

**BC Vegetable 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) BC FIRB has provided

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.	<b>Completed Development of the plan</b> The 2024-2027 strategic plan was completed in late 2023. Key strategic priorities were developed, and discussed with industry. Stakeholders were engaged to review accomplishments, strategic priorities, performance against key indicators, and validated on the established work plan when creating updated elements for the 2024-2027 plan.	2021-2023 <i>Completed, new plan in place for next reporting period covers 2024-2027</i>
Regulatory Improvements	Implementation 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’ policy objectives are served by their actions.	<b>Completed</b> Further to direction from the BC Farm Industry Review Board and in collaboration with our Industry Advisory Committees, <u>the Commission introduced an Agency Accountability Framework in 2023</u> . The accountability framework is designed to ensure designated Agencies understand and are fully compliant with their responsibilities and obligations as a regulated entity. Implementation of the Framework began by Commission representatives meeting with each Agency to ensure they understand the Framework and what it means for them. While the expectation of compliance is immediate, non-compliant Agencies will be provided a reasonable timeframe to become fully compliant no later than December 31, 2024	Fall 2023
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.	<b>In Progress</b> Delivery Allocation Policy has been developed and implemented. Address amendments to the General Order in 2024.	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>	Strategic Plan	In Place	New strategic plan is being worked on.
	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	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 are 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 2024.
	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	Continuing discussion on succession planning.
	Member performance evaluations (annual)	In Place	Appointed to the Governance Committee.
	Staff performance evaluations (annual)	In Place	Appointed to the Governance Committee.
<b>Accountability</b>	Member code of conduct signed	In Place	Revised in 2023.
	Member conflict of interest signed and updated annually	In Place	Revised in 2023.
<b>Transparency</b>	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**

	<b>Indicator</b>	<b>In place/ In progress/ To be started</b>	<b>Comments/Examples</b>
<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 enacted 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**

	<b>Indicator</b>	<b>In place/ In progress/ To be started</b>	<b>Comments/Examples</b>
<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 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 Place	A framework for additional avenues for feedback has been developed, including the implementation of surveys, more regular engagement of our advisory committees, and the establishment of scheduled townhall sessions.

**Table 2.4 Decision Making**

	<b>Indicator</b>	<b>In place/ In progress/ To be started</b>	<b>Comments/Examples</b>
<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).

<b>Decision Assessment</b>
The current structure of the Commission includes a chair appointed by the provincial government, two independents who are not commercial producers, and restricts commercial producers who are directors of Agencies from holding a member position on the Commission. Governance and Finance Committees meet regularly. 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.

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

	Indicator	Details
<b>Mandatory Biosecurity Program(s)</b>  *Note: "Biosecurity Program" includes food safety, animal welfare, and disease-prevention measures	<b>Mandatory biosecurity program(s) for the commodity</b>	The VMC does not currently require or enforce biosecurity programs through its General Orders.  Producers ensure they maintain a Canada Good Agricultural Practices (GAP) certification for food safety as retail and food service customers will not purchase their product without it. GAP is a national program with third party auditors.  VMC is consulting on changing its General Order's to define a "Biosecurity Program" for all licensed entities.
	<b>Number of farms audited</b> (per program, if applicable)	
	<b>Type of audit(s) conducted per program</b> (i.e. on-farm, paper, or other)	
	<b>Type of auditor for each program, if applicable</b> (i.e. commodity board staff, third party, or other)	
	<b>Total Number of biosecurity program infractions</b> (ie. non-compliant with program standards - all program areas)	
	<b>Top 3 infractions from audits (non-compliant with program standards - all program areas/each program)</b>	
		1st
		2nd
	3rd	
<b>Compliance and Enforcement Process</b>	<b>Number of infractions that were resolved at each graduated stage:</b>	
	Informal education & CARs	
	1 <sup>st</sup> Warning Letter	
	Subsequent Warning Letter(s) (if applicable)	
	Sector-specific Penalties and/or AMPs	
	License/Quota suspension	
	License/Quota cancellation	
<b>Transparency &amp; Accountability</b>	<b>Did you make any updates or changes to the C&amp;E process?</b> (eg. biosecurity programs enforced by the process, sector penalties, timelines, or enforcement measures)	
	<b>If YES, describe the updates or changes and provide supporting documents</b>	

# 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.*

#### **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, 2023*</i>
End date of reporting period	<i>December 31, 2023*</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.

