



BC FARM INDUSTRY
REVIEW BOARD

September 23, 2025

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DELIVERED BY EMAIL

The Honourable Lana Popham
Minister of Agriculture and Food
PO Box 9120, Stn Prov Govt
Victoria, BC V8W 9B4
AF.Minister@gov.bc.ca

Dear Minister Popham:

RE: RECOMMENDATION FROM BCFIRB THAT THE MINISTRY OF AGRICULTURE AND FOOD REVIEW THE 2004 REGULATED MARKETING ECONOMIC POLICY

As you know, the 2004 [Regulated Marketing Economic Policy](#) (2004 Policy), developed by the Ministry of Agriculture and Food¹ (Ministry), is a broad statement of provincial interests regarding BC's regulated marketing sector². Now, more than 20 years later, new environmental, economic, and social realities are reshaping the priorities of this important sector.

In light of these shifts, the BC Farm Industry Review Board (BCFIRB) recommends that the Ministry undertake a review and renewal of the 2004 Policy to confirm provincial intent and identify updated priorities for the regulated marketing sector.

The regulated marketing sector as a whole accounts for close to 50% of total farmgate sales in BC, demonstrating the sector's significant contribution to the province's economy and food supply security, and highlighting the importance of ensuring Ministry policies reflect the progress and challenges facing the sector.

Progress in Regulated Marketing Since the 2004 Policy

The 2004 Policy provided guidance to the regulated marketing sector and contributed to significant progress on many of the themes in the 2004 Policy. As the provincial

¹ "Ministry of Agriculture, Food and Fisheries" at the time.

² In British Columbia, broiler hatching eggs, chicken, table eggs, cow milk, and turkey are federally supply managed commodities; hogs, cranberries and vegetables are provincially regulated but non-supply managed commodities.

supervisor of BC's regulated marketing boards and commissions (commodity boards), BCFIRB has a unique vantage point to understand the positive developments across this sector over time as well as recognize the new challenges confronting it.

BCFIRB has reviewed and directed numerous policy and program initiatives for BC's commodity boards over the years that have increased industry responsiveness, accountability, and resilience. For example, BC's commodity boards have introduced the following programs and policies:

- **Food Safety, Biosecurity and Animal Welfare Programs:** Commodity boards have implemented mandatory compliance to rigorous production standards for all producers within their sectors, verified through program audits. These programs differentiate and create high value for BC products in the Canadian and global marketplace.

In 2024, BCFIRB directed supply managed commodity boards to implement [administrative monetary penalties \(AMPs\)](#) or to “meet or beat” BCFIRB's expectations for compliance and enforcement processes to ensure the effectiveness of their mandatory biosecurity programs (including food safety, disease control, animal welfare, etc.). BCFIRB's direction to the commodity boards also serves to protect and promote a safe and consistent supply of BC products and ensure transparency for consumers through the commodity boards' reports on program compliance and enforcement to BCFIRB's [Public Accountability and Reporting Program \(PARP\)](#).

- **Specialty Products:** Commodity boards have adopted policies that ensure the production of specialty products within the supply managed sector that meet consumer needs and ensure that producers are paid fairly for their additional production costs (a key initiative of the 2004 Policy).

BCFIRB's [2005 Specialty Review](#) was undertaken directly in response to the 2004 Policy and resulted in direction to supply managed commodity boards to support and promote specialty production and new entrant opportunities.

BCFIRB's [2016 Quota Assessment Tools Evaluation Project \(QATE\)](#) evaluated the success of current programs on reducing quota-related barriers to entry. BCFIRB mandated acceptance of new producers through new entrant programs (NEPs), and the regular updating of these programs to support regional and specialty market development opportunities.

- **New Entrant Programs and Support:** In response to the 2004 Policy and BCFIRB direction, commodity boards have implemented policies and programs that reduce barriers to entry for young and new farmers. The commodity boards regularly review these programs to meet the changing strategic priorities and needs of the sectors and enhance food security in the province.

