



BC VEGETABLE MARKETING COMMISSION

2024 ANNUAL REPORT

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BC VEGETABLE MARKETING COMMISSION

Policy Objectives

The Commission's overall mandate is to administer the British Columbia Vegetable Scheme (the Scheme), including coordinating producer activities to ensure orderly marketing and to provide a framework for producer economic stability.

The following policy objectives support that mandate:

PROMOTE ORDERLY MARKETING

The Commission promotes the orderly marketing of regulated vegetables through a central selling desk that primarily uses agencies, by limiting competition, licensing participants, and managing production allocations and market growth.

MAXIMIZE PRODUCER RETURNS

The Commission maximizes producer returns by balancing product supply with market demand, and through minimum pricing policies for some commodities (i.e.) storage and processing crops.

EQUITY & FAIRNESS

Regulated marketing has been based on the principles of stakeholder equity and fairness where producers of like product and like quality should receive equal market access and equal returns irrespective of the agency.

TRANSPARENCY AND UNDERSTANDING

The regulatory system, to be effective, must operate openly and transparently, demonstrating to producers how it supports and adds value to their operations.

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Message From the Chair

As Chair of the BC Vegetable Marketing Commission, it is my privilege to share this year's message and reflect on the progress achieved on the five strategic objectives outlined in our 2024–2027 Strategic Plan. In every area of our work, we continue to ask ourselves an important and guiding question: how do we add value for our producers, agencies, wholesalers, and other industry partners? Whether through strengthening the regulatory structure, increasing transparency, or promoting orderly marketing, our goal is to ensure that our actions support our strategic mission and deliver on our shared vision for the future of BC's regulated vegetable industry.

This year, the Commission took important steps to modernize and strengthen the regulatory framework for the vegetable industry. The work on agency reviews and the revision of the General Order reflects a broader effort to simplify, clarify, and improve regulatory operations. These improvements support consistent and fair application of policy across all participants and contribute to our policy objectives of equity, fairness and transparency.

Work also progressed on additional consultation, communication and analysis regarding the Northern Expansion initiative. With the introduction of Administrative Monetary Penalties (AMPs) to improve compliance in biosecurity, the commencement of a review on marketing and producer licence types and criteria, strengthening oversight practices to enhance accountability and transparency, and decisions on agency applications, our regulatory work is evolving to meet the needs of a dynamic and diverse sector.

OUTLOOK FOR 2025

As we look ahead to 2025, British Columbia's vegetable industry continues to show strength and adaptability in a complex environment. With rising input costs, evolving consumer expectations, and trade-related pressures on the horizon, it's clear that success in the coming year will depend not only on the resilience of our producers — but on the strength of the regulatory system and working collaboratively together.

Greenhouse Vegetables: High Export Exposure in a Sensitive Trade Climate

BC's greenhouse sector remains a vital and growing part of our agricultural economy. Known for innovation, sustainability, and quality, our producers have built a strong foothold in the North American marketplace. Up to 80 percent of BC's greenhouse vegetable production is exported to the U.S., making trade stability an essential ingredient in the sector's success.

That said, ongoing tariff threats and U.S. trade protectionism remain top concerns in 2025. Even minor trade disruptions can impact pricing, supply chain efficiency, and grower profitability. While these challenges are real, BC's vegetable industry is not facing them alone.

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Thanks to the structure of our regulated marketing system and the leadership of the BC Vegetable Marketing Commission, we are well equipped to navigate trade uncertainty. The Commission gives producers a unified voice, a regulatory foundation, and a platform for policy engagement. In addition, the Commission's role as a coordinated, representative body gives BC producers an advantage in responding to trade related challenges that require both strategic advocacy and operational resilience.

Potatoes: Local Market Reliance and Defending Fair Market Access

Potatoes remain a cornerstone crop in BC, with most of the production supplying the BC regional market. While BC's production is modest compared to that of neighboring U.S. States like Washington and Idaho, our industry plays a crucial role in local food security and regional supply chains.

Given this scale imbalance, BC potato producers are particularly vulnerable to below-cost imports from the U.S., which can displace local supply and drive prices down. The continuation of Canadian International Trade Tribunal (CITT) duties on U.S. potatoes entering BC is therefore essential to maintaining market balance and protecting domestic growers from injury caused by unfair trade practices.

These duties are about defending fair competition and ensuring the long-term sustainability of BC's farming families. The threat of their removal requires continued vigilance and a strong, well-evidenced case for their retention.

Looking Ahead: Steady Leadership in Uncertain Times

Despite the trade-related uncertainties, the fundamentals of the BC vegetable industry remain strong. Strategic regulation, coordinated marketing, and a focus on long-term sustainability will help the sector to endure these external pressures. However, success in 2025 and beyond will depend on robust engagement with industry to make progress on achieving our strategic priorities. One such initiative being contemplated by the Commission is to employ a Task Force consultative approach that is topic specific and is comprised of industry members most knowledgeable on the topic. The Commission is also looking at ways it can better engage one-on-one with producers and other industry participants through town-hall sessions held in different growing regions throughout the province. This will allow the Commission to ensure regional interests are not overlooked and both small and large industry participants are being heard. In addition, the Commission will also improve its market data collection and market intelligence capabilities to support informed decision making and provide analysis to producers on agency and industry performance.

A focused, collaborative and adaptive approach will allow the Commission to deliver greater value to stakeholders and strengthen the long-term future of BC's regulated vegetable industry. In turn,

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BC's regulated vegetable sectors can improve their presence in the domestic market, pursue growth abroad, and continue delivering high-quality products that consumers trust and value.

Going forward, we remain focused on implementing the Strategic Plan in ways that deliver meaningful outcomes and will result in a regulatory system that is innovative, trusted, and aligned with the needs of our partners. Our policy objectives — promoting orderly marketing, maximizing producer returns, ensuring fairness and equity, and operating transparently — remain at the core of everything we do.

The Commission recognizes the important role it plays in supporting the BC vegetable industry and the responsibility that goes along with it. We are committed to listening, leading with intention and looking for opportunities to add value for the vegetable industry.

On behalf of the Commission, I want to thank our producers, agencies, wholesalers, industry partners, and staff for your continued dedication and collaboration. Together, we are shaping a stronger, more resilient, and prosperous future for BC's regulated vegetable industry.

Sincerely,



Wes Shoemaker

Chair, BC Vegetable Marketing Commission

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Report of the General Manager

STRATEGIC PLAN REFRESH (2024-2027)

The Commission remains committed to a principle-based regulatory approach that promotes orderly marketing, maximizes producer returns, and upholds equity, fairness, transparency, and industry understanding. Progress has been made in refining and implementing the Commission's strategic priorities, focusing on the regulatory framework, central desk selling, participant licensing, operational excellence, organizational stability, and stakeholder communication.

REGULATORY FRAMEWORK

Consolidated General Order

On January 1, 2024, the Commission revised its General Order reorganizing and expanding the regulated area to include the entire province. It updated wording and definitions for clarity and mandated a biosecurity program for licensed entities. Application fees were established for agencies and producer-shippers and amendments were introduced to support the agency accountability framework.

In June, the Commission reviewed the General Order, repealing unnecessary or redundant provisions and most agency provisions. The agency provisions were refined, redrafted and reintroduced as a new Agency Order to ensure clear communication and understanding of the substantive expectations for agencies. The outcome was reflected in Amending Order 1 and the Agency Order.

In December, the Commission completed the review and notified industry of a further revised General Order to further enhance comprehension without introducing major substantive changes. Provisions from the Agency Order were reintegrated into the General Order and select rules from Commission "Policies" were also integrated.

After considering the feedback, the Commission adopted the new General Order and rescinded the identified policies effective January 2, 2025. This new General Order will serve as a platform for considering potential policy issues over 2025 that, after consultation with industry, may require further amendments to the General Order.

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Northern Expansion

Under the authority granted to it by the BC Vegetable Scheme, the Commission is responsible for the promotion and regulation of production, transportation, packing, storage and marketing of all vegetables grown in the province. The Commission's General Order sets out the rules on how it manages the industry to ensure orderly marketing. Prior to January 1, 2024, the Commission's General Order was limited to certain vegetable crops grown south of the 53rd parallel. Effective January 1, 2024, the Commission expanded this area to include the entire province.

To develop a practical approach, the Commission consulted with industry groups regarding vegetable production in the north. In May, following the initial consultation, the Commission announced an Amending Order deferring the implementation of the expanded scope to January 1, 2026. Further consultation to determine which vegetable crops and farm operations should be regulated will continue into the first half of 2025.

Administrative Monetary Penalties – Biosecurity

The January 1, 2024, General Order defined a biosecurity program for producers under the Natural Products Marketing (BC) Act to support food safety by establishing standards or restrictions on production practices. The definition requires producers to have a program in place but does not specify the standards or certifications.

Biosecurity and food safety are distinct concepts with different approaches and benefits. Biosecurity controls pests in crops to minimize adverse effects on the agricultural economy, while food safety ensures that food is safe for consumption. They share the goal of protecting public health and product safety.

The Commission reviewed both biosecurity and food safety programs to modify the General Order with explicit definitions to clarify producers' obligations. Staff will continue working on both initiatives in 2025 and will consult with producers on amendments.

Agency Reviews

Effective January 1, 2024, the revised General Order amended provisions relating to agencies with the aim of clearly communicating the Commission's expectations of agencies. In January, agencies were advised of the Commission's intention to hold individual meetings to review the new Order and discuss any potential concerns.

In December, agencies received letters informing them of comprehensive reviews starting in 2025. Details of agency expectations are in section 10 of the January 2, 2025, General Order with agencies expected to comply with sections 22 through 28.

Supervisory Reviews

In 2021, BCFIRB began a supervisory review of allegations of misfeasance by BC Vegetable Marketing Commission members and staff. The review aimed to determine if the allegations could

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be substantiated and what further direction may be required. On July 14, 2022, BCFIRB found no convincing evidence to support these serious allegations. In October 2022, BCFIRB initiated a phase II review to consider if the allegations were advanced in bad faith or for ulterior purposes. On March 15, 2024, BCFIRB completed the review, confirming it had no trust or confidence issues in the BCVMC's ability to regulate the industry.

