

SPRING  
2025

# THE COMMISSION REPORT

BC Vegetable Marketing Commission Newsletter

Issued: March 27, 2025

[HTTPS://WWW.BCVEG.COM](https://www.bcveg.com)

## BCVMC NEWS

### General Order Task Force

A General Order Task Force has been set up to provide a way of involving industry in the development of policy and potential improvements to our General Orders. The Task Force will meet six times from January to July 2025, and the changes recommended after this process will then go out to the full industry for consultation prior to a final Commission decision on changes to the General Order later this year. The changes being considered by the Task Force include a simplification of licensing types and categories, streamlining of licensing processes, establishing possible exemption thresholds from marketing through an Agency, setting food safety and biosecurity requirements, delivery and production allocation system enhancements, and a review of the fee structure and reporting requirements from Agencies.

### BCVMC Election

The 2025 BCVMC Election is currently underway. As there were no other nominees for the Storage Crop sector, Paul Guichon of PSG Farms was acclaimed to the position, as the Storage Crops Category Representative, for a three-year term commencing May 1, 2025. The election for the Greenhouse Category Representative is being administered by BC COMB. The deadline for receiving ballots is April 21, 2025. The results of this Greenhouse sector election will be announced on April 23<sup>rd</sup> at the BCVMC AGM .

### BCVMC Independent Member Appointments

The BCVMC Governance Committee completed an initial review of all applications for the two (2) Independent Member Commission seats and after careful consideration, a list of four candidates have moved forward to the second stage of the process. The appointments will be announced at our AGM in April.

## KEY DATES

- **March 1**  
Annual Licence renewal of Wholesaler, Processor and Commissioned Salespersons
- **March 11-13**  
FVGC AGM in Quebec City
- **March**  
Pea and Bean Negotiations
- **April 2**  
BCVMV Commission Meeting
- **April 8-10**  
CPMA AGM in Montreal
- **April 23**  
BCVMC AGM
- **April 31**  
Annual Licence renewal of Agencies
- **May 28**  
BCVMV Commission Meeting

Issued: 2025/03/26

## Meetings Attended

The BCVMC General Manager and Senior Policy and Market Analyst attended the Fruit and Vegetable Growers of Canada's AGM and conference held in Quebec City March 10<sup>th</sup> – 13<sup>th</sup>. While there, they participated in the various FVGC meetings including the Greenhouse Working Group, Potato Council, and Field Vegetable Working Group, as well as attended the United Potato Growers of Canada AGM.

## United Potato Growers of Canada

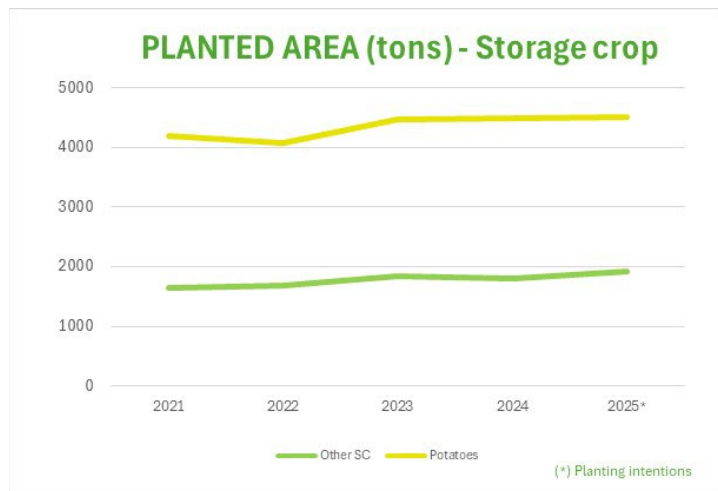
Jerome Lengkeek has been elected as the BC Member of the Board of Directors of the United Potato Growers of Canada, helping ensure that this organization continues its important role in collecting and sharing market data.

## Planted Area

### **Storage Crops:**

Compared to last year, the total planted area has remained constant with a small shift out of potatoes and into other storage crops.

Regarding potatoes, this year there has been a decrease in the area planted in russets, while that of whites, and yellows has increased. Early (fresh), and food service potatoes have also seen a decrease compared to 2024. Overall, fresh potatoes area has decreased by 2% compared to last year.

