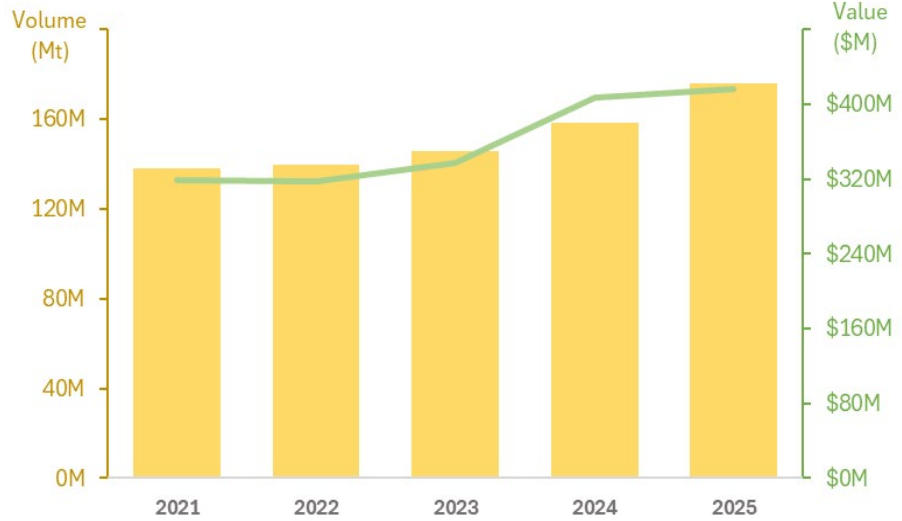
The following analysis highlights how these conditions are reflected across key performance indicators.

# BC VEGETABLE MARKETING COMMISSION

## Volume & Value

Greenhouse production continued to expand in 2025, with both total volume and market value reaching new highs. This growth occurred despite broad declines in average prices, reflecting increased production capacity and sustained demand across key categories.

Greenhouse Volume & Value reached new highs in 2025

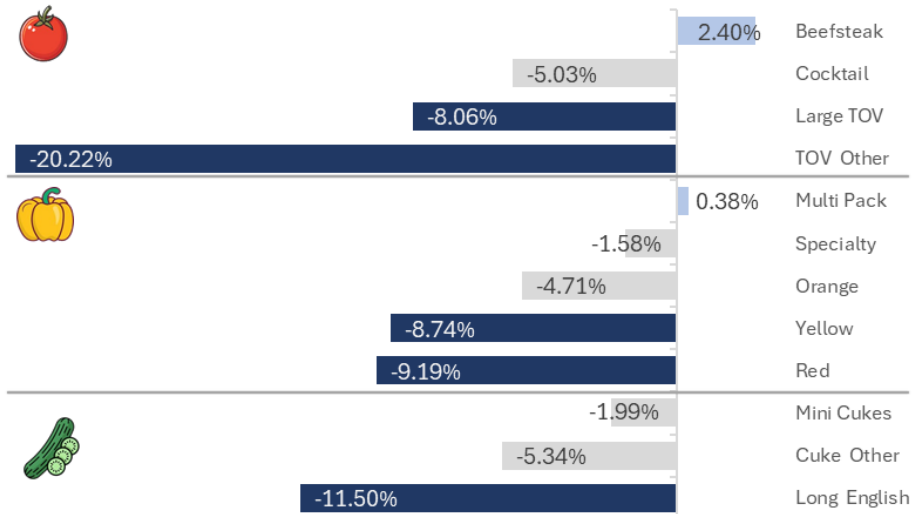


## Price

Average prices declined across most greenhouse crops compared to 2024, with notable decreases in several tomato and pepper categories. While a few segments showed relative stability or modest increases, the overall trend indicates widespread price pressure across the sector.

Greenhouse crop prices declined across most categories in 2025

Year-over-year average price change (2024 vs 2025)



## Value Change

# BC VEGETABLE MARKETING COMMISSION

Changes in total market value varied across crops and were not evenly distributed. Gains in tomato and cucumber categories, particularly large tomatoes and mini cucumbers, contrasted with declines in bell peppers, where several segments experienced

significant reductions. Overall, value performance reflects a concentration of both growth and decline across specific commodities.

