

**BC Vegetable Marketing  
Commission**

**Public Accountability and  
Reporting Project (PARP)  
2022 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 were marked as complete in the previous report.

\*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.	The 2021-23 strategic plan was completed in early 2021. Key strategic priorities were developed, and discussed with industry. Continue to engage stakeholders to review accomplishments, strategic priorities, performance against key indicators, and validation of the established work plan. <b>In Progress</b>	2021-2023
Governance	Build structure and capacity. Continuity and consistency of Commission and Management. Discuss best practices and trends in governance with the view to incorporate them into the Commission's governance structure. Develop Committee structure and terms of reference. Develop skills matrix and strategy to get members interested in serving on the Commission.	Governance and finance committees have been established in addition to restructured advisories. Completed skills matrix and implemented as part of the merit-based process established to appoint independents to the Commission and members to advisories. <b>Completed</b>	2022
Regulatory Improvements	Development of Agency Accountability Framework: Agencies licensed by the Commission are very much true "agents" of the Commission, and they exist to further the Commission's objectives of orderly marketing, and the maximization of producer returns through coordinated marketing. It is the Commission's responsibility to ensure that designated agencies and agency applicants are provided with clear and understandable rules that reflect the Commission's policy objectives. Furthermore, the Commission must ensure that its designated agencies are accountable to the Commission in order to ensure that the Commission's policy objectives are served by their actions.	Effective in 2021, Amending Order No. 54 to PART XIV Designated Agencies of the General Order permits new agency applicants to submit applications that precisely address the relevant considerations that clearly convey the Commission's policy objective of promoting the interests of the industry as a whole through coordinated marketing that will maximize the returns to all producers. These considerations are also applied to the review of existing Agencies and set the foundation on which the agency accountability framework is to be developed. Agency Accountability Framework Working Group established to develop Framework. <b>In Progress</b>	Fall 2023
Regulatory Improvements: 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. Add Clarity to the rules in the General Order that address access to the market by Storage Crop Agencies.	Delivery Allocation Policy has been developed and implemented. Address amendments to the General Order in 2024. <b>In Progress</b>	2024

## 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
<b>Planning and reporting</b>	Annual Report	In Place	Report is presented by the GM and Chair at the AGM.
	Annual General Meeting	In Place	Held annually by April 30th in a location to be determined by the Commission.
	Copies of all minutes, orders, reports, rules & regulations forwarded to BCFIRB as they are made	In Place	Forwarded once approved. BCFIRB is included in stakeholder distribution list.
<b>Rules</b>	Consolidated Orders up to date & published	In Place	Posted onto the BCVMC webpage.
	BCFIRB approved election rules	In Place	Interim election rules approved for the 2022 election. Scheduled review of election rules and electoral model to be completed in 2022. Election rules review completed and "Election Rules and Procedures 2023 to 2027" drafted for BCFIRB review and approval in January 2023.
<b>Board and staff</b>	Current member job descriptions	In Place	Governance and Finance Committee TORs have been established. Reviews of Commissioner positions have been conducted.
	Member orientation (e.g., mandate, role, responsibilities, regulatory framework, governance)	In Place, update in progress	Established a member orientation process. Update of the directors manual is in progress for 2023.
	Member training (e.g., role of officers, ethics, conflict of interest, fiduciary duties, decision-making practices)	In Place	Appointed to the governance committee.
	Staff orientation and training plans	In Place	Employee handbook / Schedule one-on-one staff meetings
	Member and staff succession plan as applicable	In Progress	Commenced discussion on succession planning.
	Member performance evaluations (annual)	In Progress	Appointed to the governance committee.
<b>Accountability</b>	Staff performance evaluations (annual)	In Progress	Appointed to the governance committee.
	Member code of conduct signed	In Place	Revised in 2021
<b>Transparency</b>	Member conflict of interest signed and updated annually	In Place	Revised in 2021
	Governance and operational policies and controls up to date and public	In Place	Posted onto the website.

## Section 2: Governance

### Tables 2.1 - 2.5

**Table 2.2 Financial Accountability and Related Regulatory Requirements**

	Indicator	In place/ In progress/ To be started	Comments/Examples
<b>Financial statements</b>	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.
<b>Member expenses</b>	Up to date approved member remuneration and expense policy consistent with legislation (where applicable)	In Place	Reviewed annually.
<b>Controls</b>	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 Finance Committee and approved by the Commission.
<b>Accountability</b>	Operational, program and other expenditures using levies collected under the <i>NPMA</i> are in accord with purposes of the Scheme.	In Place	Repeal of Levies Order SOR 2008-244 inacted January 2022.
	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	Scheduled annually.

