

**BC Vegetable Marketing
Commission**

**Public Accountability and
Reporting Project (PARP)
2019 Reporting Period**

Section 1: Sector Performance Targets

Table 1.1

1.1 Sector Performance Targets Template

* All commodity boards and commissions are to identify between 3-5 board targets/goals that you think best demonstrate the strategic priorities and future direction of your sector.

* Some or all targets/goals may already be part of your strategic plan.

Target	Target description	Target status
Complete a strategic plan and performance targets for the next three years.	Develop a collective understanding of the internal and external environment in which the BCVMC is operating. Build consensus on strategic direction and renew the Commission's strategic framework. Identify key priorities and action steps. Provide a high-level strategic plan.	In progress
Restructure the Commission to add independent Commissioners	Amend the vegetable marketing scheme to allow for the appointment of non-producer representatives to the board. Restructure the Commission to enhance diversity of expertise and experience and the ability to maintain quorum when members are required to recuse themselves due to an actual or perceived conflict of interest.	In progress
Establish a governance operating model for Agencies	The BCMVC sub-delegates marketing authority to licensed Agencies whose regulatory role is to market regulated product on behalf of registered producers. The governance operating model provides for a clear understanding of 1. the Commission's oversight, 2. expectations on operating processes, business structure, management systems, 3. culture, and 4. reporting requirements of Agencies.	In progress
Add Clarity to the rules in the General Order that address access to the market by Storage Crop Agencies	Delivery allocation manages the flow of Storage Crop product to the market. Designated Agencies are responsible for managing delivery allocation of each of their Producers. Growth ambitions of any particular Agency must take into account the collective view of market growth and expansion opportunities. No Agency is permitted to ship in excess of the aggregate delivery allocation held by its producers unless authorized by the Commission.	In progress

Section 2: Governance

Tables 2.1 - 2.5

* Effective, strategic and accountable delivery of legislated regulatory responsibilities by boards requires good governance and sound decision-making.

* All commodity boards are to complete tables 2.1, 2.2, 2.3, 2.4, and 2.5.

* Fill in the Comments/Examples column with a brief description and/or web link and/or evidence/examples.

Table 2.1 General Governance Tools and Related Regulatory Requirements

	Indicator	In place/ In progress/ To be started	Comments/Examples
Planning and reporting	Strategic Plan	In Progress	Currently underway. Completion date is end of January 2021.
	Annual Report	In Place	Report is presented by the GM and Chair at the AGM.
	Annual General Meeting	In Place	The AGM is held annually in April.
	Copies of all minutes, orders, reports, rules & regulations forwarded to BCFIRB as they are made	In Place	Up to date up to the August Commission meeting.
Rules	Consolidated Orders up to date & published	In Place	Posted onto the website.
	BCFIRB approved election rules	In Place	Was approved in 2017.
Board and staff	Current member job descriptions	In Place	Support staff Job descriptions are under review / new positions created.
	Member orientation (e.g., mandate, role, responsibilities, regulatory framework, governance)	In Place	Directors manual and meeting with Chair and GM.
	Member training (e.g., role of officers, ethics, conflict of interest, fiduciary duties, decision-making practices)	In Progress	COGA / Governance workshops attended, training plans under review.
	Staff orientation and training plans	In Place	Employee handbook reviewed \
	Member and staff succession plan as applicable	To be started	
	Member performance evaluations (annual)	To be started	
Accountability	Staff performance evaluations (annual)	In Progress	Performance review meetings to be aligned with new strategic plan.
	Member code of conduct signed	In Place	Sign off new members managed by the Chair. Reviewed at meetings.
Transparency	Member conflict of interest signed and updated annually	In Place	Updated annually in May.
	Governance and operational policies and controls up to date and public	In Place	Posted onto the website.

