

Cross-Commodity Leadership Support Project

Terms of Reference for the Extension Committee

Background

The Extension Committee is established under the Cross-Commodity Advisory Council, which is administered by the Cross-Commodity Leadership Support Project (CCLSP). See Appendix A for more information about the CCLSP.

Purpose of the Committee

The purpose of the CCLSP Extension Committee is to help the regional fruit sector be global leaders in horticultural practices by supporting the regional collaborative extension network. The Committee will strive to be “in the know” about what is happening in the industry to create efficiencies and improvements in extension delivery and funding requests and to help identify needs and fill gaps.

Membership

Membership is open to any interested extension specialists and practitioners from agricultural industry associations, BC Ministry of Agriculture and Food, Agriculture and Agri-Food Canada, and agricultural consultancies. It is recommended that each of the founding partner associations of the CCLSP delegate a representative to the Committee.

Roles and Responsibilities

The CCLSP Project Director and an industry representative will Co-Chair the Committee. The Co-Chairs will be responsible for calling the meetings and drafting the agenda to be approved at the beginning of each meeting. Committee members can request items to be included in the agenda.

The CCLSP is also responsible for providing administrative support for the Committee (i.e., meeting logistics, agenda, minutes) and managing or assisting with other projects as requested by the Committee.

Committee members agree to:

1. Report on current extension events, inform upcoming extension events, and coordinate event schedules (using a common extension calendar created by the CCLSP),
2. Hold an annual broad extension practitioners’ event,
3. Complete an annual review and update of sector extension roadmaps,
4. Provide guidance, where requested, on the extension events of industry associations and others,
5. Meet on an ad-hoc basis for emerging events,
6. Advise, where requested, on applications for use of extension funds, and
7. Increase capacity and support the development and retention of horticulture expertise in the region.

Conduct

Members are obliged to participate in the Committee with the following principles in mind:

- We will do our best to represent the interests of all commodities in the agriculture industry on the Committee and not just the organization we represent.
- We will consider the work of other jurisdictions.
- We will engage in respectful dialogue, communication, and documentation.
- We will respect timelines and individual commitments we make.
- We are committed to a transparent process of communications that demonstrates our commitment to this work and reflects the cooperation required for success.
- We will respect that some information shared in Committee meetings is confidential (e.g., reflecting personal opinions) and not to be shared with others outside the group.

Communications

CCLSP staff will draft and circulate minutes summarizing the activities, discussion, and outcomes of each meeting. Committee members representing organizations are expected to report out within their respective organizations. It is critical that all Committee members and their organizations are active in communicating about and ensuring a proactive, positive, and cooperative approach to the work of the Committee.

The Committee may communicate with the public (including media) **on business specific to the Committee** in the following way:

1. The Project Director may speak on behalf of the Committee. The Project Director will make every attempt to include the Committee, or its Co-Chair at a minimum, in an initial discussion beforehand to ensure messaging is on point.
2. In consultation with the Project Director, the Co-Chair of the Committee, or designate (as noted in 3 below) may speak to the public on the Committee's behalf.
3. In consultation with the Project Director, the Co-Chair may designate another member of the Committee to act as spokesperson on a particular issue.
4. Individual members may not communicate with the public on behalf of the Committee, except as noted above.
5. Media releases, web-postings and other outreach materials produced by the Committee must be approved in advance by the Project Director.

Meeting Schedule

The Committee will meet quarterly at a minimum, early in the month in January, April, June, and November. Ad-hoc meetings will be held as deemed necessary by the Co-Chairs.

Expenses

Members that are staff in an industry organization should receive compensation from that organization. Their time will not be reimbursed, but their travel expenses will be reimbursed if in-person meetings are required as per the Provincial Government Guidelines for Public Servant Travel. Members who are in volunteer roles in their organizations (e.g., volunteer board members) will be reimbursed for their time and (if in-person meetings are required) their travel expenses, both as per the Provincial Government Guidelines for Public Servant Travel.

Appendix A

About the Cross-Commodity Leadership Support Project

Founding Partners

The founding partners of the Cross-Commodity Leadership Support Project are:

- BC Cherry Association
- BC Fruit Growers' Association
- BC Grapegrowers' Association
- BC Wine Grape Council
- Okanagan-Kootenay Sterile Insect Release Program

Project Vision

The vision of the Cross-Commodity Leadership Support Project is that British Columbia has strong and vibrant tree fruit and wine grape sectors that are world leaders in environmentally sustainable and profitable production, the agricultural lands and the people that grow food are valued by communities, and our agricultural capacity is protected for future generations.

Project Mission

The Project's mission is to provide a forum for tree fruit and wine grape industry associations and stakeholders to coordinate and collaborate on cross-commodity issues while also providing capacity to make meaningful progress on these issues.

Project Goals

The goals of the Project are:

1. Leadership of the Tree Fruit Industry Stabilization Initiative successfully transfers from MAF to industry.
2. Tree fruit and wine grape industry leaders meet regularly to share knowledge and expertise and identify and act on common challenges and opportunities.
3. Tree fruit and wine grape industry associations work together to define funding needs and identify and apply for grants.
4. Tree fruit and wine grape industry associations have the capacity to work on initiatives that help them adapt to and thrive in changing climatic, regulatory, and market conditions.
5. Tree fruit and wine grape industries are well-informed about cross-commodity challenges and opportunities and can provide input on priorities.