

**BC Cranberry Marketing
Commission**

**Public Accountability and
Reporting Project (PARP)
2022 Reporting Period**

Section 1: Sector Performance Targets

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1.1 Sector Performance Targets Template

Target	Target description	Target status	Timeline
1. BC Aggregate Production increases year over year	BC cranberry production is measured in barrels (100 lbs.) Production is expected to increase over time as producers use higher yielding varieties and adopt best management practices. While weather events can significantly affect year on year production, the overall trend is expected to increase. Production decreased from 1,012,786 in 2021 to 942,513 in 2022.	In progress	2021 crop year to 2022 crop year
2. Average yield per acre for active acres reaches 250 bbls/acre (barrels per acre)	This target calculates yield by active acres. Many acres are under going renovation or are temporarily not producing. Active acres are acres with at least 3 years of production. This target measures the increased productivity of the industry. Yield on active acres decreased from 221 bbls/acre for the 2021 crop year to 190 bbls/acre for 2022.	In progress	by 2025
3. No. of education sessions for producers (and number of attendees)	Cranberry growers will have access to educational sessions to improve their farms. The Commission has enabled growers to attend the Centre for Organizational Governance in Agriculture webinars free of charge to enhance their access to educational opportunities. In 2022 the Pacific Northwest Cranberry Congress was held with approximately 120 attendees per day, Growers also attended 3 Council of Marketing Board sessions.	In progress	2021 crop year to 2022 crop year
4. No. of industry research projects funded in part with the BCCMC	The Commission supports relevant and priority research projects for the cranberry industry. In 2022 five research projects were approved.	In progress	2022
5. All registered producers adhere to a pest management program	All agencies collect and report compliance of growers with respect to Canadian chemical use regulations, grower vendors submit pesticide use records and participate in a food safety program. Agencies confirmed compliance of growers and exporters confirmed their compliance with import country regulations.	Grower Vendor Food Safety Program Development Complete -	ongong programs

Section 2: Governance

Tables 2.1 - 2.5

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 place	Updated in 2021 https://www.bccranberries.com/about-us/strategic-plan/
	Annual Report	In place	https://www.bccranberries.com/wp-content/uploads/2023/03/2022-cranberry-Marketing-Annual-Report-WEB.pdf
	Annual General Meeting	In place	Was held March 3, 2022 - 2021 approved minutes Submitted to FIRB
	Copies of all minutes, orders, reports, rules & regulations forwarded to BCFIRB as they are made	In place	Submitted to FIRB upon Commission approval
Rules	Consolidated Orders up to date & published	In place	Updated in 2021 https://www.bccranberries.com/wp-content/uploads/2021/09/General-Orders-08Sep2021.pdf
	BCFIRB approved election rules	In place	Election policy updated and approved November 30, 2022 posted on the website https://www.bccranberries.com/wp-content/uploads/2022/12/2022-Nov-30-Elec-Rules-FINAL.pdf
Board and staff	Current member job descriptions	In place	All Directors have an Orientation and Governance Binder which is updated annually. Changes are explained at the first meeting after the AGM and new members are walked through the binder individually.
	Member orientation (e.g., mandate, role, responsibilities, regulatory framework, governance)	In place	All Directors have an Orientation and Governance Binder with contents including the mandate, roles and responsibilities of Directors as well as all pertinent legislation and policies. This binder is reviewed at the first meeting after the AGM. New members have in person meetings to provide orientation as well as being provided and walked through the orientation binder.
	Member training (e.g., role of officers, ethics, conflict of interest, fiduciary duties, decision-making practices)	In place	Members are encouraged and supported to attend the Centre of Governance in Agriculture (COGA) training sessions.
	Staff orientation and training plans	In place	Staff are encouraged and supported to attend COGA training sessions. Staff also participates in professional development through the BC Institute of Agrologists.
	Member and staff succession plan as applicable	In place	The new Strategic Plan has Strategic Priority 4 as Support Industry and Board Succession. Terms for Directors are staggered, one independent director is appointed by the Board. The Industry Advisory Committee recommends the Independent Director.
	Member performance evaluations (annual)	In place	Evaluations are done annually for the Chair and biannually for all members through the Council of Marketing Boards (COMB) which covers performance and effectiveness including self and peer assessments. A copy of the evaluations are provided to FIRB.
	Staff performance evaluations (annual)	In place	Staff Review is conducted annually in June.
Accountability	Member code of conduct signed	In place	Reviewed annually at the first meeting after the AGM and signed and held in the office. https://www.bccranberries.com/pdfs/Cranberry-Code%20of%20Conduct.pdf
	Member conflict of interest signed and updated annually	In place	Reviewed at the first meeting after the AGM and signed and held in the office. https://www.bccranberries.com/pdfs/COIPolicy.pdf
Transparency	Governance and operational policies and controls up to date and public	In place	Regulations, policies and all operational forms are available on the website at https://www.bccranberries.com/growers/ . Website is open to the public.

