



February 12, 2014

File: 44200-20/ VMC

DELIVERED BY EMAIL

Tom Demma
General Manager
BC Vegetable Marketing Commission
207-15252-32nd Avenue
Surrey, BC V3S 0R7

Dear Mr. Demma:

VANCOUVER ISLAND PROJECT PLAN AND SCHEDULE - 2014

Thank you for your submission of the *BC Vegetable Marketing Commission Strategic Review of the Vancouver Island Regulated Vegetable Industry – Project Plan and Schedule* in response to direction from the BC Farm Industry Review Board (BCFIRB) on December 23, 2013¹.

I have been instructed to provide the following response to the Project Plan Schedule.

The plan – which is attached for the information of the agencies copied on this letter – is accepted, with the following comments.

The Project Plan indicates the Vegetable Commission intends to take immediate action and will have in place a vision and overall strategic direction for the Vancouver Island regulated vegetable sector by mid-April. This tight timeframe may be a challenge, to which the Vegetable Commission may have to respond in finalizing its review. That said, it is expected that all parties (agencies and growers) will cooperate with the Commission by providing prompt, constructive and full information when requested, enabling an informed, positive outcome for the regulated industry by this spring.

The Project Plan indicates the Vegetable Commission will prepare a public report setting out “...an initial [emphasis added] vision and strategic direction...”. It is generally expected a vision and strategic direction will change as necessary over time. However, if the Commission is intending to carry out further work on building an Island vision and strategic direction (as indicated by the word ‘initial’) beyond this public report BCFIRB expects the Commission will clarify this for all stakeholders.

¹ [In the Matter of the Natural Products Marketing \(BC\) Act and Follow-up to the January 7, 2013 Supervisory Review Decision Concerning the British Columbia Vegetable Marketing Commission Central Vancouver Island Agency Designations](#) – December 23, 2013

The Vegetable Commission is reminded it is their responsibility to develop, decide, communicate and implement policies that guide the regulated vegetable industry. This includes determining and deciding, following this review, the effective and strategic number of agencies, their composition and what regulated products they should market. In turn, it is the responsibility of agencies to demonstrate accountability, including supporting informed decision making for the benefit of the industry as a whole.

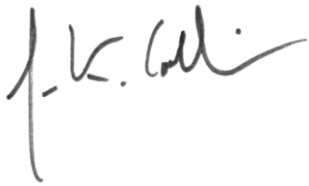
All parties are reminded of the SAFETI principles (Strategic, Accountable, Fair, Effective, Transparent, Inclusive). The intent of these principles is to ensure the Commission - in resolving outstanding issues with respect to Vancouver Island - can provide supported reasons for their decisions. Similarly, BCFIRB expects the Commission will assess the weight and usefulness of stakeholder submissions into its process using those SAFETI principles and make its decisions accordingly.

Overall, as noted in the April 23, 2013 letter from BCFIRB to VMC, VIFP and VIP:

...perhaps the most important question facing all Island growers and agencies (and their customers) is 'how can we best capture the opportunities available in the Vancouver Island regulated market'. Success requires cooperation and coordination combined with effective, accountable governance and management.

If you have any questions, please feel free to contact Wanda Gorsuch at 250-356-7819 or Wanda.Gorsuch@gov.bc.ca.

Yours truly,



Jim Collins
Executive Director

Attachment

cc: John Walsh, President
V.I.P. Produce Ltd.

Jaymie Collins, General Manager
Vancouver Island Farm Products Inc.

Ian Vantreight, President
Island Vegetable Co-operative Association

BCFIRB Website

Murray Driediger, Chief Executive Officer
BC Fresh Vegetables Inc.