

BC VEGETABLE MARKETING COMMISSION

POLICY

ISSUANCE OF AN INITIAL ANNUAL PRODUCER OR PRODUCER-SHIPPER LICENCE POLICY

Purpose

The purpose of this policy is to provide information about the criteria the BC Vegetable Marketing Commission (VMC) will rely upon for the reaching of a decision to issue an initial Annual Producer License or an Annual Producer-Shipper License.

The information set out in this document supplements what is set out in the General Order.

Licensing Requirement

All producers of regulated product are required to be issued a valid and subsisting annual producer license. In the instance of greenhouse vegetable producers only there is a licence class termed Producer –Shipper.

Part IV of the General Order pertains to licensing of persons engaged in the production, transportation, packing, storage and marketing of Regulated Product. There are a number of VMC license classes and among them are Annual Producer and Annual Producer-Shipper Licenses.

Generally, licensed producers market through a designated agency. The General Order provides for circumstances when a licensed producer may market in a manner other than through a designated agency; nonetheless, in both instances a producer is to have been issued a VMC Annual Producer License or for certain producers approved by the VMC an Annual Producer-Shipper License.

Assignment of Delivery or Production Allocation

For the purpose of being in good standing with the VMC a licensed storage crop producer is to be assigned Delivery Allocation and a licensed greenhouse vegetable producer is to be assigned Production Allocation.

BC Vegetable Marketing Commission Decisions

At all times the VMC shall have the final authority in the granting of any licence and in the instance of whether to or not to issue an initial producer or producer-shipper licensing it may decide not to do so if it determines that doing so is not in the best interest of the industry as a whole.

Decision Criteria

When considering an application for issuance of an initial Annual Producer or Annual Producer-Shipper licence the VMC will take into consideration what is set out below and having regard to Producer-Shipper licences it will take into consideration the below listed criteria as well as the size of the greenhouse production area; the production standard to be employed; and regional location of the greenhouse premise.

The criteria the VMC uses for reaching a decision to issue to a person an initial Annual Producer License are:

- 1) Person has received in writing approval from the VMC for assignment of Delivery Allocation or Production Allocation pertaining to the production for marketing in the Regulated Area of one or more regulated products;
- 2) Person has informed the VMC through which designated agency it is to market regulated product(s) and has completed and submitted the prescribed VMC form for that purpose;
- 3) Person informs the VMC that it intends to operate as a proprietorship, formal partnership, limited company, or co-operative and if the person is a limited company or a registered partnership (not a spousal partnership) proof of this business being so structured is to be provided to the VMC, including the names of the shareholders or partners and the division of shares among them;
- 4) Informs the VMC where the farm premise(s) is located;
- 5) Person demonstrates to the VMC's satisfaction that it is aware and informed about good farming practices (GAP) and on-farm food safety programs and practices;
- 6) unless waived, the Person is to provide information to the VMC's satisfaction, including a business plan, a marketing plan or both, demonstrating the intended farm business is adequately capitalized and as such if a VMC annual producer license was approved for issuance the licensee will operate in a manner that meets the intent of sound marketing policy and as such will not operate in a manner that is detrimental to orderly marketing and other licensed producers; and
- 7) Person provides a written and signed undertaking to the VMC to at all times be in compliance with the entirety of the General Order.

The criteria the VMC uses for reaching a decision to issue to a Person an Initial Annual Producer-Shipper License are:

- 1) Person has received in writing approval from the VMC for assignment of Production Allocation pertaining to the production for marketing in the Regulated Area of one or more regulated greenhouse vegetable products;
- 2) Person informs the VMC that it intends to operate as a proprietorship, formal partnership, limited company, or co-operative and if the person is a limited company or a registered partnership (not a

spousal partnership) proof of this business being so structured is to be provided to the VMC, including the names of the shareholders or partners and the division of shares among them;

- 3) Informs the VMC of where the farm premise(s) is located;
- 4) Person demonstrates to the VMC's satisfaction that it is aware and informed about good farming practices (GAP) and on-farm food safety programs and practices;
- 5) Unless waived, the Person is to provide information to the VMC's satisfaction, including a business plan, a marketing plan or both, demonstrating the intended farm business is adequately capitalized and as such if a VMC annual producer –shipper license was approved for issuance the licensee will operate in a manner that meets the intent of sound marketing policy and as such will not operate in a manner that is detrimental to orderly marketing and other licensed producers;
- 6) Demonstrate to the VMC's satisfaction there is expertise and facilities on-farm to successfully produce, pack, market and distribute greenhouse vegetable crops;
- 7) Person informs the VMC of the preparedness to regularly report volume and value of regulated products marketed if so directed to do so;
- 8) Person informs the VMC of the reasons why they ought not be required to market through a designated agency; and
- 9) Person provides a written and signed undertaking to the VMC to at all times be in compliance with the entirety of the General Order.

Note to Reader:

The terms used in this document that are capitalized indicated that they are defined terms set out in the VMC General Order

Approved: November 19, 2014