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	Appointed at the AGM - Agatha Cluff, CPA, CA, CFP
	Audited financial statements (annual)	In place	Audited by Agatha Cluff, CPA, CA, CFP
	Financial statements presented in annual report and at annual general meetings	In place	presented by Auditor at AGM, included in annual report and posted: https://www.bccranberries.com/wp-content/uploads/2023/03/2022-cranberry-Marketing-Annual-Report-WEB.pdf
Member expenses	Up to date approved member remuneration and expense policy consistent with legislation (where applicable)	In place	Member remuneration is reviewed annually in conjunction with a survey of compensation of all BC marketing boards and comparable organizations done by COMB on an annual basis.
Controls	Accounting practices are in accord with legislation and published standards	In place	All BCCMC accounting practices are in accordance with legislation, regulations, standards and stakeholder expectations of accountability and transparency.
	Internal financial controls are in place, and reviewed by auditors	In place	Two authorities are required to authorize a payment. Any expenditure over \$2,000 must have prior approval from the BCCMC unless pre-approved in the budget. The General Manager presents the current interim financial statements to the Board at every meeting for approval.
	Senior staff engaged with budget development & approval	In place	The General Manager and the Finance Manager develop an annual budget and the General Manager presents to the BCCMC Board for approval. Programs and projects planned for the year are developed with the authorities, standards and stakeholder expectations in mind.
Accountability	Operational, program and other expenditures using levies collected under the <i>NPMA</i> are in accord with purposes of the Scheme.	In place	All projects, programs and funding is considered with respect to the authorities and responsibilities under the scheme, stakeholder expectations and SAFETI principles.
	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 <i>NPMA</i> .	In place	The Commission does not delegate responsibilities to other organizations.

Table 2.3 Communication and Consultation

	Indicator	In place/ In progress/ To be started	Comments/Examples
Communication	Active industry communication plan or strategy	In place	The Industry Communication Plan includes a quarterly newsletter, e-blasts for any timely information in cooperation with the BC Cranberry Growers' Association. The website is also kept up to date for growers and the public. In addition, the Commission hosts in partnership with the BC Cranberry Research Society Open houses and every other year an industry Field Day is hosted either at the Research Farm or at another licensed grower's farm. The Field Day was held August 30, 2022 at Hopcott Farms. Communication on research projects and timely topics are also shared at the annual Congress, in the newsletter and on the website. The Pacific Northwest Cranberry Congress is held virtually in partnership with Oregon and Washington. In 2022 it was held on the mornings of February 16 and 17. The Annual Report is also shared with all growers at the AGM and distributed electronically.
	Crisis management communication plan or strategy	In place	The BCCMC coordinates an annual meeting every June with key stakeholder representatives to review the Crisis Communications manual, including the BCCGA and BC Ministry of Agriculture staff. Communications are sent electronically to all licensed BC cranberry growers, grower vendors and agencies identifying what they need to remember with respect to crisis management and reaffirming the correct contact information for who they may need to speak to in the event an issue arises.
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	The BCCMC engaged Legal Counsel during the updating of the General Orders and election policy. Consultation with growers and agencies also happens through the committees throughout the year. FIRB consultation on AMPs resulted in request for the development of a Food Safety Program for Grower Vendors. Program was developed in consultation with Ocean Spray, grower vendors and food safety experts.
	Stakeholder feed back actioned where appropriate (e.g., policy or program development)	In place	A Food Safety Program was developed in 2021 and implemented in 2022 for Grower Vendors.
Evaluation	Avenue for regular stakeholder feedback on board operations, processes, policies and communications.	To be started	The BCCMC has Research, Congress, Field Day and Communication committees to engage stakeholders. The committees have producers, agencies, the grower association and the Ministry of Agriculture included.

