

# BC Potatoes

## An Industry Overview

BC Vegetable Marketing Commission

Presented by Andre Solymosi

General Manager

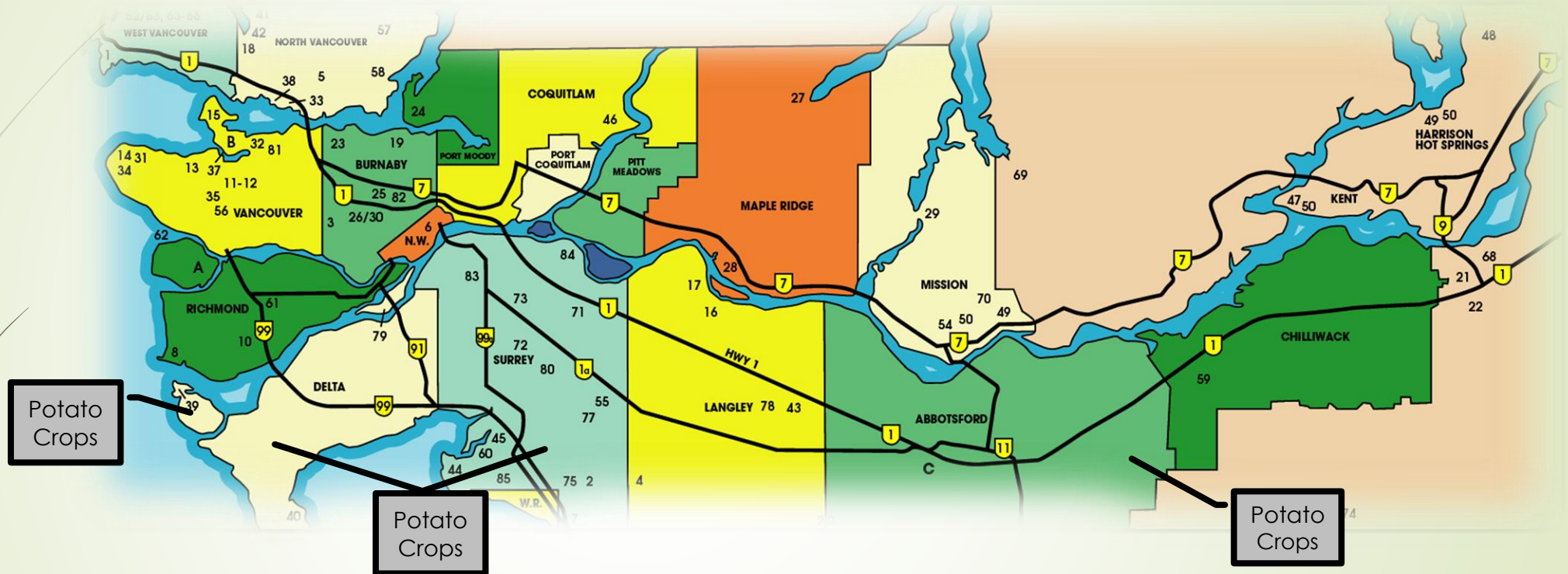
February 8, 2017



# Agenda

- Potato Industry Profile
- Challenges
- Successes

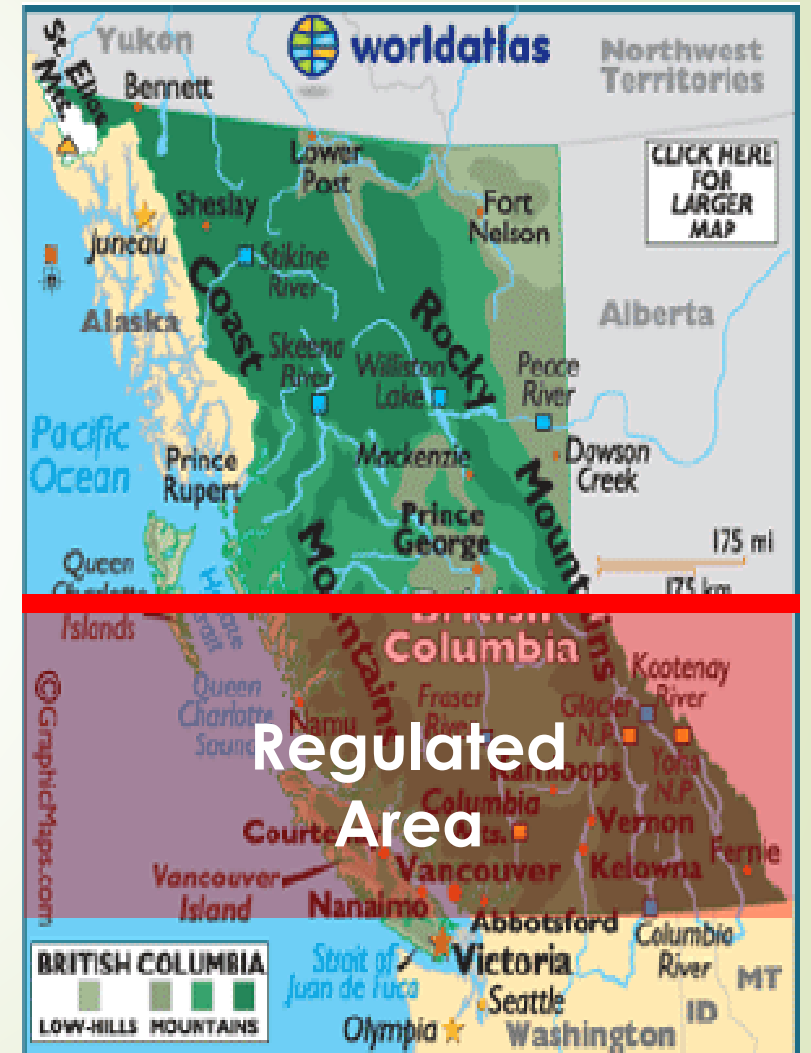
# Potato Industry Profile



- There are 61 producers in the province
- > **86%** of the acreage is farmed in metro Vancouver / Fraser Valley and approximately **60%** of this planted acreage is located in Delta
- In 2014/15 total BC potato production = **0.06%** of total production from the four western USA states – primary competition to BC producers