Appeals

At the end of 2024, the BC Farm Industry Review Board (BCFIRB) has no outstanding cases resulting from decisions made by the Commission. In 2024 the following appeals were dismissed:

1. BC Greenhouse Growers Association (BCGGA) appealed the Commission's decision to pause funding on September 17, 2024. They withdrew their appeal on December 13, 2024,
2. Red Sun Farms appealed the Commission's dismissal of their agency application on November 6, 2023. They withdrew their appeal on February 22, 2024,
3. MUCCI appealed the Commission's dismissal of their agency application on September 12, 2024, they withdrew their appeal on November 20, 2024.
4. Prokam Enterprises Ltd. appealed the Commission's November 18, 2019, decision regarding its license class and its application for an interim producer-shipper license. On November 5, 2024, they withdrew their appeal.
5. CFP appealed the Commission's dismissal of its amended Class 1 designated agency license application on April 11, 2022. The appeal was on hold pending resolution of the BCFIRB's Bad Faith Supervisory Review. CFP filed an appeal on May 10, 2022, and then withdrew it on November 5, 2024.

Potato Anti-Dumping Normal Values

In the fall of 2024, staff submitted a request to the Canada Border Services Agency (CBSA) to re-investigate the normal values and export prices of certain whole potatoes, originating or exported from the United States, for use and consumption in British Columbia. The Commission made representations regarding CBSA's current measures for Certain Whole Potatoes, which relate to the enforcement of the Anti-dumping Tribunal findings from June 4, 1982, and subsequent amendments.

The last CBSA re-investigation concluded on May 21, 2014, resulting in adjusted normal values and export pricing methodologies. However, these values are now outdated and do not reflect the current cost of production. The Commission requested an immediate re-investigation, and in early 2025, the CBSA announced that it started a review of these values and prices.

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CENTRAL SELLING DESK

Agency Applications

Agencies are the primary mechanism for the Commission to maintain orderly marketing, promote industry development, and maximize producer returns. Therefore, granting or refusing agency status is fundamental marketing policy.

In June 2024, the Commission began its review of MPL British Columbia Distributors Inc's probationary agency designation granted by the British Columbia Farm Industry Review Board on October 11, 2023, and agency applications from Mucci International Marketing Inc and Jem-D International dba Red Sun Farms ("Red Sun") on May 31, 2024.

The Commission assessed MPL's probationary terms and the two agency applications against the General Order. Mucci's agency application was summarily dismissed. The agency application review process continued with MPL and Red Sun and a decision was issued in January 2025.

The Commission decided that Red Sun should be designated as an agency with specific conditions, while lifting MPL's probationary status and granting full agency status, both of which are subject to BCFIRB approval.

Producer Shipper Applications

In 2024, the Commission received a producer-shipper application from Millenium Pacific Greenhouses Inc. However, in October the Commission held a strategic planning session to discuss policy elements of the regulatory framework including how producer-shipper licenses align with the Commission's policy objectives. Consequently, the Commission has deferred consideration of producer-shipper applications until this policy issue is resolved.

Delivery and Production Allocation

Over the course of the year the Commission reviewed numerous allocation applications and cancellations. A table of the allocation granted and rescinded is provided below:

APPLICANT	ALLOCATION	(GRANT / RESCIND)	CROP YEAR
Canada Champion Farms Ltd.	26,036 M2 Long English Cucumbers	Rescind	2024
CVG Veg Products Ltd.	30,000 M2 Lettuce	Grant	2024
Fresh4Sunset Farms Ltd.	80,640 M2 Beefsteak Tomatoes	Grant	2024
Fresh4U Farms Ltd.	80,640 M2 Tomatoes	Rescind	2024
Hope Farm Organics	278 M2 Organic Peppers/Tomatoes	Grant	2024
Sumas Ridge Greenhouse Ltd.	15,000 M2 Lettuce	Grant	2026
Avery farms Limited Partnership	10,982 M2 Lettuce	Grant	2024
Lepp Farms Inc.	220 M2 Lettuce	Grant	2024

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MBR Greenhouses Ltd.	14,256 M2 Cucumbers	Grant	2024
Windset Farms	14,256 M2 Cucumbers	Rescind	2024
Quanto Tech Solutions Ltd.	461 M2 Lettuce	Grant	2024
Mayfair Farms Ltd.	512 M2 Cucumbers/Tomatoes	Grant	2024
Badyal Farms Ltd.	12.8 Tons Green Cabbage	Grant	2024/25
HA Greenhouses	80,937 M2 Cucumbers/Peppers	Grant	2025
Millenium Pacific Greenhouses Inc.	266,256 M2 Tomatoes	Grant	2025
Millenium Pacific Greenhouses Inc.	266,256 M2 Peppers/Cucumbers	Rescind	2025
Mt. Lehman Greenhouses Ltd.	22,361 M2 Peppers	Grant	2025
Mt. Lehman Greenhouses Ltd.	22,361 M2 Long English Cucumbers	Rescind	2025
Windset Farms	153,900 M2 Tomatoes/Cucumbers	Grant	2026

Licensing

In the fall of 2024, the Commission initiated a review of its Marketing and Producer license types to better define and classify them based on established requirements and parameters. The current provisions in the General Order will also be reviewed, including minimum production quantities, farm-gate and farm market sales, production allocation, biosecurity and food safety, and applicable fees. The Commission will also undertake to develop a registry of all vegetable producers in the province as mandated by the Scheme.

The General Order lacks timelines for processing license applications and renewals leading to unrealistic expectations, which was also addressed by the Commission. Producer applications have been delayed due to approval processes for delivery and production allocations. The Commission has also started providing industry participants with notice on process timelines.

OPERATIONAL EXCELLENCE

Research & Industry Development Funds

The Commission is dedicated to fostering strong and transparent relationships with associations and interest groups to advance BC's vegetable industry. As mandated, the BCVMC is empowered to collect levies from producers, not only to run its operations but also to support research projects and initiatives approved by the Commission. We take the responsibility for overseeing and using these funds seriously to maximize value for the industry.

In 2024, the BCVMC reviewed its levy oversight practice to enhance accountability and transparency. To ensure BC vegetable growers understand how their levy funds benefit the sector, the Commission passed a new Order establishing clear eligibility requirements and a structured process for evaluating project proposals. Organizations looking to receive funding must sign a Research Grant and Industry Development Funding Pre-Qualification Agreement. Our goal is to

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collaborate closely with organizations to ensure a smooth transition and minimize any potential disruptions.

BC Greenhouse Growers Association (BCGGA)

The Commission provided funds to the BCGGA in 2024 to support the research and industry development activities of the BCGGA including Industry Development and Sustainability, Government and Public Relations, and Strategic Alliances and Partnerships. The BCGGA continued work on national programs to address critical issues to the industry through the Fruit and Vegetable Growers of Canada and in collaboration with Agriculture and Agrifood Canada, the Canadian Food Inspection Agency, and other national organizations.

BC Potato and Vegetable Growers Association (BCPVGA)

The Commission provided funds to the BCPVGA in 2024 to support Potato Variety Evaluations, Agricultural Climate Solutions, Water and Fertilizer Management on Potatoes, BC Ag in the Classroom, Soil Moisture Monitoring and Irrigation, and Grower Education.

BC Strawberry Growers Association (BCSGA)

The Commission provided funds to the BCSGA to support the research and industry development activities of the BCSGA.

Industry Conferences & Memberships

In March the Commission attended the Fruit and Vegetable Growers of Canada. The Commission was appointed as a BC representative in three working groups: Trade and Marketing, Vegetable Working Group, and Industry Standards and Food Safety. These groups discuss topics relevant to Canadian farms and promote information exchange.

The Commission is also a member of the United Potato Growers of Canada (UPGC). UPGC provides timely market information reports and forecasting on the north American potato supply and demand. Monthly market calls and in-person meetings provide market intelligence from each growing region in Canada.

Software Implementation & Data Development

Statistics Canada, as part of its modernization agenda, is using alternative data sources and advanced technologies to reduce the survey burden on farmers. The Commission entered into data sharing agreements with Statistics Canada and the BC government, enabling access to more detailed analysis on industry statistics for BC.

Currently, the Commission collects periodic data on shipments and delivery allocation, agency sales, planting areas, and inventories. This data allows us to track crop volumes and average prices, monitor producers' market share, and estimate returns.

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The Commission has been actively working to enhance data collection and reporting systems, focusing on ensuring data reliability and process efficiency to support informed decision-making and operational effectiveness.

ORGANIZATIONAL STABILITY

Board and Staff Changes

In 2024 we restructured the office operations, creating two new positions: Senior Policy and Market Analyst and Senior Licensing and Compliance Administrator.

Jerome Lengkeek, Senior Policy and Market Analyst, develops and updates policies, manages the information database, and maintains relationships within the vegetable industry.

Mariana Loza Scavia, Senior Licensing and Compliance Administrator, oversees the licensing process, ensures compliance with the General Order, and implements process improvements.

The Commission also elected greenhouse and storage crop representatives for three-year terms. Ken Sandhu was elected the greenhouse representative and Hugh Reynolds was re-elected as the storage crop representative.

Mr. Derek Sturko's Order-In-Council (OIC) ended January 31, 2025. Mr. Wes Shoemaker was appointed as the new BCVMC Chair for a one-year term ending December 21, 2025.

Strategic Planning Industry Survey

The Commission conducted its annual industry survey in October through the BC Council of Marketing Boards (BC COMB). We reported back in early January 2025 on the key findings and how we intend to act. The Commission is committed to building on our successes and addressing industry concerns. Key findings are available on our website [<link>](#).

EFFECTIVE COMMUNICATION

Newsletters, Bulletins, Townhall

Over the course of 2024 the Commission executed its communication plan with bulletins providing timely information, engaging industry in opportunities to provide input on policy development, and reports on activities. Quarterly newsletters further enhanced communication on activities, accomplishments and upcoming events. The April town hall meeting provided an overview of the BCVMC strategic plan and updated our priorities.

Public Accountability Reporting Program (PARP)

The Commission provided BCFIRB with industry data and reporting on regulatory goals, key performance targets, and governance for the 2023 calendar year. This information is published in the BCFIRB PARP summary report, which compiles information from each of BC's eight

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commodity boards. The report provides insights into each regulated sector, regulatory goals and governance performance.