## Value gains in tomatoes and cucumbers contrast with declines in bell peppers

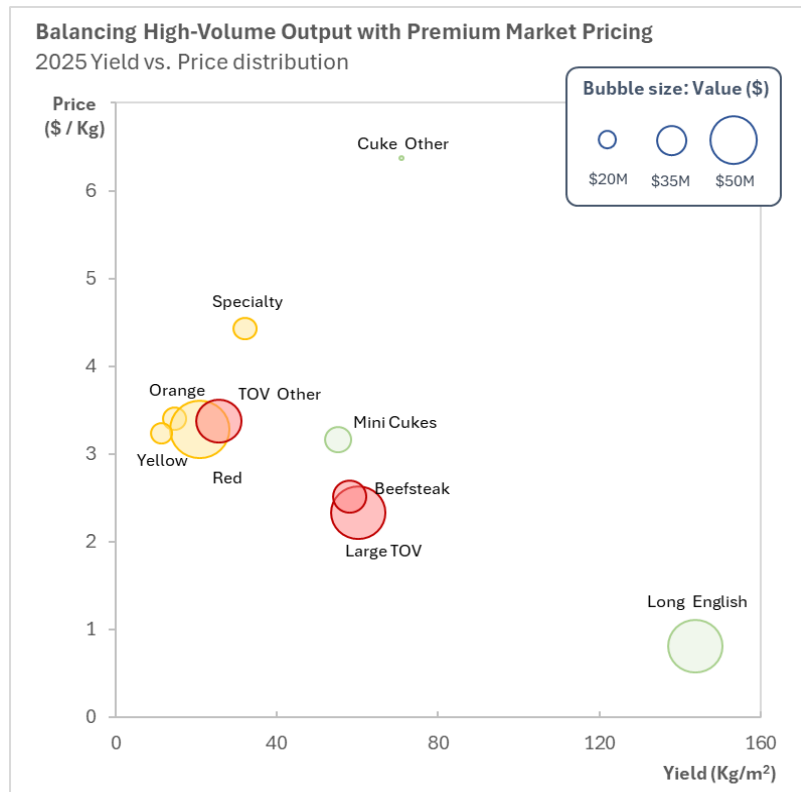
Market Value (\$) change | 2024 to 2025

Individual shifts range from a 13% gain in Large TOV to a 14% contraction in red and orange peppers.



## Yield vs Price

The relationship between yield and price highlights distinct production and market dynamics within the greenhouse sector. High-yield crops such as long English cucumbers operate at lower price points, while specialty products achieve higher prices at lower volumes. Most crops cluster within a mid-range of yield and price, indicating broadly similar economic profiles across the majority of categories.



# BC VEGETABLE MARKETING COMMISSION

## **OUTLOOK FOR 2026**

### **Storage Crops**

In terms of demand by BC consumers, there is evidence that the “buy local” advantage of 2025 is now waning as consumers feel the pinch of inflation which is especially hitting their food budgets. There is also an ongoing shift in demand across North America from fresh table potatoes towards convenience and processed products. This is concerning because our BC production is almost entirely geared towards supplying our local markets with fresh table stock. Our producers are also switching varieties as reported elsewhere in this annual report to match long-term shifting demand away from red and white potatoes and towards yellow-fleshed types.

Over production in the relatively much larger production areas of Washington and Idaho continue to cause concern about the possibility of excess inventories being dumped in BC below their cost of production. The Anti-Dumping provisions for Certain Whole Potatoes has provided some protection against these unfair trade practices, particularly since the increase in the Normal Value used for those calculations was reviewed in 2025 by Canada Border Services Agency (CBSA) for the first time in a decade and increased to current cost levels. CBSA is initiating a previously scheduled expiry review of this protection in 2026, and the BCVMC expects to support this effort by providing data analysis on behalf of BC potato producers.