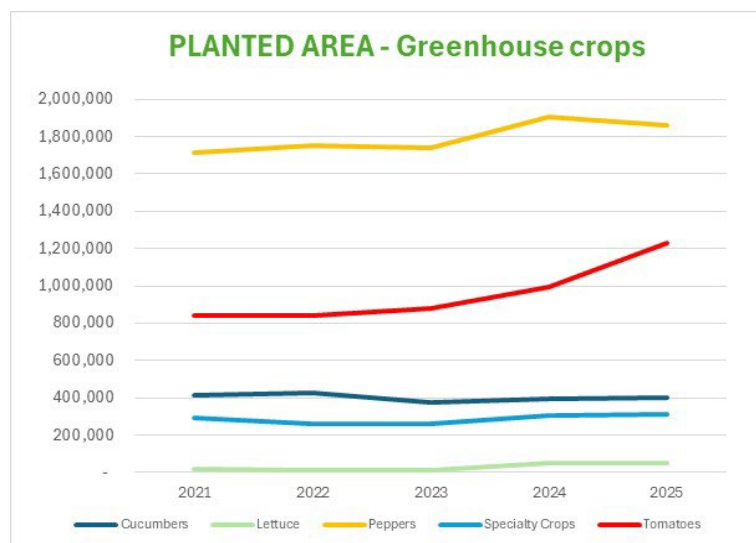


Regarding the rest of the storage crops, the planted area has slightly increased, primarily due to a 9% increase in carrots.

The area planted for yellow onions, parsnips, rutabagas, and white turnips has increased (by 14% on average) compared to last year. However, these areas are considerably smaller than the rest of the storage crops and potatoes.

### **Greenhouse Crops:**

Pepper and cucumber production has decreased slightly this year, but all tomato varieties have seen considerable increases (24% overall). Specialty crops (peppers and cucumbers) have also seen an average increase of 7% this year. As for lettuce, the acreage has remained comparable to last year, although the varieties have been modified.



A more in-depth analysis will be presented at our AGM in April.

## **Potato Anti-Dumping Normal Values**

In January, the Commission submitted a request to Canada Border Services Agency (CBSA) to re-investigate the normal values and export prices of certain whole potatoes. This request is related to the anti-dumping measures that are currently in place to protect our BC market from potatoes from the United States entering our BC market below their cost of production. The normal values being used to determine the applicability of this legislation was last set in 2014 and are therefore quite out of date with respect to significant production cost increases particularly between 2020 and 2023.

On February 27, 2025 the CBSA announced that it has initiated a review of the normal values and export prices. A schedule on their Administrative Review can be found on the following webpage (<https://www.cbsa-asfc.gc.ca/sima-lmsi/ar-ra/pot2025/pot202501-se-eng.html>). The CBSA is currently requesting submissions from exporters. The process is scheduled to be concluded in June, with a decision issued by July 14, 2025.

## **Northern Expansion**

The BCVMC consultation is still underway through a survey that has been sent out. An update on the results of this, other analysis, and some final meetings will be included in our Summer newsletter.

## **TRADE AND TARIFFS**

The BCVMC has been actively monitoring activity related to the implementation and threats of implementation of new tariffs by the United States, as well as counter-tariffs that have been implemented already or are being considered. We are in regular contact with representatives of government and listening to feedback from the industry.

Bulletins were issued in February and March to highlight some of these activities and to provide some links to resources that are available to members of our industry. These bulletins remain posted on our website in case you wish to access any of that information.

This critically important issue will continue to receive our attention, and we will also continue to coordinate activities with other entities, including the various industry councils and associations that we support, or are members of. If you wish to contact us about these issues, please reach out to Jerome Lengkeek, our Senior Policy and Market Analyst ([jlengkeek@bcveg.com](mailto:jlengkeek@bcveg.com)).

## **REMINDERS...**

The Annual Licensing renewal process for Storage Crops will begin in May of this year, not March as has been the case in past years.

Annual Licensing renewal applications for Agencies, Wholesalers, Processors and Commissioned Salespersons are due now.

Storage crop and greenhouse sales reports from Agencies are due by the 21<sup>st</sup> of each following month.

**WHO WE ARE:** The BCVMC is a Public Sector Organization (PSO) charged by the BC Government to administer and ensure compliance with the provisions of the Natural Products Marketing (BC) Act (NPMA) as it relates to regulated vegetables.

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**Recent News Releases:** <https://www.bcveg.com/news-and-notice.html>

2025-01-02 Revised General Order

2025-01-08 Strategic Planning Survey Results

2025-01-14 BC Greenhouse Vegetable Farm Gate Value

2025-01-23 Final Decision on Red Sun Farms and MPL Agency Application

2025-02-07 BCVMC Actions Related to Potential US Tariffs

2025-03-17 Update on Matters Related to US Tariffs

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**REMEMBER TO REGISTER FOR OUR AGM BY  
EMAILING [dmilligan@bcveg.com](mailto:dmilligan@bcveg.com) BY APRIL 11<sup>TH</sup>**