Find the report at <https://bcveg.com/bc-farm-industry-review-board-bcfirb/>

As we reflect on the past year, I would like to take this opportunity to extend my sincere appreciation to all those who have contributed to our continued success and progress. To our dedicated staff, thank you for your unwavering commitment, professionalism, and resilience. Your efforts have been instrumental in navigating the challenges of the past year and in advancing the important work of our organization. Your contribution is the foundation of everything we achieve. To our industry partners and participants, thank you for your continued collaboration and support. Your insights and contributions help move our sector forward. And to our commissioners, thank you for your steady leadership and guidance. Your support and commitment help keep us focused and grounded as we work toward our goals.

It's been a year full of challenges and achievements, and I'm proud of what we've accomplished together. I look forward to building on this momentum in the year ahead.

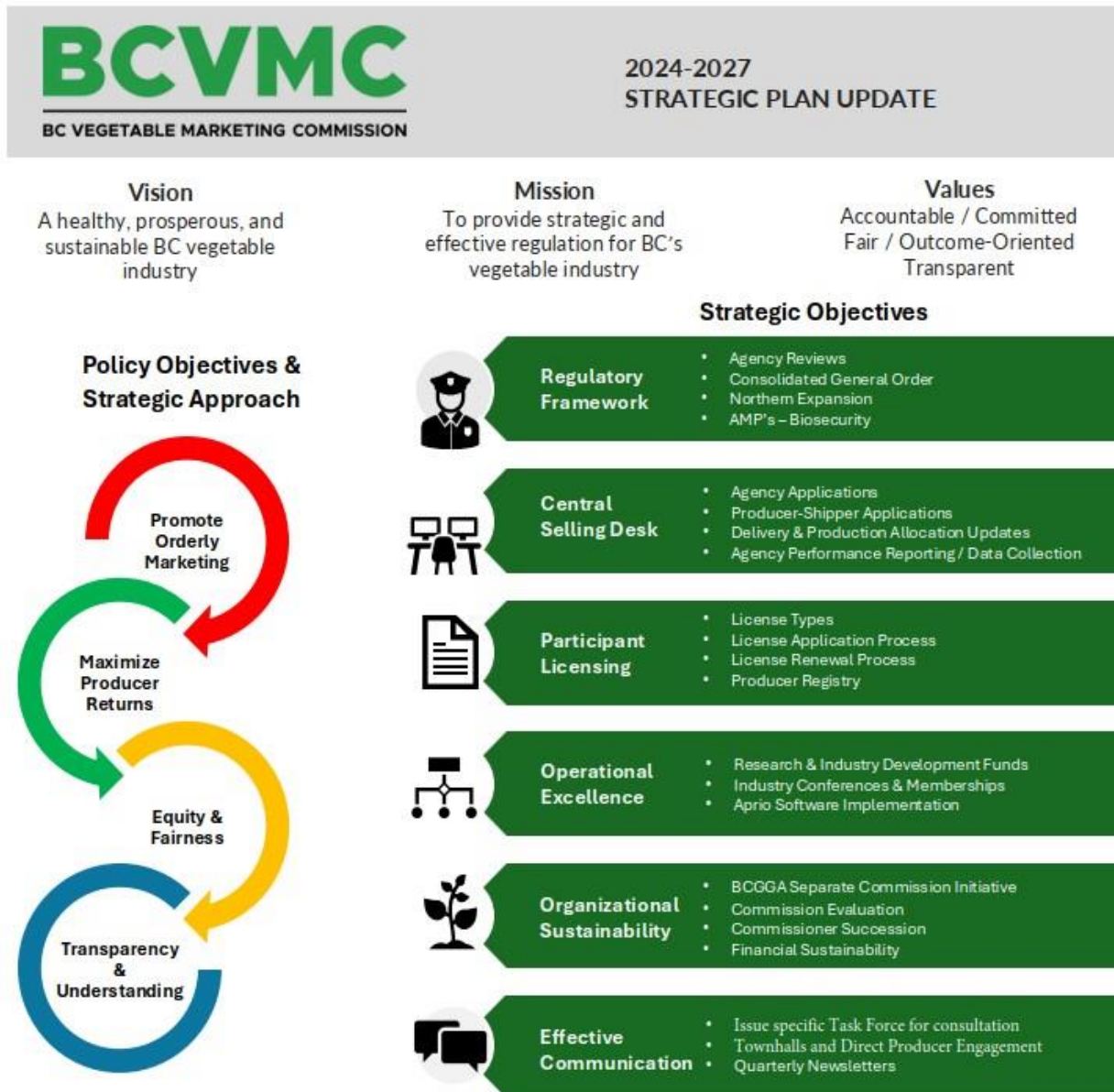
Sincerely,

A handwritten signature in black ink, appearing to read 'Andre Solymosi', with a stylized flourish at the end.

Andre Solymosi, General Manager

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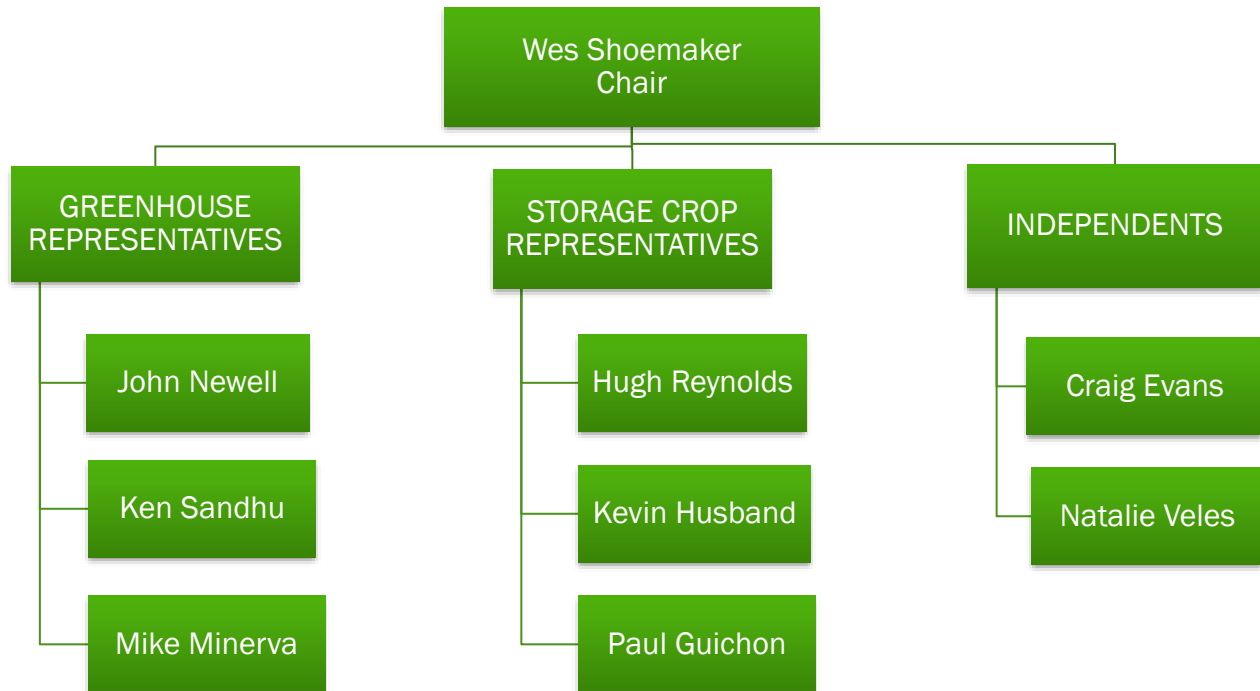
Strategic Plan



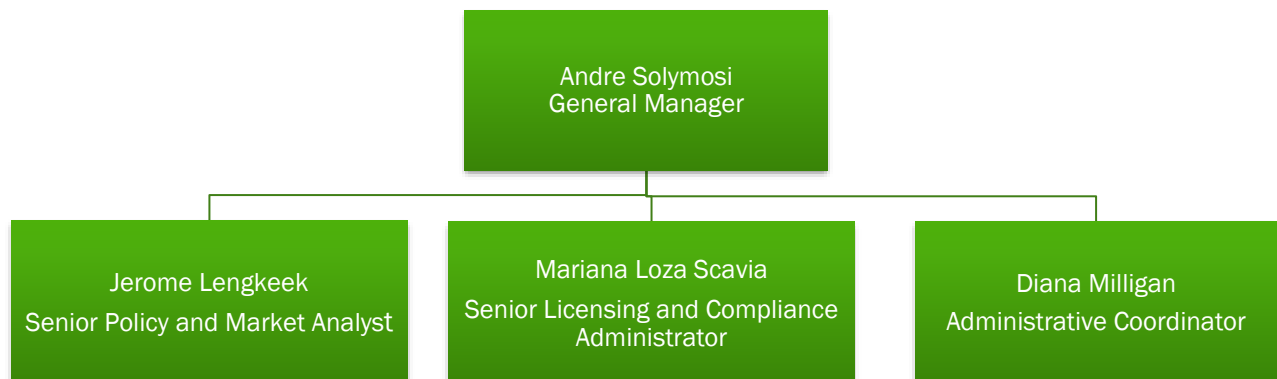
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Commissioners

In accordance with the Scheme, the Commission is comprised of an appointed Chair, two appointed Independents and up to six Members who are 'commercial producers' (as defined in the Scheme) elected by the commercial producers. The Chair is appointed by the provincial government.



Staff



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Committee Reports

FINANCE AND AUDIT COMMITTEE REPORT

The Finance and Audit Committee is a standing committee whose role is to provide oversight to the financial management of the BCVMC. The committee ensures there are adequate resources to fund the organization, financial transparency and that appropriate financial controls are in place. The committee oversees financial reporting, the audit process, levy collection, and compliance with laws and regulations to ensure the BCVMC is operating within its authority.

In 2024, the Finance Committee focused on maintaining financial stability, improving transparency, and enhancing financial and levy processes.