### **Greenhouse Crops**

The steady expansion of the BC greenhouse vegetable industry will continue through 2026 and beyond, with construction of several projects already underway with approved production allocation. These are expected to come online in 2026, 2027 and beyond as they work through the challenges of municipal approvals, securing energy sources, and increasing construction costs. Our existing producers are also improving their yields by reinvesting in updated equipment and through growing new varieties. A shift of some facilities from seasonal production to year-round has allowed some of our producers to increasingly displace winter imports in BC grocery stores with locally grown product, a shift which has been helped by the “buy local” mindset of 2025.

The majority of our greenhouse vegetable output is still exported to the U.S. The instability in terms of trade and tariff issues that sat in the background throughout 2025 activities remains in 2026, particularly with the onset of renewal negotiations for the Canada-US-Mexico free trade agreement. The ability to export without tariffs to the US has fueled the growth of our industry, and any potential for changes to this agreement are of obvious concern to us. Competition in our key export markets remains fierce as we enter the core production season of 2026, and price competition will continue to put pressure on profit margins at the same time as key costs such as labour and energy continue to climb. The rise of technologies that allow for the efficient production of greenhouse lettuce and strawberries will also continue to be a factor that impacts our growers' decision-making as all these challenges are balanced against growth opportunities.

# BC VEGETABLE MARKETING COMMISSION

## 2025 Financial Statements

BRITISH COLUMBIA VEGETABLE MARKETING COMMISSION  
Index to Financial Statements  
Year Ended December 31, 2025

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Statement of Changes in Net Assets	5
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## INDEPENDENT AUDITOR'S REPORT

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To the Members of British Columbia Vegetable Marketing Commission

*Report on the Financial Statements*

*Opinion*

We have audited the financial statements of British Columbia Vegetable Marketing Commission (the "organization"), which comprise the statement of financial position as at December 31, 2025, and the statements of operations, changes in net assets and cash flows for the year then ended, and notes to the financial statements, including a summary of significant accounting policies.

In our opinion, the accompanying financial statements present fairly, in all material respects, the financial position of the organization as at December 31, 2025, and the results of its operations and cash flows for the year then ended in accordance with Canadian accounting standards for not-for-profit organizations (ASNPO).

*Basis for Opinion*

We conducted our audit in accordance with Canadian generally accepted auditing standards. Our responsibilities under those standards are further described in the *Auditor's Responsibilities for the Audit of the Financial Statements* section of our report. We are independent of the organization in accordance with ethical requirements that are relevant to our audit of the financial statements in Canada, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

*Responsibilities of Management and Those Charged with Governance for the Financial Statements*

Management is responsible for the preparation and fair presentation of the financial statements in accordance with ASNPO, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, management is responsible for assessing the organization's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless management either intends to liquidate the organization or to cease operations, or has no realistic alternative but to do so.

Those charged with governance are responsible for overseeing the organization's financial reporting process.

*(continues)*

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Langley, BC V2Y 0G9  
Telephone: (604) 585-3300  
Email: info@aternaadvisors.com

# BC VEGETABLE MARKETING COMMISSION

Independent Auditor's Report to the Members of British Columbia Vegetable Marketing Commission  
(continued)

## *Auditor's Responsibilities for the Audit of the Financial Statements*

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with Canadian generally accepted auditing standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

As part of an audit in accordance with Canadian generally accepted auditing standards, we exercise professional judgment and maintain professional skepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the organization's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- Conclude on the appropriateness of management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the organization's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the organization to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

Langley, British Columbia  
March 11, 2026

Chartered Professional Accountants

# BC VEGETABLE MARKETING COMMISSION

**BRITISH COLUMBIA VEGETABLE MARKETING COMMISSION**  
**Statement of Financial Position**  
**December 31, 2025**

	2025	2024
<b>ASSETS</b>		
<b>CURRENT</b>		
Term deposits (Note 3)	\$ 468,049	\$ 12,071
Accounts receivable	177,361	361,630
Goods and services tax recoverable	28,567	31,265
Prepaid expenses	18,002	13,761
	691,979	418,727
RESTRICTED CASH AND EQUIVALENTS (Note 4)	810,214	1,393,153
CAPITAL ASSETS (Note 5)	15,739	37,344
	<b>\$ 1,517,932</b>	<b>\$ 1,849,224</b>
<b>LIABILITIES AND NET ASSETS</b>		
<b>CURRENT</b>		
Accounts payable and accrued liabilities	\$ 188,486	\$ 74,705
ADMINISTERED FUNDS	810,214	1,393,153
	998,700	1,467,858
<b>NET ASSETS</b>		
Unrestricted fund	503,493	344,022
Invested in capital assets	15,739	37,344
	519,232	381,366
	<b>\$ 1,517,932</b>	<b>\$ 1,849,224</b>
CONTRACTUAL OBLIGATIONS (Note 9)		

