

**BC Vegetable Marketing
Commission**

**Public Accountability and
Reporting Project (PARP)
2020 Reporting Period**

Section 1: Sector Performance Targets

Section 1: Sector Performance Targets

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.

*Include an update on the targets set in the previous reporting period, unless those targets are met.

*Target status: Completed; In Progress; To be started

*Use hyperlinks to provide supporting references where appropriate

Target	Target description	Target status	Timeline
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. The Commission retained a facilitator, established a workplan, and is engaged in the process.	To be completed by April 2021.
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. The Commission is working with government and BCFIRB on proposed changes to be made to the BC Vegetable Scheme.	Completion by 2021.
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. Agencies exist to further the Commission's objectives of orderly marketing and maximizing producer returns through coordinated marketing. 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 4. performance standards, and 5. reporting requirements of Agencies.	In progress. Completed the agency review report and engaged in consultation with licensed stakeholders. Commenced with amending the general order on procedures for the designation of Agencies. Enhanced data gathering on agency business plans that assist with understanding the markets serviced by each licensed agency.	To be completed by 2022.
Add Clarity to the rules in the General Order that address access to the market by Storage Crop Agencies	Delivery allocation is applied to storage crops to manage the flow of product to the market and make it possible for fair and equitable sharing of market access amongst all producers. It is a mechanism that provides for orderly marketing by allocating production. 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.	In progress. Implemented enhanced reporting requirements. Introduced a market allocation process to manage production growth in accordance with PART XV of the General Orders, Marketing Of "New" Or Additional Regulated Product By Existing Agencies & Producer-Shippers.	To be completed by 2022.

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.

*Status reporting: In place; In place & under review ; In progress; To be started.

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	Completion Q1-2021
	Annual Report	In Place	Report is presented by the GM and Chair at the AGM.
	Annual General Meeting	In Place	This year's AGM was held the first week in May.
	Copies of all minutes, orders, reports, rules & regulations forwarded to BCFIRB as they are made	In Place	Copies forwarded once approved and signed.
Rules	Consolidated Orders up to date & published	In Place	Posted onto the website.
	BCFIRB approved election rules	In Place	Interim election rules were approved for the 2021 election. The scheduled review of the election rules and electoral model will be completed in 2021.
Board and staff	Current member job descriptions	In Progress	completed realignment of staff responsibilities and updated job descriptions. Commissioner job descriptions to be reviewed.
	Member orientation (e.g., mandate, role, responsibilities, regulatory framework, governance)	In Place, update in progress	Review and update of the Directors manual.
	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 / Scheduled one-on-one staff meetings
	Member and staff succession plan as applicable	In Progress	Implemented cross training plans with office staff.
	Member performance evaluations (annual)	To be started	Implement on completion of the strategic plan and establishment of a governance committee.
Accountability	Staff performance evaluations (annual)	In Progress	To be completed and implemented in Q1-2021
	Member code of conduct signed	In Place	Revised in 2020
Transparency	Member conflict of interest signed and updated annually	In Place	Revised in 2020
	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	Annual reports are presented at the AGM.
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	Reviewed annually.
	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 British Columbia Vegetable Order (SOR / 2020-0259) was promulgated under the Agricultural Products Marketing Act and came into force on December 4, 2020.
	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	An expanded communication plan continues to be developed as part of the strategic review process.
	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.
	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.

Section 2: Governance

Tables 2.1 - 2.5

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 by applying a principles-based approach. The Commission refers to its S.A.F.E.T.I. guidance document as part of the process.
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 Place	Continual review of office procedures to ensure decisions are communicated timely and appropriately.

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
Ongoing management of reasonable apprehension of bias and conflict of interest amongst elected commissioners. Commission engages advisory groups for retaining access to industry knowledge and expertise. In addition to the advisory groups, the current structure of the Commission is being reviewed.