# Potato Industry Profile

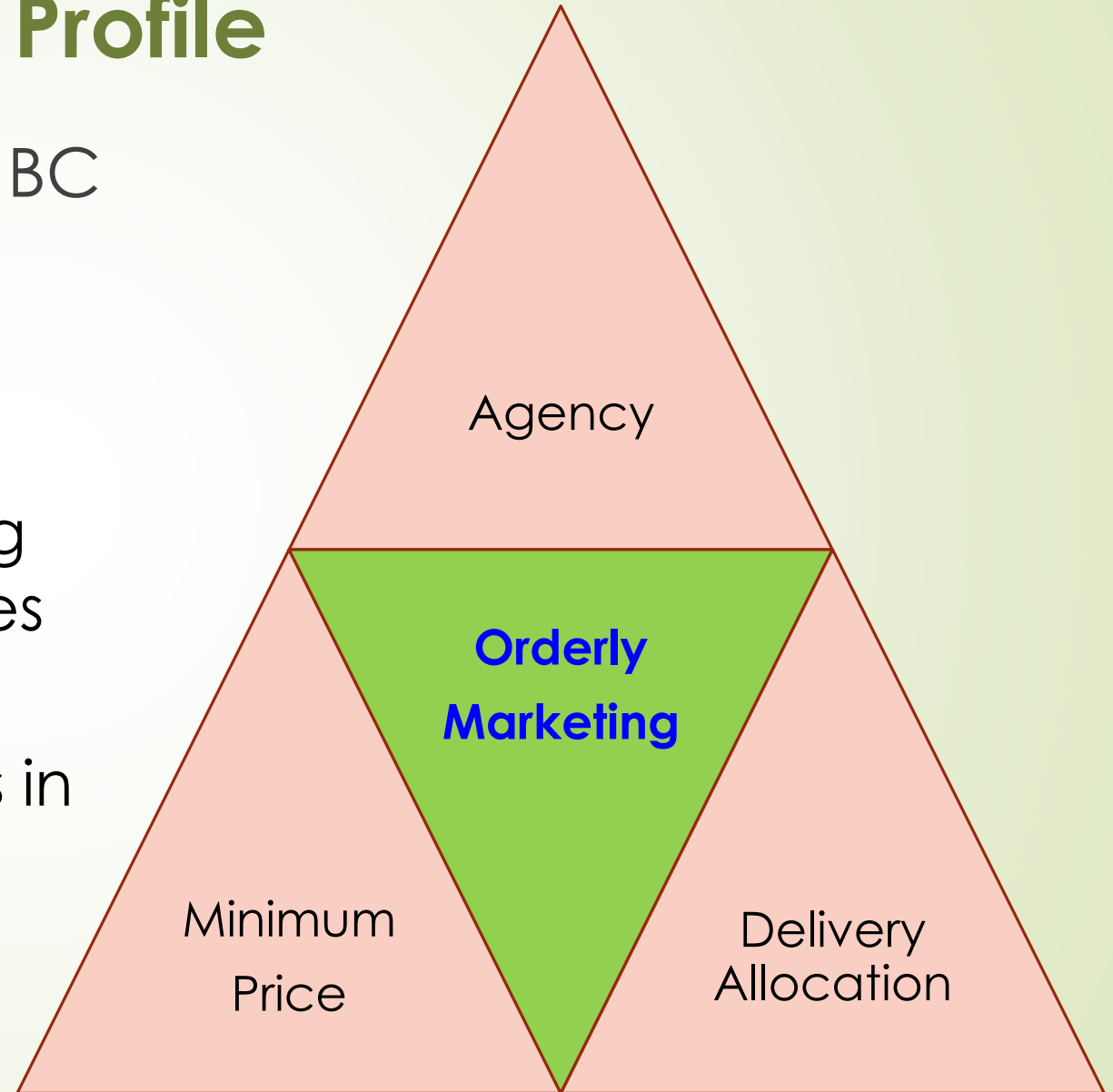
- BC Potato production is regulated if grown below the 53<sup>rd</sup> parallel
- The BC regulated vegetable industry is organized under the Natural Products Marketing (BC) Act & the BC Vegetable Scheme



# Potato Industry Profile

## ➔ Orderly Marketing of BC Potatoes

- The commission delegates marketing authority to Agencies
- Agencies represent groups of producers in the market place
- Market access tools



# Potato Industry Profile

- Orderly Marketing of BC Potatoes
  - There are 6 Storage Crop Agencies in BC
  - Product branding by agency:





# Potato Industry Challenges

## Land Supply

- Land rents are increasing
- Loss of land in Delta and around the valley is impacting the ability to rotate crops
- Loss of land use on Vancouver Island due to Golden Nematode (Municipality of Central Saanich)

## Loss of Processing Capacity

- Processing vegetable crops are essential for crop rotation purposes
- In 1985 there were 7 major fruit & vegetable processors in the valley, now there are two processors and most of their capacity is focused on fruit



# Potato Industry Challenges

## Food Safety

- All agency growers need to be 3<sup>rd</sup> party audited annually. Many have multiple audits. Farmers need to keep informed of updates to audit manuals and food safety program requirements

## Orderly Marketing

- Managing growth ambitions of competing agencies





# Potato Industry Successes

- Anti-Dumping Trade dispute – Successfully defended duty on USA Russets & White potato imports into BC.
- Producers are committed to supplying a high quality product to the market place
  - Investment in high tech storage facilities, grading and packaging equipment
  - New potato varieties
- Higher yielding varieties being planted on reduced acreage
- Desire to eat locally grown food driving demand



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## **BC VEGETABLE MARKETING COMMISSION**

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Thank You