ON BEHALF OF THE BOARD

W. Shouval Director

Chris Peters Director

See notes to financial statements

# BC VEGETABLE MARKETING COMMISSION

**BRITISH COLUMBIA VEGETABLE MARKETING COMMISSION**  
**Statement of Operations**  
**Year Ended December 31, 2025**

	2025	2024
<b>REVENUES</b>		
Levies	\$ 677,407	\$ 687,817
Licenses	359,303	320,192
	<u>1,036,710</u>	<u>1,008,009</u>
<b>EXPENSES</b>		
Salaries and wages	464,947	408,996
Governance cost	124,856	169,050
Legal fees (Note 8)	119,060	272,206
Rent	66,627	65,281
Support and promotion	47,928	27,413
Travel	43,028	26,254
Supplies and services	32,595	37,864
Telephone and internet	29,543	30,336
Amortization	21,605	28,146
Accounting and audit fees	20,913	20,294
Industry Memberships	9,401	9,071
IT support	8,576	8,755
Contractor services	-	5,732
	<u>989,079</u>	<u>1,109,398</u>
<b>EXCESS (DEFICIENCY) OF REVENUES OVER EXPENSES FROM OPERATIONS</b>	<b>47,631</b>	<b>(101,389)</b>
<b>OTHER INCOME</b>		
Other income (Note 7)	90,235	92,104
<b>EXCESS (DEFICIENCY) OF REVENUES OVER EXPENSES</b>	<b>\$ 137,866</b>	<b>\$ (9,285)</b>

See notes to financial statements

# BC VEGETABLE MARKETING COMMISSION

BRITISH COLUMBIA VEGETABLE MARKETING COMMISSION  
Statement of Changes in Net Assets  
Year Ended December 31, 2025

	Unrestricted Fund	Invested in capital assets	2025	2024
NET ASSETS - BEGINNING OF YEAR	\$ 344,022	\$ 37,344	\$ 381,366	\$ 390,651
EXCESS OF REVENUES OVER EXPENSES	159,471	(21,605)	137,866	(9,285)
NET ASSETS - END OF YEAR	\$ 503,493	\$ 15,739	\$ 519,232	\$ 381,366

See notes to financial statements

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# BC VEGETABLE MARKETING COMMISSION

**BRITISH COLUMBIA VEGETABLE MARKETING COMMISSION**  
**Statement of Cash Flows**  
**Year Ended December 31, 2025**

	2025	2024
<b>OPERATING ACTIVITIES</b>		
Excess (deficiency) of revenues over expenses	\$ 137,866	\$ (9,285)
Item not affecting cash:		
Amortization of capital assets	21,605	28,146
	<u>159,471</u>	<u>18,861</u>
Changes in non-cash working capital:		
Accounts receivable	184,269	(123,642)
Accounts payable and accrued liabilities	113,779	33,665
Prepaid expenses	(4,241)	17,340
Goods and services tax payable	2,698	(556)
	<u>296,505</u>	<u>(73,193)</u>
Cash flow from (used by) operating activities	<u>455,976</u>	<u>(54,332)</u>
<b>INVESTING ACTIVITIES</b>		
Purchase of capital assets	-	(6,078)
Term deposits	(455,976)	60,408
Cash flow from (used by) investing activities	<u>(455,976)</u>	<u>54,330</u>
<b>FINANCING ACTIVITIES</b>		
Administered funds	(582,939)	341,995
Held for administered funds	582,939	(341,995)
Cash flow from financing activities	<u>-</u>	<u>-</u>
<b>INCREASE (DECREASE) IN CASH FLOW</b>	<u>-</u>	<u>(3)</u>
Cash - beginning of year	<u>-</u>	<u>-</u>
<b>CASH - END OF YEAR (Note 3)</b>	<u>\$ -</u>	<u>\$ -</u>

