



BC Vegetable Marketing Commission

**Public Accountability and
Reporting Project (PARP)
2024 Reporting Period**

Section 1: Sector Performance Targets

Table 1.1

1.1 Sector Performance Targets Template

***All commodity boards and commissions** are to identify between 3-5 board targets/goals that you think best demonstrate the strategic priorities and future direction of your sector.

*Some or all targets/goals may already be part of your strategic plan.

*Include an update on the targets set in the previous reporting period, **unless those targets were marked as complete in the previous report.**

*Target status: Completed; In Progress; To be started

*Use hyperlinks to provide supporting references where appropriate

***If a Performance Target was marked as anything other than "Complete" in the previous report, please repeat it here.**

***Please include concrete goals.**

***All Performance Targets should have goals that are concrete and can be clearly evaluated as achieved/not achieved.**

For further information or examples of how to fill out the tables, refer to the PARP Templates and Reporting Guide document (pg 4-5) BCFIRB has provided

Target	Target description	Target status	Timeline
Regulatory Framework	Provide a robust and transparent regulatory framework that clearly defines rules, roles, and responsibilities, promotes sectoral growth, and holds industry participants accountable.	The General Order provisions relating to agencies were amended with the aim of clearly communicating the Commission's expectations of agencies. Agencies were informed of comprehensive reviews starting in 2025. The Commission also revised the General Order to further enhance comprehension without introducing major substantive changes, and recinded policies that were no longer needed. The Commission expanded the application of the General Order to include the entire province that will come into effect January 1, 2026, and engaged in consultation to determine which vegetable crops and farm operations should be regulated in northern BC. The Commission commenced a review on both biosecurity and food safety programs to modify the General Order with explicit definitions to clarify producers' obligations.	2024 - 2027
Participant Licensing	To establish a robust, transparent, and accountable licensing system that addresses existing structural gaps by clearly defining licence requirements, limiting licenses to capable and compliant participants, enforcing performance standards, and ensuring regular review and renewal.	Initiated a review of marketing and producer license types to better define and classify them based on established requirements and parameters on minimum production quantities, farm-gate and farm market sales, biosecurity and food safety, and applicable fees. Processes and timelines for processing license applications and renewals are being reviewed to simplify processes and make amendments that will lead to reduced turnaround time and transparency on expectations. Under the authority granted to it by the BC Vegetable Scheme, the Commission is responsible for the promotion and regulation of production, transportation, packing, storage and marketing of all vegetables grown in the province. The Commission will undertake the development of a registry of all vegetable producers (with production of one tone or more) in the province as mandated by the Scheme.	2024 - 2027
Operational Excellence	Uphold regulatory integrity, enhance stakeholder trust, and continuously improve performance while adapting to evolving sectoral needs and maintaining compliance with legal and policy frameworks.	We reviewed our oversight practice of research and industry development levies to enhance accountability and transparency. The Commission passed a new Order establishing clear eligibility requirements and a structured process for evaluating project proposals. We are working closely with organizations and associations to understand how to best integrate our requirements into their existing processes. Implemented Aprio, a board management software platform offering tools for board meeting management and collaboration, including virtual meeting integration, document management, online voting.	2024 - 2027
Organizational Stability	Maintain consistent performance, retain institutional knowledge, and build the capacity to withstand internal and external disruptions while supporting long-term strategic goals.	Payments to the BC Greenhouse Growers Association (BCGGA) were suspended until sufficient information and documentation was submitted that satisfies the BCVMC as to how funds are being expended and that none of the funds provided by it are being used, directly or indirectly, to further the BCGGA's stated aim of no longer being part of the BCVMC. Completed Commissioner and Chair survey, industry survey, and implemented performance management plan. Identified skills gaps and build an HR strategy. We restructured the office operations and added two new positions consisting of a Senior Policy and Market Analyst and Senior Licensing and Compliance Administrator. Implemented onboarding process for new Commissioners. The Finance Committee focused on maintaining financial stability, improving transparency, and enhancing financial and levy processes.	2024 - 2027
Effective Communication	Ensure timely, inclusive, and transparent exchange of relevant information with industry partners, and to enable the regulator to make well-informed, balanced, and evidence-based decisions.	To enhance consultation on policy matters, the Commission will apply a task force consultative approach with industry that is topic specific and engages industry members that are most knowledgeable on the topic. The Commission executed its communication plan with bulletins providing timely information, engaging industry in opportunities to provide input on policy development, and reports on activities. The April town hall meeting provided an overview of the BCVMC strategic plan and updated our priorities. The Commission is also looking at ways it can better engage one-on-one with producers and other industry participants through town-hall sessions held in different growing regions throughout the province. This will allow the Commission to ensure regional interests are not overlooked and both small and large industry participants are being heard. Quarterly newsletters further enhanced communication on activities, accomplishments and upcoming events.	2024 - 2027

