



BC VEGETABLE MARKETING COMMISSION

NOTICE OF INTERIM POSITION

DECEMBER 2021

Business and Structure

The production and marketing of British Columbia (BC) vegetables is regulated under the *Natural Products (BC) Marketing Act* (the "NPMA") and the *British Columbia Vegetable Scheme* (the "Scheme").

The BC Vegetable Marketing Commission (the "Commission"), located in South Surrey, is established under the Scheme and acts as the first instance regulator of BC's vegetable industry. The Commission is responsible for administering the Scheme, and is vested with the power to promote, control and regulate in any respect the production, transportation, packing, storage and marketing of regulated product in British Columbia. The Commission's General Orders set out the regulations governing the industry. All vegetables grown in the province, including potatoes, and strawberries intended expressly for processing purposes, are subject to the Commission's authority. However, most of the Commission's substantive orders apply only to certain storage, processing, and greenhouse vegetables.

Centralized, coordinated marketing of regulated product is achieved by requiring producers to market regulated product grown by them through marketing agencies designated by the Commission ("Designated Agencies"). Agencies harness the collective marketing power of producers and are the means by which the Commission achieves its main policy objective of maximizing producer returns.

The Commission is accountable to the BC Farm Industry Review Board (BCFIRB) for meeting its regulatory responsibilities using sound governance and decision-making.

The Commission consists of a Chair and up to eight (8) commissioners; the Chair is appointed by the Lieutenant Governor in Council, four (4) to six (6) members are licensed commercial vegetable producers elected by licensed commercial vegetable producers; and two independent members are appointed by the Commission.

The regulated vegetable industry in BC is comprised of over 150 licensed producers. Annual farm gate sales of regulated vegetables amount to about \$400 million annually. Over 90% of production occurs in the Lower Mainland, with the remainder in the Interior and on Vancouver Island.

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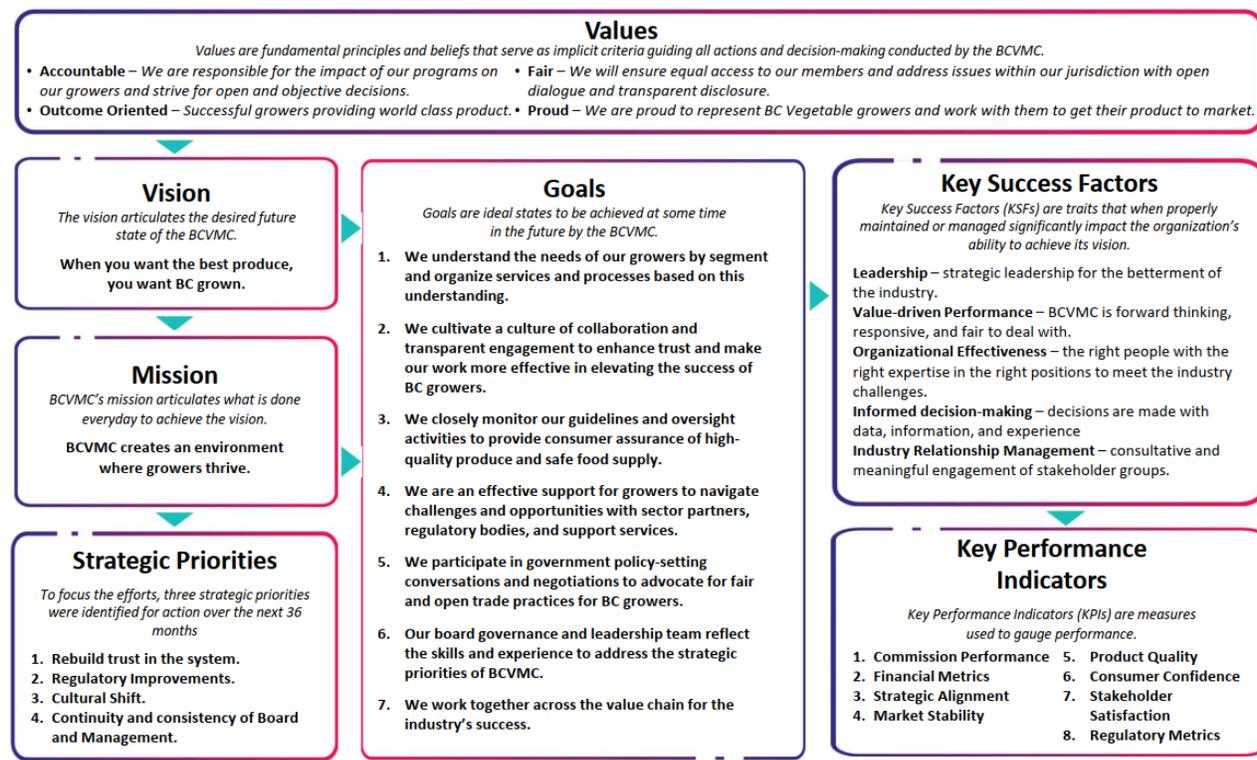
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The Commission has an operating budget of approximately \$700,000 which is funded by levies paid by producers. The Commission retains a General Manager, responsible for the management and direction of a five (5) person staff and for the day-to-day operations of the Commission. Commissioner members provide strategic direction that guides the operations of the Commission. Operational functions include: licensing producers, agencies and wholesalers; managing delivery allocation for storage crops and production allocation for greenhouse crops; setting the minimum price on storage crops; collecting grower levies; investigations and compliance enforcement; preparation of Commission meeting agenda packages; as well as keeping growers, processors and other industry stakeholders current and up to date on developments in the industry.