**Table 2.3 Communication and Consultation**

	Indicator	In place/ In progress/ To be started	Comments/Examples
<b>Communication</b>	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	Framework established and under review.
<b>Consultation</b>	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	Engagement with appointed advisories, 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.
<b>Evaluation</b>	Avenue for regular stakeholder feedback on board operations, processes, policies and communications.	In Progress	A framework for additional avenues for feedback is in development, including the implementation of surveys and the establishment of scheduled townhall sessions.

## Section 2: Governance

### Tables 2.1 - 2.5

**Table 2.4 Decision Making**

	Indicator	In place/ In progress/ To be started	Comments/Examples
<b>Requirements</b>	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.
<b>Process</b>	Processes are fair, inclusive, transparent, effective and strategic based on the matter to be decided.	In Place	The Commission refers to its S.A.F.E.T.I. guidance document when developing the process, and engages an evidence based approach to decision making.
<b>Outcome</b>	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
The current structure of the Commission has changed to include two independents who are not commercial producers and restrict commercial producers who are directors of agencies from holding a member position on the Commission. Governance and Finance Committees are established. Ongoing management of reasonable apprehension of bias and conflict of interest amongst elected commissioners is maintained. Advisories are engaged for retaining access to industry knowledge and expertise.

	Indicator	In place/ In Progress/ To be started	Comments/Example
<b>BCFIRB Direction</b>	Current compliance and enforcement process publicly published	To be started	The BCVMC is planning to start work in 2023-24 to change its General Order's to define a "Biosecurity Program" for all licensed entities.
	AMPs policies and procedures approved by BCFIRB and publicly published	To be started	

**Table 2.6B: AMPs and Biosecurity Programs**

	Criteria	Details
<b>Minimum Reporting Requirements for Compliance and Enforcement of Mandatory Biosecurity Programs</b>	Mandatory biosecurity program(s) for the commodity	Food Safety Audit
	Number of farms audited	
	Type of audit(s) conducted	(i.e., on-farm, paper, or other)
	Auditor	(i.e., commodity board, third party, or other)
	Number of Corrective Actions (CARs) issued	
	Top 3 infractions for CARs issued	
	1	
	2	
	3	
	Enforcement actions taken (Including any penalties issued)	
Average time to compliance from when warning notice issued		

# 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 with a "\*" next to them. Please delete when filling in your own stats and information.*

**For further information or examples of how to fill out the tables, refer to the PARP Templates and Reporting Guide document BCFIRB has provided**

#### **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, 2022*</i>
End date of reporting period	<i>December 31, 2022*</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**

\***For all commodity boards:** Define the regulated product(s)

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

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



# Section 3: Sector Summary Part 1

## Tables 3.1 - 3.7

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
<b>Greenhouse</b> (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.’).
<b>Storage Crops</b> (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
<b>Processing Crops</b> (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.



# Section 3: Sector Summary Part 1

## Tables 3.1 - 3.7

### 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	
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>

### 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.

## Section 3: Sector Summary Part 1

### Tables 3.1 - 3.7

Greenhouse	
Producer Vendors per Region	
Lower Mainland	1
Vancouver Island	4
Interior	5
North	0

Storage Crops	
Producer Vendors per Region	
Lower Mainland	0
Vancouver Island	1
Interior	1
North	0

#### **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
<b>\$ 404 Million</b>

## 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.

**Table 3.8 Total Producers by Producer Type and Region \***

Producer type	Lower Mainland	Vancouver Island	Interior	North	Total Producers
<b>Greenhouse</b>					
Established Producers	25	9	7	-	41
New Producers *	13	-	-	-	13
<b>Total Producers</b>	<b>38</b>	<b>9</b>	<b>7</b>	<b>-</b>	<b>54</b>
<b>Storage Crops</b>					
Established Producers	54	8	6	-	68
New Producers *	1	1	1	-	3
<b>Total Producers</b>	<b>55</b>	<b>9</b>	<b>7</b>	<b>-</b>	<b>71</b>
<b>Processing Crops</b>					
Established Producers	11	-	-	-	11
New Producers *	-	-	-	-	-
<b>Total Producers</b>	<b>11</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>11</b>

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

\* Licensed producers who have been in the sector for 10 years or less.

