

December 30, 2025

Bulletin: General Order Revisions – Update and Next Steps

The BC Vegetable Marketing Commission (the Commission) is issuing this bulletin to update industry on the status of the **General Order modernization process**, outline the changes that have been developed to date, and explain what feedback is being requested and what the next steps will be.

Background and Work Completed to Date

Following the first phase of General Order updates implemented in **January 2025**, the Commission undertook a broader review to further modernize, clarify, and strengthen the General Order.

To support this work:

- A **General Order Task Force** was convened and delivered **27 recommendations** to the Commission.
- A comprehensive **industry consultation process** was conducted in October and November 2025, including:
 - Townhall meetings across the province
 - Meetings with marketing agencies
 - Written submissions from producers and industry organizations
- Staff reviewed all feedback and drafted proposed amendments reflecting:
 - Areas of strong consensus
 - Necessary technical corrections and clarifications
 - Matters requiring further policy development and consultation

This work and outcomes were presented to the Commission in November and December 2025. The proposed amendments are now being released for further feedback.

What Has Been Drafted for Implementation

Based on industry input and Commission direction, an initial **redraft of the General Order** has been prepared for industry review. The proposed amendments focus on clarity, consistency, and improved administration, including:

Key Changes Reflected in the Draft

- **Licensing structure and definitions**
 - Consolidation and clarification of license categories
 - Introduction of a defined **Small-Scale Producer** category
 - Re-introduction of a clear definition of “**Good Standing**”
- **License renewal processes**
 - License renewals are now clearly separated from allocation requests
 - Renewal periods and application requirements have been standardized
- **Agency and producer obligations**
 - Clear expectations for agency business plans and reporting
 - Clarified provisions related to selling to multiple agencies
- **Administrative and technical improvements**
 - Removal of redundant definitions
 - Updated fee structures and terminology
 - Improved alignment between regulatory intent and current industry practice

These changes reflect recommendations that received broad support through consultation and are considered ready to proceed to the next stage of implementation.

What the Commission is Asking for Now

Industry stakeholders are invited to **review the attached redrafted General Order** and provide written feedback on the proposed amendments.

To support the review the following documents are provided:

- A **red-lined version** that shows all proposed changes tracked against the current 2025 General Order that was brought into force on January 2, 2025.
- A **clean version** of the new General Order that shows how the document would read if adopted.
- Feedback should focus on whether the draft supports the Commission mandate to ensure orderly marketing and provide stable returns to growers and if it raises any unintended consequences that should be addressed.

Written comments are requested **no later than 5:00 PM on January 23, 2026**.

Matters Requiring Further Consultation

Some policy areas generated significant discussion, and it was determined that additional analysis was required before final decisions can be made. These matters will be the subject of more targeted consultation in early 2026 and include:

- **Organic production and marketing**
- **Food safety and biosecurity requirements**
- **Greenhouse producers selling to multiple agencies**
- **Requirements on net grower return (NGR) reporting**
- **Potential use of monetary penalties and enforcement tools**

Staff have been directed to explore options and gather industry feedback on these policy areas and bring recommendations back to the Commission by **June 2026**.

Next Steps and Timing

- **January 23, 2026** – Deadline for written industry feedback
 - **Late February 2026** – Anticipated effective date for General Order amendments
 - **Spring 2026** – Targeted consultation on outstanding policy areas
 - **June 2026** – Staff to report back to the Commission with further recommendations
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Industry stakeholders are invited to provide written feedback to Diana Milligan at dmilligan@bcveg.com no later than 5:00PM on January 23, 2026.

Closing

The Commission thanks industry participants for their extensive engagement throughout this process. The objective remains a **clear, modern, and effective General Order** that supports orderly marketing, fair competition, and long-term industry stability.