Financial Highlights

- **Financial Results:** The BCVMC realized a small deficit for the year, which was an improvement over last year, however revenue increases were offset by one-time extraordinary expenses in legal and governance fees.
- **Expense Oversight:** Monthly expense tracking has been implemented to track and monitor expenses and provide the BCVMC with the ability to react and respond to changes and variances.
- **Levies & Revenue Collection:** Strengthened oversight on levy and revenue collection, introduced more structured invoicing and revenue recognition, and implemented a late payment follow-up process.
- **Process Improvements:** Explored and evaluated electronic payment options. The BCVMC can now accept credit card payments.
- **Audit & Compliance:** The 2024 audit confirmed that the BCVMC's financial processes and controls are adequate and in compliance with accounting standards.

Levy Collection

The BCVMC establishes and collects administrative levies from growers to fund its operations and research and industry development levies for approved projects that support the BC Vegetable Scheme.

- **Administrative Levies:** In 2024, the BCVMC collected the following administrative levies from regulated industry sectors:

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SECTOR	AMOUNT (\$)	%
Greenhouse Sector	\$ 449,463	44.8%
Storage Crop Sector	\$ 501,065	49.9%
Processing Crop Sector	\$ 18,855	1.9%
Wholesalers	\$ 34,750	3.4%
Totals	\$ 1,004,133	100%

- **Research and Industry Development Levies:** In 2024, the BCVMC collected and disbursed the following Research and Industry Development levies from regulated industry sectors:

SECTOR	COLLECTED	DISBURSED
Greenhouse Sector	\$727,512.87	\$547,645.80
Storage Crop Sector	\$295,305.24	\$108,674.80
Processing Crop Sector	\$8,683.77	\$956.88
Totals	\$1,031,501.88	\$657,277.48

To ensure the BCVMC is operating within its authority, it has undertaken a review into how research and industry development levies are established and how these funds are being used, which will continue in the coming year.

Looking ahead, the committee is committed to providing the BCVMC with oversight and financial discipline to ensure the industry continues to receive value for the levies collected.

Thank you to the Finance Committee members – Craig Evans (Chair), Hugh Reynolds, Mike Minerva, and BCVMC staff for their dedication and efforts in 2024.

GOVERNANCE COMMITTEE REPORT

In 2024, the Governance Committee focused on fulfilling its role in the areas of succession planning and stakeholder engagement.

To enable more effective internal communications between the BCVMC office and Commissioners, we oversaw the implementation of Aprio Board software. While it's been a learning curve, housing relevant documents, meeting materials, and the Commission's calendar in one online space has helped streamline internal communications.

In the area of succession planning, we led and supported the following activities in 2024:

- Semi-annual performance review of the General Manager
- Recruitment for the 2024 Election
- Review of BCVMC's Election Policy

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- Onboarding of new Commissioners
- Review and launch of the 2025 Independent Member Appointment process
- Annual Board and Chair Evaluation Survey with support from the BC Council of Marketing Boards

Stakeholder engagement is a top priority for the Commission which the Governance Committee continued to support throughout 2024. The Committee oversaw the appointment process to, and progress of, the Greenhouse and Storage Crop Industry Advisory Committees, and provided planning support for the April 2024 Townhall meeting. We also guided engagement ahead of the Commission's annual strategic planning session to ensure a channel for industry input on BCVMC performance and key issues for the industry.

Thank you to the Governance Committee members – Natalie Veles (Chair), John Newell, Hugh Reynolds (January to April), and Paul Guichon (May to December) – for all your work this year and to BCVMC's Past Chair Derek Sturko for supporting the committee's mandate and efforts to continue improving governance at the BCVMC.

BC's Regulated Vegetable Industry

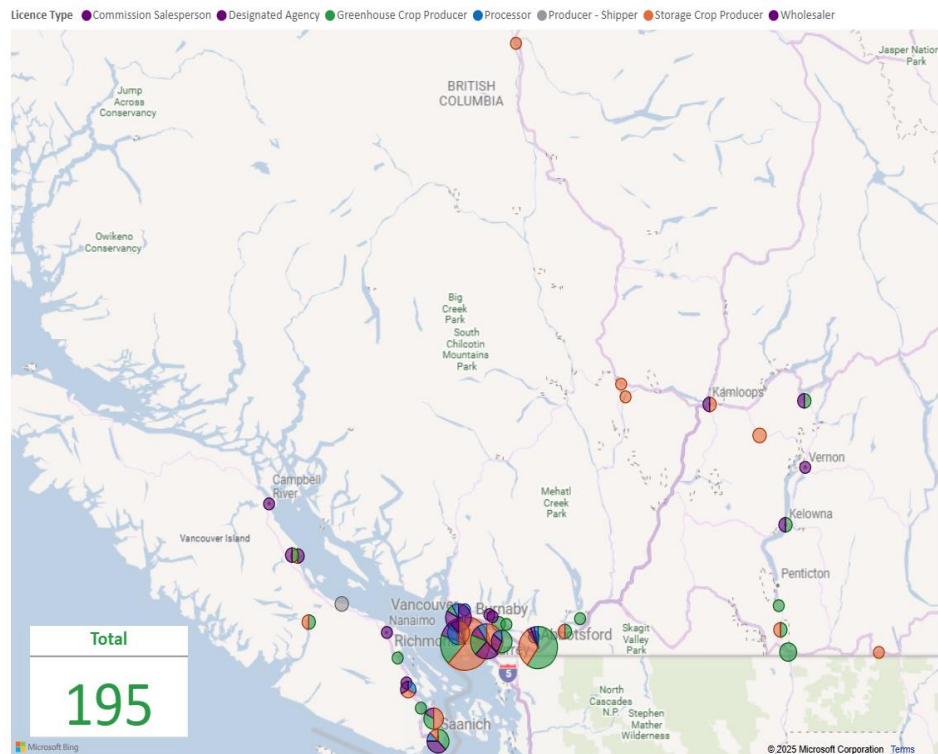
Participant Licensing

A total of 195 licenses were issued in 2024.

BCVMC Licensed Organizations

Number of Licensed Organizations by Category

Commission Salesperson	3
Designated Agency	11
Greenhouse Crop Producer	60
Processor	13
Producer - Shipper	3
Storage Crop Producer	72
Wholesaler	33