In addition to BCFIRB's directions related to NEPs issued in 2005 and 2016 noted above, BCFIRB directed commodity boards in 2023 to [report data and performance metrics for their NEPs through PARP](#). This reporting is intended to validate the effectiveness of existing commodity board policies related to NEPs, encourage strategic and measurable outcomes, and demonstrate public accountability.

These advances reflect the focused work and commitment of the commodity boards to high production standards, sector renewal, innovation, and adaptability, all of which are key principles articulated in the 2004 Policy.

Strategic Importance of Reviewing the 2004 Policy

Given the scale of change over the past two decades and the new issues and challenges that significantly impact the regulated marketing sector, BCFIRB believes now is the right time for the Ministry to revisit and modernize the 2004 Policy, in collaboration with the sector, to ensure it remains relevant and effective.

In January 2024, BCFIRB released its [Strategic Plan \(2024 to 2027\)](#). The Plan identifies some of the key challenges and opportunities confronting the regulated marketing sector and BCFIRB's strategic priorities and actions to address them. Priority #2, '*Help to future proof the agriculture sector*' includes the review of the 2004 Policy as a strategic action:

Recommend the BC Ministry of Agriculture and Food review the 2004 Regulated Marketing Economic Policy to consider new factors and challenges such as disease and biosecurity, climate change and disaster events, food security, Indigenous reconciliation, and BC's agricultural land reserve.

Before making this recommendation, BCFIRB conducted a cross-jurisdictional scan and took steps to understand commodity board perspectives on the current relevance of the 2004 Policy and the potential value of a revised Policy.

What We Heard from BC's Regulated Marketing Boards and Commissions

Over the past year, BCFIRB consulted the commodity boards on the value of the 2004 Policy to their current mandates and day-to-day operations (see Appendix 1: *BCFIRB What We Heard Report*). Their feedback underscores both the overall importance and enduring nature of the 2004 Policy to their mandates under the *Natural Products Marketing (BC) Act* (NMPA), but highlights the need for renewal. Commodity boards expressed a desire for clearer provincial recognition of their efforts and a more accurate reflection of the realities and priorities shaping their current work.

BCFIRB identified key themes from this engagement that support the case for reviewing the 2004 Policy.

Theme 1: Reinforcing Government Awareness, Commitment and Support for the Regulated Marketing Sector

Commodity boards emphasized the importance of a renewed Policy that affirms the provincial government's commitment to regulated marketing and acknowledges the critical role the sector plays in BC's food system. A strong message from the commodity boards was the need for government recognition of the significant progress the sector has made since the 2004 Policy was introduced. Since then, commodity boards have advanced food safety and quality assurance programs, introduced specialty production initiatives within supply management, and implemented policies to support new producer entry and sector resilience, all while improving governance practices and accountability measures across supply chains and with the public. These sector-led efforts have directly contributed to the growth of consumer trust and public confidence in BC agricultural products both here and abroad.

Commodity boards noted that the 2004 Policy's reference to the 'public interest' does not fully capture the scope or impact of sector achievements. They recommend revisiting 2004 Policy themes such as *Food Safety and Quality*, and *Recognition of Standards*, to better reflect the role of on-farm assurance programs in maintaining high production standards and reinforcing public trust in BC producers and products. These programs - which focus on biosecurity, animal welfare, and food safety - are now foundational to the public's understanding of food quality and the reliability of BC's food system. Commodity boards expressed strong desire for government recognition of these programs and initiatives as key mechanisms for maintaining public trust in BC's food system.

In addition to recognizing sector progress, commodity boards highlighted growing pressures threatening long-term resilience that the Policy could address. Priority concerns include:

- **Significant recurring biosecurity threats**, such as highly pathogenic avian influenza
- **Increasingly frequent and devastating climate-related emergencies**, including floods, droughts, and wildfires
- **Infrastructure and supply chain vulnerabilities**, such as water access, supply chain infrastructure, and land-use limitations within the Agricultural Land Reserve

These challenges and future unknown events cannot effectively be addressed by any one commodity board nor by the regulated marketing sector on its own but through a renewed Policy that reflects a shared commitment between government and the sector. Tangible policy support and related measures would assist commodity boards operationally as well as create long-term sustainability in regulated marketing and resilience in the BC food system.