Table 2.4 Decision Making

	Indicator	In place/ In progress/ To be started	Comments/Examples
Requirements	Quorum confirmed prior to decision making	In place	As noted in the Natural Products Marketing (BC) Act Regulations 3(m) a majority constitutes a quorum for decision making
	Conflict of interest disclosure and recusals recorded	In place	Any conflicts of interest disclosures and recusals are recorded in the minutes. The minutes are sent to FIRB upon final BCCMC approval.
Process	Processes are fair, inclusive, transparent, effective and strategic based on the matter to be decided.	In place	All processes apply equally to any persons under the scheme in that group or class, all forms are transparent and available on the website, the processes are reviewed annually to ensure they are effective and strategic in relation to the strategic plan or matter to be decided.
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	No major decisions were made in 2022 other than the adopted election policy. The consultation process is included above, growers had the opportunity to comment and FIRB reviewed, suggested some changes and did the final approval.
	Prompt timing, delivery and publishing of decisions	In place	Publication of the revised election policy was posted on the website once approved.

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
No appeals or supervisory reviews were made in 2022.

Table 2.6A: AMPs and Biosecurity Programs

	Indicator	In place/ In Progress/ To be started	Comments/Example
BCFIRB Direction	Current compliance and enforcement process publicly published	In Progress	<p>The Cranberry Marketing Commission (the Commission) General Orders under Part 4 section 11 state that a Grower Vendor has to be consistent with recognized food safety standards to get a licence. Part 12 and Part 13 state that the Commission may establish standards for regulated product and require agencies and grower vendors to provide evidence of compliance of those standards. Failure to comply may lead the Commission to cancel or suspend that person's licence.</p> <p>The Commission requires Registered Growers to be registered with a Designated Agency. There are currently three Designated Agencies: Ocean Spray of Canada, Pacific Canadian Fruit Packers, and Coast Cranberries (See Schedule I of the General Orders).</p> <p>Ocean Spray of Canada has their own biosecurity programs not managed by the Commission that they require all producers to follow.</p> <p>For the Grower Vendors, the Commission has a Food Safety Coordinator who monitors food safety compliance and pesticide records to ensure compliance with standards.</p>
	AMPs policies and procedures approved by BCFIRB and publicly published	N/A	N/A

Table 2.6B: AMPs and Biosecurity Programs

	Criteria	Details
Minimum Reporting Requirements for Compliance and Enforcement of Mandatory Biosecurity Programs	Mandatory biosecurity program(s) for the commodity	<p>Pest Management Regulatory Agency (PMRA) of Health Canada regulates the use of all pesticides in Canada. The regulations provide that only approved chemicals can be used and provide limits on application rates and timing. The BCCMC programs ensure compliance with PMRA regulations.</p> <p>All Growers shipping to an Agency must submit Pesticide Application records by Sept 1 and must be in full PMRA compliance before deliveries can commence. Any Grower failing to provide current Pesticide Application records or providing Records out of compliance, is prohibited from delivering their fruit.</p>
	Number of farms audited	<p style="text-align: center;">67 Growers (5 Growers are in replant and did not ship in 2023) 4 Grower Vendors (2 GV's did not produce any product in 2023)</p>
	Type of audit(s) conducted	<p>Pesticide Application records submitted by Growers and reviewed by Agency and/or Commission staff. Additionally, random field residue testing is completed on fruit before delivery. Samples gathered by random unannounced visits are sent to a government approved lab for residue testing with results reported to the Agencies.</p> <p>Unannounced onsite visits to Grower Vendors checking current pesticide application records and secure storage facilities are also completed.</p>
	Auditor	Brian Mauza (BCCMC) and Jade Sherwood (Ocean Spray)
	Number of Corrective Actions (CARs) issued	<p>No corrective actions required for 2023 crop deliveries. (Previous years have detected some non-acceptable pesticide residues.)</p>
	Top 3 infractions for CARs issued	
		1
		2
		3
	Enforcement actions taken (Including any penalties issued)	<p>If enforcement is required, deliveries are not allowed until compliance is achieved. This involves additional sampling over time duration to determine if residue levels falls within prescribed PMRA limits. if this is not achieved during the delivery period, no delivery is allowed.</p>
Average time to compliance from when warning notice issued	Residue testing can continue at one week intervals until compliance is achieved or delivery periods end.	