**Table 3.9 Total Producers by Producer Size and Region**

Producer Size	Lower Mainland	Vancouver Island	Interior	North	Total Producers
<b>Greenhouse</b>					
Small Producers	2	5	5	-	12
Medium Producers	15	4	2	-	21
Large Producers	21	-	-	-	21
<b>Total Producers</b>	<b>38</b>	<b>9</b>	<b>7</b>	<b>-</b>	<b>54</b>
<b>Storage Crops</b>					
Small Producers	18	3	3	-	24
Medium Producers	16	4	2	-	22
Large Producers	21	2	2	-	25
<b>Total Producers</b>	<b>55</b>	<b>9</b>	<b>7</b>	<b>-</b>	<b>71</b>
<b>Processing Crops</b>					
Small Producers	4	-	-	-	4
Medium Producers	6	-	-	-	6
Large Producers	1	-	-	-	1
<b>Total Producers</b>	<b>11</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>11</b>

**Table 3.10 Total Producers by Production Type and Region**

Production Type	Lower Mainland	Vancouver Island	Interior	North	Total Producers
Greenhouse	38	9	7	-	54
Storage Crops	55	9	7	-	71
Processing*	11	-	-	-	11
	-	-	-	-	-
<b>Total Producers</b>	<b>104</b>	<b>18</b>	<b>14</b>	<b>-</b>	<b>136</b>

\* The majority of the processing producers are also storage crop producers.

## Section 3: Sector Summary Part 2

### Tables 3.8 - 3.19

#### 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.

**Table 3.11 A Total Active Greenhouse Space (M2)\* by Producer Type and Region**

Producer type	Lower	Vancouver	Interior	North	Total
	Mainland	Island			
Established Producers	2,576,817	57,183	26,371	-	2,660,371
New Producers*	572,011	-	-	-	572,011
<b>Total Production</b>	<b>3,148,828</b>	<b>57,183</b>	<b>26,371</b>	-	<b>3,232,382</b>

\*Square Meters of Utilized Greenhouse Space

**Table 3.11 B Total Production (Tons) by Producer Type and Region**

Producer Size	Lower	Vancouver	Interior	North	Total
	Mainland	Island			
Storage & Processing Crops *					
Established Producers					87,362
New Producers*	Confidential				3,181
<b>Total Production</b>	<b>78,811</b>	<b>4,276</b>	<b>7,456</b>	-	<b>90,543</b>

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

\* Licensed producers who have been in the sector for 10 years or less.

**Table 3.12 A Total Active Greenhouse Space (M2)\* by Producer Size and Region**

Producer Size	Lower	Vancouver	Interior	North	Total
	Mainland	Island			
Small Producers	2,850	12,618	11,167	-	26,635
Medium Producers	705,788	44,565	15,204	-	765,557
Large Producers	2,440,190	-	-	-	2,440,190
<b>Total Production</b>	<b>3,148,828</b>	<b>57,183</b>	<b>26,371</b>	-	<b>3,232,382</b>

\*Square Meters of Utilized Greenhouse Space

**Table 3.12 B Total Production (Tons) by Producer Size and Region**

Producer Size	Lower	Vancouver	Interior	North	Total
	Mainland	Island			
Storage & Processing					
Small Producers	4,577	49	438	-	5,064
Medium Producers	7,751	1,891	602	-	10,245
Large Producers	66,483	2,335	6,416	-	75,234
<b>Total Production</b>	<b>78,811</b>	<b>4,276</b>	<b>7,456</b>	-	<b>90,543</b>

**Table 3.13 A Total Active Greenhouse Space (M2)\* by Production Type and Region**

Production Type	Lower	Vancouver	Interior	North	Total
	Mainland	Island			
Greenhouse (M2)	3,148,828	57,183	26,371	-	3,232,382

\*Square Meters of Utilized Greenhouse Space

**Table 3.13 B Total Production (Tons) by Production Type and Region**

Producer Size	Lower	Vancouver	Interior	North	Total
	Mainland	Island			
Storage & Processing Crops (Tons)	78,811	4,276	7,456	-	90,543



## Section 3: Sector Summary Part 2

### Tables 3.8 - 3.19

#### Processing

\*Use these tables to report on federal and provincial processors within the commodity sector.

**Table 3.18 Total Number of Processors by Type**

Processor Size	Lower Mainland	Vancouver Island	Interior	North	Total
<i>Federal</i>	-	-	-	-	-
<i>Provincial</i>	10	1	-	-	11
<b>Total</b>	<b>10</b>	<b>1</b>	-	-	<b>11</b>

#### 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 Island	Interior	North	Total
7	2	1	-	10