BCFIRB notes that provincial recognition and support through a renewed Policy would reinforce partnerships between government and the regulated marketing sector, and lead to effective, targeted support for sustainable BC food production and profitable agriculture and food businesses. Renewed commitment from government could specifically target infrastructure investments to address critical pressures and needs as the regulated marketing sector continues to lead BC's food system in consumer confidence, domestic food production and consumption, and agriculture industry growth.

Theme 2: Aligning Provincial Policy and Sector Priorities and Needs

Commodity boards noted the 2004 Policy does not fully reflect their evolving mandates and strategic direction, nor the current realities of BC's agricultural landscape. The 2004 Policy sections on *Value Chain*, *Regional Industries*, and *Entry of New Producers* addressed priorities at that time, but given the progress that has been made and in consideration of today's pressures, these sections require updating and new themes to better align with the challenges and opportunities facing the sector.

The commodity boards see a clear opportunity to modernize the 2004 Policy and to particularly focus on economic sustainability across the regulated marketing sector. The sector comprises both supply managed and non-supply managed commodities with different strategic objectives and needs. Despite their differences, all commodities face significant economic challenges arising from high production and land costs unique to BC's geographic location, and all are focused on continued supply chain readiness as well as the viability and long-term sustainability of farm businesses. They need improved access to infrastructure, land, and labour, as well as strengthened supply chain resilience, both regionally and province-wide. These elements are essential to maintaining a robust and secure BC regulated marketing sector today and into the future.

A System-Wide Approach

BCFIRB notes other challenges to the regulated marketing sector that could be included and potentially addressed through Policy renewal. While commodity boards regulate aspects of production, including pricing, they also establish requirements and measures for other supply chain stakeholders not directly involved in production. Issues such as increased costs for these stakeholders and increased competition within the Canadian marketplace have led to increased litigation. A Policy review and renewal process that includes the regulators (commodity boards) as well as other key stakeholders across the regulated marketing system (e.g., processors) could strengthen the value of the Policy. The Policy could support a broader framework for collaboration on priorities, risks, opportunities, and action, including through improved provincial policies, regulated marketing sector and system innovation, and targeted investment.

Cross Jurisdictional Scan

BCFIRB reviewed provincial policies across Canada to understand how other provinces guide and support their regulated marketing sectors beyond their legislative frameworks.

Many provinces do not have specific provincial policies for their regulated marketing sectors. Quebec is unique in its broad agrifood policy that includes many of the key themes found in BC's 2004 Policy, but its policy encompasses agrifood sectors beyond the regulated sectors. Notably, Quebec takes a system-wide approach to stakeholder involvement and input on both the challenges and progress of its agrifood industry. Further, their process involves an annual review cycle, gathering input across supply chains, government, and academia on the progress achieved each year, and includes concrete plans for each stakeholder group for the following year.

The policy and the renewal process reflect the Quebec government's focus on progress reporting and planning to address the evolving economic, environmental, and social conditions impacting provincial food production and food security.

Indigenous Economic Interests in the Regulated Marketing Sector

BCFIRB notes that the 2004 Policy does not specifically refer to Indigenous economic interests in the regulated marketing sector, and recommends that this be a consideration for Policy renewal.

BCFIRB recognizes the BC government's continued commitment towards Indigenous reconciliation and has met with senior Ministry leadership to learn about Ministry efforts to identify food security and economic development opportunities in partnership with Indigenous Peoples and communities.

As an administrative tribunal and provincial supervisor, BCFIRB is committed to supporting Indigenous reconciliation within its mandates. BCFIRB's Strategic Plan identifies potential opportunities to support Indigenous reconciliation as well as priority actions, as noted below.

