

**BC Cranberry Marketing
Commission**

**Public Accountability and
Reporting Project (PARP)
2023 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.

*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

For further information or examples of how to fill out the tables, refer to the PARP Templates and Reporting Guide document (pg 4-5) BCFIRB has provided

Target	Target description	Target status	Timeline
Productivity (formerly 2. Average yield per acre for active acres reaches 250 bbls/acre (barrels per acre)	BC Cranberry productivity has traditionally been significantly lower than achieved in some competing areas. Yields of 300 barrels per acre are common in Wisconsin whereas we have been in the range of 150 to 200. Sustained profitability for BC cranberry growers is very difficult to achieve in these circumstances. Our main tool to achieve increased productivity in BC is the BC Cranberry Research Farm. The BC industry increased productivity to 206 in 2023.	In progress	Ongoing
Equipping Growers to meet current challenges	Cranberry production is evolving with new varieties, new weed challenges, development of new crop management techniques, tools and protection, and the emerging effects of climate change. The Commission strives to work, on its own and with other organizations, to provide opportunities for growers to be well informed of current developments. An important tool to achieve this goal is the annual Cranberry Congress. The Commission delivers bulletins on a weekly basis for the 10-12 pre-harvest weeks to keep producers informed of the most recent information regarding plant-pests, fruit pests, weed pests, and other fast evolving relevant information.	In progress	Ongoing
Strengthening the Community	The Commission knows that a strong community working collectively together is an encouraging environment for growers and is more likely to achieve industry goals. We are in the early stages of planning new initiatives with this goal in mind and we believe we have the team in place to achieve it.	Beginning	Ongoing
Member Education (Formerly: 3. No. of education sessions for producers (and number of attendees)	The Cranberry Commission has enabled growers to attend the BC Centre for Organizational Governance in Agriculture webinars free of charge to encourage their access and attendance at these educational opportunities. In 2024 the Pacific Northwest Cranberry Congress was held virtually and overall the attendance was not quite where it has been in the past. The 2025 Congress is being planned to focus specifically on BC production and improve grower attendance. The BC Cranberry Research farm is open and available to growers anytime and has events for growers to network, learn what our researchers are working on, and meet the Commission's directors.	In progress	Ongoing
Cranberry Research Projects (Formerly: 4. No. of industry research projects funded in part with the BCCrMC)	The Commission supported and approved six research projects in 2023.	In progress	2023
Pest Management Program (Formerly: 5. All registered producers adhere to a pest management program)	All registered growers that deliver product to an agency or self-market berries, must comply with Canadian Pesticide regulations. Growers delivering to an agency submit their records to those agencies who confirms adherence for their growers. Grower vendors submit their records to the BCCMC. Growers were compliant with Canadian chemical use and import country regulations. The BCCMC has developed and implemented a Producer Vendor Safety Program	In progress	Ongoing

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.

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

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 & under review	The process is underway for the Commission to update the Strategic Plan, now that the new ED is in place. Here is the link to the existing plan developed in 2021: https://www.bccranberries.com/about-us/strategic-plan/
	Annual Report	In place	The report pdf can be found here: https://www.bccranberries.com/wp-content/uploads/2024/02/2023_Cranberry_Marketing_Annual_Report.pdf
	Annual General Meeting	In place	The AGM was held March 7, 2023. Approved AGM 2022 minutes sent 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 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	Commissioners and members are encouraged and supported to attend workshops provided by BC Centre for Organizational Governance in Agriculture (BCCOGA).
	Staff orientation and training plans	In place	Staff are encouraged and supported to attend BCCOGA training sessions. Staff also participated in professional development through the BC Institute of Agrologists
	Member and staff succession plan as applicable	In progress	The 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 BC 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
Member conflict of interest signed and updated annually		In place	Reviewed annually at the first meeting after the AGM; signed and held in the office. Here is the link: 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 on website here: https://www.bccranberries.com/wp-content/uploads/2024/02/2023_Cranberry_Marketing_Annual_Report.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 conducted by BCCOMB annually.
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 signators 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. 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 was held virtually in partnership with Oregon and Washington. In 2023 it was held on the mornings of February 23 and 24. 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	Consultation with growers and agencies also happens through the committees throughout the year, where appropriate
	Stakeholder feed back actioned where appropriate (e.g., policy or program development)	In place	
Evaluation	Avenue for regular stakeholder feedback on board operations, processes, policies and communications.	In progress	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 2023.
	Prompt timing, delivery and publishing of decisions	In place	Publication of the revised policies, rules, documents, etc. are 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
There have been no appeals or superisory reviews in 2023.