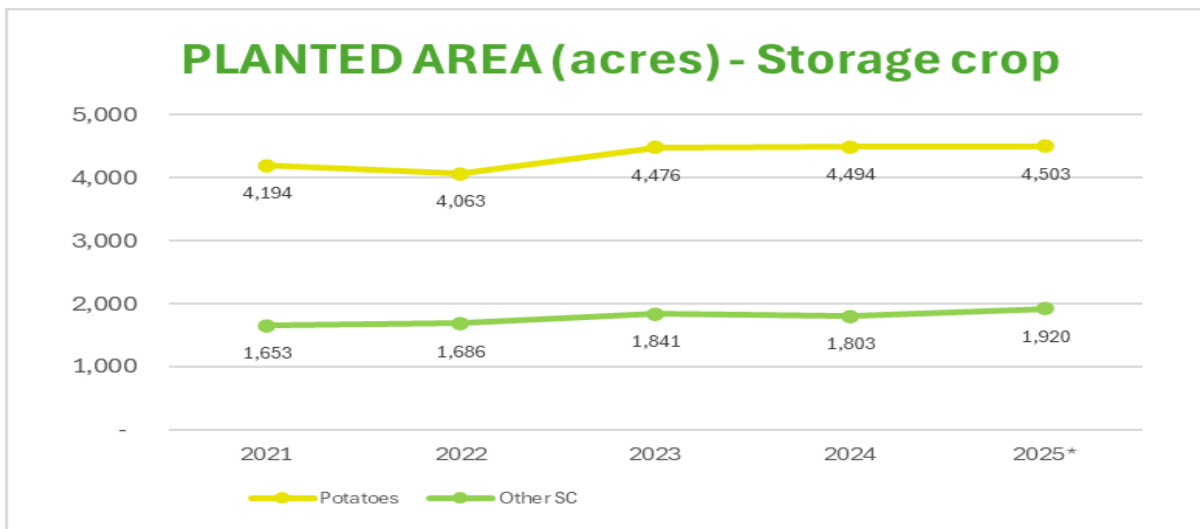


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KEY INDUSTRY STATISTICS

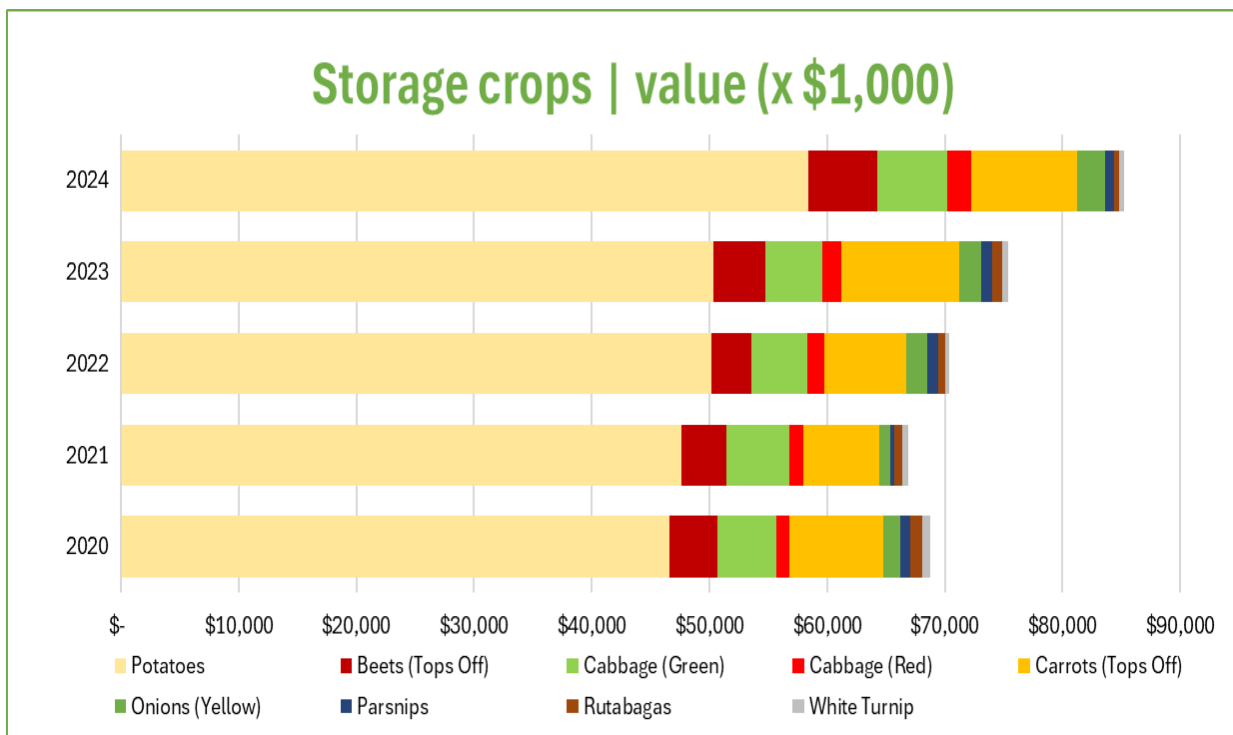
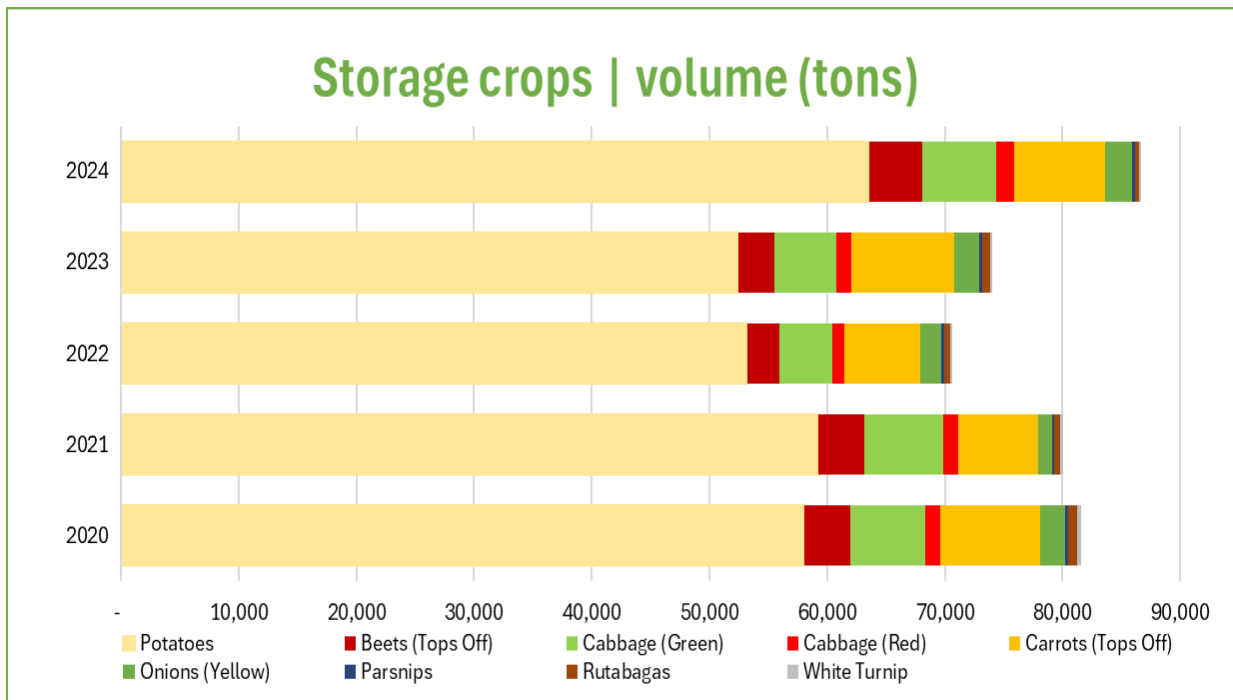
Storage Crops

- Planted acreage remained relatively stable with investments in equipment and buildings mostly directed towards normal maintenance or replacement of existing like for like equipment. Some larger farmers have made investments in new equipment which uses tracks and are therefore able to deal with problematic weather more easily.

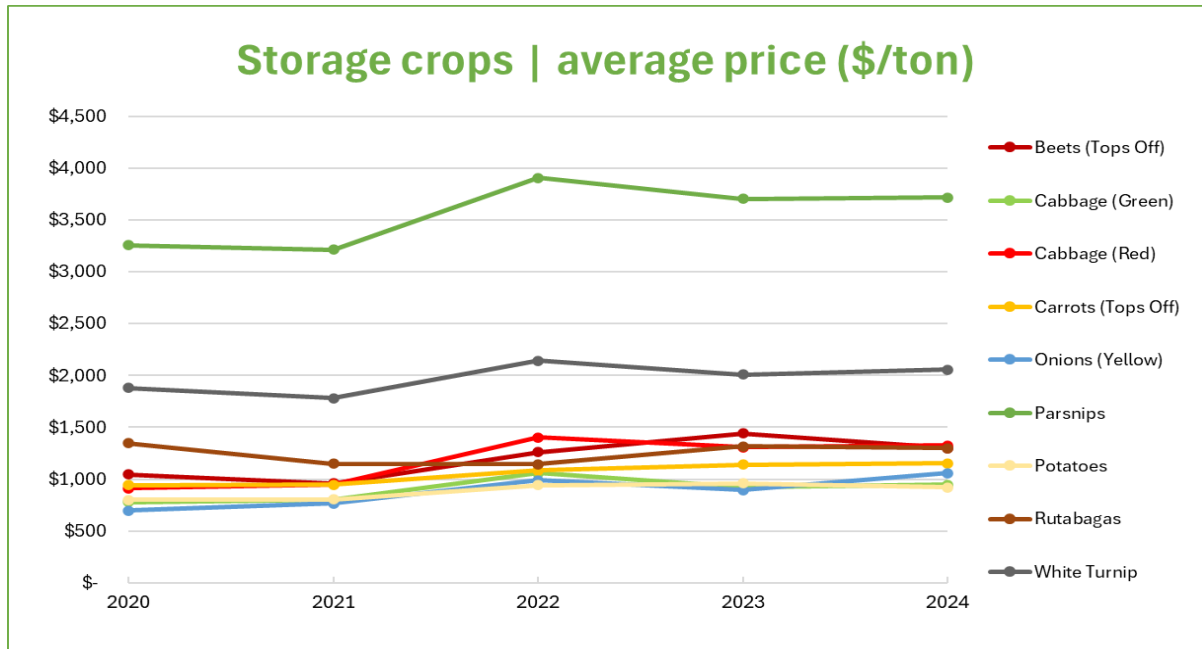


- In 2024, potatoes volume and FOB value increased compared to 2023 (19% and 15% respectively), however the average price slightly decreased by 3%.
- Cabbage volume and values have increased in a similar proportion (about 21% for green cabbage and 28% for red cabbage), bringing the prices slightly up (3% and 1% respectively),
- Carrots, parsnips and rutabagas prices have remained stable, however volumes and values have decreased, on average, by 11%, 19% and 48% respectively,
- Beets sales have considerably increased compared to last year (46%), but prices dropped by 10%, bringing the total FOB value to increase only by 32%
- Onion pricing increased by 18%, volume was also up but only by 5%, the total FOB sales increased by 24% compared to the previous year.
- White turnips remained stable, with just a slight increase in price that caused a similar FOB value though having a small drop in total volume.

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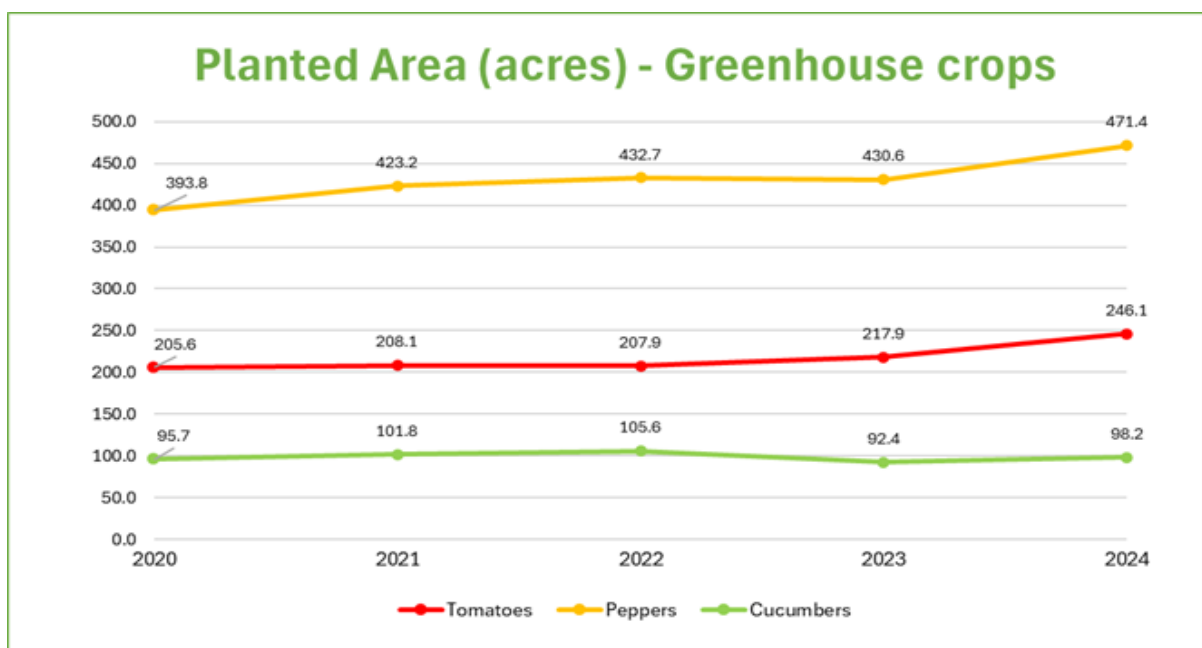