Section 3: Sector Summary Part 1

Tables 3.1 - 3.7

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	<i>January 1, 2020*</i>
End date of reporting period	<i>December 31, 2020*</i>

Table 3.2 Production Measurements Defined

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 3.3 Regulated and Supply Managed Products Defined

*~~E~~or all commodity boards: Define the regulated product(s)

*~~E~~or regulated boards: Identify production volume (and crop type and/or other factor if applicable) where a licence is required (e.g. cranberries - > 2 acres)

*~~E~~or supply managed boards: Identify production volume for personal exemption; small lot permit or small lot type program; and, volume where quota required.

Regulated Definition
<i>"Regulated Area" means that part of the Province south of the 53rd parallel north, including Vancouver Island and the Gulf Islands and excluding the Queen Charlotte Islands.</i>
<i>"Regulated Product" / "Regulated Vegetables" means the crops listed on Schedule II of the General Order that were grown within the Regulated Area. (see Table 3.4 production definition types)</i>
<i>"Producer" means a Person who operates a Farm on which one tonne or more of the Regulated Product has been produced during the immediately preceding 12 months and includes a Producer who is producing Regulated Product that has been certified as organic.</i>

Section 3: Sector Summary Part 1

Tables 3.1 - 3.7

Table 3.4 Production Type Definitions

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, for fresh and processing use)	Means an enclosed structure where a regulated vegetable is grown. Regulated vegetables include tomatoes (all types) , peppers (all types), cucumber (all types), and lettuce ("Lettuce" means 'Any of various Lettuce plants, cultivated in a greenhouse for its edible non-bitter leaves. Included cultivar groups are: Iceberg (Crisphead), Summer Crips (Batavian), Romaine (Cos Lettuce), Butterhead (Butter Lettuce), Loose-Leaf.').
Storage Crops (Organic and Conventional, for fresh and processing use)	Means Beets (tops off), Green Cabbage, Red Cabbage, Carrots (tops off), Parsnips, Potatoes (all types, varieties), Rutabaga, White (purple top) turnips, Yellow onions, and any other crop designated by the Commission
Processing Crops (Organic and Conventional, only for processing use)	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 3.5 Producer Size Definitions

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 & Processing 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>

Section 3: Sector Summary Part 1

Tables 3.1 - 3.7

Table 3.6 Small Lot Type programs - Producers By Region

*Use this table to report permit or small lot type program such as Producer-Vendor, Cottage Industry Program, Direct Vendor Grower or Small Lot Innovative Self Marketer or similar permit programs.

*Identify program and report the number of producers participating in small lot type programs per region, at the end of the reporting period.

Greenhouse	
Producer Vendors per Region	
Lower Mainland	1
Vancouver Island	4
Interior	5
North	-

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

Table 3.7 Estimated Farm Cash Receipts

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

Total Farm Cash Receipts
\$ 416 Million

Section 3: Sector Summary Part 2

Tables 3.8 - 3.19

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 3.8, 3.9, and 3.10.

Table 3.8 Total Producers by Producer Type and Region *

Producer type	Lower Mainland	Vancouver Island	Interior	North	Total Producers
Greenhouse					
Established Producers	25	9	8	-	42
New Producers	17	-	-	-	17
Total Producers	42	9	8	-	59
Storage Crops					
Established Producers	56	9	6	-	71
New Producers	1	1	1	-	3
Total Producers	57	10	7	-	74
Processing Crops					
Established Producers	16	-	-	-	16
New Producers	-	-	-	-	-
Total Producers	16	-	-	-	16

* Represents the number of licence holders. Some producers may have an ownership interest in multiple licence holders.

Table 3.9 Total Producers by Producer Size and Region

Producer Size	Lower Mainland	Vancouver Island	Interior	North	Total Producers
Greenhouse					
Small Producers	2	6	6	-	14
Medium Producers	21	3	2	-	26
Large Producers	19	-	-	-	19
Total Producers	42	9	8	-	59
Storage Crops					
Small Producers	20	2	3	-	25
Medium Producers	19	6	2	-	27
Large Producers	18	2	2	-	22
Total Producers	57	10	7	-	74
Processing Crops					
Small Producers	6	-	-	-	6
Medium Producers	9	-	-	-	9
Large Producers	1	-	-	-	1
Total Producers	16	-	-	-	16

Table 3.10 Total Producers by Production Type and Region

Production Type	Lower Mainland	Vancouver Island	Interior	North	Total Producers
Greenhouse	42	9	8	-	59
Storage Crops	57	10	7	-	74
Processing*	16	-	-	-	16
Total Producers	115	19	15	-	149

* 15 of the processing producers are also storage crop producers.

