



File: 44200-35/Village Fresh

June 5, 2026

DELIVERED BY EMAIL

Wes Shoemaker
Chair, BC Vegetable Marketing Commission
#207 - 15252 32nd Ave,
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Dear Chair Shoemaker:

RE: FURTHER EXTENSION OF TEMPORARY AGENCY LICENSE FOR VILLAGE FRESH CANADA ULC

On May 26, 2026, the BC Farm Industry Review Board (BCFIRB) received a decision (the Decision) from the BC Vegetable Marketing Commission (BCVMC) approving the agency designation for Village Fresh Canada ULC (Village Fresh) and requesting BCFIRB's prior approval in accordance with section 8 of the *Natural Products Marketing (BC) Act Regulations* (NPMA Regulations).

Due to an extraordinary situation, Village Fresh has been operating under a temporary agency license ordered by BCFIRB on September 25, 2025. This temporary licence was essential to ensure orderly marketing given the time required by BCVMC to review Village Fresh's agency application. The temporary license is active until June 30, 2026.

I have reviewed the Decision and have determined that BCFIRB will not reasonably be able to issue a decision prior to the end of the temporary license on June 30, 2026 due to work planning and board transitions taking place over the summer months. This letter therefore extends the Village Fresh temporary agency licence as outlined below.

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.

On [September 25, 2025](#), BCFIRB issued an order directing 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

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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. In ordering this temporary licence, BCFIRB established that:

"This decision should not be viewed as precedent setting, rather it is made in response to an extraordinary situation caused by the failure of an agency to conduct itself in accordance with the Commission's General Order and the conditions of its agency licence. My priority is to preserve orderly marketing, protect the interests of producers with GMAs with Village Farms and ensure a consistent supply of produce for consumers until such time as Village Fresh can make its application and the Commission can complete its review of the agency designation application with a transparent process involving industry stakeholders as contemplated by the General Order."

On April 13, 2026, BCVMC wrote to BCFIRB requesting an extension to the temporary agency license for Village Fresh in order to complete its review and advising 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. BCFIRB responded on [April 17, 2026](#), granting the requested extension until June 30, 2026.

BCVMC's agency designation decision was issued on May 21, 2026.

Supervisory Order

Extension of the temporary license to afford the required time for BCFIRB to conduct a review pursuant to section 8 of the NPMA Regulations in this instance is reasonable and in accordance with orderly marketing and sound marketing policy. Failure to permit Village Fresh to act as an agency while BCFIRB conducts a fair 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.

I note that both Village Fresh and BCVMC have diligently advanced the application and review process, and that BCVMC received no submissions against the agency designation for Village Fresh in its submission process.

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

Sincerely,



Gunta Vitins
Chair
BC Farm Industry Review Board

cc: Andre Solymosi, General Manager, BC Vegetable Marketing Commission
Martha Anslow, Executive Director, BC Farm Industry Review Board
BCFIRB Website