

SPRING
2026

THE COMMISSION REPORT

BC Vegetable Marketing Commission Newsletter

Issued: March 27, 2025

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

BCVMC NEWS

Updated General Order Published

On December 30, 2025, the BC Vegetable Marketing Commission (BCVMC) released a draft of the updated General Order for industry consultation. Following this process, revisions were made based on stakeholder feedback. On February 11th, 2026 the new General Order was implemented.

A summary of the changes, along with supporting background information, was published in the Commission's February 17 bulletin. All regulated parties are encouraged to review the updated General Order to ensure continued compliance. Further information is available on the BCVMC website: <[Link](#)>

BCVMC Election

The 2025 BCVMC Election for the Greenhouse Category Representative being conducted by BCCOMB has now completed. The results of this Greenhouse sector election will be announced at the BCVMC AGM on April 20th.

No nominations were received for the Storage Crop Category. As Kevin Husband (Emma Lea Farms) steps down from this role on April 30, the position will become vacant. A special election to fill this Storage Crop Commissioner vacancy will be conducted by BCCOMB. Please watch your email for the notice.

BCVMC Annual General Meeting Guest Speaker – DAWN GRAY

The BCVMC is pleased to welcome Dawn Gray as the guest speaker.

Dawn is a respected advocate for growers and sustainable agriculture. Her presentation highlights the complexity of modern food production, where decisions around soil health, water use, energy, labour, and market access are closely interconnected. For producers, sustainability is a daily operational reality. Dawn will share insights into these challenges and opportunities, along with perspectives relevant to the future of the sector.

KEY DATES

- **March 31**
BCVMC Commission Meeting
- **April 20**
BCVMC AGM
- **April 28-30**
CPMA AGM in Toronto
- **April 30**
Annual Licence renewal deadline (Agencies and Wholesalers)
- **May 28**
BCVMC Commission Meeting

BCVMC AGM

APRIL 20, 2026

Additional information on our guest speaker, Dawn Grey, can be found here <[LINK](#)>

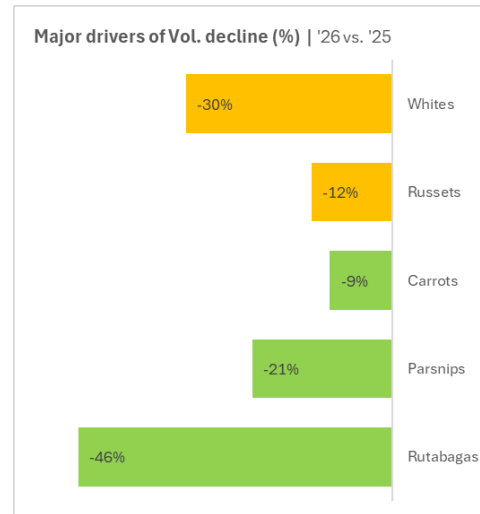
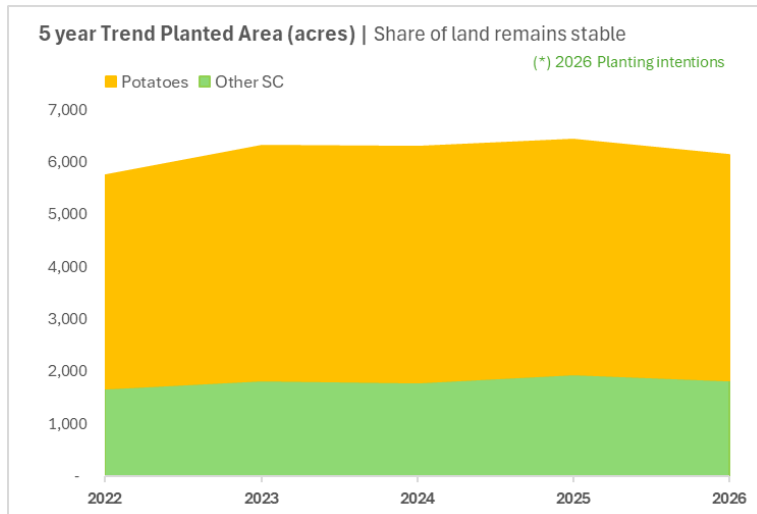
To register email:
dmilligan@bcveg.com
Register by April 10, 2026

Issued: 2026/03/27

Planted Area

Storage Crops:

Compared to 2025, planted area intentions for storage crops declined slightly, with potatoes decreasing by 4% and other field vegetables by 6%. Despite these year-over-year changes, overall land allocation has remained relatively stable over the past five years.