Section 2: Governance

Tables 2.1 - 2.6

*Effective, strategic and accountable delivery of legislated regulatory responsibilities by boards requires good governance and sound decision-making.

*All commodity boards are to complete tables 2.1, 2.2, 2.3, 2.4, and 2.5.

*Fill in the Comments/Examples column with a brief description and/or web link and/or evidence/examples.

*Status reporting: In place; In place & under review ; In progress; To be started.

For further examples of how to fill out the tables, refer to the **PARP Templates and Reporting Guide** document BCFIRB has provided

Table 2.1 General Governance Tools and Related Regulatory Requirements

	Indicator	In place/ In progress/ To be started	Comments/Examples
Planning and reporting	Strategic Plan	In Place	Current strategic plan is being followed.
	Annual Report	In Place	Report is presented by the GM and Chair at the AGM.
	Annual General Meeting	In Place	Held annually by April 30th in a location to be determined by the Commission.
	Copies of all minutes, orders, reports, rules & regulations forwarded to BCFIRB as they are made	In Place	Forwarded once approved. BCFIRB is included in stakeholder distribution list.
Rules	Consolidated Orders up to date & published	In Place	Posted onto the BCVMC webpage.
	BCFIRB approved election rules	In Place	Election rules review completed and "Election Rules and Procedures 2023 to 2027" drafted for BCFIRB review and approval in January 2023.
Board and staff	Current member job descriptions	In Place	Governance and Finance Committee TORs are established. Reviews of Commissioner positions have been conducted.
	Member orientation (e.g., mandate, role, responsibilities, regulatory framework, governance)	In Place	Established a member orientation process. Update of the directors manual is in progress for 2025.
	Member training (e.g., role of officers, ethics, conflict of interest, fiduciary duties, decision-making practices)	In Place	On-Boarding process established and is overseen by the Governance Committee.
	Staff orientation and training plans	In Place	Employee handbook / Schedule one-on-one staff meetings
	Member and staff succession plan as applicable	In Place	Continuing discussion on succession planning.
	Member performance evaluations (annual)	In Place	Items implemented and overseen by the Governance Committee.
	Staff performance evaluations (annual)	In Place	Items implemented and overseen by the Governance Committee.
Accountability	Member code of conduct signed	In Place	Completed annually.
	Member conflict of interest signed and updated annually	In Place	Completed annually.
Transparency	Governance and operational policies and controls up to date and public	In Place	Posted onto the website.

Table 2.2 Financial Accountability and Related Regulatory Requirements

	Indicator	In place/ In progress/ To be started	Comments/Examples
Financial statements	Auditor appointed in accord with Scheme requirements (if applicable)	In Place	Auditor appointed.
	Audited financial statements (annual)	In Place	Financials are audited annually and presented at the AGM.
	Financial statements presented in annual report and at annual general meetings	In Place	Annual reports are presented at the AGM.
Member expenses	Up to date approved member remuneration and expense policy consistent with legislation (where applicable)	In Place	Reviewed annually.
Controls	Accounting practices are in accord with legislation and published standards	In Place	Financial statements are audited to Canadian accounting standards for not-for-profit organizations (ASNPO).
	Internal financial controls are in place, and reviewed by auditors	In Place	Reviewed annually.
	Senior staff engaged with budget development & approval	In Place	Budget is developed by the Finance Committee and approved by the Commission.
Accountability	Operational, program and other expenditures using levies collected under the NPMA are in accord with purposes of the Scheme.	In Place	Repeal of Levies Order SOR 2008-244 enacted January 2022.
	Financial accountability processes and policies in place with producer associations and other organizations that receive funding from boards to carry out delegated responsibilities under the NPMA.	In Place	Scheduled annually.