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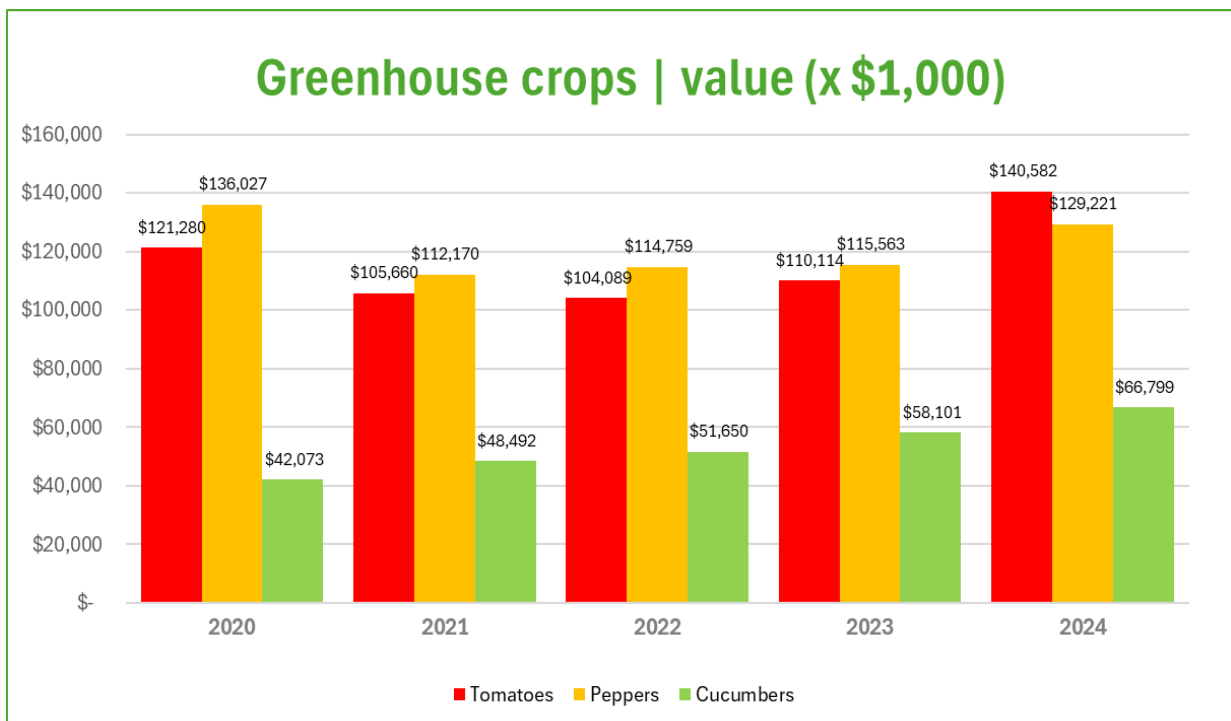
Greenhouse Crops

- An increase in planted area was observed for tomatoes, peppers and cucumbers compared to 2023. Tomatoes registered the largest increase, 13%, while peppers and cucumbers had slightly moderate increases (9% and 6% respectively).

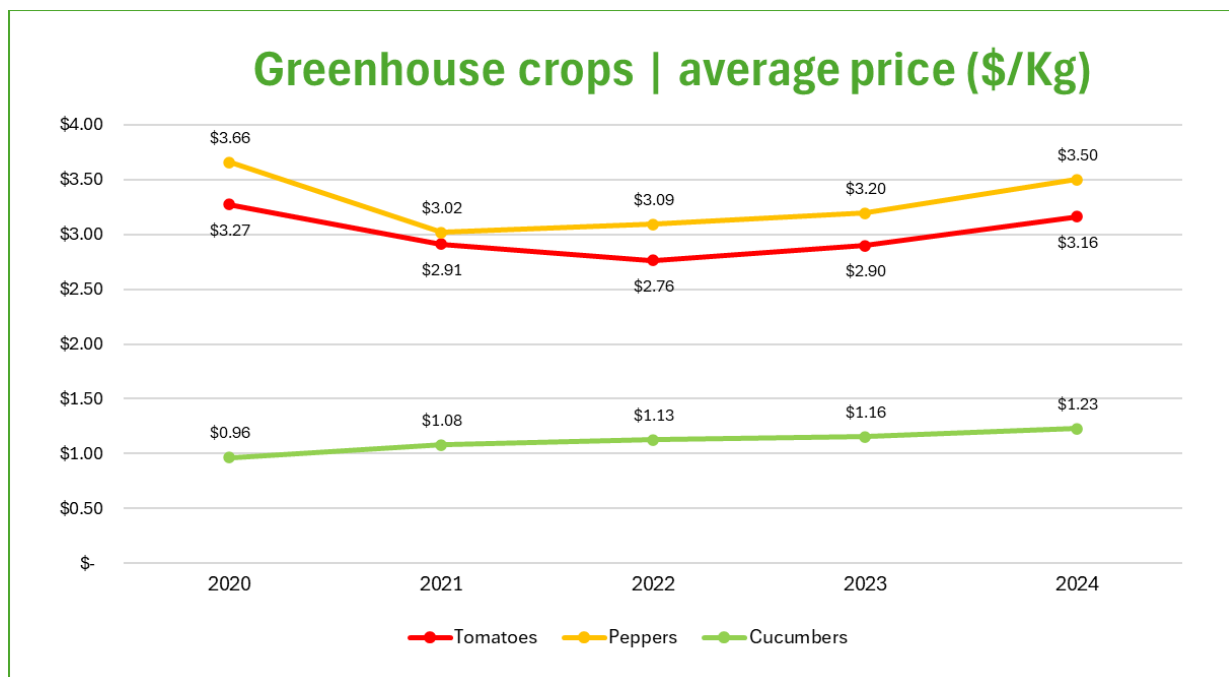
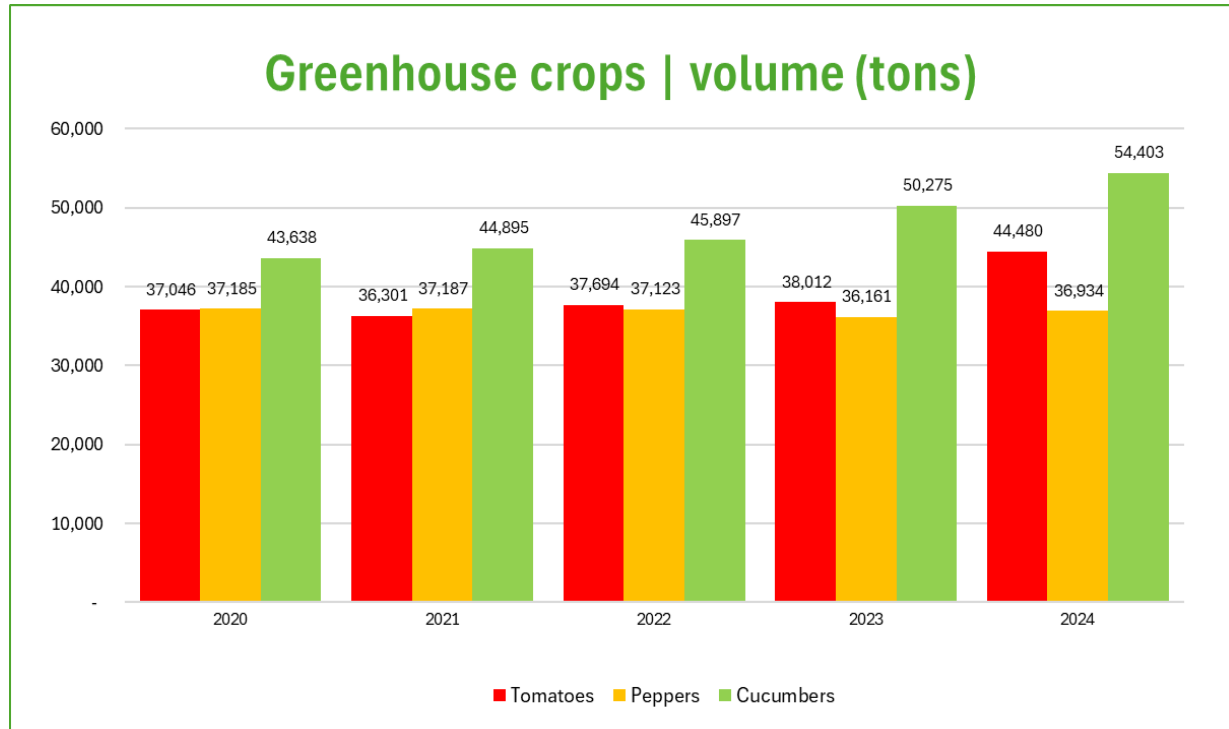


BC VEGETABLE MARKETING COMMISSION

- This increase in area is consistent with the increase in volume; however, the tomato crop saw a non-linear increase (17%), which could be due to new technology investments by larger producers. All greenhouse vegetables experienced an increase in average price (\$/kg) compared to the previous year (2023).
- The planted area in specialty greenhouse vegetables (mini cukes, mini peppers, lettuce) increased by 9% to 71 acres in 2024 due to growth in lettuce acreage.
- Most growers are making steady incremental improvements to their legacy greenhouses. Robotic sprayers and robotic pickers are very much still in the developmental stage and not being rolled out yet due to very high costs. Greenhouses that are expanding are typically including new types of lighting with their expansions that will allow them to grow year-round. The biggest investment with very high yields being made by several growers is in more modern robotic or automated grading and packing lines. These add significant productivity benefits and cost savings to the operations that are implementing them.



BC VEGETABLE MARKETING COMMISSION



BC VEGETABLE MARKETING COMMISSION

KEY MARKET CHALLENGES

In 2024, BC's regulated vegetable sector encountered several significant challenges:

Escalating Carbon Tax Implications

The federal carbon tax increased from \$65 to \$80 per ton on April 1, 2024. This surge intensified financial pressures on growers, affecting profitability and sustainability.

Rising Input Costs and Regulatory Challenges

Beyond carbon taxes, growers contended with increased expenses related to labour, energy, fertilizer, packaging, and equipment that continue to challenge profitability.

Climate Change and Extreme Weather Events

Farmers expressed growing concern over climate change impacts, with extreme weather events such as droughts, floods, and wildfires adversely affecting crop yields and quality. These conditions underscored the need for adaptive strategies to mitigate environmental risks.

Tariff Threats and Trade Volatility

In the fall of 2024, the sector faced potential U.S. tariffs on Canadian greenhouse exports, posing a significant risk given that nearly all of Canada's greenhouse vegetable exports are destined for the U.S. Such trade uncertainties threatened market stability and grower revenues.