Section 3: Sector Summary Part 1

Tables 3.1 - 3.7

Sector Basics

Table 3.1 Reporting Time Period

Reporting Period	
Start date of reporting period	01-Apr-22
End date of reporting period	31-Mar-23

Table 3.2 Production Measurements Defined

Production Measurement Definitions	
Quota Unit	<i>no quota</i>
Production Unit	<i>barrels (100 pounds)</i>

Table 3.3 Regulated and Supply Managed Products Defined

Regulated Definition
<i>While the scheme applies to all persons who transport, process, pack, store or market the regulated product, within the definition of Registered Grower it applies to cranberry growers with more than 2 acres planted to cranberries.</i>

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
e.g. Mainstream* [Type 1]	
e.g. Organic* [Type 2]	
e.g. Asian* [Type 3]	
e.g. Free range/run, etc.* [Type 4]	

Table 3.5 Producer Size Definitions

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

Please ensure there are no overlaps or gaps between size categories

Producer Size Definitions	
Small Producer	<i>Less than 35 acres</i>
Medium Producer	<i>Between 35 and 100 acres</i>
Large Producer	<i>More than 100 acres</i>

Table 3.6 Small Lot Type programs - Producers By Region

Program Name:	Program Description/Explanation
Grower Vendor	<i>Registered Growers are permitted to market up to 1,000 lbs or 10 barrels of cranberries to the fresh market under a regular grower license. If a grower wants to market more than 1,000 lbs, or to store or process the product they need to apply for a Grower Vendor License. Grower Vendors are growers that are engaged in the production, storing, processing and marketing of the regulated product other than to a designated agency.</i>

Small Producers per Region - Grower Vendors		
Lower Mainland		6
Vancouver Island		1
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
\$46,892,140 (estimate)

Section 3: Sector Summary Part 2

Tables 3.8 - 3.19

Total Producer Numbers

Table 3.8 Total Producers by Producer Type and Region

Producer type	Lower Mainland	Vancouver Island	Interior	North	Total Producers
Established Producers	50	6	-	-	56
New Producers	15	-	-	-	15
Total Producers	65	6	-	-	71

Table 3.9 Total Producers by Producer Size and Region

Producer Size	Lower Mainland	Vancouver Island	Interior	North	Total Producers
Small Producers	27	4	-	-	31
Medium Producers	23	2	-	-	25
Large Producers	15	-	-	-	15
Total Producers	65	6	-	-	71

Table 3.10 Total Producers by Production Type and Region

Production Type	Lower Mainland	Vancouver Island	Interior	North	Total Producers
e.g. Mainstream* [Type 1]	-	-	-	-	-
e.g. Organic* [Type 2]	-	-	-	-	-
e.g. Asian* [Type 3]	-	-	-	-	-
e.g. Free range/run, etc.* [Type 4]	-	-	-	-	-
Total Producers	-	-	-	-	-

Total Production Volume

Table 3.11 Total Production by Producer Type and Region

Producer type	Lower Mainland	Vancouver Island	Interior	North	Total Production
Established Producers	836,615	22,226	-	-	858,841
New Producers	83,671	-	-	-	83,671
Total Production (100lb Barrels)	920,286	22,226	-	-	942,512

Table 3.12 Total Production by Producer Size and Region

Producer Size	Lower Mainland	Vancouver Island	Interior	North	Total Production
Small Producers	72,162	8,386	-	-	80,548
Medium Producers	218,564	13,840	-	-	232,404
Large Producers	629,560	-	-	-	629,560
Total Production (100lb Barrels)	920,286	22,226	-	-	942,512

Table 3.13 Total Production by Production Type and Region

Production Type	Lower Mainland	Vancouver Island	Interior	North	Total Production
e.g. Mainstream* [Type 1]	-	-	-	-	-
e.g. Organic* [Type 2]	-	-	-	-	-
e.g. Asian* [Type 3]	-	-	-	-	-
e.g. Free range/run, etc.* [Type 4]	-	-	-	-	-
Total Production (Unit*)	-	-	-	-	-

*e.g. Kg

Processing

Table 3.18 Total Number of Processors by Type

Processor Type	Lower Mainland	Vancouver Island	Interior	North	Total
<i>Federal</i>	3	-	-	-	3
<i>Provincial</i>	-	-	-	-	-
Total	3	-	-	-	3

Designated Agencies

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

Lower Mainland	Vancouver Island	Interior	North	Total
3	-	-	-	-