Table 2.3 Communication and Consultation

	Indicator	In place/ In progress/ To be started	Comments/Examples
Communication	Active industry communication plan or strategy	In Place	An expanded communication plan is in place.
	Crisis management communication plan or strategy	In Progress	Framework under review.
Consultation	Consultation, as appropriate and meaningful, with stakeholders (e.g., producers, supply chain, BCFIRB, Ministry of Agriculture and Food, national agencies) to address sound marketing policy and public interest questions.	In Place	Engagement with appointed advisories, written submissions, in-person meetings, and conference sessions are methods that are utilized.
	Stakeholder feed back actioned where appropriate (e.g., policy or program development)	In Place	Stakeholder engagement is an essential component of the Commission's decision making process.
Evaluation	Avenue for regular stakeholder feedback on board operations, processes, policies and communications.	In Place	A framework for additional avenues for feedback has been developed, including the implementation of surveys, more regular engagement of our advisory committees, and the establishment of scheduled townhall sessions.

Table 2.4 Decision Making

	Indicator	In place/ In progress/ To be started	Comments/Examples
Requirements	Quorum confirmed prior to decision making	In Place	All decisions by the board are made with quorum.
	Conflict of interest disclosure and recusals recorded	In Place	Included on meeting agenda, and recusals are recorded in the minutes.
Process	Processes are fair, inclusive, transparent, effective and strategic based on the matter to be decided.	In Place	The Commission refers to its S.A.F.E.T.I. guidance document when developing the process, and engages an evidence based approach to decision making.
Outcome	Full rationale published for major decisions (e.g., including demonstrated application of consultation, market and other necessary information to reach sound marketing policy outcomes; demonstrated use of SAFETI in process & outcome)	In Place	All major decisions are published on the BCVMC website.
	Prompt timing, delivery and publishing of decisions	In Place	Continual review of office procedures to ensure decisions are communicated timely and appropriately.

Table 2.5 Decision Assessment

Assessment of focus of appeals and supervisory reviews. Assessment of what triggered appeal(s) and/or reviews. Lessons learned (process and sound marketing policy outcomes).

Decision Assessment
<p>At the end of 2024, the BC Farm Industry Review Board (BCFIRB) has no outstanding cases resulting from decisions made by the Commission.</p> <p>In 2024 the following appeals were dismissed:</p> <ul style="list-style-type: none"> -BC Greenhouse Growers Association (BCGGA) appealed the Commission's decision to pause funding on September 17, 2024. They withdrew their appeal on December 13, 2024; -Red Sun Farms appealed the Commission's dismissal of their agency application on November 6, 2023. They withdrew their appeal on February 22, 2024; -MUCCI appealed the Commission's dismissal of their agency application on September 12, 2024, they withdrew their appeal on November 20, 2024; -Prokam Enterprises Ltd. appealed the Commission's November 18, 2019, decision regarding its license class and its application for an interim producer-shipper license. On November 5, 2024, they withdrew their appeal; -CFP appealed the Commission's dismissal of its amended Class 1 designated agency license application on April 11, 2022. The appeal was on hold pending resolution of the BCFIRB's Bad Faith Supervisory Review; and,

Table 2.6: Compliance and Enforcement Process for Mandatory Biosecurity Program(s)*