Table 2.2 Financial Accountability and Related Regulatory Requirements

	Indicator	In place/ In progress/ To be started	Comments/Examples
Financial statements	Auditor appointed in accord with Scheme requirements (if applicable)	In Place	Auditor is appointed annually in April.
	Audited financial statements (annual)	In Place	Financials are audited annually and presented at the AGM.
	Financial statements presented in annual report and at annual general meetings	In Place	
Member expenses	Up to date approved member remuneration and expense policy consistent with legislation (where applicable)	In Place	Reviewed annually.
Controls	Accounting practices are in accord with legislation and published standards	In Place	Financial statements are audited to Canadian accounting standards for not-for-profit organizations (ASNPO).
	Internal financial controls are in place, and reviewed by auditors	In Place	Part of the audit process.
	Senior staff engaged with budget development & approval	In Place	Budget is developed by the GM / Chair and approved by the board.
Accountability	Operational, program and other expenditures using levies collected under the NPMA are in accord with purposes of the Scheme.	In Place	The Commission was established by the British Columbia Vegetable Scheme, B.C. Reg.96/80, for the purpose of regulation, marketing and promotion of the B.C. vegetable industry.
	Financial accountability processes and policies in place with producer associations and other organizations that receive funding from boards to carry out delegated responsibilities under the NPMA.	In Place	Scheduled annually.

Table 2.3 Communication and Consultation

	Indicator	In place/ In progress/ To be started	Comments/Examples
Communication	Active industry communication plan or strategy	In Progress	Established advisory groups and out reach program to wholesalers and manifest sales program participants. Expanded communication plan continues to be developed and implemented.
	Crisis management communication plan or strategy	In Progress	To be reviewed.
Consultation	Consultation, as appropriate and meaningful, with stakeholders (e.g., producers, supply chain, BCFIRB, Ministry of Agriculture, national agencies) to address sound marketing policy and public interest questions.	In Place	Written submissions, in-person meetings, and conference sessions are methods that are utilized. Application of the appropriate method to be used for consultation on a specific topic is decided on by the Commission.
	Stakeholder feed back actioned where appropriate (e.g., policy or program development)	In Place	Stakeholder engagement is an essential component of the Commission's decision making process.
Evaluation	Avenue for regular stakeholder feedback on board operations, processes, policies and communications.	In Progress	The utilization of advisory groups provides for recommendations to be brought forward to the Commission. Additional avenues for feedback are being discussed and to be established in 2021.

Table 2.4 Decision Making

	Indicator	In place/ In progress/ To be started	Comments/Examples
Requirements	Quorum confirmed prior to decision making	In Place	All decisions by the board are made with quorum.
	Conflict of interest disclosure and recusals recorded	In Place	Included on meeting agenda, and recusals are recorded in the minutes.
Process	Processes are fair, inclusive, transparent, effective and strategic based on the matter to be decided.	In Place	Decisions and processes are reviewed using S.A.F.E.T.I.
Outcome	Full rationale published for major decisions (e.g., including demonstrated application of consultation, market and other necessary information to reach sound marketing policy outcomes; demonstrated use of SAFETI in process & outcome)	In Place	All major decisions are published on the BCMVC website.
	Prompt timing, delivery and publishing of decisions	In Progress	Reviewing timing of decision process on market allocation tools.

Table 2.5 Decision Assessment

Assessment of focus of appeals and supervisory reviews. Assessment of what triggered appeal(s) and/or reviews. Lessons learned (process and sound marketing policy outcomes).

Decision Assessment
Managing reasonable apprehension of bias and conflict of interest amongst elected commissioners. Commissioners are now recused prior to discussion on matters before them. To ensure that the decision-making process can proceed in a timely manner, the Commission engages advisory groups for retaining access to industry knowledge and expertise. The advisory groups are structured to include commercial producers and contain reasonable apprehension of bias that may be due to a producer's association with an agency. In addition to the advisory groups, the current structure of the Commission is being reviewed.

Section 3: Sector Summary Part 1

Tables 3.1 - 3.6

Sector Basics

* **All commodity boards** are to complete the tables in Section 3, providing the following definitions and statistics.

* *Examples are included in italics. Please delete when filling in your own stats and information.*

Table 3.1 Reporting Time Period

Define the start and end date of the period being reported on their PARP report.