See notes to financial statements

# BC VEGETABLE MARKETING COMMISSION

## BRITISH COLUMBIA VEGETABLE MARKETING COMMISSION Notes to Financial Statements Year Ended December 31, 2025

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### 1. Purpose of the Organization

The Commission was established by the British Columbia Vegetable Scheme, B.C. Reg.96/80, for the purpose of regulation, marketing and promotion of the B.C. vegetable industry.

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### 2. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

#### Basis of presentation

The financial statements were prepared in accordance with Canadian accounting standards for not-for-profit organizations (ASNFPO). Canadian accounting standards for not-for-profit organizations are part of Canadian GAAP.

#### Capital assets

Capital assets are stated at cost less accumulated amortization. Capital assets are amortized over their estimated useful lives at the following rates and methods:

Computer equipment	30%	straight-line method
Computer software	33%	straight-line method
Database	25%	straight-line method
Furniture and office equipment	10%	straight-line method
Leasehold improvements	20%	straight-line method

#### Administered funds

The Commission reports funds administered on behalf of industry groups.

#### Revenue recognition

British Columbia Vegetable Marketing Commission follows the deferral method of accounting for contributions.

Restricted contributions are recognized as revenue in the year in which the related expenses are incurred. Unrestricted contributions are recognized as revenue when received or receivable if the amount to be received can be reasonably estimated and collection is reasonably assured.

#### Measurement uncertainty

The preparation of financial statements in conformity with Canadian accounting standards for not-for-profit organizations requires management to make estimates and assumptions that affect the reported amount of assets and liabilities, disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenues and expenses during the period. Such estimates are periodically reviewed and any adjustments necessary are reported in earnings in the period in which they become known. Actual results could differ from these estimates.

#### Financial instruments

Financial instruments are recorded at fair value when acquired or issued. In subsequent periods, financial assets with actively traded markets are reported at fair value, with any unrealized gains and losses reported in income. All other financial instruments are reported at amortized cost, and tested for impairment at each reporting date.

# BC VEGETABLE MARKETING COMMISSION

## BRITISH COLUMBIA VEGETABLE MARKETING COMMISSION Notes to Financial Statements Year Ended December 31, 2025

### 3. TERM DEPOSITS

	2025	2024
Term Deposits	\$ 575,044	\$ 553,762
Restricted - held for administered funds	(106,995)	(541,691)
	<u>\$ 468,049</u>	<u>\$ 12,071</u>

Envision Credit Union term deposits are cashable at any time during its term. Term deposits consist of one step-up term maturing May 14, 2026, with interest of 1.25% per annum till August 14, 2025 and 7.50% per annum from August 15, 2025 to May 14, 2026.

### 4. RESTRICTED - CASH AND CASH EQUIVALENTS

	2025	2024
Reserved for administered funds (Note 6)	<u>\$ 810,214</u>	<u>\$ 1,393,153</u>

### 5. CAPITAL ASSETS

	Cost	Accumulated amortization	2025 Net book value	2024 Net book value
Database	\$ 229,558	\$ 221,871	\$ 7,687	\$ 22,023
Computer software	78,958	74,903	4,055	7,923
Furniture and office equipment	114,212	112,687	1,525	1,978
Leasehold improvements	56,616	55,249	1,367	2,279
Computer equipment	30,057	28,952	1,105	3,141
	<u>\$ 509,401</u>	<u>\$ 493,662</u>	<u>\$ 15,739</u>	<u>\$ 37,344</u>