	Indicator	Details
Mandatory Biosecurity Program(s) *Note: "Biosecurity Program" includes food safety, animal welfare, and disease-prevention measures	Mandatory biosecurity program(s) for the commodity	<p>The VMC does not currently require or enforce biosecurity programs through its General Orders.</p> <p>Producers ensure they maintain a Canada Good Agricultural Practices (GAP) certification for food safety as retail and food service customers will not purchase their product without it. GAP is a national program with third party auditors.</p> <p>VMC is consulting on changing its General Order's to define a "Biosecurity Program" for all licensed entities.</p>
	Number of farms audited (per program, if applicable)	
	Type of audit(s) conducted per program (i.e. on-farm, paper, or other)	
	Type of auditor for each program, if applicable (i.e. commodity board staff, third party, or other)	
	Total Number of biosecurity program infractions (ie. non-compliant with program standards - all program areas)	
	Top 3 infractions from audits (non-compliant with program standards - all program areas/each program)	
	1st	
	2nd	
	3rd	
Compliance and Enforcement Process	Number of infractions that were resolved at each graduated stage:	
	Informal education & CARs	
	1 st Warning Letter	
	Subsequent Warning Letter(s) (if applicable)	
	Sector-specific Penalties and/or AMPs	
	License/Quota suspension	
	License/Quota cancellation	
Transparency & Accountability	Did you make any updates or changes to the C&E process? (eg. biosecurity programs enforced by the process, sector penalties, timelines, or enforcement measures)	
	If YES, describe the updates or changes and provide supporting documents	

Section 3: Sector Summary Part 1

Tables 3.1 - 3.7

Sector Basics

* All commodity boards are to complete the tables in Section 3, providing the following definitions and statistics.

* Examples are included in italics with a "*" next to them. Please delete when filling in your own stats and information.

For further information or examples of how to fill out the tables, refer to the [PARP Templates and Reporting Guide document](#) BCFIRB has provided

Table 3.1 Reporting Time Period

Define the start and end date of the period being reported on their PARP report.

Reporting Period	
Start date of reporting period	January 1, 2024*
End date of reporting period	December 31, 2024*

Table 3.2 Production Measurements Defined

Define the units of measurements used in the sector to measure production volume, and quota if applicable.

Production Measurement Definitions	
Production Allocation	Market access tool for Greenhouse Production (M2)
Delivery Allocation	Market access tool for Storage Crops (Tons)

Table 3.3 Regulated and Supply Managed Products Defined

* For all commodity boards: Define the regulated product(s)

* For regulated boards: Identify production volume (and crop type and/or other factor if applicable) where a licence is required (e.g. cranberries - > 2 acres)

* For supply managed boards: Identify production volume for personal exemption; small lot permit or small lot type program; and, volume where quota required.

Regulated Definition
"Regulated Area" means that part of the Province south of the 53rd parallel north, including Vancouver Island and the Gulf Islands and excluding the Queen Charlotte Islands.
"Regulated Product" / "Regulated Vegetables" means the crops listed on Schedule II of the General Order that were grown within the Regulated Area. (see Table 3.4 production definition types)
"Producer" means a Person who operates a Farm on which one tonne or more of the Regulated Product has been produced during the immediately preceding 12 months and includes a Producer who is producing Regulated Product that has been certified as organic.

Table 3.4 Production Type Definitions

Define the major production types within the sector, and provide a brief explanation for each.

Production Type Definitions	
Production Type	Explanation
Greenhouse (Organic and Conventional, for fresh and processing use)	Means an enclosed structure where a regulated vegetable is grown. Regulated vegetables include tomatoes (all types) , peppers (all types), cucumber (all types), and lettuce.
Storage Crops (Organic and Conventional, for fresh and processing use)	Means Beets (tops off), Green Cabbage, Red Cabbage, Carrots (tops off), Parsnips, Potatoes (all types, varieties), Rutabaga, White (purple top) turnips, Yellow onions, and any other crop designated by the Commission
Processing Crops (Organic and Conventional, only for processing use)	Includes peas, beans, corn, cauliflower, broccoli, brussels sprouts, strawberries, potatoes, and any other crop designated by the Commission that are destined for processing or manufacturing.

Table 3.5 Producer Size Definitions

Create producer size categories based on production volume or quota units that are relevant to the sector

Please ensure there are no overlaps or gaps between size categories

Producer Size Definitions	
Greenhouse	
Small Producer	Less than or equal to 6,000 M2
Medium Producer	Greater than 6,000 and less than 60,000 M2
Large Producer	Greater than or equal to 60,000 M2
Storage Crops & Processing Crops	
Small Producer	Less than or equal to 200 Tons
Medium Producer	Greater than 200 and less than 1,000 Tons
Large Producer	Greater than or equal to 1,000 Tons

Table 3.6 Small Lot Type Programs

*Report the number of producers participating in small lot type programs per region, at the end of the reporting period.

