

# **B.C. Vegetable Marketing Commission**

## **AMENDING ORDER # 53**

**TO THE  
BRITISH COLUMBIA VEGETABLE MARKETING COMMISSION  
GENERAL ORDER OF MARCH 16, 2005, AS AMENDED,**

**MADE BY THE  
BRITISH COLUMBIA VEGETABLE MARKETING COMMISSION  
February 26, 2021**

The British Columbia Vegetable Marketing Commission General Order of March 16 2005, as amended, is further amended as follows:

**1. Section 14 of Part V – Agencies – of the General Order is repealed and replaced with the following:**

- 14.** Prices for all Regulated Crops subject to minimum pricing must be approved in writing by the Commission, a member of the Commission, or the Commission's General Manager.

**2. Section 9 of Part IX – General Prohibitions – of the General Order is repealed and replaced with the following:**

- 9.** No Producer or Agency shall sell or offer for sale Regulated Crops subject to minimum pricing at a price less than the applicable minimum price fixed from time to time by the Commission, a member of the Commission, or the Commission's General Manager for each variety and grade of the Regulated Product, unless otherwise expressly authorized in writing by the Commission, a member of the Commission, or the Commission's General Manager.
- 10.** No Person shall buy Regulated Crops subject to minimum pricing at a price less than the applicable minimum price fixed from time to time by the Commission, a member of the Commission, or the Commission's General Manager for each variety and grade of the Regulated Product, unless otherwise expressly authorized in writing by the Commission, a member of the Commission, or the Commission's General Manager.

The remaining sections of Part IX are renumbered.

**3. Sections 1, 2, and 3 of Part XIX – Pricing Procedures – of the General Order are repealed and replaced with the following:**

1. When implemented, the purposes of the Commission pricing procedures are to:
  - (a) provide a coordinated approach to marketing
  - (b) maximize the returns to Producers;
  - (c) maximize market penetration;
  - (d) establish base prices for all Agencies and Producer-Shippers; and
  - (e) facilitate regular monitoring of Agency sales.
2. Should minimum pricing for regulated product be implemented, the Commission, a member of the Commission, or the Commission's General Manager, will establish minimum prices as often as necessary, in accordance with Commission's price setting policy then in effect for the fixing of contract and weekly minimum prices.
3. Agencies and Producer-Shippers may, with the prior knowledge and written approval of the Commission, a member of the Commission, or the Commission's General Manager, be permitted to give advertising discounts or volume discounts for advertised specials, at prices which are below the minimum price fixed by the Commission, a member of the Commission, or the Commission's General Manager.

**4. Sections 9 (a) of Part XX – Direct Manifest Sales – of the General Order is repealed and replaced with the following:**

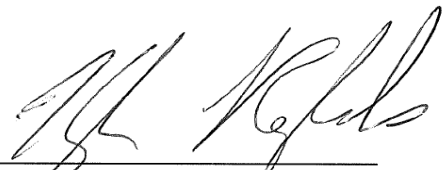
**PART XX DIRECT MANIFEST SALES**

9. All Regulated Product sold under this Part:
  - (a) unless otherwise directed by the Commission, shall have a 15 percent minimum mark-up above the minimum price fixed by the Commission, a member of the Commission, or the Commission's General Manager. Agencies shall publish a sales price list to be sent to Producers weekly;

The amendments to the General Order come into effect May 7, 2021.

**DATED** at Surrey, British Columbia on May 7, 2021  
**BRITISH COLUMBIA VEGETABLE MARKETING COMMISSION**

  
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Debbie Etsell, Chair

  
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Hugh Reynolds, Secretary