BC Vegetable Marketing Commission
#207, 15252 – 32nd Avenue, Surrey BC V3Z 0R7
Email: info@bcveg.com; Website: <http://bcveg.com>

Strategic Direction

The 2021-23 BCVMC strategic plan is summarized as follows:



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Vacant Position(s) – Independent Members

Experience and Qualifications

Previous experience as a director is desired. It is important that candidates for these positions understand the roles and responsibilities of a member of the Commission. Candidates must also have the necessary experience and demonstrated skills to enable them to contribute to Commission decision-making and oversight.

Part of the Commission's commitment to good governance includes the provision of a comprehensive orientation for new Commission members and ongoing professional development workshops that build upon the Commission's core competencies.

Diversity and Inclusion

People from all regions of our province are invited to apply. Consideration will be given to qualified individuals with a broad range of backgrounds in governance, regulatory, agriculture, and business environments. The selection process will recognize lived experience and volunteer roles as well as paid employment and academic achievements.

To reflect the diversity of our Province, women, visible minorities, Indigenous Peoples, persons with disabilities, persons of diverse sexual orientation, gender identity or expression (LGBTQ2S+), and others who may contribute to diversity in board appointments are encouraged to put their names forward.

Competencies For Independent Members

The following competencies are sought for the position(s) currently under consideration:

- i. Understanding of agricultural sector
- ii. Demonstrated leadership in agriculture and/or agri-food related activities
- iii. Knowledge of regulated marketing
- iv. Familiarity with governance and decision-making
- v. Financial literacy
- vi. Supply Chain knowledge / expertise

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Time Commitment

Normally, the Commission meets six times per year, generally in February, March, April, August, October, and November. Meetings are up to three hours and take place by conference call or in person at the Commission office. As required, Commission Members may also be appointed to panels established by the Commission to make a decision on specific regulatory matters that are before the Commission.

In addition, the Commission is in the process of establishing two committees – a Governance Committee and Finance & Audit Committee. Commission members may serve on one or more committees. Commission committees meet per an established meeting schedule, typically monthly or quarterly, at times convenient to all members. Commission members may also attend industry and organizational functions such as:

- Council of Marketing Board (COMB) meetings
- Centre for Organizational Governance in Agriculture (COGA) training and seminars
- Canadian Horticultural Association Annual General Meeting
- Commission stakeholder engagement town halls
- Commission Annual General Meeting

Term

Appointment terms are at the discretion of the Commission and may be for a minimum of one year to a maximum of three years.