Greenhouse	
Producer Vendors per Region	
Lower Mainland	2
Vancouver Island	4
Interior	4
North	0

Storage Crops	
Producer Vendors per Region	
Lower Mainland	2
Vancouver Island	2
Interior	1
North	0

*Use this table to report permit or small lot type program such as Producer-Vendor, Cottage Industry Program, Direct Vendor Grower or Small Lot Innovative Self Marketer or similar permit programs.

Table 3.7 Estimated Farm Cash Receipts

Report the total farm cash receipts of all production in BC in the reporting period.

Total Farm Cash Receipts
\$ 541 Million

Section 3: Sector Summary Part 2

Tables 3.8 - 3.19

Total Producer Numbers

* All commodity boards are to use these tables to report the number of producers in BC at the end of the reporting period.

* Statistics are to be broken down by total number of producers in each category in each region.

* Total producer numbers are to be the same across tables 3.8, 3.9, and 3.10.

For further information or examples of how to fill out the tables, refer to the PARP Templates and Reporting Guide document BCFIRB has provided

Table 3.8 Total Producers by Producer Type and Region

Producer type*	Lower Mainland	Vancouver Island	Interior	North	Total Producers
Greenhouse					
Established Producers	27	5	5	-	37
New Producers **	17	5	2	-	24
Total Producers	44	10	7	-	61
Storage Crops					
Established Producers	48	7	5	-	60
New Producers **	9	3	3	-	15
Total Producers	57	10	8	-	75
Processing Crops					
Established Producers	11	-	-	-	11
New Producers **	-	-	-	-	-
Total Producers	11	-	-	-	11

* Represents the number of licence holders. Some producers may have an ownership interest in multiple licence holders.

** Licensed producers who have been in the sector for 10 years or less.

Table 3.9 Total Producers by Producer Size and Region

Producer Size	Lower Mainland	Vancouver Island	Interior	North	Total Producers
Greenhouse					
Small Producers	4	5	4	-	13
Medium Producers	16	5	3	-	24
Large Producers	24			-	24
Total Producers	44	10	7	-	61
Storage Crops					
Small Producers	23	5	4		32
Medium Producers	13	3	2		18
Large Producers	21	2	2		25
Total Producers	57	10	8	-	75
Processing Crops					
Small Producers	4	-	-	-	4
Medium Producers	6	-	-	-	6
Large Producers	1	-	-	-	1
Total Producers	11	-	-	-	11

Table 3.10 Total Producers by Production Type and Region

Production Type	Lower Mainland	Vancouver Island	Interior	North	Total Producers
Greenhouse	44	10	7	-	61
Storage Crops	57	10	8	-	75
Processing*	11		-	-	11
Total Producers	112	20	15	0	147

* The majority of the processing producers are also storage crop producers.

Total Production Volume

* All commodity boards are to use these tables to report the amount of the commodity produced in BC over the full reporting period.

* Statistics are to be broken down by the total volume of the commodity that was produced, in each category in each region.

* Total production volume is to be the same across tables 3.11, 3.12, and 3.13.

* Supply managed boards are to report production volume per the table below:

Table 3.11 Total Production by Producer Type and Region

Producer type	Lower Mainland	Vancouver Island	Interior	North	Total Production
Greenhouse					
Established Producers	2,701,174	32,137	25,028	-	2,758,339
New Producers**	921,545	35,778	11,813	-	969,136
Total Production	3,622,719	67,915	36,841	-	3,727,475
Storage & Processing Crops *					
Established Producers	69,773	3,254	8,307	-	81,334
New Producers**	1,798	311	1,140	-	3,249
Total Production	71,571	3,565	9,447	-	84,583

* Processors crops are not being reported separately for confidentiality reasons.