Reporting Period	
Start date of reporting period	January 1, 2019*
End date of reporting period	December 31, 2019*

Table 3.2 Producer Size Definition

Create producer size categories based on production volume or quota units that are relevant to the sector

Producer Size Definitions	
Greenhouse	
Small Producer	<i>Less than or equal to 6,000 M2</i>
Medium Producer	<i>Greater than 6,000 and less than 60,000 M2</i>
Large Producer	<i>Greater than or equal to 60,000 M2</i>
Storage Crops	
Small Producer	<i>Less than or equal to 200 Tons</i>
Medium Producer	<i>Greater than 200 and less than 1,000 Tons</i>
Large Producer	<i>Greater than or equal to 1,000 Tons</i>

Table 3.3 Production Type

Define the major production types within the sector, and provide a brief explanation for each.

Production Type Definitions	
Production Type	Explanation
Greenhouse (Organic and Conventional)	Means an enclosed structure where a regulated vegetable is grown. Regulated vegetables include all types of tomatoes, peppers, cucumbers, and lettuce (as defined in the general order).
Storage Crops (Organic and Conventional)	Means potatoes, onions, parsnips, cabbage, carrots, beets, rutabagas, white turnips, and any other crop designated by the Commission.
Processing Crops (Organic and Conventional)	Includes peas, beans, corn, cauliflower, broccoli, brussels sprouts, strawberries, potatoes, and any other crop designated by the Commission that are destined for processing or manufacturing.

Table 3.4 Production Measurement

Define the units of measurements used in the sector to measure production volume, and quota if applicable.

Production Measurement Definitions	
Production Allocation	<i>Market access tool for Greenhouse Production (M2)</i>
Delivery Allocation	<i>Market access tool for Storage Crops (Tons)</i>

Table 3.5 Estimated Farm Cash Receipts

Report the total farm cash receipts of all production in B.C. in the reporting period.

Total Farm Cash Receipts*
\$368 Million

* The total FOB \$ Value for regulated vegetables.

Table 3.6 Producer Vendors

Report the number of producer vendors per region, at the **end** of the reporting period.

Greenhouse	
Producer Vendors per Region	
Lower Mainland	3
Vancouver Island	7
Interior	2
North	-

Storage Crops	
Producer Vendors per Region	
Lower Mainland	4
Vancouver Island	2
Interior	2
North	-

Section 3: Sector Summary Part 2

Tables 3.7 - 3.18

Total Producer Numbers

- * All commodity boards are to use these tables to report the number of producers in B.C. at the end of the reporting period.
- * Statistics are to be broken down by total number of producers in each category in each region.
- * Total producer numbers are to be the same across tables 3.7, 3.8, and 3.9.

Table 3.7 Total Producers by Producer Type and Region

Producer type	L.M.	V.I.	Interior	North	Total Producers
Greenhouse					
Established Producers	36	12	12	-	60
New Producers	6	1	-	-	7
Total Producers	42	13	12	-	67
Storage Crops					
Established Producers	56	10	7	-	73
New Producers	-	-	-	-	-
Total Producers	56	10	7	-	73

Table 3.8 Total Producers by Producer Size and Region

Producer Size	L.M.	V.I.	Interior	North	Total Producers
Greenhouse					
Small Producers	3	10	9	-	22
Medium Producers	22	3	3	-	28
Large Producers	17	-	-	-	17
Total Producers	42	13	12	-	67
Storage Crops					
Small Producers	14	4	2	-	20
Medium Producers	20	6	3	-	29
Large Producers	22	-	2	-	24
Total Producers	56	10	7	-	73

Table 3.9 Total Producers by Production Type and Region

Production Type	L.M.	V.I.	Interior	North	Total Producers
Greenhouse	42	13	12	-	67
Storage Crops	56	10	7	-	73
Total Producers	98	23	19	-	140

Total Production Volume

- * All commodity boards are to use these tables to report the amount of the commodity produced in B.C. over the full reporting period.
- * Statistics are to be broken down by the total volume of the commodity that was produced, in each category in each region.
- * Total production volume is to be the same across tables 3.10, 3.11, and 3.12.
- * Supply managed boards are to report production volume per the table below:

Table 3.10 Total Production by Producer Type and Region

Producer type	L.M.	V.I.	Interior	North	Total Production
Greenhouse					
Established Producers	2,941,723	53,444	56,278	-	3,051,445
New Producers	40,850	8,600	-	-	49,450
Total Production	2,982,573	62,044	56,278	-	3,100,895
Storage Crops					
Established Producers	75,367	3,283	9,848	-	88,498
New Producers	-	-	-	-	-
Total Production	75,367	3,283	9,848	-	88,498

Table 3.11 Total Production by Producer Size and Region

Producer Size	L.M.	V.I.	Interior	North	Total Production
Greenhouse					
Small Producers	5,070	-	-	-	5,070
Medium Producers	651,394	34,279	33,463	-	719,136
Large Producers	2,326,109	27,765	22,815	-	2,376,689
Total Production	2,982,573	62,044	56,278	-	3,100,895
Storage Crops					
Small Producers	1,658	128	118	-	1,904
Medium Producers	10,476	3,155	2,797	-	16,428
Large Producers	63,233	-	6,933	-	70,166
Total Production	75,367	3,283	9,848	-	88,498

Table 3.12 Total Production by Production Type and Region

Production Type	L.M.	V.I.	Interior	North	Total Production
Greenhouse (M2)	2,982,573	62,044	56,278	-	3,100,895
Storage Crops (Tons)	75,367	3,283	9,848	-	88,498
Total Production	3,057,940	65,327	66,126	-	3,189,393

Table 3.13 Quota Utilization

- * The BC Broiler Hatching Egg Commission, the BC Chicken Marketing Board, and BC Turkey Marketing Board are to report on the average quota utilization across the reporting period.

Average Quota Utilization
N/A

Table 3.14 New Producers Entering the Regulated Sector

- * Use this table to report on the number of new producers (as defined on page 3) which are new licence holders who entered the sector in the reporting period.
- * Statistics are broken down by the total number of producers per region.

	Lower Mainland	Vancouver Island	Interior	North	Total
# of New Licensed Producers	3	1	-	-	4
Total	3	1	-	-	4

Table 3.15 All Producers Exiting the Regulated Sector

- * Use this table to report on the number of producer exits in the sector in the reporting period.
- * Statistics are broken down by the total number of producers per region.

	Lower Mainland	Vancouver Island	Interior	North	Total
Licensed Producer < 5 years	6	2	-	-	8
Licensed Producer 5-10 years	1	2	-	-	3
Licensed Producer 10 years+	n/a	n/a	n/a	-	-
Total	7	4	-	-	11

Table 3.16 New Producers Entering the Supply Managed Sector

- * Use this table to report on the number of new producers (as defined on page 3) who entered the sector in the reporting period and the volume of quota they were issued.
- * For those boards that collect data on other types of entrants to the sector (not through defined New Entrant Program), there is the option to report on these entrants under the category "other," in the table below.
- * Statistics are broken down by the total number of producers and total volume of quota received, per region.

	Lower Mainland		Vancouver Island		Interior		North		Total	
	# of Producers	Total Quota	# of Producers	Total Quota	# of Producers	Total Quota	# of Producers	Total Quota	# of Producers	Total Quota
New Entrant Program	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-
Total	-	-	-	-	-	-	-	-	-	-

Table 3.17 All Producers Exiting the Supply Managed Sector

- * Use this table to report on the number of producer exits in the sector in the reporting period.
- * Statistics are broken down by the total number of producers and total volume of quota they previously held, per region.