Compensation

Per-diem rates currently set by the Commission are as follows:

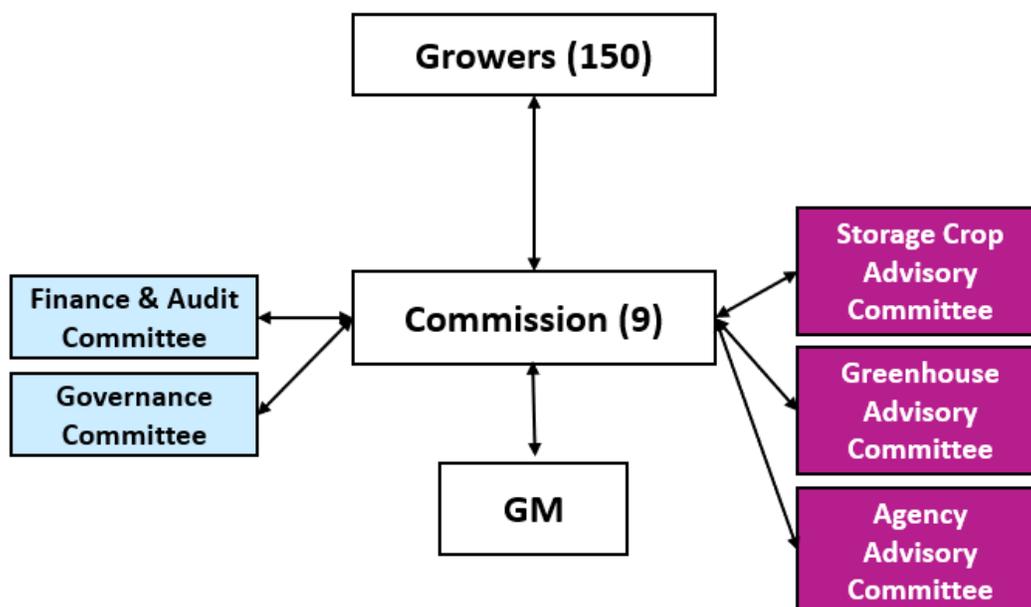
Full Day Meeting:	\$350.00	Conf. Call less than 2 Hours:	\$75.00
Meeting less than 4 hours:	\$200.00	Conf. Call greater than 2 hours:	\$200.00

Compensation to be discussed with selected applicants.

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Governance Structure



Advisory Boards were created to ensure timely decision-making by retaining access to industry knowledge and expertise.

Board Responsibilities and Accountabilities

Role

The Commission is the first instance regulator under the NPMA and the Scheme. It develops policy and establishes the rules through which the orderly marketing of vegetables is achieved in BC. It has the legislated authority to promote, control and regulate in any respect the production, transportation, packing, storing and marketing of regulated product.

The Commission sets the strategic direction for the industry. The BC Greenhouse Grower's Association represents greenhouse vegetable producers' interests. The BC Potato and Vegetable Growers Association represents BC field grown vegetable interests.

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Responsibilities

Commission responsibilities fall into the following general categories:

Managing Commission Affairs. Establish the processes and structures necessary to ensure the effective functioning and renewal of the Commission. This includes: monitoring and improving the quality of the Commission and ensuring appropriate Commission committees are in place; ensuring appropriate commissioner orientation and ongoing professional development; articulating roles and responsibilities for the Commission members, committees, and chair; defining Commission process and guidelines; evaluating the Commission, committees, Commission members and chair; and identifying potential commission member candidates.

Organization's Mandate. Fully understand the Commission's mandate set by government, review, and make recommendations to government regarding the mandate to reflect changing circumstances.