Opportunities to Support:

*"The BC government continues to work with Indigenous peoples and communities to support reconciliation, particularly with addressing barriers to participation and economic development and food security needs. **BCFIRB will continue to expand our understanding of Indigenous economic interests in BC's regulated agriculture commodities, including opportunities to collaborate with the Ministry of Agriculture and Food and the BC Indigenous Advisory Council on Agriculture and Food to consider how BCFIRB's supervisory role in regulated marketing can assist in addressing those interests.**"*

Related BCFIRB Priority Actions:

1. *Meet with the BC Indigenous Advisory Council on Agriculture and Food to better understand economic interests of Indigenous peoples/communities across regulated agriculture commodities.*
2. *Recommend the Ministry of Agriculture and Food review the 2004 Regulated Marketing Economic Policy to guide and support Boards and Commissions on sector factors and challenges such as disease and biosecurity, climate change and disaster events, food security, Indigenous reconciliation, and agricultural land protection.*

BCFIRB is in the early stages of this important work: learning and understanding through education, training, and engagement. However, including government interests and expectations with respect to Indigenous economic interests and reconciliation within the regulated marketing sector – through a renewed Policy – would provide guidance to commodity boards as they work to address challenges and opportunities across the sector, including through new entrant programs that provide opportunities to new producers.

BCFIRB urges the Ministry to consider how a revised Policy could align with the Ministry's commitment to Indigenous reconciliation and inclusive economic growth, and how the Policy renewal process itself could be designed to support this important work.

Process Recommendations for Policy Review

In recommending the Ministry review the 2004 Policy, BCFIRB strongly advises that the following renewal actions be considered to support a modern and priority-focused renewed Policy:

- **Comprehensive Consultation:** We note the Ministry is engaged in a system-wide consultation process via the Premier's Taskforce on Agriculture and Food Economy. We recommend the Ministry consider a similarly inclusive approach to reviewing and renewing the 2004 Policy so that it includes the experience and perspectives of the commodity boards and other key regulated marketing system stakeholders as well as the provincial government and Indigenous partners.

While BCFIRB's *What We Heard Report* contains preliminary considerations from the commodity boards on the review of the 2004 Policy, comprehensive consultation by the Ministry with the boards, including in the design of the consultation process itself, could provide greater insight to the Ministry.

- **Ongoing Engagement for Policy Renewal:** BCFIRB recommends the Ministry develop a plan for ongoing, annual engagement as part of the Policy Renewal process to tangibly address the changing environmental and economic impacts to BC's food system and the security, sustainability and profitability of the regulated marketing sector. The sector has faced catastrophic events and

changes in recent years, and future unknowns are expected to increase. Ongoing dialogue will help address new challenges and help regulators, stakeholders, and government plan and track progress on key efforts to ensure they are aligned and targeted to achieve best outcomes. Supply chain/system engagement, especially if it is part of an annual review cycle, will help identify new opportunities for system-wide innovation, partnerships and growth for the regulated marketing sector.

On behalf of BCFIRB, I am pleased to provide this Recommendation to the Ministry. I look forward to discussing it with you in the near future and how BCFIRB can support the Ministry in its Policy review/renewal process.

Sincerely,



Gunta Vitins
Chair
BC Farm Industry Review Board

Cc: Michelle Koski, Deputy Minister, Ministry of Agriculture and Food (AF)
Eric Kristianson, ADM, Science, Policy & Inspection Division, AF
Willow Minaker, ADM, Agriculture Resource Division, AF
Paul Squires, ADM, Climate Resilience, Competitiveness & Reconciliation Division, AF
Bill Vanderspek, Chair, BC Broiler Hatching Egg Commission
Kevin Klippenstein, Chair, BC Chicken Marketing Board
Stephanie Nelson, Chair, BC Cranberry Marketing Commission
Al Sakalauskas, Chair, BC Egg Marketing Board
Bonnie Windsor, Chair, BC Hog Marketing Commission
Janice Comeau, Chair, BC Milk Marketing Board
Wes Shoemaker, Chair, BC Turkey Marketing Board and BC Vegetable Marketing Commission
Martha Anslow, Executive Director and Registrar, BC Farm Industry Review Board
BCFIRB Website