Conclusion

Throughout 2024, both the greenhouse vegetable and storage crop industries in BC navigated a complex landscape marked by economic pressures and environmental uncertainties. Addressing these issues requires collaborative efforts among industry stakeholders, policymakers, and support organizations to develop sustainable solutions and ensure the resilience of BC's agricultural sector.

BC VEGETABLE MARKETING COMMISSION

2024 Financial Statements

BRITISH COLUMBIA VEGETABLE MARKETING COMMISSION

Financial Statements

Year Ended December 31, 2024

BC VEGETABLE MARKETING COMMISSION

BRITISH COLUMBIA VEGETABLE MARKETING COMMISSION

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Year Ended December 31, 2024

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BC VEGETABLE MARKETING COMMISSION



INDEPENDENT AUDITOR'S REPORT

To the Members of British Columbia Vegetable Marketing Commission

Report on the Financial Statements

Opinion

We have audited the financial statements of British Columbia Vegetable Marketing Commission (the "organization"), which comprise the statement of financial position as at December 31, 2024, and the statements of revenues and expenditures, changes in net assets and cash flows for the year then ended, and notes to the financial statements, including a summary of significant accounting policies.

In our opinion, the accompanying financial statements present fairly, in all material respects, the financial position of the organization as at December 31, 2024, and the results of its operations and cash flows for the year then ended in accordance with Canadian accounting standards for not-for-profit organizations (ASNPO).

Basis for Opinion

We conducted our audit in accordance with Canadian generally accepted auditing standards. Our responsibilities under those standards are further described in the *Auditor's Responsibilities for the Audit of the Financial Statements* section of our report. We are independent of the organization in accordance with ethical requirements that are relevant to our audit of the financial statements in Canada, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Responsibilities of Management and Those Charged with Governance for the Financial Statements

Management is responsible for the preparation and fair presentation of the financial statements in accordance with ASNPO, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, management is responsible for assessing the organization's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless management either intends to liquidate the organization or to cease operations, or has no realistic alternative but to do so.

Those charged with governance are responsible for overseeing the organization's financial reporting process.

(continues)

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BC VEGETABLE MARKETING COMMISSION

Independent Auditor's Report to the Members of British Columbia Vegetable Marketing Commission
(continued)

Auditor's Responsibilities for the Audit of the Financial Statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with Canadian generally accepted auditing standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

As part of an audit in accordance with Canadian generally accepted auditing standards, we exercise professional judgment and maintain professional skepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the organization's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- Conclude on the appropriateness of management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the organization's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the organization to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

Langley, British Columbia
March 18, 2025

Aterna Advisors Inc.

Chartered Professional Accountants

BC VEGETABLE MARKETING COMMISSION

BRITISH COLUMBIA VEGETABLE MARKETING COMMISSION Statement of Financial Position December 31, 2024

	2024	2023
ASSETS		
CURRENT		
Term deposits (Note 3)	\$ 12,071	\$ 72,479
Accounts receivable	361,630	237,988
Goods and services tax recoverable	31,265	30,709
Prepaid expenses	13,761	31,101
	<u>418,727</u>	<u>372,277</u>
RESTRICTED CASH AND EQUIVALENTS (Note 4)	1,393,153	1,051,158
CAPITAL ASSETS (Note 5)	<u>37,344</u>	<u>59,412</u>
	\$ 1,849,224	\$ 1,482,847
LIABILITIES AND NET ASSETS		
CURRENT		
Accounts payable and accrued liabilities	\$ 74,705	\$ 41,038
ADMINISTERED FUNDS	<u>1,393,153</u>	<u>1,051,158</u>
	<u>1,467,858</u>	<u>1,092,196</u>
NET ASSETS		
Unrestricted fund	344,022	331,239
Invested in capital assets	<u>37,344</u>	<u>59,412</u>
	<u>381,366</u>	<u>390,651</u>
	\$ 1,849,224	\$ 1,482,847
CONTRACTUAL OBLIGATIONS (Note 9)		

ON BEHALF OF THE BOARD

W. Shewell Director
Cap Evans Director

See notes to financial statements

BC VEGETABLE MARKETING COMMISSION

BRITISH COLUMBIA VEGETABLE MARKETING COMMISSION Statement of Revenues and Expenditures Year Ended December 31, 2024

	2024	2023
REVENUES		
Levies	\$ 687,817	\$ 596,114
Licenses	320,192	185,509
	<u>1,008,009</u>	<u>781,623</u>
EXPENSES		
Salaries and wages	408,996	384,776
Legal fees (Note 8)	272,205	116,568
Governance cost	169,050	95,057
Rent	65,281	62,522
Supplies and services	37,864	34,155
Telephone and internet	30,336	20,755
Amortization	28,146	43,496
Support and promotion	27,413	26,223
Travel	26,254	6,522
Accounting and audit fees	20,294	22,330
Industry Memberships	9,071	8,138
IT support	8,755	-
Contractor services	5,733	7,780
	<u>1,109,398</u>	<u>828,322</u>
DEFICIENCY OF REVENUES OVER EXPENSES FROM OPERATIONS	(101,389)	(46,699)
OTHER INCOME (EXPENSES)		
Other income (Note 7)	92,104	24,870
DEFICIENCY OF REVENUES OVER EXPENSES	\$ (9,285)	\$ (21,829)

See notes to financial statements

BC VEGETABLE MARKETING COMMISSION

BRITISH COLUMBIA VEGETABLE MARKETING COMMISSION Statement of Changes in Net Assets Year Ended December 31, 2024

	Unrestricted Fund	Invested in capital assets	2024	2023
NET ASSETS - BEGINNING OF YEAR	\$ 331,239	\$ 59,412	\$ 390,651	\$ 412,480
DEFICIENCY OF REVENUES OVER EXPENSES	18,861	(28,146)	(9,285)	(21,829)
CAPITAL ASSETS	(6,078)	6,078	-	-
NET ASSETS - END OF YEAR	\$ 344,022	\$ 37,344	\$ 381,366	\$ 390,651

See notes to financial statements

BC VEGETABLE MARKETING COMMISSION

BRITISH COLUMBIA VEGETABLE MARKETING COMMISSION

Statement of Cash Flows Year Ended December 31, 2024

	2024	2023
OPERATING ACTIVITIES		
Deficiency of revenues over expenses	\$ (9,285)	\$ (21,829)
Item not affecting cash:		
Amortization of capital assets	28,146	43,496
	<u>18,861</u>	<u>21,667</u>
Changes in non-cash working capital:		
Accounts receivable	(123,642)	(36,864)
Accounts payable and accrued liabilities	33,665	(90,960)
Prepaid expenses	17,340	(16,030)
Goods and services tax payable	(556)	(14,098)
	<u>(73,193)</u>	<u>(157,952)</u>
Cash flow used by operating activities	<u>(54,332)</u>	<u>(136,285)</u>
INVESTING ACTIVITIES		
Purchase of capital assets	(6,078)	(20,448)
Term deposits	60,410	156,734
Cash flow from investing activities	<u>54,332</u>	<u>136,286</u>
FINANCING ACTIVITIES		
Administered funds	341,995	632,475
Held for administered funds	(341,995)	(632,475)
Cash flow from financing activities	<u>-</u>	<u>-</u>
INCREASE IN CASH FLOW	<u>-</u>	<u>-</u>
Cash - beginning of year	<u>-</u>	<u>-</u>
CASH - END OF YEAR (Note 3)	<u>\$ -</u>	<u>\$ -</u>

See notes to financial statements

BC VEGETABLE MARKETING COMMISSION

BRITISH COLUMBIA VEGETABLE MARKETING COMMISSION

Notes to Financial Statements

Year Ended December 31, 2024

1. DESCRIPTION OF BUSINESS

The Commission was established by the British Columbia Vegetable Scheme, B.C. Reg.96/80, for the purpose of regulation, marketing and promotion of the B.C. vegetable industry.

2. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

Basis of presentation

The financial statements were prepared in accordance with Canadian accounting standards for not-for-profit organizations (ASNFP). Canadian accounting standards for not-for-profit organizations are part of Canadian GAAP.

Capital assets

Capital assets are stated at cost less accumulated amortization. Capital assets are amortized over their estimated useful lives at the following rates and methods:

Computer equipment	30%	straight-line method
Computer software	33%	straight-line method
Database	25%	straight-line method
Furniture and office equipment	10%	straight-line method
Leasehold improvements	20%	straight-line method

Administered funds

The Commission reports funds administered on behalf of industry groups.

Revenue recognition

British Columbia Vegetable Marketing Commission follows the deferral method of accounting for contributions.

Restricted contributions are recognized as revenue in the year in which the related expenses are incurred. Unrestricted contributions are recognized as revenue when received or receivable if the amount to be received can be reasonably estimated and collection is reasonably assured.

Measurement uncertainty

The preparation of financial statements in conformity with Canadian accounting standards for not-for-profit organizations requires management to make estimates and assumptions that affect the reported amount of assets and liabilities, disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenues and expenses during the period. Such estimates are periodically reviewed and any adjustments necessary are reported in earnings in the period in which they become known. Actual results could differ from these estimates.

BC VEGETABLE MARKETING COMMISSION

BRITISH COLUMBIA VEGETABLE MARKETING COMMISSION

Notes to Financial Statements

Year Ended December 31, 2024

3. TERM DEPOSITS

	2024	2023
Term Deposits	\$ 553,762	\$ 538,199
Restricted - held for administered funds	(541,691)	(465,720)
	<u>\$ 12,071</u>	<u>\$ 72,479</u>

Envision Credit Union term deposits are cashable at any time during its term. Term deposits consist of one step-up term maturing May 14, 2025, with interest of 1.25% per annum till August 14, 2024 and 7.75% per annum from August 15, 2024 to May 14, 2025.

