



Approved by the Board of Directors and the Chair of the Board
March 29th, 2019

On behalf of the Board of Directors, the General Manager and Staff of the Commission and as Chairperson of the BC Vegetable Marketing Commission, it gives me great pleasure to announce the launch of our ***Strategic Discovery and Planning Process***.

To be effective, the Commission needs to aspire to be something other than just a regulatory body with a mandate for delivery and production allocation. We wish to grow in our discovery and understanding, from our entire collective, including you as part of the many growers, producers, wholesalers, and associations we represent, your expectations of what we need to do to keep at the forefront of our industry. What must we, collectively be committed to leading, influencing and regulating our industry, and on behalf of you. Canada leads with our food safety regulations and quality products for all consumers and Canada's reputation as having high standards and regulations is setting us apart in all global marketplaces.

This responsibility means we need to ask ourselves tough questions and we wish to hear from every corner. The collective answers to these questions might make the difference in how we shape, sustain and embed our commitment to our future.

Now it is our time to consider our future – collectively. How can the Commission lead to:

- ② Combine our knowledge to best link our history with our future?
- ② Protect the importance of what we lead now and for future generations?
- ② Ensure that we provide an opportunity for a majority of the contacts we represent to be heard?
- ② Listen to understand?
- ② Trend to represent the majority?
- ② Apply the truth(s) expressed with the wisdom of our collective knowledge?

If we work together, to consider, the right priorities to focus on, and act upon, ultimately, we will create a Strategic Plan, a plan that will stand the chance to be a document to guide us, and not just a document to file away.

Please join us to complete this important work.

Yours truly,

Debbie Etsell, Chair of the Board, BC Vegetable Marketing Commission