



July 20, 2005

File: 44200-35/VMC CFP

DELIVERED BY ELECTRONIC MAIL

George Leroux
Chair
British Columbia Vegetable Marketing Commission
207 – 15252 – 32nd Ave
Surrey BC V3S 0R7

Dear George Leroux:

**APPROVAL OF COUNTRY FRESH PRODUCE INC. AS AN AGENCY OF THE
BRITISH COLUMBIA VEGETABLE MARKETING COMMISSION**

The British Columbia Farm Industry Review Board (Provincial board) has received the June 29, 2005 recommendation of the British Columbia Vegetable Marketing Commission (Vegetable Commission) for approval of the designation of Country Fresh Produce Inc. as an agency to market greenhouse vegetables produced in District 1 commencing January 1, 2006. The Provincial board struck a panel to consider the Vegetable Commission's recommendation under s. 8 of the Natural Products Marketing (BC) Act Regulations.

The Panel considered the preliminary April 12, 2005 and final June 29, 2005 decisions of the Commission and assessed the recommendation both in its process and in its substance. The Panel is satisfied that, as a matter of process, the Vegetable Commission has complied with its own guidelines for designation of agencies, and with the Provincial board's *Procedural Policy for the Appointment or Designation of Agencies*. The Panel is satisfied that all parties have received a fair and balanced hearing of their positions. The FIRB Panel is also satisfied that the Vegetable Commission's decision, and the conditions attached to that decision, is sound and appropriate as a matter of marketing policy.

On behalf of the Provincial board and subject to the terms and conditions established by the Vegetable Commission, the Panel, on July 13, 2005, approved the designation of Country Fresh Produce Inc. commencing January 1, 2006.

British Columbia
Farm Industry Review Board

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George Leroux, Chair
British Columbia Vegetable Marketing Commission
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The Commission is asked to notify industry members of this approval, as well as the following disclaimers:

1. Provincial board approval is not a warranty to producers concerning any aspect of the agency's business, including the ability of the agency to pay for products delivered to them. Producers should independently and consistently assure themselves of the financial viability of the entity to which they sell product.
2. The conferring of an agency designation is a privilege under the *Natural Products Marketing (BC) Act*. It is non-transferable and is not approved in perpetuity. The designation of agency may be reviewed by the Vegetable Commission from time to time and upon any material changes in the conditions giving rise to the initial approval. In the event of a proposed sale of the business of the agency, by way of sale of assets or shares, the party seeking to continue the business must receive the Vegetable Commission's prior approval. Without prior approval, the agency designation will terminate.

Yours truly,

A handwritten signature in black ink, appearing to read 'Richard Bullock', with a long horizontal flourish extending to the right.

Richard Bullock
Chair

cc: Wayne Wickens, Member
Sandi Ulmi, Member