

November  
2013

# Commission Report

BC Vegetable Marketing Commission Monthly Newsletter

NATIONAL  
POTATO AGENCY

## NATIONAL RESEARCH AND PROMOTION AGENCY FOR POTATOES

Over the past six months a National Potato Marketing Working Group initiated by the Canadian Potato Council (CPC), the national spokes group for Canada's potato growers, worked on identifying essential elements for moving the industry forward. Chief among the concerns addressed were the changes in how research is funded by either the federal or provincial governments and the trend of lower per capita potato consumption that has been evident for some time now.

The working group examined a robust amount of data with the chief finding that not addressing the above mentioned realities was not in the best interest of potato producers regardless of what province in which they lived and farmed.

The working group identified that there was opportunity for addressing what is occurring regarding how research is now funded compared to 10 or 15 years ago and the untiring trend of less potato consumption. The opportunity rested with making use of the Part III provisions of the Farm Products Agencies Act (FPAA) that allows for establishing national commodity research and promotion agencies. Key here is the demonstration of producers that this is what they wish to do.

For finding and answering the above question the CPC sought and obtained funding for engaging a consultant having the focused purpose of examining the feasibility of establishing and operating a National Research and Promotion Agency for Potatoes.

Working in conjunction with the CPC steering group, which had a representative from each potato producing province, the Intersol consulting firm developed a framework informing about what it takes for the nation's potato growers to capitalize upon what is afforded by the FPAA and how a national potato agency might be structured and funded. One of the funding mechanisms would be instituting an import levy. In structure, but not necessarily equivalent in total dollars generated, the import levy would be similar to the one the United States applies to fresh potatoes originating in Canada and entering the USA. Such a levy could generate about one-fifth of the annual funds needed for operating a national agency.

Presently, the Intersol consultant is engaged in holding producer consultation sessions in each potato producing province. As of this writing consultations have occurred in British Columbia, Alberta, Manitoba, Ontario and Quebec. The BC session was held November 26.

On the completion of the produce consultation meetings the consultant is to submit the final report to the CPC. Upon receipt of the report the CPC will reach a decision on next steps.

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British Columbia Vegetable  
Marketing Commission

2014 COMMISSION  
ELECTION POLICY

## 2014 COMMISSION ELECTION POLICY

The Commission has almost completed producer and stakeholder consultations regarding the Commission's 2014 draft Election Policy. The most recent notice and information circulated occurred by way of a widely distributed email dated November 25.

The email provided a copy of the draft election policy document and informed that the deadline for submitting comments about it was end of day Friday, December 6.

All producers and stakeholders are encouraged to familiarize themselves with the draft 2014 Election Policy and submit comments and concerns to the Commission. For doing so send an email to <mailto:jim@bcveg.com>

For obtaining a copy of the 2014 draft Election Policy visit the Commission web site and click on the News and Notices button. Navigate to the document. [www.bcveg.com](http://www.bcveg.com)

## LINKS

Newsletter Archives:  
[www.bcveg.com](http://www.bcveg.com)

Canadian  
Horticulture Council:  
[www.hortcouncil.ca](http://www.hortcouncil.ca)

## LINKS

For potato industry  
news go to:

United Potato

Growers of Canada:  
[unitedpotatocanada.com](http://unitedpotatocanada.com)

OR

United Potato  
Growers of America  
[unitedpotatousa.com](http://unitedpotatousa.com)

Commission Hotline  
604-302-1046

**Attention Producers:**

Producers who are enrolled in the AgriStability program please note:

- **The final deadline to submit your 2012 AgriStability/AgriInvest Harmonized form (with penalty) is December 31<sup>st</sup> 2013.**

The penalty for late filing AgriStability is \$500.00 per month to a maximum of \$1500.00.

**Please note\***

A late filing penalty will only be applied if a 2012 benefit is issued. If no benefit is received the penalty will not be charged to your account.

Producers who miss the December 31st 2013 deadline will not be eligible for a benefit in the 2012 program year.

If you have any questions please contact AgriStability at 1-877-343-2767 and speak to your regional Customer Service Representative.

Website: <http://www.agf.gov.bc.ca/agristability>

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