Table 2.6: Compliance and Enforcement Process for Mandatory Biosecurity Program(s)*

	Indicator	Details
Mandatory Biosecurity Program(s) *Note: "Biosecurity Program" includes food safety, animal welfare, and disease-prevention measures	Mandatory biosecurity program(s) for the commodity	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. 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. Grower Vendors submit Pesticide Application records to the CrMC for fruit they do not ship to an Agency. Any Grower failing to provide current Pesticide Application records or providing Records out of compliance, is prohibited from delivering their fruit.
	Number of farms audited (per program, if applicable)	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)
	Type of audit(s) conducted per program (i.e. on-farm, paper, or other)	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. Unannounced onsite visits by the CrMC contracted inspectors to Grower Vendors checking current pesticide application records and secure storage facilities are also completed.
	Type of auditor for each program, if applicable (i.e. commodity board staff, third party, or other)	BCCrMC contractor inspects producer vendors. Agencies employ their own inspectors.
	Total Number of biosecurity program infractions (ie. non-compliant with program standards - all program areas)	No corrective actions required by BCCrMC contracted inspectors or Agency inspectors for 2023 crop deliveries
	Top 3 infractions from audits (non-compliant with program standards - all program areas/each program)	
		1st
	2nd	
	3rd	
Compliance and Enforcement Process	Number of infractions that were resolved at each graduated stage:	
	Informal education & CARs	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. Residue testing can continue at one week intervals until compliance is achieved or delivery periods end.
	1 st Warning Letter	
	Subsequent Warning Letter(s) (if applicable)	
	Sector-specific Penalties and/or AMPs	
License/Quota suspension		
License/Quota cancellation		
Transparency & Accountability	Did you make any updates or changes to the C&E process? (eg. biosecurity programs enforced by the process, sector penalties, timelines, or enforcement measures)	No
	If YES, describe the updates or changes and provide supporting documents	

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>01-Apr-23</i>
End date of reporting period	<i>31-Mar-24</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	
Quota Unit	<i>n/a</i>
Production Unit	<i>bbl - barrel (100 lbs)</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.

Regulated Definition
<i>More than 2 acres in production for license</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]	All berries grown are mainstream
e.g. Organic* [Type 2]	n/a
e.g. Asian* [Type 3]	n/a
e.g. Free range/run, etc.* [Type 4]	n/a

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
<i>No small lot program</i>	<i>Not applicable</i>

*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.

Small Producers per Region	
Lower Mainland	na
Vancouver Island	na
Interior	na
North	na

*Report the number of producers participating in small lot type programs per region, at the end of the reporting period.

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
\$71,162,278 (estimate)

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.

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 3.8 Total Producers by Producer Type and Region

Producer type	Lower Mainland	Vancouver Island	Interior	North	Total Producers
Established Producers	49	6	-	-	55
New Producers	16	-	-	-	16
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]	65	6	-	-	71
e.g. Organic* [Type 2]	-	-	-	-	-
e.g. Asian* [Type 3]	-	-	-	-	-
e.g. Free range/run, etc.* [Type 4]	-	-	-	-	-
Total Producers	65	6	-	-	71

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
Established Producers	1,157,018	22,528	-	-	1,179,546
New Producers	144,742	-	-	-	144,742
Total Production (Unit*)	1,301,760	22,528	-	-	1,324,288

**e.g. Kg*

Table 3.12 Total Production by Producer Size and Region

Producer Size	Lower Mainland	Vancouver Island	Interior	North	Total Production
Small Producers	84,640	7,617	-	-	92,257
Medium Producers	292,335	14,911	-	-	307,246
Large Producers	924,785	-	-	-	924,785
Total Production (Unit*)	1,301,760	22,528	-	-	1,324,288

**e.g. Kg*

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]	1,301,760	22,528	-	-	1,324,288
e.g. Organic* [Type 2]	-	-	-	-	-
e.g. Asian* [Type 3]	-	-	-	-	-
e.g. Free range/run, etc.* [Type 4]	-	-	-	-	-
Total Production (Unit*)	1,301,760	22,528	-	-	1,324,288

**e.g. Kg*

Table 3.14A Federal Quota Utilization

*For Supply Managed Boards: please report the percentage of national allocated quota produced in the reporting period. Please report so that if over 100% this indicates the province is over produced and if under 100% this indicates the province is under produced.

Average Quota Utilization
<i>n/a</i>

Table 3.14B Provincial 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 provincial quota utilization across the reporting period. This represents the percentage of provincial quota utilized in order to meet national commitments.

Average Quota Utilization
<i>n/a</i>

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.

*If the total number of provincial and federal licences is more than the total number of physical processing plants in BC (E.G., if some plants have both a federal and provincial licence) please note this with an asterisk below Table 3.18.

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

*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
3	-	-	-	3