### 6. ADMINISTERED FUNDS

	2024	Net Receipts	Net Disbursements	2025
Potato Trade Support Fund	\$ 608,027	\$ 130,051	\$ 48,683	\$ 689,395
B.C. Agricultural Council	29,252	17,103	7,694	38,661
Potato Research & Industry Development Fund	25	64,776	28,132	36,669
Fruit & Vegetable Growers of Canada	21,426	20,060	18,263	23,223
Brassica Research Fund	17,244	2,952	-	20,196
Pea Wilt Research Fund	1,809	-	-	1,809
United Potato Growers of Canada	1,664	3,268	3,203	1,729
Greenhouse Quota Trust Fund	408,531	-	408,531	-
Greenhouse Research and Development Fund	304,652	624,688	929,340	-
Fraser Valley Strawberry Growers Association Fund	1,106	471	1,577	-

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# BC VEGETABLE MARKETING COMMISSION

**BRITISH COLUMBIA VEGETABLE MARKETING COMMISSION**  
**Notes to Financial Statements**  
**Year Ended December 31, 2025**

Strawberry Research Fund	482	206	688	-
Bean Growers Association Funds	(1,065)	427	830	(1,468)
Japanese Bell Pepper Trade Support	-	7,858	7,858	-
	<u>\$ 1,393,153</u>	<u>\$ 871,860</u>	<u>\$ 1,454,799</u>	<u>\$ 810,214</u>

Administered funds are funds established and held for specific purposes as follows:

- a) Research and development funds are established for related industry research and development activities.
- b) The performance security fund holds funds held as performance guarantees for development.

**7. OTHER INCOME**

	2025	2024
Application & Service Fees	\$ 46,250	\$ 50,750
Interest income	43,052	20,235
Sundry	933	21,119
	<u>\$ 90,235</u>	<u>\$ 92,104</u>

Other income includes administrative fees.

**8. LEGAL FEES**

The significant legal expenses are due to agency applications, enhancing governance process on research & Industry development levies, a review of policy and redrafting the General Order, appeals before BC Farm Industry Review Board (FIRB), a Supervisory Review, and the subsequent hearing process.

**9. LEASE COMMITMENTS**

The Commission occupies premises under a lease agreement which includes minimum rent, plus property taxes, maintenance, heat and certain other common costs. Subsequent to the year end, the lease was renewed on January 8, 2024, for five years starting May 1, 2024:

The minimum lease payments, excluding additional costs and sub-let receipts, if any, for the next years are as follows:

Contractual obligation repayment schedule:

2026	\$ 42,399
2027	43,745
2028	44,418
2029	14,806
	<u>\$ 145,368</u>

## BRITISH COLUMBIA VEGETABLE MARKETING COMMISSION

### Notes to Financial Statements

Year Ended December 31, 2025

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#### 10. FINANCIAL INSTRUMENTS

The organization is exposed to various risks through its financial instruments and has a comprehensive risk management framework to monitor, evaluate and manage these risks. The following analysis provides information about the organization's risk exposure and concentration as of December 31, 2025.

##### Credit risk

Credit risk arises from the potential that a counter party will fail to perform its obligations. The organization is exposed to credit risk from licensees. In order to reduce its credit risk, the organization reviews a new licensee's credit history before extending credit and conducts regular reviews of its existing licensee's credit performance. An allowance for doubtful accounts is established based upon factors surrounding the credit risk of specific accounts, historical trends and other information. The organization has a significant number of licensees which minimizes concentration of credit risk. Credit risk also arises from cash and term deposits, which is mitigated by using a high quality financial institution.

##### Liquidity risk

Liquidity risk is the risk that an entity will encounter difficulty in meeting obligations associated with financial liabilities. The organization is exposed to this risk mainly in respect of accounts payable, accrued liabilities and administered funds it is holding.

##### Interest rate risk

Interest rate risk is the risk that the value of a financial instruments and future cashflows of the organization might be adversely affected by a change in the interest rates. In seeking to minimize the risks from interest rate fluctuations, the organization manages exposure through its normal operating and financing activities. The organization is exposed to interest rate risk primarily through its term deposits.

##### Fair value

The organization's carrying value of cash, term deposits, accounts receivable, and accounts payable approximates its fair value due to the immediate or short term maturity or capacity for prompt liquidation of these instruments.

Risks arising from financial instruments have not changed significantly from the previous year. Unless otherwise noted, it is management's opinion that the organization is not exposed to significant other price risks arising from these financial instruments.

