



---

## BC Farm Industry Review Board

January 24, 2022

File: 44200-35/MPL

### DELIVERED BY EMAIL

Debbie Etsell  
Chair  
BC Vegetable Marketing Commission

Emma Irving for MPL BC  
Partner  
Dentons Canada LLP

Dear D. Etsell and E. Irving,

### MPL BRITISH COLUMBIA DISTRIBUTORS INC. (MPL BC) AGENCY DESIGNATION

On January 12, 2021 the British Columbia Farm Industry Board (BCFIRB) received the BC Vegetable Marketing Commission (Commission) decision granting MPL BC an agency designation pending BCFIRB's prior approval. MPL BC, via legal counsel, wrote to BCFIRB on January 18, 2022 requesting "...written approval of its agency designation..." under the Natural Products Marketing (BC) Act Regulations s. 8.

Designation of agencies is not a routine matter. Agencies are businesses granted the right to market BC regulated product to the exclusion of others and are delegated certain legislated authorities. It is incumbent on BCFIRB to ensure the BC Vegetable Marketing Commission (Commission) decision accords with sound marketing policy.

BCFIRB will be appointing a supervisory panel. Once the panel has reviewed the Commission decision, it will communicate its prior approval process to MPL BC, the Commission and vegetable sector stakeholders.

I understand MPL BC is seeking a timely decision. I also understand MPL BC continues to have access to regulated BC greenhouse product as a licenced wholesaler.

Regards

A handwritten signature in blue ink, appearing to read "Kirsten Pedersen".

Kirsten Pedersen,  
Executive Director

BCFIRB web site

---

**Web:**

Email: [firb@gov.bc.ca](mailto:firb@gov.bc.ca)  
Website: [www.gov.bc.ca/BCFarmIndustryReviewBoard](http://www.gov.bc.ca/BCFarmIndustryReviewBoard)

**Phone:**

Info: 250 356-8945  
Fax: 250 356-5131

**Mail:**

PO Box 9129 Stn Prov Govt  
Victoria BC V8W 9B5

**Office:**

2975 Jutland Rd  
Victoria, BC V8T 5J9