

# Supervisory Review: The Future of Regulated Vegetable Marketing on Vancouver Island

## Introduction to the Review Process & Activity Schedule

Over recent Years the Vancouver Island region has seen a significant change in the supply and demand dynamics that underlie the vegetable market environment and the marketing system for regulated BC vegetables. To ensure the orderly marketing structure best serves the needs of the industry, the BC Farm Industry Review Board (BCFRIB) has initiated a Supervisory Review which will be led by the BC Vegetable Marketing Commission (the Commission).

The objective of the Supervisory Review is to define a clear shared vision for the regulated vegetable sector on Vancouver Island and explore the strategies available to achieve it. Stakeholders will have the opportunity to participate in a multi-stage consultation process to ensure that input is received from everyone with a direct interest in the Vancouver Island vegetable sector.

The Commission will evaluate the strategic options for achieving this shared vision and make a recommendation to BCFIRB on the marketing structure that supports the interests of the industry.

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## Participation in the Supervisory Review

The Commission is committed to implement a solution that is the outcome of a fair and inclusive process. As the review process may result in recommendations being made to BCFIRB that require a change for the orderly marketing structure on Vancouver Island, it is critical that everyone with an interest in the Vancouver Island vegetable sector participates.

To achieve a successful outcome, the review process will be inclusive and supportive of individual conduct and involvement that is constructive to the activity. The following principles will be strictly observed in all phases of the consultative process:

- Anyone with an interest in the decision(s) that needs to be made is to be afforded a reasonable opportunity to provide their input.
- Participants have a responsibility to contribute in an informed, responsible manner that respects others and their views.
- Participants are expected to engage with the view of strengthening the Vancouver Island vegetable sector and place the interests of the district and the public ahead of personal self-interest.

## The Consultative Process

The Commission has developed a multi-phased consultative process that will help ensure that a principles-based S.A.F.E.T.I. approach<sup>1</sup> is taken. There are a total of five stages to the process. Stages one and two will provide an opportunity for stakeholders to contribute to the development of the shared vision and options on how the vision can be achieved. Details about each stage of the consultative process are provided below.

**STAGE 1 – Initial Input & Vision Building** – The Commission wants to know what the vision for the Vancouver Island regulated vegetable industry should be and what role, if any, regulation should play in achieving that vision. For this stage we will be using a discussion paper to get feedback.

The discussion paper provides background information about the issues, detail about the current regulated marketing system and a set of questions that will assist you in providing

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<sup>1</sup> BCFIRB has developed six principles collectively referred to as the “SAFETI” principles: Strategic; Accountable; Fair; Effective; Transparent; Inclusive. Information on BCFIRM and Principle-Based regulation can be found @ <http://www2.gov.bc.ca/gov/content/governments/organizational-structure/ministries-organizations/boards-commissions-tribunals/bc-farm-industry-review-board/about-bcfirb/governance>

feedback. We are urging anyone that has an interest in the Vancouver Island vegetable industry to submit comments on the questions in the discussion paper. Copies of the paper are being circulated directly to stakeholders and members of the value chain. It is also available to the public on the Commission website.

This matter is important and we want to gather as much input from stakeholders as possible before moving to the next stage in the process. Therefore, we are providing a few months for stakeholders to submit their comments and answers to the questions asked in the discussion paper. Written comments are due by Monday December 14<sup>th</sup>, 2015. To be fair to all participants and the process, we won't accept comments on this visioning phase after December 14<sup>th</sup>. While individual written submissions will remain confidential, they will be summarized in a 'What We Heard' document and be posted to the Commission Web site.

At the end of stage one, the Commission will review the feedback and draft a summary document of 'What We Heard'. The document will include a draft of the shared vision and be posted on our website and available for comment. Our target date for posting this document is January 12<sup>th</sup>, 2016. Both the 'What We Heard' paper and comments on this paper will be used to inform the next stage of the process.

**STAGE 2 – Joint Problem Solving** – Three workshops, moderated by a third party, will be held to confirm the drafted vision identified in Stage 1, brainstorm on what we need to do to achieve the vision, and to further develop options for moving forward. This will include the role, if any, of regulated marketing for Vancouver Island vegetables. Our intention is to hold the workshops in the latter half of January with two on Vancouver Island and one in the Lower Mainland. All producers, Agencies and Industry Stakeholders will be invited to attend.

Participants will be asked to prepare in advance for these workshops using the discussion paper and 'What We Heard' documents that will be circulated as part of Stage 1 of the process. The workshops will assume that participants already have an understanding of the issue and have reviewed and given considerable thought to the issues identified in the documents. It will focus on building upon the vision and key points taken from the 'What We Heard' paper and public comments on the paper.

We want to ensure the workshop is productive and a positive experience. The moderator will lead the workshops and uphold that all participants abide by the list of ground rules that will be agreed to by the group prior to commencement of the session.

The results of the workshop will be posted on the Commission website by the beginning of February 2016 to provide transparency.

**STAGE 3 – Evaluation of Options and Commission Decision** – The Commission will develop and apply evaluation criteria based on the general S.A.F.E.T.I. based principles to assess the options and feedback heard in Stage 2. The Commission will evaluate the strategic options for achieving the shared vision and make a recommendation to BCFIRB on whether or not a regulated system best serves Vancouver Island, and if so, what marketing structure is needed to achieve a sustainable future for vegetable marketing on Vancouver Island. The Commission decision(s) and rationale will be posted to the Commission web site and submitted to BCFIRB. The intention is to have the decision submitted by end of April 2016.

**STAGE 4 – BCFIRB Decision** – The BCFIRB will review the Commission’s submission and determine if there are any outstanding issues that need to be addressed.

**STAGE 5 – Strategies for Implementation** – If changes are determined necessary to meet the vision for Vancouver Island, the Commission will establish an implementation plan that will involve those needed to ensure implementation is a success.

<b>Supervisory Review Key Dates in the Process</b>		
<b>STAGE</b>	<b>START</b>	<b>END</b>
<b>STAGE 1 – Vision Building</b>	<b>Aug. 31<sup>st</sup>, 2015</b>	<b>Dec. 31<sup>st</sup>, 2015</b>
<ul style="list-style-type: none"> <li>• Written comments need to be submitted to the Commission by Dec. 14<sup>th</sup></li> <li>• Summary document ‘What We Heard’ will be available for comment Jan. 12<sup>th</sup></li> </ul>		
<b>STAGE 2 – Joint Problem Solving</b>	<b>January, 2016</b>	<b>January, 2016</b>
<ul style="list-style-type: none"> <li>• Workshops are to be held end of January 2016</li> </ul>		
<b>STAGE 3 – Evaluation of Options &amp; Commission Decision</b>	<b>February, 2016</b>	<b>April, 2016</b>
<ul style="list-style-type: none"> <li>• Submit decision to BCFIRB by end of April, 2016</li> </ul>		
<b>STAGES 4 &amp; 5 – BCFIRB Decision / Strategies for Implementation</b>		
<ul style="list-style-type: none"> <li>• Implementation planning in the fall of 2016 for the 2017 Crop Year</li> </ul>		