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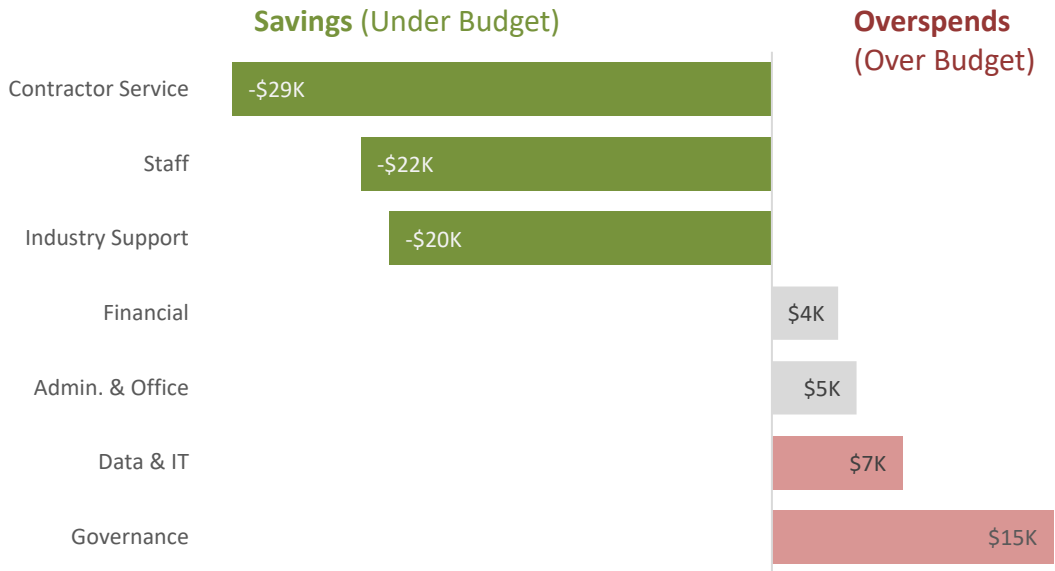
# BC VEGETABLE MARKETING COMMISSION

## 2026 Budget - Statement of Operations

<b>REVENUE</b>	<b>FY Budget</b>	<b>2026</b>	<b>FY 2025 Actual</b>	<b>FY Budget</b>	<b>2025</b>
Total licence fees	\$394,210		\$ 359,303	\$ 352,019	
Administration Levy	\$736,024		\$ 677,407	\$ 663,293	
Other Income	\$ -		\$ 90,235	\$ 11,500	
	<b>\$ 1,130,234</b>		<b>\$1,126,945</b>	<b>\$1,026,812</b>	
<b>EXPENSES</b>					
Financial Expense	\$ 18,000		\$ 20,913	\$ 15,600	
Industry Support Expense	\$145,000		\$ 100,357	\$ 105,500	
Governance Expense	\$150,000		\$ 124,856	\$ 138,000	
Administration & Office Expense	\$132,500		\$ 120,827	\$ 119,000	
Data & IT Expense	\$ 28,000		\$ 38,119	\$ 22,800	
Staff Expense	\$499,937		\$ 464,947	\$ 481,551	
Contractor Service Expense	\$131,000		\$ 119,060	\$ 134,000	
Total Expenses	<b>\$ 1,104,437</b>		<b>\$ 989,079</b>	<b>\$1,016,451</b>	
<b>SURPLUS / (DEFICIT)</b>	<b>\$ 25,797</b>		<b>\$ 137,866</b>	<b>\$ 10,361</b>	

