

BRITISH COLUMBIA VEGETABLE MARKETING COMMISSION

POSITION DESCRIPTION

Position Title

Chair

Location

The administrative office of the British Columbia Vegetable Marketing Commission is located at 15252 32nd Avenue in Surrey, British Columbia.

Commission Purpose and Mandates

The BC Vegetable Marketing Commission (VMC) is a specialized body established under the *British Columbia Vegetable Scheme*, pursuant to the *Natural Products Marketing (BC) Act*, with a mandate to regulate the production and marketing of vegetables in British Columbia in accordance with the principles of orderly marketing.

Composition

The Commission is funded entirely by the regulated vegetable industry, with a current operating budget of approximately \$1,100,000, funded through levies collected from registered vegetable producers. It is composed of a part-time Chair, appointed by the Lieutenant Governor in Council; four to six members who are commercial producers, elected by registered commercial producers; and two members who are not commercial producers, appointed by the Commission using a merit-based selection process. Operational support is provided by the Commissions General Manager and three full-time staff members.

Governance

The VMC is accountable to its supervisory board, the British Columbia Farm Industry Review Board (“BCFIRB”), ensuring effective governance and administration. This accountability encompasses the development of orders, policies, and programs that align with the government’s regulated framework for the regulated marketing sector and economic policy framework and advance provincial objectives for sustained growth in British Columbia’s vegetable industry. Members are accountable to industry stakeholders, with a primary focus on market access issues.

The Commission achieves these objectives through sound governance practices and by ensuring that all industry participants have fair market access when marketing their products, both intra-provincially and in export trade. Decisions made by the Commission can have significant economic implications for individuals within the vegetable industry.

People aggrieved or dissatisfied by an order, decision, or determination of the Commission may appeal to BCFIRB.

Nature and Scope of the Position

The Chair provides leadership to the Commission, ensuring effective governance in accordance with legislation, regulations, government direction, and Commission policies. The Chair guides the Commission in setting strategic priorities and making decisions that respond to industry needs, market conditions, and the long-term sustainability of the sector.

The Chair upholds the highest standards of conduct and governance, avoiding conflicts of interest, and ensuring all decisions are fair, consistent, and timely. This includes monitoring developments in legislative, regulatory, and policy frameworks and guiding the Commission's awareness and response to emerging government expectations and related governance or policy implications.

A key responsibility of the Chair is fostering stakeholder relationships and collaboration across government, industry partners, and other commodity boards and commissions. The Chair also ensures new Commission members receive appropriate orientation and training and pursues professional development to effectively lead strategic Board and industry initiatives as needed.

In communications, the Chair serves as the primary spokesperson for the Commission on matters relating to Commission policy, governance, and regulatory decisions. The General Manager serves as the primary spokesperson for operational, technical, or administrative matters related to the Commission's programs and activities.

Communications are undertaken in accordance with the Commission's spokesperson and crisis communication policies to ensure messaging is clear, accurate, and coordinated.

Program Linkages

The Chair maintains ongoing relationships with key stakeholders, including: the Minister of Agriculture and Food; the Chair, members, and staff of BCFIRB; other government officials; stakeholders in the BC vegetable industry, including producers, marketing agencies, and processors; other provincial and national industry organizations; individuals and organizations who appear before the Commission; and members of the public.

The Chair participates in policy discussions with the Ministry of Agriculture and Food, BCFIRB, and other stakeholders regarding the Commission's role, jurisdiction, and

strategic direction. At the Chair's discretion, the General Manager may also participate in these discussions to provide operational or technical input as appropriate.

Accountabilities

The Chair, while maintaining the VMC's statutory decision-making independence, must ensure that the Commission establishes and effectively manages a strategic direction and, on behalf of the Commission, must:

- enter into any memorandum of agreement required with BCFIRB and the Minister;
- ensure the timely, accurate and consistent flow of information to BCFIRB, the Minister, registered producers and key industry stakeholders in a manner that supports accountability, transparency and inclusiveness as outlined in BCFIRB's SAFETI principles¹;
- deliver required reports, including the VMC's Annual Report and the report for the (PARP);
- ensure the VMC's Annual General Meeting is publicized and conducted appropriately;
- represent the Commission externally to foster productive relationships with industry partners, other provinces, and federal agencies;
- engage proactively with BCFIRB and the Minister on strategic issues and matters of mutual interest.

Role, Duties and Responsibilities

On behalf of the VMC, the Chair, advances the following:

Commission Leadership and Governance

1. Cultivates an effective Commission culture that supports respectful challenge, consensus-building, and a strong focus on public interest.

