



## NOTICE OF INDEPENDENT MEMBER POSITIONS FEBRUARY 2025

### **Business and Structure**

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The BC Vegetable Marketing Commission (the "Commission") is seeking two Independent Members to serve on the Commission. The Commission is the first instance regulator of BC's vegetable industry and responsible for the marketing of regulated product in British Columbia according to its General Order and associated legislation. The Commission's orders apply primarily to specific storage, processing, and greenhouse vegetables.

Centralized, coordinated marketing of regulated products is at the heart of the Commission's responsibilities and requires producers to market regulated products through designated marketing agencies ("Designated Agencies"). Agencies harness the collective marketing power of producers and are how the Commission achieves its main policy objective of ensuring stable producer returns.

The Commission is accountable to the BC Farm Industry Review Board (BCFIRB) for meeting its regulatory responsibilities using sound governance and decision-making.

The Commission consists of an Independent Chair (appointed by the Lieutenant Governor in Council) and up to eight (8) commissioners. Four (4) to six (6) members are licensed commercial vegetable producers elected by licensed commercial vegetable producers; and two are Independent Members appointed by the Commission.

Commissioners provide strategic direction that guides the operations of the Commission. The operational functions of the Commission include:

- Licensing producers, agencies, and wholesalers;
- Managing delivery allocation for storage crops and production allocation for greenhouse crops;
- Setting the minimum price for storage crops;
- Collecting producer levies;
- Ensuring compliance and pursuing investigations as needed; and,
- Keeping producers, processors, and other industry stakeholders current and up to date on developments in the industry.

The Commission has an operating budget of approximately \$1M which is funded by levies

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paid by producers and agencies. The Commission retains a General Manager, and a three-person staff responsible for the day-to-day operations of the Commission.

## **Strategic Direction**

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A summary of the Commission's current strategic plan is attached to this notice.

## **Independent Commission Member**

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### **Experience and Qualifications**

Candidates should have a post-secondary degree or diploma in a related discipline with 7-10 years of relevant experience in a senior management role. Candidates with experience in agriculture as a director, or who have experience in a regulatory environment will be preferred. Candidates should also have demonstrated decision-making and analytical skills to enable them to contribute and provide oversight to the Commission.

### **Competencies For Independent Members**

The following competencies are sought for the position(s) currently under consideration:

- i. Knowledge of agricultural and regulated marketing.
- ii. Demonstrated analytical and decision-making skills.
- iii. Strong communication capabilities with different stakeholder groups.
- iv. Management and leadership skills preferably in agriculture.
- v. Understanding of business governance and oversight principles.

In addition, all Commission members are expected to possess the following personal attributes:

- i. Maintain integrity in professional and personal dealings.
- ii. Ability to bring issues forward and encourage constructive dialogue.
- iii. Flexibility and willingness to consider others' opinions.
- iv. Ability to listen and work as a team member.
- v. Strong reasoning skills.
- vi. Ability to fulfill time commitments required to carry out responsibilities.
- vii. Commitment to continuous learning.

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### **Time Commitment**

The Commission conducts its regular business meetings normally eight (8) times per year, typically in January, February, April, May, June, September, October, and December. Meetings are up to three hours and take place by video-conference call or, occasionally, in-person at the Commission office. Commissioners also participate in an annual planning session and in a combined Annual General Meeting/Town Hall.

Commission Members may also be appointed to panels established by the Commission to decide on specific regulatory matters; serve on committees or advisory groups; and attend industry functions.

### **Term**

The term of office of each elected member and appointed independent member is three (3) years. The term commences on May 1<sup>st</sup> and concludes on April 30<sup>th</sup>. There is no limit to the number of terms that a Commission member may serve.

### **Compensation**

Compensation will be at per-diem rates which are currently set at \$75.00 per hour with \$50.00 per hour for preparation time according to a schedule established and reviewed periodically by the Commission.

### **Diversity and Inclusion**

People from all regions of BC are invited to apply. Consideration will be given to qualified individuals with a range of backgrounds in governance, regulatory, agriculture, and business environments. The selection process will recognize lived experience and volunteer roles as well as paid employment and academic achievements.

To reflect the diversity of BC women, visible minorities, Indigenous Peoples, persons with disabilities, persons of diverse sexual orientation, gender identity or expression (LGBTQ2S+), and others who may contribute to diversity in board appointments are encouraged to put their names forward.

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### **Process for Submitting Expressions of Interest**

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Interested candidates can express their interest in this position by providing a cover letter and resume including the names and contact information for three references. Your cover letter should include the reasons for your interest in the position and what you believe you can contribute to the Commission.

Submissions are due no later than 4:00 pm on February 21, 2025, and are to be sent directly to Diana Milligan, BCVMC Administrative Coordinator, via email at [dmilligan@bcveg.com](mailto:dmilligan@bcveg.com).

On submission, a confirmation e-mail receipt will be sent back to the sender. If you do not receive a confirmation receipt within 1 business day of submission, please contact the Commission office at 604-542-9734.

Attachment:

2024-27 BCVMC Strategic Plan Update (Issued Dec. 2024)

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BC VEGETABLE MARKETING COMMISSION, FEBRUARY 2025



BC VEGETABLE MARKETING COMMISSION

2024-2027  
STRATEGIC PLAN UPDATE

### Vision

A healthy, prosperous, and sustainable BC vegetable industry

### Mission

To provide strategic and effective regulation for BC's vegetable industry

### Values

Accountable / Committed  
Fair / Outcome-Oriented  
Transparent

### Strategic Objectives

#### Policy Objectives & Strategic Approach



#### Regulatory Framework

- Agency Reviews
- Consolidated General Order
- Northern Expansion
- AMP's – Biosecurity



#### Central Selling Desk

- Agency Applications
- Producer-Shipper Applications
- Delivery & Production Allocation Updates
- Agency Performance Reporting / Data Collection



#### Participant Licensing

- License Types
- License Application Process
- License Renewal Process
- Producer Registry



#### Operational Excellence

- Research & Industry Development Funds
- Industry Conferences & Memberships
- Aprio Software Implementation



#### Organizational Sustainability

- BCGGA Separate Commission Initiative
- Commission Evaluation
- Commissioner Succession
- Financial Sustainability



#### Effective Communication

- Greenhouse Industry Advisory Committee
- Storage Crop Industry Advisory Committee
- Quarterly Newsletters