

BC VEGETABLE MARKETING COMMISSION

Growers working for Growers

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COMB

BC Council of Marketing Boards

Who We Are

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- The BCVMC provides for orderly marketing in the vegetable industry.

- Appointed chair & 8 elected commercial producers

Number of growers:

- **Fraser Valley**

- 47 Greenhouse growers
- 64 Potato & storage vegetable growers
- 55 Processing vegetable growers

- **Vancouver Island**

- 11 Greenhouse growers
- 15 Potato & storage vegetable growers

- **Interior**

- 11 Greenhouse growers
- 8 Potato & storage vegetable growers

Regulated Produce

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- BC growers produce 110.5 million kg of greenhouse tomatoes, peppers, cucumbers, & butter lettuce each year
 - Of this, 66-80 million kg are exported
- Storage vegetable growers produce for the BC market:
 - 54 thousand tons of table potatoes
 - 17.5 thousand tons of other storage vegetables
- Processing vegetable growers produce 14 thousand tons of peas, beans, broccoli, Brussels sprouts, cauliflower, & strawberries

BC Vegetable Statistics 1

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- Since 2002 the greenhouse sector has grown an average of 2.7% per year
- Over the past decade other vegetable sectors' production has declined:
 - Potato & other storage veg sector's - down 1.9% per year
 - Processing veg sector - down 5% per year
- There are 11 designated sales agencies:
 - 5 greenhouse vegetables
 - 4 storage vegetables
 - 2 both greenhouse & storage vegetables

Vegetable Statistics 2

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- In 2011 Canada had 13.3 million m² of greenhouse veg area of which BC had 21% (2.86 M m²)
- 2011 National greenhouse veg production was 610.1 million kg of which 40-60% was exported to the USA
- 2011 Canadian potato production: 4.595 million tons
 - BC produced 54,000 tons (1.1% of national)
- Per capita consumption changes 2001 to 2009:
 - Tomatoes: -12% to 4.76 kg; Peppers: +35% to 2.54 kg;
 - Cukes: +14% to 2.44 kg
- Per capita potato consumption declined to 24.4 kg (2012) from 33.8 kg (2001) ~ -2.5% per year

Greenhouse Production

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- Production occurs in high tech glass houses with automated fertigation and climate control
- BC Greenhouse vegetables are typically harvested between March to mid December with a small percentage of production continuing year round under artificial lighting
- At the height of the season, fruit may be picked every one to two days
- Reliant on large number of farm labourers
- Together energy for heating/ CO_2 & labour are the largest COP components



Field Production

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- Cost & availability of land limits BC competitiveness
- Crop rotation of potatoes leads to processing crop production
- Cole crops processed (frozen) at 2 plants in the central Fraser Valley
- BC production influenced by imports from Columbia Basin (potatoes & onions) and California (many vegetables)
- Number of regulated vegetables limited to storage crops while a large number of un-regulated vegetables are direct marketed by farmers



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On Farm Food Safety

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- For farms implementing Good Agricultural Practices
- HACCP based, GFSI-recognized internationally
- Participants must pass 3rd party audit based on the CanadaGAP manuals

For More Information

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**BC Vegetable Marketing
Commission's website:**

www.bcveg.com

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Thank You.

Questions?