4. RESTRICTED - CASH AND EQUIVALENTS

Reserved for administered funds (Note 6)	<u>\$ 1,393,153</u>	<u>\$ 1,051,158</u>
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5. CAPITAL ASSETS

	Cost	Accumulated amortization	2024 Net book value	2023 Net book value
Database	\$ 229,558	\$ 207,535	\$ 22,023	\$ 43,623
Computer software	78,958	71,035	7,923	4,713
Computer equipment	30,057	26,916	3,141	5,456
Leasehold improvements	56,616	54,337	2,279	3,190
Furniture and office equipment	114,212	112,234	1,978	2,430
	<u>\$ 509,401</u>	<u>\$ 472,057</u>	<u>\$ 37,344</u>	<u>\$ 59,412</u>

6. ADMINISTERED FUNDS

	2023	Net Receipts	Net Disbursements	2024
Potato Trade Support Fund	\$ 466,167	\$ 158,694	\$ 16,834	\$ 608,027
Greenhouse Quota Trust Fund	459,376	109,905	160,750	408,531
Greenhouse Research and Development Fund	-	692,942	388,290	304,652
B.C. Agricultural Council	26,447	11,519	8,714	29,252
Fruit & Vegetable Growers of Canada	4,132	22,365	5,071	21,426
Brassica Research Fund	29,310	6,831	18,897	17,244
Pea Wilt Research Fund	1,809	-	-	1,809
United Potato Growers of Canada	885	3,871	3,092	1,664
Fraser Valley Strawberry Growers Association Fund	361	745	-	1,106
Strawberry Research Fund	157	325	-	482
Potato Research & Industry Development Fund	40,038	71,712	111,725	25

BC VEGETABLE MARKETING COMMISSION

BRITISH COLUMBIA VEGETABLE MARKETING COMMISSION

Notes to Financial Statements

Year Ended December 31, 2024

Processing Vegetable Development Fund	23,943	-	23,943	-
Greenhouse Trade Support Fund	-	130,648	130,648	-
Bean Growers Association Funds	(1,467)	402	-	(1,065)
	<u>\$ 1,051,158</u>	<u>\$ 1,209,959</u>	<u>\$ 867,964</u>	<u>\$ 1,393,153</u>

Administered funds are funds established and held for specific purposes as follows:

- a) Research and development funds are established for related industry research and development activities.
- b) The performance security fund holds funds held as performance guarantees for development.

7. OTHER INCOME

	2024	2023
Application & Service Fees	\$ 50,750	\$ 5,100
Sundry	21,119	750
Interest income	20,235	19,020
	<u>\$ 92,104</u>	<u>\$ 24,870</u>

Other income includes administrative fees.

8. LEGAL FEES

The significant legal expenses are due to agency applications, enhancing governance process on research & industry development levies, a review of policy and redrafting the General Order, appeals before BC Farm Industry Review Board (FIRB), a Supervisory Review, and the subsequent hearing process.

9. LEASE COMMITMENTS

The Commission occupies premises under a lease agreement which includes minimum rent, plus property taxes, maintenance, heat and certain other common costs. Subsequent to the year end, the lease was renewed on January 8, 2024, for five years starting May 1, 2024:

The minimum lease payments, excluding additional costs and sub-let receipts, if any, for the next years are as follows:

Contractual obligation repayment schedule:

2025	\$ 42,399
2026	42,399
2027	43,745
2028	44,418
2029	14,806
	<u>\$ 187,767</u>

BC VEGETABLE MARKETING COMMISSION

BRITISH COLUMBIA VEGETABLE MARKETING COMMISSION

Notes to Financial Statements

Year Ended December 31, 2024

10. FINANCIAL INSTRUMENTS

The organization is exposed to various risks through its financial instruments and has a comprehensive risk management framework to monitor, evaluate and manage these risks. The following analysis provides information about the organization's risk exposure and concentration as of December 31, 2024.

Credit risk

Credit risk arises from the potential that a counter party will fail to perform its obligations. The organization is exposed to credit risk from licensees. In order to reduce its credit risk, the organization reviews a new licensee's credit history before extending credit and conducts regular reviews of its existing licensee's credit performance. An allowance for doubtful accounts is established based upon factors surrounding the credit risk of specific accounts, historical trends and other information. The organization has a significant number of licensees which minimizes concentration of credit risk.

Liquidity risk

Liquidity risk is the risk that an entity will encounter difficulty in meeting obligations associated with financial liabilities. The organization is exposed to this risk mainly in respect of accounts payable, accrued liabilities and administered funds it is holding.

Interest rate risk

Interest rate risk is the risk that the value of a financial instrument might be adversely affected by a change in the interest rates. In seeking to minimize the risks from interest rate fluctuations, the organization manages exposure through its normal operating and financing activities. The organization is exposed to interest rate risk primarily through its term deposits.

Fair value

The organization's carrying value of cash, term deposits, accounts receivable, and accounts payable approximates its fair value due to the immediate or short term maturity or capacity for prompt liquidation of these instruments.

Unless otherwise noted, it is management's opinion that the organization is not exposed to significant other price risks arising from these financial instruments.

11. COMPARATIVE FIGURES

Some of the comparative figures have been reclassified to conform to the current year's presentation.

BC VEGETABLE MARKETING COMMISSION

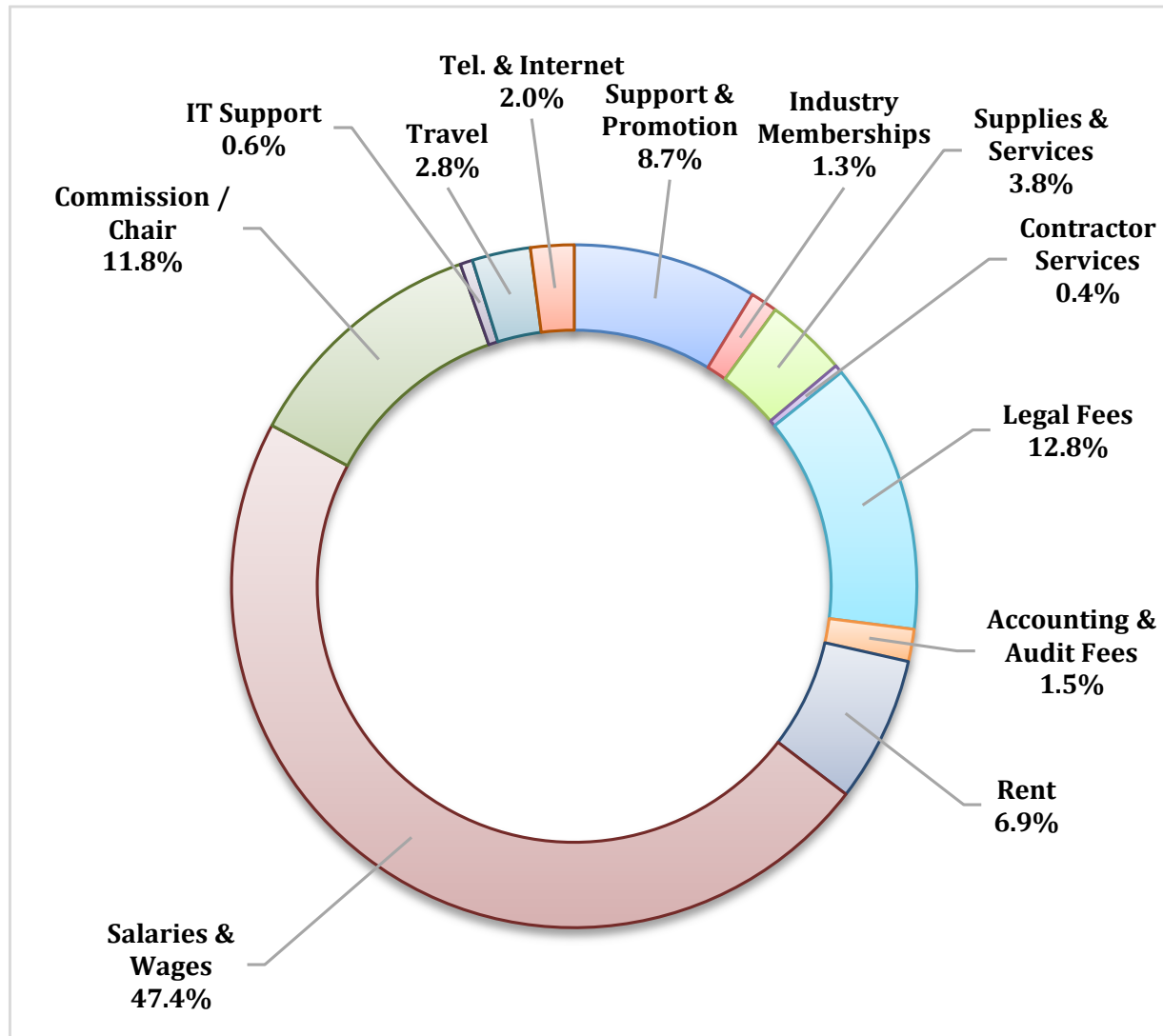
2025 Operating Budget

BC Vegetable Marketing Commission 2025 Budget - Statement of Operations

	2024 Actual	2025 Budget	Budget Vs 2024 Actual
REVENUES			
Levies	\$ 687,817	\$ 663,293	\$ (24,524)
Licenses	320,192	350,760	30,568
TOTAL REVENUE	1,008,009	1,014,053	6,044
EXPENSES			
Salaries and wages	408,996	481,550	72,554
Legal fees	272,205	130,000	(142,205)
Governance cost	169,050	120,000	(49,050)
Rent	65,281	70,000	4,719
Supplies and services	37,864	39,100	1,236
Telephone and internet	30,336	20,800	(9,536)
Amortization	28,146	-	(28,146)
Support and promotion	27,413	88,500	61,087
Travel	26,254	28,000	1,746
Accounting and audit fees	20,294	15,500	(4,794)
Industry Memberships	9,071	13,000	3,929
IT support	8,755	6,000	(2,755)
Contractor services	5,733	4,000	(1,733)
TOTAL EXPENSES	1,109,398	1,016,450	(92,948)
OVER EXPENSES FROM OPERATIONS	(101,389)	(2,397)	98,992
OTHER INCOME	92,104	12,250	(79,854)
SURPLUS / (DEFICIT)	\$ (9,285)	\$ 9,853	\$ 19,138

BC VEGETABLE MARKETING COMMISSION

2025 Budget Expenses



BC VEGETABLE MARKETING COMMISSION

Commission Information

BC Vegetable Marketing Commission

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BCVMC

BC VEGETABLE MARKETING COMMISSION

