



BC Farm Industry Review Board

November 10, 2020

File: 44200-35\CRMC

DELIVERED BY EMAIL

Jack Brown
Chair
BC Cranberry Marketing Commission

Dear Mr. Brown,

COAST CRANBERRY LTD. DESIGNATED AGENCY PRIOR APPROVAL

Thank you for the BC Cranberry Marketing Commission (Commission) October 8, 2020 recommendation that Coast Cranberries Ltd. (Coast Cranberries) be designated as an agency.

The purpose of designated agencies is to market regulated product on behalf of registered producers. Their regulatory role is to harness the collective power of producers to enhance market access for regulated products. They minimize burdens on each producer regarding finding outlets for sales. For consumers, they help ensure a steady supply of BC product by contributing to orderly marketing. One of the key roles of agencies is to grow the industry by looking for new markets. Agencies play a key front-line role in the cranberry sector, and a larger strategic role in assisting the Commission to regulate, manage and grow the industry in an orderly fashion.

We considered the Commission's process, rationale, and recommendation. We are satisfied that the Commission followed all required steps as per its General Orders Part 7 in reaching its recommendation and took a SAFETI-based approach to its rationale. Designating Coast Cranberry as an agency, currently reported as a producer-vendor in good standing with the Commission, will broaden market access for BC cranberries and provide a marketing avenue for lower quality fruit that may not be accepted by other agencies.

The Commission's General Manager confirmed on November 9, 2020 that notice of the Commission's recommendation was sent to stakeholders on October 8, 2020 and no questions or concerns were raised with the Commission. The General Manager also confirmed that the Commission is not delegating Coast Cranberry the authority to conduct a price pool under s. 11(l) of the *Natural Products Marketing (BC) Act*.

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We approve the designation of Coast Cranberry as a designated agency as per the Natural Products Marketing (BC) Act Regulations s. 8. We expect the Commission will continue to ensure the accountability of its designated agencies given the regulated authorities delegated to them.

BRITISH COLUMBIA FARM INDUSTRY REVIEW BOARD

Per:



Tamara Leigh
Panel Chair



Peter Donkers
Chair



Al Sakalauskas
Vice Chair