



May 26, 2008

File: 44200-35 CrMC AG APP

DELIVERED BY E-MAIL

Jack Wessel
General Manager
British Columbia Cranberry Marketing Commission
c/o 71 - 4001 Old Clayburn Rd
Abbotsford BC V3G 1C5

Mr. Wessel,

APPLICATIONS FOR AGENCY DESIGNATION BY PACIFIC CANADIAN FRUIT PACKERS INC. AND Highbright Produce Inc.

Thank you for advising the British Columbia Farm Industry Review Board (BCFIRB) of the recommendations of the British Columbia Cranberry Marketing Commission (Cranberry Commission) regarding the subject.

BCFIRB convened a supervisory panel consisting of Ms. Sandi Ulmi, Mr. Garth Green and Mr. Dave Merz to review the recommendations at a recent BCFIRB meeting.

The panel considered the information provided in the Cranberry Commission decisions on the subject, and found that the Cranberry Commission has followed all the required steps in formulating these decisions.

In addition, the panel also considered information provided through email correspondence between you and the author, which suggested that while the Cranberry Commission had informed the cranberry industry of its decisions when they were made, it had not simultaneously communicated to producers their right to appeal the decisions to BCFIRB.

Nonetheless, and in light of your assurance that producers are well aware of their general right to appeal Cranberry Commissions orders and decisions to BCFIRB since this has been regularly communicated at producer meetings, the panel is satisfied that the industry accepts and is not aggrieved by these agency designations.

British Columbia
Farm Industry Review Board

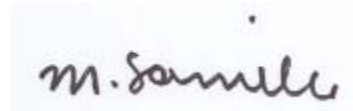
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As such, the panel has asked me to communicate their decision to approve the Cranberry Commission's recommendations regarding the designation of Pacific Canadian Fruit Packers Inc. and Highbright Produce Inc. as agencies. In the future, the Cranberry Commission could help BCFIRB to approve such recommendations in a timely manner by reminding producers of their right of appeal when its decisions regarding agency designations are shared with the industry.

Yours truly,

A handwritten signature in cursive script, appearing to read "m. sommerville", is centered on a light blue rectangular background.

Melanie Sommerville
Issues Management Analyst