APPENDIX 1



BC Farm Industry Review Board

BCFIRB Strategic Plan Action:

**Review of the Ministry of Agriculture and Food's
*2004 Regulated Marketing Economic Policy***

What We Heard Report

December 2024

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1. Background

In early 2024, the BC Farm Industry Review Board (BCFIRB) released its [Strategic Plan \(2024 to 2027\)](#), which details BCFIRB's vision, mandates, values, and strategic priorities. A key action under Strategic Priority #2, *Help to future proof the agriculture sector*, is that BCFIRB:

Recommend the BC Ministry of Agriculture and Food review the 2004 Regulated Marketing Economic Policy to consider new factors and challenges such as disease and biosecurity, climate change and disaster events, food security, Indigenous reconciliation, and BC's agricultural land reserve.

The [2004 Regulated Marketing Economic Policy](#) (Policy) (Appendix I) is a broad statement of the Ministry of Agriculture and Food's (Ministry) interests regarding BC's agriculture regulated marketing sector. However, the Ministry's Policy has not been updated in over twenty years. In BCFIRB's view, there are new factors and challenges confronting the regulated marketing sector that could be reflected in the Policy. An updated Policy could articulate new and future goals for the sector and would inform the work of BCFIRB and the eight marketing boards and commissions (commodity boards) that regulate and support the regulated marketing sector.

Valued Engagement

To provide the Ministry with a robust recommendation, BCFIRB undertook a phased engagement with the commodity boards in the summer and fall of 2024, beginning with a questionnaire and building to a detailed discussion with commodity board chairs and executive directors. This report summarizes the feedback received throughout the engagement.

2. Engagement and Feedback Received

The two phases of engagement are noted below, followed by a summary of results.

1. A questionnaire (Appendix II) shared by BCFIRB with all commodity boards in August 2024 to gather information about the general use and knowledge of the Policy. The questionnaire responses indicated support for a review of the Policy and highlighted the potential to add or refine elements that reflect current priorities and the progress made since the Policy was released in 2004.
2. A discussion session held by BCFIRB with all commodity board chairs and executive directors at a Chairs Meeting on October 21, 2024. This session built on the responses to the questionnaire and explored existing sections of the Policy to determine areas of commodity board interest and agreement on a potential updated Policy.

2.1 BCFIRB Questionnaire – August 2024

BCFIRB's questionnaire focused on gauging the familiarity of the commodity boards with the Policy, the relevance of the Policy to their work, and their thoughts on the potential value of updating the Policy. The feedback from the questionnaire is summarized below.

Familiarity	Relevance	Decision-making	Value in updating 2004 Policy
<ul style="list-style-type: none"> • All supply managed boards were familiar. Examples of uses were: <ul style="list-style-type: none"> ○ Grower appeals ○ Quota increases, allocation policies ○ Revising NEP, QTAR • Non-supply managed boards were not all familiar but said will be useful in the future 	<ul style="list-style-type: none"> • Six of eight boards ranked relevance at 4/5 or 5/5 • Two board ranked at 3/5 • All boards indicated that it reflects the purpose of regulated marketing and/or the work they already do 	<ul style="list-style-type: none"> • High degree of relevance to the current programs, goals, and mandates • Policies or orders written in response to the Policy <ul style="list-style-type: none"> • Most responded that their orders reflect the Policy 	<ul style="list-style-type: none"> • Seven of eight boards supported a review and potential update • One board noted the 2004 Policy effectively encapsulates all boards in a blanket approach • Another board cautioned that a revised Policy would need to carefully consider the unique needs of each commodity

2.2 BCFIRB Chairs Meeting Discussion Session – October 2024

BCFIRB presented a summary of the questionnaire feedback received, followed by a discussion session around key topics from the questionnaire responses and a review of the Policy’s sections from the perspective of relevance and gaps.

