

BC Cranberry Marketing Commission
Report to the 2006 Annual General Meeting
Feb 9 2006

In addition to fulfilling our statutory obligations, and providing funding for research and promotion, the Board continued to work towards bringing our structure and operations up to the regulatory requirements. While some issues still remain to be finalized, we think our rules, procedures and administration now largely meets acceptable standards and meets the legal requirements. We are of course directed and limited by legislation and regulations; we must operate within those parameters.

During the year, we completely rewrote our General Orders. The new Orders were formerly adopted by the Commission on Oct 6 2005 and took effect at that time. Prior to adoption draft editions were circulated to all Growers, Producer Vendors and the Association for comment, and drafts were also extensively reviewed by the Farm Industry Review Board (FIRB).

With our house in order we began work on a Strategic Plan to identify the industry's goals and objectives and required Commission supporting programs. The Strategic Plan is nearly completed and we thank many of you for your time, insights, and recommendations. Once the Plan is finalized and adopted we will work towards its objectives and we will use it to guide and co-ordinate ongoing Commission decisions.

The Strategic Plan is being developed with the financial support and guidance from the Investment Agriculture Foundation of BC. We have indicated to the Foundation that when the Strategic Plan is finalized we would like to enter into a five year joint funding arrangement with them to achieve the objectives of the plan. As much of the funding you now contribute to the Commission has been used and likely will continue to be used for research and promotion, funding from the Foundation should double our capabilities in these and other areas. In other words we are working towards an arrangement whereby your contributions will be matched dollar for dollar to fund most of the Commission's programs. The Foundation has indicated a preliminary willingness to enter into this agreement and we hope to have this in place in the next few months.

The completion of the Plan and the agreement with the Foundation will be a milestone event for the Commission and will greatly enhance our ability to provide services to the cranberry industry.

Our supervisory and appellate body, the Farm Industry Review Board, instituted a new policy this year calling for an annual meeting with each Board and Commission to review operations, outstanding issues and objectives going forward. Our meeting with FIRB took place in August and from our perspective went very well. At that meeting we advised FIRB of our intention to develop a Strategic Plan and of our several requests to them, the Investment Agriculture Foundation, the Provincial Government, and the Federal Government. FIRB asked us at that time to include all of our requests and proposals into our Strategic Plan so that all agencies could see the whole picture and work together as required to meet our objectives. We agreed to FIRB's suggestion and have been acting accordingly even though this meant putting some issues on a temporary hold pending completion of the Plan. It also means that the Plan takes on an added

importance as it will be used not only by us but also by governments weighing its policies towards our industry.

We place a very high priority on working closely with the Cranberry Marketing Committee and to contributing financially to the good promotional work they do. Jeff Hamilton attends CMC meetings and maintains an excellent relationship with our US counterparts.

As we reported last year, we financed the costs of the brochures and other printed materials for the CMC cranberry promotion in France. At present, the CMC like us is developing a Comprehensive Industry Strategic Plan (CISP) which will identify their future promotional plans. Their promotion subcommittee is currently meeting and we have indicated to it, and Jeff has told the CMC governing council that the BC cranberry industry intends to continue to work closely with them and we intend to provide continuing financial support.

Our largest single expenditure during the past year was funding for research projects. The BC Cranberry Growers Association and the Canadian Cranberry Growers Coalition identified projects and provided some administrative services. This meeting will hear results of some of those projects.

The Board believes there would be significant benefits in adding a non-cranberry grower member to the Commission. We believe the right person would bring a useful perspective to our discussions, strengthen our credibility with governments and may at some point in the future be a leading candidate to Chair the Commission. The ideal person would have a good understanding of the agricultural industry and would be compatible with the views and objectives of growers. We think that adding a non grower member would heighten our chances of achieving our goals with FIRB, the Foundation, and with both senior levels of government.

Dependent upon your views, the Board proposes that it have the ability to appoint a suitable candidate to the Commission for a one year term. This would require FIRB's approval and changes to our Scheme. We ask this meeting to give us some feedback before we proceed any further.

The BC Council of Marketing Boards sponsors several professional development programs throughout the year to help us as Commissioners, understand and fulfill our roles and responsibilities. Attendance at these programs is monitored by FIRB and I am pleased to tell you that the Cranberry Commission ranked number 1 of all BC marketing boards and commissions.

Your Board believes that one of the Commission's main objectives is to add value to the cranberry industry and we hope and believe we are well on our way.

Respectfully,

John Savage, Chair
Jeff Hamilton, Vice Chair
Allen May
Todd May