Strategy and Plans. Participate in the development, review and approval of the Commission's strategic plan to ensure consistency with the Commission's mandate as set by government.

Human Resources. Subject to government legislation and guidelines, select, appoint, compensate, evaluate and terminate the General Manager; oversee management succession and development.

Financial and Corporate Issues. Review financial, accounting and control systems to ensure appropriate risk management systems, code of ethical conduct and conflict of interest guidelines are set in place.

Monitor and Report. Monitor the Commission's performance against strategic plans and compliance with applicable legislation and government direction; account to government and stakeholders through appropriate reporting.

Communications. Oversee Commission's communications policy.

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Accountabilities

The Commission operates per the mandate set out in legislation and operates under the general supervision of BCFIRB. The Commission is also responsible for ensuring a timely and accurate flow of information to the BCFIRB, the Minister and to licensed producers, agencies, wholesalers, and other industry stakeholders, as appropriate. The Commission is to provide reports as required, and to meet with BCFIRB and the Minister to discuss issues of mutual concern. The Commission is to ensure that an annual PARP (public accountability reporting project) report of the work and activities of the Commission is submitted to the BCFIRB.

Commission Composition

The individuals who make up the Commission should, collectively, have the necessary personal attributes and competencies required to:

- add value and provide support for management in establishing strategy and reviewing risks and opportunities;
- effectively monitor the performance of management and the Commission; and
- account for the performance of the Commission.

Personal Attributes

All Commission members should possess the following personal attributes:

- high ethical standards and integrity in professional and personal dealings;
- appreciation of the responsibilities to the public;
- able and willing to raise potentially controversial issues in a manner that encourages dialogue;
- flexible, responsive and willing to consider others' opinions;
- capable of a wide perspective on issues;
- ability to listen and work as a team member;
- no direct or indirect conflict of interest with the member's responsibility to the Commission;
- strong reasoning skills;

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- able and willing to fulfill time commitment required to carry out responsibilities;
- may include personal attributes relevant to Commission; and
- commitment to continuous learning about the Commission and the relevant sector or industry.

Competencies

Collectively, the Commission members should comprise the following core competencies:

- operational or technical expertise relevant to the operation of the organization including:
 - strategic management and organizational change,
 - operations,
 - internal control and accounting,
 - technology,
 - communications,
 - public sector administration,
 - human resources,
 - labour relations, and
 - risk management.
- financial expertise;
- legal expertise;
- knowledge of government and the public sector environment;
- knowledge of current and emerging issues affecting the Commission and its industry or sector; and
- knowledge of the community served by the Commission.

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List of Current Commission Members and Senior Executives

	First Appointed	Term Ends	Occupation
Appointed:			
Debbie Etsell	December 2017	December 2021	Chair
Elected:			
John Newell	May 2010	April 2023	Vice Chair
Hugh Reynolds	May 2009	April 2023	Secretary
Kevin Husband	May 2021	April 2023	Member
Cory Gerard	May 2012	April 2022	Member
Armand Vander Meulen	May 2020	April 2022	Member
Blair Lodder	May 2013	April 2022	Member
Independent (Vacant)	December 2021		Member
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Ex-officio (if applicable)			

Senior Executives:

Andre Solymosi, General Manager

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Process for Submitting Expressions of Interest

Interested candidates are to submit the following:

- 1) Resume, cover letter, and a minimum of two (2) references.
- 2) Your submission is to also include an explanation of,
 - a) Why you are interested in the position?
 - b) What you can contribute to the governance of regulated vegetables?

Submissions are due **Wednesday, December 1, 2021 by 5:00PM** and are to be sent directly to Claudia Trigo, the BCVMC administrative assistant, via email at claudia@bcveg.com. On submission, a confirmation e-mail receipt will be sent back to the sender. If you do not receive a confirmation receipt within 24 hours you are to contact the commission office at 604-542-9734.

Interviews of selected candidates will be scheduled the week of December 6th to 10th.