Guiding questions to support the review of each Policy section and related themes are noted below, along with summarized feedback from the discussion.

Policy Sections

a) Food Safety and Quality

Guiding Question:

Should this section contain more information and reflect the regulated commodities’ current food safety programs and rigor?

Summarized Feedback:

- Agreement among participants that this section is outdated in its reference to “encouraging production” of high quality, safe food. It reflects a time when there was concern with diversifying the Canadian food supply and grow the BC market in the Canadian context.
- It does not reflect that regulated marketing systems actively *ensure* safe, high-quality food through programs and regulations, or the work of individual producers to achieve it.
- This should be a tool for building consumer trust in and preference for BC products. Consumers now demand to know more about where their food comes from than they did 20 years ago.

- Agreement among participants that “encouraging” *the production of high quality, safe food* should be changed to “ensuring”

b) Biosecurity

Guiding Questions:

What is important about Biosecurity that should be included in a new Policy? How specific should it be?

What other current or anticipated food safety and quality issues are missing from the Policy, and how could they be framed in a recommendation to the Ministry?

Summarized Feedback:

- General discussion supported that biosecurity is important because of the severity of the risks to the industries and that some diseases are worsening (moving between species). Disease transmission will always be an issue for all commodities.
- Care should be taken to ensure that a statement on biosecurity is broad, as commodities have vastly different provincial and national standards that they adhere to. Any inclusion in an updated Policy should be careful to reflect the biosecurity successes and challenges of vegetables and cranberries, in addition to livestock sectors.
- One commodity board felt that its inclusion in the NPMA signified an importance to agriculture and it should be considered for inclusion in an updated Policy. Given that all of the commodity boards include biosecurity in their General/Consolidated Orders, there was support for a broad statement in the Policy without prescribing commodity-specific details.

c) Emergency Management

Guiding Questions:

How could the Policy be updated to support boards and producers in the areas of emergency planning and management, and disaster mitigation and recovery?

Should the Policy include this theme and/or update the focus of the Policy’s topic on The Value Chain?

Summarized Feedback:

- All commodity boards felt strongly that emergency management is a core function of the food system and should be included in a government statement on regulated marketing
- Commodity boards shared their experiences navigating barriers at various levels of government (municipal/provincial/federal) during natural disasters, particularly around care for livestock

- There was a desire to formally highlight what the agriculture commodities need during emergencies and to work with government to eliminate barriers during disasters and recovery.
- Food supply during emergencies should also be a priority in the public interest, in addition to producer and livestock health and safety

d) Value Chain

Summarized Feedback:

- Strong agreement that the language in this section is outdated. What should really be reflected is the *supply* chain.
- Key elements of the supply chain from a regulated marketing perspective are that food is produced, it is high quality, and gets to the consumer.
- There was general disagreement with the stated goal of “enhancing value in the marketplace” in the current Policy. The priorities shared across the table were economic viability, sustainability, and efficiency.
- Agreement among participants that “facilitates” *cooperation among [...] should be changed to “supports”*.
- Agreement among participants that first instance regulators don’t have the ability to facilitate or support cooperation with retailers so suggest removing the reference to retailers.

e) Regional Industries; Regional Food Security

Guiding Questions:

Should food security be highlighted as an important social outcome within the context of regional industries?

Is there work that has been done in the past 20 years and/or future goals of regionalization that could be incorporated into this section?

Summarized Feedback:

- There was general support for the existing “regional industries” section. It was noted that the Ministry of Agriculture and Food is working in this area.
- The second paragraph is outdated as it states, “Boards and Commissions ensure their policies and decisions do *not inhibit* [...] regional industries”. At the time the Policy was written, prohibitive policies were a concern, but that is no longer the case.
- Agreement among participants that “do not inhibit” [...] *regional industries* should be changed to “support”.