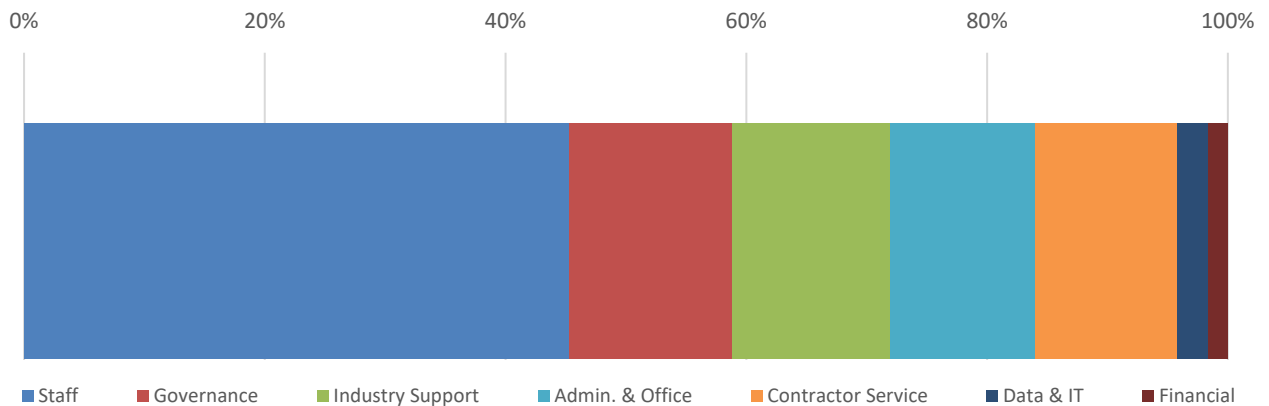
# BC VEGETABLE MARKETING COMMISSION

## 2025 Budget to Actual Variance by Category



## 2026 Budget

### 2026 Budget Expenses Breakdown



# BC VEGETABLE MARKETING COMMISSION

## Statement of Operations

### 5-Year Comparison

<b>REVENUE</b>	<b>2025</b>	<b>2024</b>	<b>2023</b>	<b>2022</b>	<b>2021</b>
Total licence fees	\$ 359,303	\$ 320,192	\$ 185,509	\$ 186,059	\$ 202,452
Administration Levy	\$ 677,407	\$ 687,817	\$ 596,114	\$ 357,026	\$ 373,401
Other Income	\$ 90,235				
	<u>\$ 1,126,945</u>	<u>\$ 1,008,009</u>	<u>\$ 781,623</u>	<u>\$ 543,085</u>	<u>\$ 575,853</u>
<b>EXPENSES</b>					
Salaries and Wages	\$ 464,947	\$ 408,996	\$ 384,776	\$ 336,480	\$ 352,415
Rent	\$ 66,627	\$ 65,281	\$ 62,522	\$ 61,567	\$ 61,282
Legal Fees	\$ 119,060	\$ 272,205	\$ 116,568	\$ 76,915	\$ 137,809
Governance Expense	\$ 124,856	\$ 169,050	\$ 95,057	\$ 80,857	\$ 38,610
Supplies and Services	\$ 32,595	\$ 37,864	\$ 34,155	\$ 28,854	\$ 20,946
Support and Promotion	\$ 47,928	\$ 27,413	\$ 26,223	\$ 17,959	\$ 4,196
Travel	\$ 43,028	\$ 26,254	\$ 6,522	\$ 7,772	\$ 2,136
Telephone & Internet	\$ 29,543	\$ 30,336	\$ 20,755	\$ 15,720	\$ 11,576
Accounting & Audit Fees	\$ 20,913	\$ 20,294	\$ 22,330	\$ 14,370	\$ 13,353
Industry Memberships	\$ 9,401	\$ 9,071	\$ 8,138	\$ 10,361	\$ 16,871
Amortization	\$ 21,605	\$ 28,146	\$ 43,496	\$ 52,736	\$ 44,058
IT Support	\$ 8,576	\$ 8,755			
Contractor Service Expense	-	\$ 5,733	\$ 7,780	\$ 76,169	\$ 50,510
Total Expenses	<u>\$ 989,079</u>	<u>\$ 1,109,398</u>	<u>\$ 828,322</u>	<u>\$ 779,760</u>	<u>\$ 753,762</u>
<b>SURPLUS / (DEFICIT)</b>	<u>\$ 137,866</u>	<u>-\$ 101,389</u>	<u>-\$ 46,699</u>	<u>-\$ 236,675</u>	<u>-\$ 177,909</u>

# BC VEGETABLE MARKETING COMMISSION

## Commission Information

BC Vegetable Marketing Commission

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# BCVMC

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