

July  
2014

# Commission Report

BC Vegetable Marketing Commission Monthly Newsletter

AGENCY TRANSFER  
APPLICATION DEADLINE  
GREENHOUSE AND  
STORAGE CROP  
PRODUCERS

## AGENCY TRANSFER APPLICATION FILING DEADLINE GREENHOUSE VEGETABLE AND STORAGE CROP PRODUCERS

### GREENHOUSE VEGETABLE PRODUCERS

Greenhouse vegetable producers with the interest to transfer agencies for the 2015 crop year commencing January 1, 2015 must file an application with the Commission by September 15, 2014. In addition to applying to the Commission for approval the producer has a duty to notify the designated agency of record about the interest to transfer agency.

Key considerations in providing advance notice to the designated agency of record are the time frames set out in the Grower Marketing Agreement (GMA). These should be carefully reviewed.

To learn whether or not transferring to another agency is achievable producers should refer to their GMA document and review the notice and termination provisions. The GMA should contain key dates pertaining to when the producer is to provide advance notice to the designated agency about termination. The dates are to be looked to for determining whether or not an agency transfer is achievable for having effect the start of the 2015 crop year. Irrespective of the Commission deadline for filing notice pertaining to agency transfer the Commission will not disturb a prevailing and enforceable GMA.

In addition to what is set out in Part VI – *Transfer of Producers Between Agencies* - of the General Order, the Commission has an established policy governing agency transfer. The policy can be found on the Commission web site (see link below).

#### Grower Marketing Agreement Policy

[<http://www.bcveg.com/docs/Policy%20-%20Grower%20Marketing%20Agreement%20-%20Nov%2028%202012.pdf>]

#### Agency Transfer Policy – Greenhouse Vegetable Producers

[<http://www.bcveg.com/docs/Policy%20-%20GH%20Producers%20Transferring%20Agencies%20-%20Nov%2028%202012.pdf>]

### STORAGE CROP PRODUCERS

The Commission has a similar policy in effect for storage crop producers having an interest to transfer designated agency. For storage crop producers the VMC deadline for filing agency transfer notice is October 31, 2014. Similar to what is explained above regarding greenhouse vegetable producers a storage crop producer has the same duty to notify the designated agency of record about their interest to transfer agency.

#### Agency Transfer Policy – Storage Crop Producers

[<http://www.bcveg.com/docs/Storage%20Crop%20Producers%20Transferring%20from%20One%20Agency%20to%20Another%20-%20May%202014,%202009.pdf>]

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**2014 STORAGE CROP  
PLANTED AREA SURVEY  
OUTCOME**

**2014 STORAGE CROP  
PLANTED AREA SURVEY OUTCOME**

The 2014 VMC annual storage crops planted area survey conducted during June and July is complete.

The total 2014 BC planted area for all potatoes (excluding seed potatoes) is 4,250 acres. For 2013 this was 4,750 acres. This represents a year-over-year decrease of 18%.

Russet potatoes accounted for 75% of the 500 fewer potato acres while yellow potato area accounted for 10%. Year-over-year planted area for Kennebec potatoes was constant.

2014 planted area for all regulated storage crops other than potatoes is 1370 acres. It is 90 acres greater than 2013 representing a 7% year-over-year increase.

The largest year-over-year planted area increases occurred for carrots, green cabbage and beets.

Planted area increases were offset by planted area decreases for yellow onions and rutabagas.

**SCHEDULE OF STORAGE  
CROP PRODUCER  
CONSULTATION  
MEETINGS**

**SCHEDULE OF STORAGE CROP PRODUCER  
CONSULTATION MEETINGS**

Earlier a bulletin was sent to all storage crop producers informing that the Commission will be holding consultation meetings in the first and second weeks of August.

The purpose of the consultation is for the VMC to receive comments and concerns about matters before the industry that primarily have regard to quota management and the potential for price depression should producer planting decisions not be aligned with assigned delivery allocation. Supply in excess of aggregate demand holds the potential for agencies being unable to market immediate supply at prices that are remunerative for producers.

The scheduled meetings are:

Vancouver Island – August 6 – 1:30 PM – Coast Bastion Hotel, Nanaimo

Fraser Valley – August 7 – 1:30 PM - Hampton Inn & Suites – Surrey

Interior – August 13 – 1:30 PM – Ramada Hotel and Conference Centre, Kelowna

**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

**2014 BC Potato Industry Variety Trial Field Day**  
**Thursday August 21, 2014**

Time: 3:30-7:30 pm

Place: Ken Bates Farm - 41B Street & 33A Avenue, Delta

North off Delta Port Way / East off Arthur Drive