

At the winter meeting of the US Cranberry Marketing Committee (CMC) discussions revolved around volume regulation in an effort to address what was presented as a growing cranberry inventory. The recommendation to the USDA Secretary for a 2014 Volume Regulation included:

- the establishment of a Producer Allotment percentage of 85%;
- clarification that any handlers, at the handler's discretion, may receive all cranberries in excess of their grower's allotments;
- clarification that excess cranberries held by the handler may be converted and disposed of as fresh or processed fruit and such a disposal may occur after March 1, 2015.

As of June 23rd, the US CMC is still waiting for approval from the USDA Secretary for a 2014 volume control regulation. Pending this approval, the Commission is releasing its intention to issue a market order to BC cranberry growers and producer vendors. Please see the attached Notice from the Commission.

Working within its mandate, the Commission will be reviewing all comments and recommendations regarding a volume control regulation. Throughout the process, the SAFETI Accountability Framework will be applied. Those principles include: Strategic, Accountable, Fair, Effective, Transparent and Inclusive.

Notice from the BC Cranberry Marketing Commission BC Cranberry Marketing Order

The BC Cranberry Marketing Commission (the "Commission") has determined that volume of the regulated product (cranberries) may exceed the projected market requirements and intends to issue a market order specifying the amount of the regulated product that each grower and each producer vendor may transport from his cranberry bog in that period.

No producer may transport any amount in excess of the amount stated in the marketing order from his cranberry bog for the 2014 year.

When the Commission has determined the total projected market requirements for the regulated product for the period, the Commission may make Rules to determine the individual marketing order and volume so that each grower and each producer vendor shares equitably in the projected market requirements.

As part of this process, the Commission is providing growers and other stakeholders the opportunity to provide written comments regarding the Commission's intention to issue a market order specifying the amount of the regulated product that each grower and each producer vendor may transport from his bog. The Commission sees stakeholder consultation as an important part of this process and welcomes your written comments.

Please submit your written comments to the Cranberry Commission by **July 15, 2014**.

Email: cranberries@telus.net

Mail: PO Box 162 Stn A, Abbotsford, BC V2T 6Z5

Fax: 604-677-6058 (Vancouver local)