

BRITISH COLUMBIA VEGETABLE MARKETING COMMISSION

POLICY

Establishing Weekly Minimum Prices for Storage Crops

Market Call Must Include a Commission Representative

With a representative of the VMC present each time a market call occurs, the managers of the storage crop agencies are to convene weekly by tele-conference for advising the VMC on the minimum price it is to establish for storage crops.

Basis for Establishing Minimum Price

The minimum price to be established by the VMC is a Provincial Minimum F.O.B. Price, freight not included. The F.O.B. price is to be agency dock.

Minimum Price

No agency is to sell regulated product below the established minimum price except for advertised special pricing declared by an agency during the weekly market call.

Reporting Weekly Minimum Price and Report Format

Minimum prices are to be established by the VMC for each regulated crop and packaging format displayed on the weekly storage crop minimum price report. The report format may change from time to time.

Circulation of Weekly Minimum Price Report

On the conclusion of the weekly market call the VMC is to circulate the weekly minimum price report to each storage crop Designated Agency.

Advertised Specials – Regulated Product Sold Less than Minimum Price

The declaration of advertised specials by an agency should conform to the below listed guidelines:

- not occur regularly or in a sustained manner for any one regulated crop or customer
- not be in effect for an unfixed period of time
- not be in effect for a sustained period of time

Approved - May 14, 2009