- A “secure food supply” rather than “food security” resonates with the participants. “Food security” may be interpreted as producers being asked or required to give away free product. A “secure food supply” from a farming perspective means enabling producers to optimize the volume and quality of their product.
- General support for sustainable food industries in the regions and economically viable and sustainable farm businesses that contribute to a robust and secure supply chain.
- It was noted that a secure food supply system is dependent on the existence of the ALR (protecting the land and water base) and appropriate infrastructure.

f) Recognition of Standards

Guiding Question:

Is there ongoing relevance for including the recognition of specific standards?

Summarized Feedback:

- There was strong support for this section’s inclusion in the Policy and the need to update it to reflect production standards in a broad sense for national, provincial and board sanctioned programs.
- At the time the Policy was written, growth and recognition in the specialty sector was the priority. There have been significant advances in this area in the past 20 years across commodities.
- This section should be broadened to demonstrate government support and recognition for all programs that contribute to maintaining production standards for product differentiation and that build consumer trust and meet consumer demand.

g) Maintaining and Gaining Markets and Serving BC Demand

Guiding Question:

How could this section be updated to support a new approach for “recognition of standards” or to other topics/themes?

Summarized Feedback:

- Participants felt this section was well written and is relevant today.
- Agreement among participants that in the last paragraph, *Boards and Commissions* “accommodate” [...] should be changed to “support”.

h) Entry of New Producers

Guiding Question:

Should this section be updated to include additional information or future goals?

Summarized Feedback:

- There was strong agreement that this section is outdated and does not reflect the needs or status of the commodities today.
- Many agreed that the focus is to “sustain and renew regulated industries”, which requires more than just the entry of new producers, as this doesn’t ensure the success or longevity of farm businesses. It was recommended that the section be titled or focused on “sustaining and renewing industries” rather than on the “entry of new producers”.
- Succession planning is an important component to “sustaining and renewing”
- Economically sustainable farming operations with long-term viability must include metrics for success for new entrants (or operators) and their businesses.

3. Conclusion

There is substantial alignment across commodity boards with respect to views on the existing sections in the Policy and key considerations for new topics, themes and priorities. Collectively, the commodity boards highlighted the importance of maintaining broad and inclusive statements applicable to all commodities and including topics and themes that are integral across the agriculture regulated marketing sector.

The economic sustainability of the agriculture regulated marketing sector as a whole emerged as a key concern across the topics discussed; it is a top priority for producers of these commodities. Commodity boards also identified the growing importance of maintaining consumer trust and the value of an updated Policy that acknowledges substantial efforts and achievements of producers over the past 20 years. These achievements include compliance with provincial and national regulatory requirements and recommended practices and advancements that have enhanced industry innovation, quality, and consistency. There was strong support for additions or changes to the Policy, particularly where the current language does not capture current sector-wide goals or present-day standards. Should the Ministry of Agriculture and Food undertake a review of the Policy, BCFIRB strongly urges further consultation with the commodity boards as well as BCFIRB.

The Ministry’s Policy serves as an important statement on the issues, challenges and priorities of the agriculture regulated marketing sector at the time it was created. The feedback received during BCFIRB’s engagement supports the value of an updated Policy that reflects new and emerging goals, challenges, and opportunities for BC’s agriculture regulated marketing in 2024 and beyond.

Appendix I

Regulated Marketing Economic Policy

Ministry of Agriculture, Food and Fisheries July 26, 2004

**Public
Interest
Statement**

1. The regulated marketing system operates in the interests of all British Columbians. Boards and Commissions operating under the authority of the *Natural Products Marketing (BC) Act* are responsive to the needs of British Columbia producers, as well as to processors, consumers and other participants in the British Columbia food system.

National Systems

2. The Government of British Columbia supports the participation of British Columbia producers in national supply management systems when the provisions of the national agreements are consistent with the growth and prosperity of the agri-food industry.

The British Columbia Farm Industry Review Board and the Government of British Columbia proactively support supply managed boards in national and regional negotiations, in order to secure agreements which will provide:

- ongoing opportunities for industry growth and new opportunities in primary and further processing; and
- sufficient allocations for the development of specialty markets, such as organic and other products differentiated at the farm level.