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>

**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.

**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	
<b>Greenhouse</b>	
<b>Small Producer</b>	<i>Less than or equal to 6,000 M2</i>
<b>Medium Producer</b>	<i>Greater than 6,000 and less than 60,000 M2</i>
<b>Large Producer</b>	<i>Greater than or equal to 60,000 M2</i>
<b>Storage Crops &amp; Processing Crops</b>	
<b>Small Producer</b>	<i>Less than or equal to 200 Tons</i>
<b>Medium Producer</b>	<i>Greater than 200 and less than 1,000 Tons</i>
<b>Large Producer</b>	<i>Greater than or equal to 1,000 Tons</i>



**Table 3.6 Small Lot Type programs - Producers by Region**

Program Name:	Program Description/Explanation
<p>Producer Vendor Program</p>	<p><i>Producer that does not supply retail, wholesale, or foodservice, and only sells produce on farm. A Producer may sell Regulated Product to a Consumer for use and consumption by that Consumer or by that Consumer's immediate family; The sale is carried out on the Producer's Farm, or at a Municipal Market situate within British Columbia, or at road-side stand owned, controlled and managed by the Producer situate within British Columbia; the Regulated Product meets or exceeds Canada No. 2 Grade or BC Grade No. 2; the maximum amount of all Regulated product sold to any Consumer in any one day does not exceed 300 pounds each of storage crops and 60 pounds each of greenhouse crops.</i></p>

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

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

\*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.

\*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
\$ 501 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
<b>Greenhouse</b>					
Established Producers	26	9	7	-	42
New Producers *	11	1	-	-	12
<b>Total Producers</b>	<b>37</b>	<b>10</b>	<b>7</b>	<b>-</b>	<b>54</b>
<b>Storage Crops</b>					
Established Producers	54	8	6	-	68
New Producers *	1	1	2	-	4
<b>Total Producers</b>	<b>55</b>	<b>9</b>	<b>8</b>	<b>-</b>	<b>72</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	1	6	5	-	12
Medium Producers	15	4	2	-	21
Large Producers	21	-	-	-	21
<b>Total Producers</b>	<b>37</b>	<b>10</b>	<b>7</b>	<b>-</b>	<b>54</b>
<b>Storage Crops</b>					
Small Producers	18	3	3	-	24
Medium Producers	16	4	3	-	23
Large Producers	21	2	2	-	25
<b>Total Producers</b>	<b>55</b>	<b>9</b>	<b>8</b>	<b>-</b>	<b>72</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	37	10	7	-	54
Storage Crops	55	9	8	-	72
Processing*	11	-	-	-	11
<b>Total Producers</b>	<b>103</b>	<b>19</b>	<b>15</b>	<b>-</b>	<b>137</b>

\* The majority 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
<b>Greenhouse</b>					
Established Producers	2,466,352	57,462	26,371	-	2,550,185
New Producers*	667,344	279	-	-	667,623
<b>Total Production</b>	<b>3,133,696</b>	<b>57,741</b>	<b>26,371</b>	<b>-</b>	<b>3,217,808</b>
<b>Storage &amp; Processing Crops *</b>					
Established Producers	Confidential				86,808
New Producers*					4,536
<b>Total Production</b>	<b>78,147</b>	<b>3,986</b>	<b>9,211</b>	<b>-</b>	<b>91,344</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 Total Production by Producer Size and Region**

Producer Size	Lower Mainland	Vancouver Island	Interior	North	Total Production
<b>Greenhouse</b>					
Small Producers	1,721	13,176	11,167	-	26,064
Medium Producers	694,231	44,565	15,204	-	754,000
Large Producers	2,437,744	-	-	-	2,437,744
<b>Total Production</b>	<b>3,133,696</b>	<b>57,741</b>	<b>26,371</b>	<b>-</b>	<b>3,217,808</b>
<b>Storage &amp; Processing</b>					
Small Producers	1,703	44	227	-	1,974
Medium Producers	8,095	1,638	855	-	10,588
Large Producers	68,349	2,304	8,129	-	78,782
<b>Total Production</b>	<b>78,147</b>	<b>3,986</b>	<b>9,211</b>	<b>-</b>	<b>91,344</b>

**Table 3.13 Total Production by Production Type and Region**

Production Type	Lower Mainland	Vancouver Island	Interior	North	Total Production
Greenhouse (M2)	3,133,696	57,741	26,371	-	3,217,808
Storage & Processing Crops (Tons)	78,147	3,986	9,211	-	91,344



## **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 asterix below Table 3.18.

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

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

<b>Lower Mainland</b>	<b>Vancouver Island</b>	<b>Interior</b>	<b>North</b>	<b>Total</b>
7	2	1	-	<b>10</b>