

BULLETIN

Amendment to Subsection 32(2) of the General Order

Producer Reassignment Application Deadline

August 27, 2026

Decision

The British Columbia Vegetable Marketing Commission (“Commission”) has amended subsection 32(2) of the General Order to change the deadline for producer reassignment applications from **August 31 to October 31** of the year preceding the crop year in which the reassignment is to take effect. The amendment is effective as of today’s date and applies to applications for the 2027 crop year and subsequent crop years. No other requirements in Part V have changed.

Amending Order

Amending Order 02 accompanies this bulletin and is the formal amendment to the General Order.

Consultation Process

On August 10, 2026, the Commission invited producers, designated agencies and other interested stakeholders to comment on whether the August 31 deadline should remain or be restored to October 31. The Commission received seven submissions: three from greenhouse designated agencies, one from a wholesaler of greenhouse products and three from greenhouse producers.

Six submissions supported restoring October 31. One joint submission supported retaining August 31. No submissions were received from the storage crop sector. The Commission considered all feedback before making its decision on August 26, 2026.

Commission Considerations

Those supporting October 31 emphasized that producers may not have sufficiently complete information by August 31 about the current greenhouse production season, financial returns and agency performance. The opposing submission emphasized the importance of production planning, customer commitments and reliable supply information.

The Commission recognized both considerations. On balance, it concluded that October 31 provides producers with more time to make an informed decision. October 31 is the final application date and does not prevent producers and agencies from communicating, resolving concerns or confirming production and marketing commitments earlier. Reassignment is not automatic; the Commission retains authority to consider the circumstances of each application.

The Commission also considered that the later deadline would not create planning concerns for the storage crop sector and that October 31 has historical precedent as the relevant transfer date for both greenhouse and storage crop producers.