	Lower Mainland		Vancouver Island		Interior		North		Total	
	# of Producers	Total Quota	# of Producers	Total Quota	# of Producers	Total Quota	# of Producers	Total Quota	# of Producers	Total Quota
New Entrant < 5 years	-	-	-	-	-	-	-	-	-	-
New Entrant 5-10 years	-	-	-	-	-	-	-	-	-	-
Other < 5 years	-	-	-	-	-	-	-	-	-	-
Other 5-10 years	-	-	-	-	-	-	-	-	-	-
Any producer 10 years+	-	-	-	-	-	-	-	-	-	-
Total	-	-	-	-	-	-	-	-	-	-

Processing

- * Use these tables to report on the provincial processing capacity within the commodity sector.
- * All commodity boards are to provide regional counts of processors, broken down by Federal or Provincial licenses.

Table 3.18 Total Number of Processors by Type

Processor Size	LM	VI	INT	NOR	Total
Federal	-	-	-	-	-
Provincial	10	1	-	-	11
Total	10	1	-	-	11

Section 4: Quota Management & Movement Part 1

Tables 4.1 - 4.3

Quota Holdings

* Use these tables to report the total quota holdings in B.C. at the end of the reporting period.

* Statistics are broken down by the total volume of quota held by producers based on each category in each region.

* Total quota holdings are to be the same across tables 4.1, 4.2, and 4.3.

Table 4.1 Quota Holdings by Producer Type and Region

Producer type	L.M.	V.I.	Interior	North	Total Producers
Established Producers	-	-	-	-	-
New Producers	-	-	-	-	-
Total Quota Holdings	-	-	-	-	-

Table 4.2 Quota Holdings by Producer Size and Region

Producer Size	L.M.	V.I.	Interior	North	Total Producers
Small Producers	-	-	-	-	-
Medium Producers	-	-	-	-	-
Large Producers	-	-	-	-	-
Total Quota Holdings	-	-	-	-	-

Table 4.3 Quota Holdings by Production Type and Region

Production Type	L.M.	V.I.	Interior	North	Total Producers
[Type 1]	-	-	-	-	-
[Type 2]	-	-	-	-	-
[Type 3]	-	-	-	-	-
[Type 4]	-	-	-	-	-
Total Quota Holdings	-	-	-	-	-

Section 4: Quota Management & Movement Part 2

Tables 4.4 - 4.9

Quota Transfers

* Use tables 4.4 to 4.9 to report on all quota transfers between producers, or applicable going concern sales. ☐

* Quota issued by boards is reported in tables 4.18, and 4.12-4.14.☐

* On August 7, 2019 BCFIRB amended its quota transfer directions to the Milk Board to allow for assessment free transfers of quota to non-family members off the quota exchange under specific conditions. A condition of the amendment was that the Milk Board is to report annually via PARP on the amount of quota being transferred off the Exchange, broken down by family transfers and non-family transfers.☐

* On September 13, 2019, BCFIRB extended the PARP reporting requirement for separating out non-family/family quota transfers to all supply managed boards, regardless of whether there is a quota exchange.

Table 4.4 Quota Transfer Restrictions

* Use this table to report on any quota transfer restrictions (excluding BCFIRB directed restrictions) that affect how quota is transferred (e.g., regional movement restrictions).

Transfer Restrictions

Table 4.5 Total Transfer Volume by Transfer Type

Transfer Volume by Transfer Type	
# of assessed transfers	-
Volume of assessed transfers	-
# of exempt transfers	-
Volume of exempt transfers	-
# of exempt family transfers	-
Volume of exempt family transfers	-
# of non-exempt family transfers	-
Volume of non-exempt family transfers	-
(MMB only) # of exempt non-family transfers	-
(MMB only) Volume of exempt non-family transfers	-
Total # of all transfers	-
Total quota of all transfers	-
Total quota assessment collected	-

Table 4.6 Total Transfer Volume by Quota Type

Total Transfer Volume by Quota Type	
# of [Type 1] Quota Transfers	-
Volume of [Type 1] Quota Transfers	-
# of [Type 2] Quota Transfers	-
Volume of [Type 2] Quota Transfers	-
# of [Type 3] Quota Transfers	-
Volume of [Type 3] Quota Transfers	-
Total # of all transfers	-
Total quota of all transfers	-