***Maintaining and
Gaining Markets, and
Serving British
Columbia Demand***

3. The British Columbia regulated marketing system supports the development of new markets identified at the production, marketing, and processing level to facilitate industry growth and competitiveness.

The regulated system encourages regulated industries to serve the British Columbia demand for their product and to capture markets outside of British Columbia where these markets can add strength and stability to a regulated industry.

To the extent that British Columbia regulated industries serve the British Columbia demand for commodities, the regulated marketing system ensures that British Columbia industries serve the developing British Columbia demand for organic food and other products differentiated at the farm level.

Boards and Commissions ensure policies and practices pertaining to pricing, levying, marketing, and production requirements provide the producer with the ability to pursue new markets and to capture market premiums for products differentiated at the farm level.

Boards and Commissions accommodate financially viable, competent sales agencies and processors who wish to pursue new markets for existing products, as well as markets for new value-added processed products and for products differentiated at the farm level.

***Entry of
New Producers***

4. The British Columbia regulated marketing system facilitates the entry of new producers to sustain and renew regulated industries in new and existing markets.

The Value Chain

5. The British Columbia regulated marketing system facilitates cooperation among producers, marketing agencies, input industries, processors, and retailers, with a view to achieving efficiencies throughout the entire system, and enhancing value in the marketplace.

Safety and Quality

6. The British Columbia regulated marketing system builds consumer preference for British Columbia product by encouraging the production of high quality, safe food.

***Recognition
of Standards***

7. Boards and Commissions recognize, and encourage producers to participate in, the voluntary standards programs sanctioned by the Province (under the *Agri-Food Choice and Quality Act*) and national standards sanctioned by the Federal Government (for example, those established under the Canadian General Standards Board) as standards for identifying and labelling specialty products.

Regional Industries

8. The British Columbia regulated marketing system contributes to economic activity and stability in all regions of British Columbia.

Boards and Commissions ensure their policies and decisions do not inhibit the economic viability of regional industries. Boards and Commissions consider the need for appropriate mechanisms to sustain regional industries.

Boards and Commissions strive to accommodate producers and processors who pursue innovative or specialized market opportunities that are available in a region because of the region's location or natural characteristics.

Appendix II

BCFIRB Review of Ministry of Agriculture and Food 2004 Regulated Marketing Economic Policy

Questionnaire for Commodity Boards and Commission Staff

This questionnaire is meant to gauge to what extent the Ministry's policy informs or supports the work of the commodity boards/commissions. Some boards/commissions may use this policy internally while others may be unaware of it, given that it is simply a policy statement and not a requirement. Understanding how this policy is or isn't used by the boards/commissions is helpful information when considering potential updates 20 years after its release.

Request:

Please take some time to review the [2004 Regulated Marketing Economic Policy](#) and to answer the following questions using the boxes below. If you have additional feedback that is not reflected in the questions, there is space provided on the last page.

1. **Are your board/commission's directors or staff familiar with this policy? If yes, when was the last time your board/commission reviewed or discussed this policy?**

For questions 2 and 3, please provide a score from 0 to 5, where 0 indicates not relevant (never refer to the policy), and 5 indicates that it is significant and referred to regularly.

2. **How relevant is this policy to your board/commission?**
3. **How relevant is this policy to you as staff supporting the board/commission?**
4. **If you answered 1 or higher to questions 2 or 3, how does your board/commission's work (policies, decisions, etc) apply or consider this policy?**
5. **Are there elements of this policy that are currently used to support decision-making, strategic planning, or other, within your board or commission? If so, please describe.**
6. **Are any elements of your General/Consolidated Orders or policies written in response or to reflect this policy? If so, please describe.**
7. **What, if any, internal reporting or requirements is your board or commission undertaking in connection to this policy?**
8. **What intrinsic value do you see at the staff level, or do you think your board/commission sees, in updating government's stated policy commitment on regulated marketing in BC, considering it was written in 2004 and may not reflect the changes to the system over time?**

Additional Feedback: