



HELLO! AND WELCOME TO OUR JANUARY UPDATE

MESSAGE FROM DEREK STURKO, CHAIR BCVMC

I was pleased to become the Chair of the BC Vegetable Marketing Commission on December 21, 2022, and recently completed three years as Chair of the BC Hog Marketing Commission.

I am currently the CEO of Inner Harbour Consulting Inc. and worked on several projects in the agriculture sector in that capacity. Previously, I was a long-term BC public servant, where I held positions with significant responsibilities in the social, natural resources and economic/public safety sectors. This included five years as Deputy Minister of Agriculture. In that capacity, I led development of the first comprehensive full industry approach to managing BC's agrifoods and seafood sector; the reform, consolidation, and modernization of several pieces of legislation under the jurisdiction of the Ministry; and modernization of BC's Agricultural Land Commission and Agricultural Land Reserve. I also represented BC's interests in negotiations between Canada, all provinces and territories for the current five-year policy and funding framework for agriculture in Canada. I have a Master of Arts (M.A.) in Urban Geography from the University of Victoria serve as the Vice Chair of the David Foster Foundation.

I look forward to helping the sector achieve its objectives over the next two years.

BCVMC STAFF INTRODUCTION

The BCVMC is pleased to welcome Randy Cox to the team as the new Licensing and Compliance Manager. Randy brings with him an extensive investigational background, having served in the RCMP for 35 years (retiring in 2016). Randy also brings with him experience as an investigator with the BC Ministry of Advanced Education, an Emergency Management Consultant, and from the Private Security Industry.

UPCOMING KEY DATES

- **February 2023** - Advisory Meetings
- **March 1, 2023** - Greenhouse Crop-Mix production Intention forms are due for 2023 crop year
- **March 1, 2023** – Licensing of Agency, Wholesaler, Processor, and Commission Salesperson
- **April 2023** - BCVMC Annual General Meeting (to be confirmed)
- **May 15, 2023** - Storage Crop & Processing Producer licensing due

LEVY CHANGES EFFECTIVE JANUARY 1, 2023

BCVMC ADMINISTRATIVE LEVY

The BCVMC administrative levy is increasing by 10% effective immediately. Reserves have been drawn down over multiple years in part due to on going legal challenges and increasing costs. There has been no levy increase for at least the past eight years and the extra funds are required to maintain operations. Reserves will be significantly depleted by the end of 2023. The Commission remains committed to keeping administrative levies low. However, there are numerous unknowns that have an impact on our finances and additional increases may be required in the future.

JAPANESE EXPORT MARKET BELL PEPPER LEVY

The BCVMC has been funding the annual inspection for tobacco blue mold that is a requirement to keep the Japanese market open for BC greenhouse bell pepper imports. BC is the only region in Canada that is permitted to ship product to the Japanese market. The Commission has paid the cost of this audit since market access was granted in 2017. To be fair to all producers, this cost should now be paid by the bell pepper industry. For the 2023 crop year a small administrative levy of \$0.01 per M² is to be charged to all greenhouse bell pepper producers to cover the cost of the audit. The Commission will monitor how much product is annually shipped to the Japanese market, with the intention to eventually adopt a levy structure that is partly tonnage based so that a portion of the cost is covered from levies collected on actual shipments.

USITC BELL PEPPER LEVY

In late 2021, the Commission approved a special administrative levy of \$0.0227 per M² to be collected from all Greenhouse Producers of Bell Peppers to support the Canadian industry's legal expenses. Invoices were sent out to Designated Agencies and directly to Producer-Shippers in late 2022 to collect this Levy. This Special Levy was only applied to the 2021 Production Year and covers actual legal expenses incurred to date. However, A petition requesting a Safeguard Investigation and provisional relief can still be filed up to December 3, 2023, and a future Special Levy may be required to support the industry's legal expenses.

FRUIT AND VEGETABLE GROWERS OF CANADA (FVGC)

Formerly the Canadian Horticultural Council (CHC), the organization rebranded in 2022 as the Fruit and Vegetable Growers of Canada. An administrative levy of \$0.22 per ton continues to be collected from all storage and processing crops now referred to as the FVGC levy.

POTATO INDUSTRY DEVELOPMENT (PID) FUND

The BC Potato & Vegetable Growers Association (BCP&VGA) has requested a temporary increase to the research and development levy (PID Fund) to \$1.00 per ton from \$0.50 per ton to take effect starting in 2023. With the approval of this increase, the BCP&VGA will be presenting a multi-year work plan and budget to establish a long-term potato and field vegetable research and Industry Development Program for approval by its membership.

COMPLIANCE AND ENFORCEMENT POLICY MANUAL

The BCVMC is in the process of creating a Compliance and Enforcement Policy Manual that will provide transparency, clarity, and guidance on how the BCVMC undertakes its compliance and enforcement role in ensuring the orderly marketing of regulated products in BC. This policy manual will be introduced over the next few months and available on our website in 2023.

TOWNHALL MEETING

The town hall meeting that had been scheduled for the fall of 2022 has been delayed and is currently being planned for April 2023 after the AGM. Once an agenda and date are determined, notifications will be sent out. If anyone has a topic they wish to discuss, please forward it via email to info@bcveg.com.

CHANGE IN CLASS OF LICENCE

Starting this year, the BCVMC will post on our website, under the Enforcement section, any changes in a Licensee's class of licence. In addition, the BCVMC will post the list of existing Licensees who have recently surrendered or failed to renew their licence.

GENERAL ORDERS REBRANDING

The Consolidated General Orders have been rebranded and will be introduced and available on our website by the end of January. This is the first step in updating the General Orders. Industry consultation will commence through advisories as the BCVMC moves forward with the updating process.

STORAGE CROP AND GREENHOUSE ADVISORIES

In the fall of 2022, the Commission appointed members to the Storage and Greenhouse Advisories. These advisories are working groups of the BCVMC whose role it is to support timely and informed decision-making by the Commission based on industry knowledge and expertise. The advisories provide non-binding recommendations to the Commission and consists of a maximum of 5 producers, up to 1 industry stakeholder, 2 Commissioners, and 2 Agency representatives, for a maximum of 9 members. The first meeting of each advisory is to be held in February. Appointed members are as follows:

Greenhouse Advisory		Storage Crop Advisory	
Producer	Vijay Randhawa	Producer	Tim Guichon
Producer	Marcus Janzen	Producer	Cory Gerard
Producer	Corne Moerman	Producer	Blair Lodder
Producer	Ray VanMarrewyk	Producer	Jimmy Dhaliwal
Producer	Michael Purewal	Independent	Bill Zylmans
Agency	Mike Minerva (Village Farms)	Agency	Shelly Harris (Fraserland Organics)
Agency	Jeff Madu (GGFI)	Agency	Murray Driediger (BC Fresh)
Commissioner	Armand Vander Meulen	Commissioner	Hugh Reynolds
Commissioner	Craig Evans	Commissioner	Kevin Husband