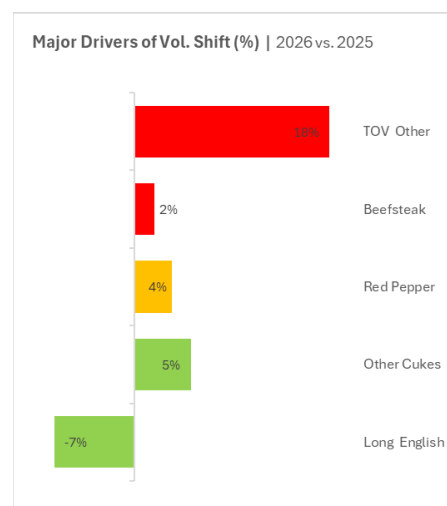
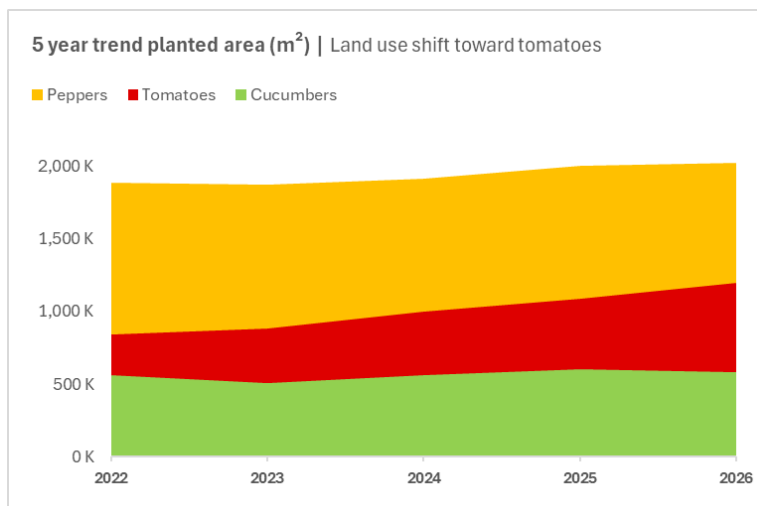


Within potato production, acreage for White and Russet varieties declined significantly (-30% and -12%, respectively), while other varieties remained stable. Among other storage vegetables, Rutabagas and Parsnips experienced notable reductions in planted area (46% and 21%, respectively).

Greenhouse Crops:

Over the past five years, total greenhouse production area has remained stable, with a gradual shift toward tomato production, largely at the expense of peppers.

In 2026 Tomatoes-on-the-Vine (TOV) “Other” categories are the primary driver of growth, increasing by 18%. In contrast, Long English cucumbers experienced the largest decline, decreasing by 7%.



A more detailed analysis of production trends will be presented at the Annual General Meeting in April.

Northern Expansion

As part of consultations on the General Order, BCVMC staff met with vegetable producers from Northern British Columbia. In response to feedback received, the Commission introduced a higher production threshold for Storage Crops within the Small Producer licence category for Northern producers.

This adjustment reflects the unique conditions faced in these regions, including:

- Increased food security considerations in remote communities
- Distinct market dynamics
- Shorter growing seasons and production challenges

These changes, along with exemptions on licensing costs for Small Producers, are intended to better support Northern operations. The Commission looks forward to continuing to build relationships with Northern producers through ongoing engagement and improved communication channels.

Potato Anti-Dumping

Potato Anti-Dumping Commission staff responded to industry questions regarding the normal value increase implemented last year and provided input to the Canada Border Services Agency (CBSA) regarding an anti-dumping duty matter involving imports from Allied Potato Northwest Inc. Information on the measures in force and current normal values can be found on the CBSA webpage [<here>](#).

In addition, preparatory work is underway for the upcoming expiry review of current anti-dumping measures. This review, conducted every five years, will involve both the CBSA and the Canadian International Trade Tribunal (CITT).

Tariffs

At the time of publication, Canada, Mexico, and the United States are engaged in negotiations to renew the Canada–United States–Mexico Agreement (CUSMA). While tariff measures are not formally part of this review process, ongoing volatility in U.S. trade actions remains a significant concern for the sector.

The Commission continues to monitor developments closely, with a focus on:

- Maintaining duty-free access to U.S. markets
- Minimizing the impact of tariffs on production costs

The outcome of these negotiations will have important implications for both export opportunities and domestic cost structures.

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>

2026-01-05 Notification of Election

2026-02-17 New General Order Bulletin

2026-01-22 Decision on OPV Marketing Ltd. Agency Application

2026-03-03 Decision on Humble Farmer Ltd. Agency

2026-03-11 Decision on an Apparent “Rebate” Scheme

REGISTER FOR OUR AGM BY EMAILING dmilligan@bcveg.com BY APRIL 10TH