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 3.11, 3.12, and 3.13.
- * Supply managed boards are to report production volume per the table below:

Table 3.11 Total Production by Producer Type and Region

Producer type	Lower Mainland	Vancouver Island	Interior	North	Total Production
Greenhouse					
Established Producers	2,865,559	52,636	27,277	-	2,945,472
New Producers	1,850	-	-	-	1,850
Total Production	2,867,409	52,636	27,277	-	2,947,322
Storage & Processing Crops *					
Established Producers	Confidential				81,962
New Producers	Confidential				2,427
Total Production	71,953	5,040	7,396	-	84,389

* Only one licensed new producer of storage crops in each region.

Table 3.12 Total Production by Producer Size and Region

Producer Size	Lower Mainland	Vancouver Island	Interior	North	Total Production
Greenhouse					
Small Producers	1,850	12,210	12,073	-	26,133
Medium Producers	702,287	40,426	15,204	-	757,917
Large Producers	2,163,272	-	-	-	2,163,272
Total Production	2,867,409	52,636	27,277	-	2,947,322

Section 3: Sector Summary Part 2

Tables 3.8 - 3.19

Storage & Processing				
Small Producers	1,961	2	481	2,444
Medium Producers	12,294	2,726	957	15,977
Large Producers	57,698	2,312	5,958	65,968
Total Production	71,953	5,040	7,396	84,389

Table 3.13 Total Production by Production Type and Region

Production Type	Lower	Vancouver	Interior	North	Total Production
	Mainland	Island			
Greenhouse (M2)	2,867,409	52,636	27,277	-	2,947,322
Storage & Processing Crops (Tons)	71,953	5,040	7,396	-	84,389
Total Production	2,939,362	57,676	34,673	-	3,031,711

Table 3.14 Quota Utilization

*Only 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
Not applicable

Table 3.15 New Entrances to all Sectors in the Current Reporting Period

*All commodities: Report all entrances to your sector in the current reporting period as defined in Table 3.1 on page 10 of the Guide.

*For supply managed sectors: Report the number of new entries through new entrant programs separately from other methods of entry (e.g., quota purchase, inheritance).

*Statistics are broken down by the total number of producers, means of entry 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
Total # new entrances	2	-	1	-	-	-	-	-	3	-
New entrances via New Entrant Program	-	-	-	-	-	-	-	-	-	-
Other Entrance Means	2	-	1	-	-	-	-	-	3	-
Total	2	-	1	-	-	-	-	-	3	-

Table 3.16 All Regulated Sector Exits in the Current Reporting Period

* Use this table to report on the number of producer exits in the sector in the reporting period.

	Lower	Vancouver	Interior	North	Total
	Mainland	Island			
Licensed Producer < 5 years	-	-	-	-	-
Licensed Producer 5-10 years	-	-	-	-	-
Licensed Producer 10 years+	-	-	-	-	-
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 by region in the current 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 federal and provincial processors within the commodity sector.

*All commodity boards are to provide regional counts of processors, broken down by Federal or Provincial licences.

*If applicable, provide the number and regional distribution of hatcheries and/or grading stations.

Table 3.18 Total Number of Processors by Type

Processor Size	Lower	Vancouver	Interior	North	Total
	Mainland	Island			
Federal	-	-	-	-	-
Provincial	9	1	-	-	10
Total	9	1	-	-	10

Designated Agencies

*If applicable report the number of agencies by region.

3.19 Total Number of Designated Agencies by Region in B.C.

Lower Mainland	Vancouver	Interior	North	Total
	Island			
7	2	1	-	10