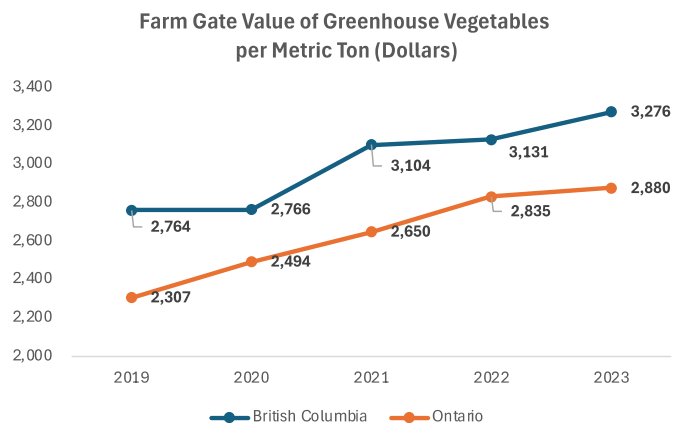


Trends in Farm Gate Value of Greenhouse Vegetables (2019-2023)

A report published by Agriculture and Agri-Food Canada in October 2024 recently came to our attention¹. Based on some questions that have been raised on how effective our regulatory system for the marketing of greenhouse vegetables is when compared to the Ontario system, we checked to see what the data said about the value being obtained for producers under each. The AAFC report highlights key trends in the farm gate value of greenhouse vegetables in Canada, allowing for a side-by-side comparison of the farm gate value in dollars per metric ton in British Columbia (BC) and Ontario.

BC Maintains Leadership in Value per Metric Ton

The farm gate value per metric ton for greenhouse vegetables in BC has grown steadily from \$2,764 in 2019 to \$3,276 in 2023, reflecting a 19% increase. This value growth highlights BC’s ability to maintain premium pricing for its greenhouse vegetables through its agency and regulatory structure. Ontario’s value has also increased from \$2,307 in 2019 to \$2,880 in 2023, a 25% rise. The most significant gains occurred between 2019 and 2021, with slower growth in recent years. BC remains well ahead of Ontario in this metric, indicating higher average value per ton.



The data in these charts were identified through the AAFC report cited earlier in this bulletin, and originate from Statistics Canada data. An updated data set is expected for release by Statistics Canada in April for the 2024 figures, and we hope to update you on this and other key metrics when it is released.

Opportunities for BC Greenhouse Growers to Stay Ahead

The greenhouse vegetable industry in both BC and Ontario has been growing steadily. Based on applications and enquiries made to the BCVMC for new Production Allocation, we expect to see continued strong growth of nearly 10% annually for at least the next few years. Although the Ontario industry’s larger overall scale has allowed it to attract investment for technological upgrades at a faster pace, our large family-owned greenhouses have now also been able to start making similar investments to improve their efficiency and extend their growing seasons to year-round production. This ongoing growth in scale and

¹ Analysis based on Statistical Overview of the Canadian Greenhouse Vegetable and Mushroom Industry 2023, Horticulture Section, Crops and Horticulture Division, Agriculture and Agri-Food Canada, October 2024



efficiency will allow the BC sector to continue to hold its advantage in farm gate value relative to our Ontario counterparts.

The stability provided by our regulatory system and its agency structure have allowed for healthy growth in scale and efficiency while maintaining consistent advantages in farm gate value for BC producers. The BCVMC has been making improvements to its regulatory structure over the past year and has plans to continue to adapt its structure to evolving market conditions in 2025 through a process of consultation with industry stakeholders. The Commission is also committed to monitoring industry performance to guide adaptation of its regulatory policies and agency requirements to continue to help optimize grower returns.

BCVMC
#207 - 15252 32nd Ave
Surrey BC
Canada, V3Z 0R7
Tel: (604) 542-9734
Toll Free in BC: 1-800-663-1461
E-mail: info@bcveg.com