



BC FARM INDUSTRY  
REVIEW BOARD

File: 44200-35/Village Fresh

April 17, 2026

**DELIVERED BY EMAIL**

Wes Shoemaker  
Chair, BC Vegetable Marketing Commission  
#207 - 15252 32nd Ave,  
Surrey BC, V3Z 0R7  
[BCVMC.Chair@bcveg.com](mailto:BCVMC.Chair@bcveg.com)

Dear Chair Shoemaker:

**RE: BC VEGETABLE MARKETING COMMISSION REQUEST FOR EXTENSION OF A  
TEMPORARY AGENCY LICENSE FOR VILLAGE FRESH CANADA ULC**

On April 13, 2026, the British Columbia Vegetable Marketing Commission (BCVMC) wrote to the BC Farm Industry Review Board (BCFIRB) requesting an extension to the temporary agency license for Village Fresh Canada ULC (Village Fresh). The temporary license, to April 30, 2026, was approved by BCFIRB in an order dated [September 25, 2025](#). The order placed certain requirements on BCVMC and Village Fresh during the period of the temporary license. In its April 13, 2026 request to BCFIRB, BCVMC advises BCFIRB that all requirements and requests made of Village Fresh with regards to the BCVMC General Order and BCFIRB's September 25, 2025 order have been met by Village Fresh. However, BCVMC is requesting from BCFIRB a two-month extension to the end date of the temporary license for Village Fresh, to allow BCVMC more time to complete its agency designation review process.

**Background**

On June 20, 2025, BCVMC received a request to "transfer" a license from VF Operations Canada Inc. (Village Farms), an existing designated agency, to a new entity, Village Fresh, due to a complex restructuring of Village Farms' global company. BCVMC's General Order stipulates that agency licenses are not transferable.

On September 8, 2025, BCVMC issued a decision conditionally designating Village Fresh as an agency, contingent upon Village Fresh meeting several conditions. Pursuant to section 8 of the Natural Products Marketing (BC) Act Regulations (NPMA Regulations), the BCVMC forwarded its decision to BCFIRB seeking approval for BCVMC to conditionally designate Village Fresh as an agency.

BCFIRB's September 25, 2025 order directed BCVMC to undertake a review of an application for agency designation from Village Fresh, pursuant to BCVMC's General Order Section 9, before seeking BCFIRB prior approval. BCFIRB's order allowed Village Fresh to operate, under the terms of Village Farms' agency license through a temporary license to April 30, 2026. Conditions of the temporary license included that Village Fresh continue to honour all grower marketing agreements entered into by Village Farms with BC producers, and that Village Fresh

continue to market BC products consistent with the business and marketing plan of Village Farms as approved by BCVMC.

### Supervisory Order

In considering the request by BCVMC for an extension to Village Fresh's temporary licence, I am pleased by BCVMC's report that Village Fresh has complied with all terms of the temporary licence including the submission of an application to BCVMC for agency designation. I also appreciate BCVMC confirming that it has diligently advanced the review process of the application.

Understanding the robust process required to review an application for agency designation, I find BCVMC's request for a two-month extension to be reasonable and in accordance with orderly marketing and sound marketing policy. Failure to permit Village Fresh to act as an agency while BCVMC conducts a fair and transparent application review process would be disruptive to the BC growers whose original grower marketing agreements were with Village Farms, and to the industry as a whole.

It bears repeating that these accommodations are made in response to an extraordinary situation caused by the failure of an agency, Village Farms, to conduct itself in accordance with BCVMC's General Order and the conditions of its agency licence. My priority at this time is to preserve orderly marketing and to protect the interests of BC producers with grower marketing agreements with Village Farms who would otherwise be impacted by Village Farm's actions. My priority is also to ensure a consistent supply of produce for consumers until such time as BCVMC can complete its review of the agency designation application inclusive of the transparent process involving industry stakeholders contemplated by BCVMC's General Order.

The temporary agency license for Village Fresh is extended until **June 30, 2026**.

Any further changes or requests should be brought immediately to BCFIRB for review. Should BCVMC issue a decision approving an agency designation for Village Fresh and submit the decision to BCFIRB, BCFIRB will proceed with a review pursuant to section 8 of the *Natural Products Marketing (BC) Act Regulations*.

Sincerely,



Gunta Vitins  
Chair  
BC Farm Industry Review Board

cc: Andre Solymosi, General Manager, BC Vegetable Marketing Commission  
Robert Hrabinsky, Affleck Hrabinsky Burgoyne LLP  
Martha Anslow, Executive Director, BCFIRB  
BCFIRB Website