

WINTER
2025

THE COMMISSION REPORT

BC Vegetable Marketing Commission Newsletter

Issued: December 31, 2025

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

HAPPY HOLIDAYS FROM THE BCVMC!

WARM GREETINGS AS WE CELEBRATE THE GIFTS OF FAMILY, GOOD
FRIENDS, HEALTHY FOOD AND HOLIDAY CHEER!

BCVMC 2025 Holiday Hours

Wednesday, December 24th: 9:00 am – 1:00 pm

Thursday, December 25th (Christmas Day): Closed

Friday, December 26th: (Boxing Day) Closed

Wednesday, December 31st: 9:00 am - 1:00 pm

Thursday, Jan. 1st, 2025 (New Year's Day): Closed

KEY DATES

- **January 6-8**
Potato Expo – Dallas, TX
- **January 22-24**
Pacific Agriculture Show
- **January 22-24**
Lower Mainland Horticulture Conference
- **February 11**
BCVMV Commission Meeting
- **March 11**
BCVMV Commission Meeting

MESSAGE FROM WES SHOEMAKER, CHAIR BCVMC

As we begin a new year, I would like to take the opportunity to reflect briefly on the Commission's work over the past year and share what you can expect in 2026.

Over the past year, a key priority has been re-orienting the Commission to current industry realities and advancing long-standing regulatory modernization work. Central to this effort has been the comprehensive review and modernization of the General Order. With the support of an industry Task Force, we completed a detailed review that resulted in 27 recommendations aimed at improving clarity, effectiveness, and fairness across the regulatory framework. These recommendations were shared broadly with industry through written submissions and a series of town hall meetings, ensuring that grower and agency perspectives were heard and considered.

We are now in the final stages of this work. An updated General Order is being circulated for a final round of industry feedback, with the expectation that the revised Order will be promulgated in February 2026.

Following promulgation, the Commission will move into a focused period of consultation on several important issues that emerged through the review process. These include engagement with representatives of the organic sector, exploring options to support improved food safety outcomes for smaller producers, enhancing the reporting of Net Grower Returns to improve transparency, and further discussions with marketing agencies and greenhouse producers to clarify circumstances under which producers may be approved to market through more than one agency. We expect these consultations to take place through the spring, with the goal of concluding the work and implementing any required refinements by early summer.

In 2026, the Commission will also continue working collaboratively with industry associations on the implementation of a revised approach to funding Research and Industry Development activities. A draft of a revised, enhanced process was introduced to associations in December. This work is intended to strengthen shared understanding of how RID levies are established and used, while supporting projects that deliver clear and measurable benefits to growers and the broader industry. Our focus moving forward will be on collaboration, transparency, and ensuring that RID funding continues to support meaningful research and industry development outcomes in a practical and effective way.

Improving engagement and communication with industry has also been an important focus. In 2026, we intend to build on this progress by restarting regular meetings with advisory committees representing different sectors of the industry. These forums will provide opportunities for more consistent dialogue, sector-specific input, and collaboration on shared challenges. If you are interested in participating, please watch for a call for volunteers early in the new year.

Finally, I am honoured to share that I have recently been reappointed by the Province of British Columbia to serve as Chair of the BC Vegetable Marketing Commission for a further three-year term. I look forward to continuing this work with Commissioners, staff, and industry stakeholders as we advance the Commission's mandate to support orderly marketing and a strong, sustainable BC vegetable industry.

As we enter 2026, I wish you a healthy, productive, and successful year ahead.

STRATEGIC PLAN

On October 29th the Commission held its annual strategic planning session. At this meeting we did a check-in on our 2024-2027 Strategic Plan, looking back at our progress in meeting our strategic objectives and looking forward to ensure that our strategic priorities for the next two years are clear for staff and Commissioners. Below is a list of our strategic priorities and a summary of our key actions:

1. Regulatory Framework

We will continue with our process of conducting Agency Reviews and updating their reporting requirements. A proposed revised General Order is now being circulated to the industry for a final round of feedback and it will be implemented this year. The Commission will also lead and support the potato industry in its participation in the scheduled Potato Anti-Dumping expiry review by CBSA in 2026.

2. Centralized Marketing

Address Agency Applications and Appeals, Producer-Shipper Applications, and follow up on agency reporting and data collection.

3. Participant Licensing

Continue to simplify and automate as much as possible of the licence application and renewal processes, clarify organic industry licensing requirements and exemptions following additional industry consultation, and develop a producer registry.

4. Operational Excellence

Increase efficiency of reporting and other internal processes, monitor response metrics to issues and applications, adapt and update the Research & Industry Development Process, and update the Commission website including the development of grower and agency portals.

5. Organizational Stability

Work to improve industry relations through associations and agencies, demonstrate BCVMC value to the industry, continue with staff stability and performance improvement, and manage stable Commissioner recruitment and succession.

6. Effective Communication

Increase frequency of grower communications including regional townhall meetings, convene sector advisory committee meetings, and issue regular updates, bulletins, and newsletters.

ANTI DUMPING LEVIES

The Commission collects an Anti-Dumping Levy from our Storage Crop Producers. These funds are used by the Commission to defend the continuation of the anti-dumping measures (duties) currently in place to protect our BC market from United States potatoes entering our BC market below their cost of production. The Canadian International Trade Tribunal (CITT) issued the Order in 1985 and conducts an expiry review every 5 years. An outcome of the 2015 expiry review was the exclusion of whole potatoes certified as Organic. Since 2015 organic potatoes imported from the USA for use or consumption in BC are exempt from duty. Because of this, the Commission has issued the decision that BC grown organic potatoes are to be exempt from paying this levy, effective immediately.

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.

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

2025-10-17 Agency Application – OVPML Notice of Proceedings

2025-11-06 Amending Order No. 1 – Transferability of Licenses

2025-11-12 General Order Amendments – Request for Feedback