** Licensed producers who have been in the sector for 10 years or less.

Table 3.12 Total Production by Producer Size and Region

Producer Size	Lower Mainland	Vancouver Island	Interior	North	Total Production
Greenhouse					
Small Producers	3,166	7,621	10,655	-	21,442
Medium Producers	513,231	60,294	26,186	-	599,711
Large Producers	3,106,322	-	-	-	3,106,322
Total Production	3,622,719	67,915	36,841	-	3,727,475
Storage & Processing					
Small Producers	1,605	161	404	-	2,170
Medium Producers	6,822	1,239	759	-	8,820
Large Producers	63,144	2,165	8,284	-	73,593
Total Production	71,571	3,565	9,447	-	84,583

Table 3.13 Total Production by Production Type and Region

Production Type	Lower Mainland	Vancouver Island	Interior	North	Total Production
Greenhouse (M2)	3,622,719	67,915	36,841	-	3,727,475
Storage & Processing Crops (Tons)	71,571	3,565	9,447	-	84,583
Total Production (Unit*)	N/A	N/A	N/A	N/A	N/A

Table 3.14A Federal Quota Utilization

*For Supply Managed Boards: please report the percentage of national allocated quota produced in the reporting period. Please report so that if over 100% this indicates the province is over produced and if under 100% this indicates the province is under produced.

Federal Quota Utilization
N/A

Table 3.14B Provincial Quota Utilization

*Only the BC Broiler Hatching Egg Commission, the BC Chicken Marketing Board, and BC Turkey Marketing Board are to report on the average provincial quota utilization allotted to producers across the reporting period. This represents the percentage of provincial quota utilized in order to meet national commitments.

Provincial Quota Utilization
N/A

Table 3.15 New Entrances to all Sectors in the Current Reporting Period

***All commodities:** Report all entrances to your sector in the current reporting period as defined in Table 3.1 on page 10 of the Guide.

*For supply managed sectors: Report the number of new entries through new entrant programs separately from other methods of entry (e.g., quota purchase, inheritance).

*Statistics are broken down by the total number of producers, means of entry and total volume of quota received, per region.

	Lower Mainland		Vancouver Island		Interior		North		Total	
	# of Producers	Total Quota	# of Producers	Total Quota	# of Producers	Total Quota	# of Producers	Total Quota	# of Producers	Total Quota
New entrances via New Entrant Program	-	-	-	-	-	-	-	-	-	-
Other Entrance Means	7	-	4	-	3	-	-	-	14	-
Total	7	-	4	-	3	-	-	-	14	

Table 3.16 All Regulated Sector Exits in the Current Reporting Period

* Use this table to report on the number of producer exits in the sector in the reporting period.

* Statistics are broken down by the total number of producers per region.

		Lower Mainland	Vancouver Island	Interior	North	Total
Licenced Producer < 5 years		-	1	-	-	1
Licenced Producer 5-10 years		-	-	-	-	-
Licenced Producer 10 years+		1	-	2	-	3
	Total	1	1	2	-	4

Table 3.17 All Producers Exiting the Supply Managed Sector

* Use this table to report on the number of producer exits in the sector by region in the current reporting period.

* Statistics are broken down by the total number of producers and total volume of quota they previously held, per region.

[illegible]

Processing

*Use these tables to report on federal and provincial processors within the commodity sector.

*All commodity boards are to provide regional counts of processors, broken down by Federal or Provincial licences.

*If applicable, provide the number and regional distribution of hatcheries and/or grading stations.

*If the total number of provincial and federal licences is more than the total number of physical processing plants in BC (E.G., if some plants have both a federal and provincial licence) please note this with an asterix below Table 3.18.

Table 3.18 Total Number of Processors by Type

Processor Type	Lower Mainland	Vancouver Island	Interior	North	Total
<i>Federal</i>	-	-	-	-	-
<i>Provincial</i>	11	-	-	-	<i>11</i>
Total	<i>11</i>	-	-	-	<i>11</i>

Designated Agencies

*If applicable report the number of agencies by region.

3.19 Total Number of Designated Agencies by Region in BC

Lower Mainland	Vancouver Island	Interior	North	Total
8	2	1	-	11