

June 10, 2026

File: 44200-35/OPVML

DELIVERED BY EMAIL

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

Dear Chair Shoemaker,

**RE: BC VEGETABLE MARKETING COMMISSION DECISION ON AGENCY DESIGNATION
FOR OPV MARKETING LTD. – PROCESS**

On January 22, 2026, the British Columbia Farm Industry Board (BCFIRB) received the BC Vegetable Marketing Commission (BCVMC) decision to grant OPV Marketing Limited (OPVML) agency designation (Agency Designation Decision).

Designation of agencies is not a routine matter. Agencies are businesses granted the right to market BC regulated product and are delegated certain legislated authorities. Section 8 of the Natural Products Marketing (BC) Act Regulations (NPMA Regulations) provides that every designation of an agency by a marketing board requires BCFIRB's prior approval in writing. It is incumbent on BCFIRB to ensure that a BCVMC decision to designate an agency accords with sound marketing policy.

Per the BCVMC's Agency Designation Decision, the BCVMC panel conducted a process that included an oral hearing with OPVML staff and partners, subsequent written correspondence with OPVML to clarify various aspects of the business structure and additional licenses held by partners, and a month-long period for written submissions from industry stakeholders.

BCFIRB must now reach its own conclusion as to whether the approval of OPVML's agency license is consistent with sound marketing policy, and whether BCVMC ran a fair and SAFETI¹-based process in its consideration of OPVML's application.

Process

To allow the BCFIRB Panel to make this decision, as a first step, the Panel requests access to the record relied upon by VMC in making its decision. After receiving that material, the Panel will consider what additional process is necessary.

¹ Strategic, Accountable, Fair, Effective, Transparent, Inclusive

The Panel requests that BCVMC submit the following materials to BCFIRB for consideration:

- a. The OPVML Agency Application
- b. Any hearing materials provided to or from BCVMC
- c. All submissions from stakeholders received by BCVMC
- d. Any other correspondence between VMC and stakeholders

Submission of materials is due to BCFIRB no later than **4pm PST** on **June 16, 2026**.

All submissions are to be provided to the Panel via email to Emma Strazhnik, A/Senior Manager, at Emma.Strazhnik@gov.bc.ca and at FIRB@gov.bc.ca.

Regards,

A handwritten signature in dark ink, appearing to read 'Neil Turner', with a stylized flourish at the end.

Neil Turner,
Presiding Member & Vice-Chair
BC Farm Industry Review Board

cc: Andre Solymosi, General Manager, BC Vegetable Marketing Commission
Robert Hrabinsky, Affleck Hrabinsky Burgoyne LLP
Craig Ferris, K.C., Lawson Lundell LLP
Jason Fung, VP of Categories & Strategy, Oppenheimer Group
Vijay Randhawa, Business Manager, Perpetual Vegetable
BCFIRB website