



August 22, 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,

APPLICATION FOR AGENCY DESIGNATION BY PACIFIC COAST FRUIT PRODUCTS LTD.

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

BCFIRB reviewed the decision at its recent board meeting, and found based on the information provided that the Cranberry Commission has followed all the required steps in formulating this decision and communicating both the decision and the right to appeal the decision to its industry.

Based on the Cranberry Commission's assessment of the application as part of the decision-making process, as well as the additional substantiation provided in BCFIRB's meeting with the Cranberry Commission on August 13, 2008, BCFIRB is also satisfied that the decision is in accordance with sound marketing policy.

BCFIRB received no appeals of the Cranberry Commission decision in the 30 day period following its issuance.

As such, BCFIRB has asked me to communicate its decision to approve the Cranberry Commission's recommendations regarding the designation of Pacific Coast Fruit Products Ltd. as an agency.

The Commission is asked to notify industry members of this approval, as well as the following disclaimers:

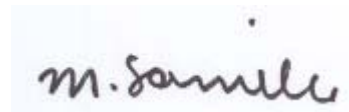
British Columbia
Farm Industry Review Board

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1. Provincial board approval of the agency designation is not a warranty concerning any aspect of the agency's business. BCFIRB understands that the Cranberry Commission is taking further steps to assure producers of the financial viability of this agency; producers should similarly assure themselves of the financial viability of any entity to which they sell product.
2. The conferring of an agency designation is a privilege under the *Natural Products Marketing (BC) Act*. It is non-transferable and is not approved in perpetuity. To maintain its designation, an agency must annually obtain a license issued by the Cranberry Commission. The Cranberry Commission may cancel or suspend the license at any time if it determines that the license is not in the best interests of the industry. The Cranberry Commission may also review the agency designation from time to time and upon any material changes in the conditions giving rise to the initial approval, including changes in ownership of the agency by way of sale of assets or shares.

Yours truly,

A handwritten signature in cursive script that reads "m. sommerville". The signature is written in dark ink on a light-colored background.

Melanie Sommerville
Issues Management Analyst