
THE FARM PRODUCTS MARKETING ACT
(C.C.S.M. c. F47)

Root Crop Exemption Order re Baby Whole Carrots*

Regulation 111/2016
Registered July 19, 2016

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Definitions

1 The following definitions apply in this Order.

"baby whole carrots" means carrots no greater than 3/4 of an inch in diameter and no longer than 5 inches.

"consumer" means an individual who purchases baby whole carrots at a retail outlet for preparation and consumption by that individual and by members of that individual's immediate family.

* This Order is made under the *Manitoba Vegetable Producers Marketing Plan Regulation*, Manitoba Regulation 117/2009, and is Order No. 4, 2016 of Peak of the Market.

"designated wholesaler" means The Grocery People Ltd.

"designated producer" means Jeffries Bros. Vegetable Growers Inc.

"retail outlet" means a retail grocery store in Manitoba which offers baby whole carrots for sale to a consumer.

Purpose

2 The purpose of this Order is to provide for the production and marketing of baby whole carrots at retail outlets to a consumer outside of the quota system and pooling system for carrots operated by the board, on a trial basis, in order to better understand the issues related to the production and that market for baby whole carrots.

Exempt activities re marketing of baby whole carrots by the designated producer

3 Subject to the terms of this Order, the designated producer is exempt from the following:

- (a) sections 6, 7, 10 and 11 of the *Root Crop General Order*, Manitoba Regulation 198/94;
- (b) the *Root Crop Quota Order*, Manitoba Regulation 12/95; and
- (c) the *Root Crop Promotion and Research Levies Regulation*, Manitoba Regulation 112/2010;

with respect to the marketing of baby whole carrots produced by the producer in accordance with the terms of this Order.

Exempt activities re marketing of baby whole carrots by the designated wholesaler

4 Subject to the terms of this Order, the designated wholesaler is exempt from sections 6, 7, 10, and 11 of the *Root Crop General Order*, Manitoba Regulation 198/94, with respect to any baby whole carrots acquired by the designated wholesaler from the designated producer and sold to the operator of a retail outlet for sale to consumers by the operator at the retail outlet in accordance with the terms of this Order.

Conditions re marketing and sales exemptions

5 The exemptions provided for in this Order are subject to the following conditions:

- (a) the baby whole carrots marketed by the designated producer must be delivered by the producer to the designated wholesaler's distribution facilities at 1615 King Edward Street, Winnipeg, Manitoba;
- (b) the designated wholesaler must only sell the baby whole carrots to an operator of a retail outlet for sale to consumers by the operator at the retail outlet; and
- (c) the designated wholesaler must not engage in the sale or distribution of baby whole carrots acquired from any source unless the baby whole carrots acquired from that source are sold to the operator of a retail outlet for sale to consumers by the operator at the retail outlet.

Cancellation

6(1) If the designated producer fails to comply with any Order, regulation or written directive of the board, or any condition of this Order, the board may terminate the exemptions provided in this Order.

6(2) If the designated wholesaler fails to comply with any Order, regulation or written directive of the board, or any condition of this Order, the board may terminate the exemptions provided in this Order.

Non-transferability

7 The exemptions provided in this Order are non-transferable.

Application of definitions from M.R. 117/2009

8 Terms defined in the *Manitoba Vegetable Producers Marketing Plan Regulation*, Manitoba Regulation 117/2009, and used in this Order have the same meaning in this Order as in that regulation.

Expiry

9 This Order expires on October 31, 2017.

Coming into force

10 This Order comes into force on July 1, 2016, or on the date it is registered under *The Statutes and Regulations Act*, whichever is later.

June 28, 2016

Peak of the Market:

Keith Kuhl, Chair

Peter Loewen, Secretary

APPROVED

July 19, 2016

Manitoba Farm Products Marketing Council:

Ken Caldwell, Chair

Ingrid Peters-Fransen, Secretary