



## BC Farm Industry Review Board

July 11, 2024

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### DELIVERED BY EMAIL

Bill Vanderspek, Chair  
BC Broiler Hatching Egg Commission

Kevin Klippenstein, Chair  
BC Chicken Marketing Board

Al Sakalauskas, Chair  
BC Egg Marketing Board

Kalpna Solanki, Chair  
BC Turkey Marketing Board

Janice Comeau, Chair  
BC Milk Marketing Board

Derek Sturko, Chair  
BC Vegetable Marketing Commission

Bonnie Rae Windsor, Chair  
BC Hog Marketing Commission

Stephanie Nelson, Chair  
BC Cranberry Marketing Commission

Dear Commodity Board and Commission Chairs:

### COLLABORATION PROJECT ON THE 2004 REGULATED MARKETING ECONOMIC POLICY

In early 2024, BCFIRB released its [Strategic Plan \(2024 to 2027\)](#), which details BCFIRB's vision, mandates, values, and strategic priorities. One of BCFIRB's Strategic Plan actions involves engaging with all regulated agricultural marketing boards and commissions (commodity boards) to recommend to the BC Ministry of Agriculture and Food to review the [2004 Regulated Marketing Economic Policy](#) (Policy).

### BACKGROUND

The Ministry's Policy was released in 2004 and contains statements affirming the importance of a regulated marketing system that operates in the interests of all British Columbians. The Policy promotes economic development, enables commodity boards to operate more efficiently, and independently and ensures that regulated commodities are responsive to current and future challenges and opportunities. Much progress has been made in 20 years in our regulated sectors and the Policy has not been revised. A primary objective in recommending a review of the Policy is to ensure that the Ministry maintains a comprehensive understanding of the entire regulated marketing system and their role in addressing both unique issues facing sectors and broad issues currently at the forefront of the regulated marketing system as a whole.

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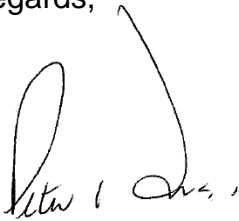
2975 Jutland Rd  
Victoria, BC V8T 5J9

## PROCESS

BCFIRB proposes a phased engagement project starting with a collaborative approach of information gathering at the staff level through the use of a questionnaire throughout this summer and early fall. Based on the input from commodity board staff, BCFIRB will prepare a draft feedback report to facilitate engagement and discussion at a Fall 2024 Chairs/EDs meeting. Following the discussion at the fall meeting, BCFIRB staff will conduct additional outreach and research as needed to draft a recommendation report. This report will be shared with commodity boards Chairs and staff for review and feedback. Subsequently, BCFIRB aims to provide a recommendation to the Ministry in 2025.

We look forward to working with each of you over the coming months. If you have any questions or concerns, please don't hesitate to contact me.

Regards,

A handwritten signature in black ink, appearing to read "Peter Donkers". The signature is written in a cursive style with a large, sweeping initial "P".

Peter Donkers, Chair  
BC Farm Industry Review Board

cc: BCFIRB website  
Commodity boards Executive Directors/General Managers