¹ SAFETI is the acronym for Strategic, Accountable, Fair, Effective, Transparent, Inclusive. Link to BCFIRB's SAFETI Principles -- <https://bcfarministryreviewboard.ca/regulated-marketing/governance-and-compliance/guiding-principles-and-directives/#safeti-principles>

2. Ensures members receive appropriate orientation, training, and ongoing development to fulfill their statutory and governance responsibilities, with support and coordination by the General Manager.
3. Upholds regular evaluations of the Commission, committee, and Chair performance through the BC Council of Marketing Boards (“BCCOMB”) and ensures follow-up actions strengthen governance effectiveness.
4. Supervises Board committees, ensuring they operate efficiently and align with strategic objectives.
5. Leads the Commission’s governance processes, including setting agendas, ensuring high-quality briefing materials, and facilitating informed, balanced, and timely decision-making.

Strategic Direction and Oversight

6. Drives the Commission in setting long-term strategic direction and priorities for the sector, ensuring alignment with the Commission’s mandate and government expectations.
7. Monitors organizational performance against approved strategic and operational plans, ensuring the Commission receives the information needed for evidence-based decisions.
8. Ensures the Commission receives high-quality analysis on production, product quality, consumption patterns, and economic, market, trade, and policy impacts to support decision-making.

Regulatory Integrity and Decision Quality

9. Ensures Commission orders and policies are consistent with governing legislation, regulations, and evolving government expectations.
10. Ensures Commission decisions meet SAFETI criteria and administrative law standards, including procedural fairness, evidence based reasoning, and clear, well documented rationales suitable for appeal or review.
11. Ensures Commission orders, policies, and reports are accessible, transparent, and updated for public and government stakeholders.
12. Makes recommendations to BCFIRB and the Minister for amendments to enabling regulations as needed.

Government and Intergovernmental Relations

13. Acts as the primary liaison with the Minister and Ministry, ensuring transparent communication and alignment with government priorities.
14. Ensures that British Columbia's regulated vegetable marketing system fosters sustainable economic growth and is guided by fair, well-designed policies that equitably allocate opportunities across all production sectors.
15. Oversees responses to requests to the Commission for information under the *Freedom of Information and Protection of Privacy Act*.

Stakeholder Engagement and Communications

16. Establishes and maintains visible, open channels of communication with producers, processors, and industry members, including during high impact or contentious policy changes.
17. Serves as the Commission's spokesperson on governance and regulatory matters and ensures communications are clear, coordinated, and aligned with Commission policy.

Oversight of the General Manager

18. Oversees the performance of the General Manager, including setting expectations, conducting annual evaluations, and supporting leadership development.
19. Ensures clear separation between governance and operations, empowering the General Manager to manage day-to-day activities.
20. Ensures the organization has sufficient financial and human resources to fulfill its mandate, exercising oversight through the General Manager rather than direct staff management.

Risk Management and Accountability

21. Oversees governance and risk management, including regular reviews of financial, ethical, operational, and regulatory risks.
22. Ensures compliance with fairness, privacy, transparency, and public accountability standards.
23. Ensures the Board is prepared for appeals, audits, and external reviews through strong documentation and defensible decision-making practices.

24. Provides leadership during crises or high impact events, ensuring coordinated Board level oversight and alignment with government communications.

Selection Criteria and Required Competencies

Core Requirements

Candidates for appointment as the Chair of the Commission are expected to demonstrate the following qualifications, competencies, and experience:

- Senior-level experience in agriculture, agri-food production, processing, marketing, or related regulatory environments
- Strong governance and strategic leadership capabilities, including long-term planning and oversight
- Understanding of natural justice, administrative law, and evidence-based decision making
- Advanced negotiation, mediation, and conflict-resolution skills
- Experience managing or participating in emergency response, including animal health or supply-chain disruptions
- Experience or demonstrated familiarity with regulatory governance, including issuing Orders, managing Appeals to BCFIRB, adherence to administrative law obligations, and oversight of a regulated marketing system.
- Knowledge of sustainability principles, food security, and sector resilience (including HPAI-related risks)
- Superior written and oral communication skills
- Excellent interpersonal skills and the ability to work collaboratively with diverse stakeholders
- Digital proficiency beyond basic computing, including modern communication and data tools

Preferred Attributes

Candidates with one or more of the following personal attributes will be preferred:

- Leadership experience in agriculture, agri-food, or related governance bodies
- Broad knowledge of British Columbia's agriculture and agri-food sectors, including regional differences
- Experience within federal–provincial agricultural frameworks, supply management systems, and national/international agri-food trade
- Commitment to sustainability, food security, and long-term sector resilience
- Experience engaging with diverse communities and regions to support inclusive decision-making
- Openness to innovation, new ideas, and emerging technologies

Tools/Equipment

Members of the VMC are expected to own, operate, and maintain their own communication and information technology equipment, including a phone and a computer with reliable internet, as well as any required office furniture or supplies. Members must also be able to effectively use and adapt to evolving digital tools, systems, and information-technology requirements as they change over time.

Working Conditions

Depending on the issues before the Commission, the Chair can expect to work an average of 4 days per month and must be flexible in his or her availability. Frequent travel within the province is expected.