



BC VEGETABLE MARKETING COMMISSION

NOTICE OF SHOW CAUSE HEARING

**Global Greenhouse Produce Inc.
Agency Licence**

This notice of a show cause hearing is being issued to Licensed Agencies and Licensed Greenhouse Producers to inform the industry of the hearing. Licensed Agencies and Licensed Greenhouse Producers may apply for participatory rights. It is incumbent on any Licensed Agency and Licensed Greenhouse Producer to justify why their participation is necessary or useful.

DATE	PROCEDURE
Tue. NOV.29 th Due by 5:00PM	Applications for participatory rights will be made by written submission. Written submissions for participatory rights must be submitted directly to the Chair via email at BCVMC.Chair@bcveg.com .

The Hearing

A show cause hearing on Global Greenhouse Produce Inc’s (Global) Agency Licence is being held by the Commission to allow Global to refute the identified issue brought forward by the Commission and explain why it should continue to be licensed as an agency. Identified participants whose rights will be affected by the hearing and afforded a right to participate are as follows:

- Global Greenhouse Produce Inc. (Global)**
- Merom Farms Ltd.**
- Krahnic Ventures Inc. (SunSelect)**

Issue Identified

All regulated product is required to be marketed through the Commission or a designated agency. Though the General Orders do not expressly speak to the function of agencies, Licensed Agencies are delegated the function of “centralized marketing”.

This concept of “centralized marketing” can itself be broken down into two categories, “centralized” and “marketing”. Leaving aside for the question as to whether Global contributes to “centralized” marketing, one must first ask if it is engaged in “marketing” at all.

The Commission has reason to believe that Global has abdicated its responsibilities as an agency and delegated this responsibility to Greenhouse Delight Foods Inc. This contradicts the Commission’s view of the duties of an agency licence holder that are required to be fulfilled to satisfy the function of centralized marketing. The Commission has concluded that Global is not directly engaged in any marketing at all. Furthermore, the panel questions whether Global is contributing to the centralized marketing of regulated greenhouse vegetables. The licence holders of the agency have also permitted producers assigned to the agency to operate independently of each other under the guise of an agency.

The Commission therefore invites Identified participants to show cause why Global’s agency licence should not be cancelled on the basis that it has entirely abdicated its responsibilities as an agency to Greenhouse Delight Foods Inc.