Table 4.7 Transfers by Producer Type

Producer Type	Transfer From		Transfer To	
	# of Transfers	Total Quota	# of Transfers	Total Quota
Established Producers	-	-	-	-
New Producers	-	-	-	-
Total	-	-	-	-

Table 4.8 Transfers by Producer Size

Producer Size	Transfer From		Transfer To	
	# of Transfers	Total Quota	# of Transfers	Total Quota
Small Producers	-	-	-	-
Medium Producers	-	-	-	-
Large Producers	-	-	-	-
Total	-	-	-	-

Table 4.9 Transfers by Region

Region	Transfer From		Transfer To	
	# of Transfers	Total Quota	# of Transfers	Total Quota
Lower Mainland	-	-	-	-
Vancouver Island	-	-	-	-
Interior	-	-	-	-
North	-	-	-	-
Total	-	-	-	-

Section 4: Quota Management & Movement Part 3

Tables 4.10 - 4.16

Growth Quota

* Use these tables to report any growth quota issued to producers due to an increase in overall quota holdings in B.C. that occurred during the reporting period.

* Statistics are broken down by established and new producers, and the number of producers who received quota within each category and the volume of growth quota they received.

4.10 Growth Quota Basic Info

- If boards issued growth quota in the reporting period, report basic growth quota statistics.

Growth Quota Allocation Basic Stats	
Date(s) of allocation	-
Total volume of allocation	-
# of producers who accepted growth quota	-
# of producers who turned down growth quota	-
# of producers ineligible for growth quota	-

4.11 Growth Issued by Region

Region	Established Producers		New Producers		All Producers	
	# of Producers	Total Quota	# of Producers	Total Quota	# of Producers	Total Quota
Lower Mainland	-	-	-	-	-	-
Vancouver Island	-	-	-	-	-	-
Interior	-	-	-	-	-	-
North	-	-	-	-	-	-
Total	-	-	-	-	-	-

4.12 Growth Issued by Producer Size

Producer Size	Established Producers		New Producers		All Producers	
	# of Producers	Total Quota	# of Producers	Total Quota	# of Producers	Total Quota
Small Producers	-	-	-	-	-	-
Medium Producers	-	-	-	-	-	-
Large Producers	-	-	-	-	-	-
Total	-	-	-	-	-	-

4.13 Growth Issued by Production Type

Production Type	Established Producers		New Producers		All Producers	
	# of Producers	Total Quota	# of Producers	Total Quota	# of Producers	Total Quota
[Type 1]	-	-	-	-	-	-
[Type 2]	-	-	-	-	-	-
[Type 3]	-	-	-	-	-	-
[Type 4]	-	-	-	-	-	-
Total	-	-	-	-	-	-

Quota Retraction

* Supply managed boards are to use these tables to report any quota retracted from producers to manage overall production in B.C.

* Statistics are broken down by established and new producers, and the number who had quota retracted within each category, and volume of retracted quota.

* Do not include any transfer assessments or penalties.

4.14 Quota Retracted by Region

Region	Established Producers		New Producers		All Producers	
	# of Producers	Total Quota	# of Producers	Total Quota	# of Producers	Total Quota
Lower Mainland	-	-	-	-	-	-
Vancouver Island	-	-	-	-	-	-
Interior	-	-	-	-	-	-
North	-	-	-	-	-	-
Total	-	-	-	-	-	-

4.15 Quota Retracted by Producer Size

Producer Size	Established Producers		New Producers		All Producers	
	# of Producers	Total Quota	# of Producers	Total Quota	# of Producers	Total Quota
Small Producers	-	-	-	-	-	-
Medium Producers	-	-	-	-	-	-
Large Producers	-	-	-	-	-	-
Total	-	-	-	-	-	-

4.16 Quota Retracted by Production Type

Production Type	Established Producers		New Producers		All Producers	
	# of Producers	Total Quota	# of Producers	Total Quota	# of Producers	Total Quota
[Type 1]	-	-	-	-	-	-
[Type 2]	-	-	-	-	-	-
[Type 3]	-	-	-	-	-	-
[Type 4]	-	-	-	-	-	-
Total	-	-	-	-	-	-