



## PEI Wild Blueberry Growers Association

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Dear Growers,

Thank you for your continued engagement and patience throughout this process. We appreciate the time many of you have taken to share your feedback, attend sessions, and stay connected with the proposed Marketing Plan for PEI Wild Blueberry Growers.

The PEI Marketing Council has now formally approved a request from the PEI Wild Blueberry Growers Association to delay the plebiscite. This means that the vote will not proceed this summer. The decision follows our request to hold the vote in the fall, and we're pleased that this has now been confirmed.

While the exact dates for the vote are still to be finalized, the Marketing Council will confirm and publish the voting timeline in September. This will include the schedule for ballot distribution and voting deadlines.

As an update from the Association, we are continuing to review the draft Marketing Plan based on feedback received from growers. Over the coming months, we will bring forward an updated version of the plan, share more information about the changes being proposed, and provide opportunities for you to ask questions and learn more ahead of the rescheduled vote.

We also recognize that this is a very busy time for growers. A key reason behind our request to delay the vote until the fall was to ensure that these important decisions are made during a period when you can give them the time and attention they deserve.

We look forward to continuing the conversation and will be in touch again with further updates.

Sincerely,

**JoAnn Pineau**

*Executive Director*

*PEI Wild Blueberry Growers Association*

**PRINCE EDWARD ISLAND  
WILD BLUEBERRY GROWERS**

**NOTICE TO REGISTERED VOTERS FOR THE WILD BLUEBERRY PLEBISCITE**

The PEI Marketing Council has approved a request by the PEI Wild Blueberry Association to delay the next steps in the plebiscite.

The PEIWBGA has requested more time to complete the necessary marketing plan and provide feedback to wild blueberry producers. **The vote will be rescheduled and an update will be issued in September 2025.** When the plebiscite resumes, the PEI Marketing Council will publish the rescheduled dates for the distribution of the voting package and the deadline to vote. Each producer, whose name appears on the registered voter's list, will be mailed the finalized marketing plan, one mail-in ballot, a prepaid envelope, and the voting instructions.

Please note: As this is a mail-in ballot process, the pending Canada Post strike action may also impact the plebiscite process.

Anyone with questions pertaining to the marketing plan should contact the PEI Wild Blueberry Growers Association at 159 Sherwood Road, Suite 100; Tel: 902-368-7204; Email: joann@peifa.ca.

Anyone with questions pertaining to the plebiscite process should contact the PEI Marketing Council, Suite 216, Farm Centre, 420 University Avenue, Charlottetown; Tel: 902-569-7575; Email: kboswall@gov.pe.ca.