

# Cross-Commodity Leadership Support Project

## Q1 Progress Report for 2024 (January 1 to March 31)

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### Background

In early 2023, a coordinated effort to address leadership challenges and improve collaboration among industry organizations representing tree fruits and wine grapes was established by industry, with support from the BC Ministry of Agriculture and Food and funding provided from the Stabilization Fund. The Cross-Commodity Leadership Support Project (CCLSP) was officially launched at the end of August 2023 with the hiring of a Project Director.

The CCLSP is a 3-year pilot project that will provide the framework for industry to assume responsibility for key projects of the Tree Fruit Industry Stabilization Plan (e.g., labour, extension, variety access). Ultimately, the CCLSP will help ensure there is a long-term leadership structure to action cross-sector initiatives and support continued collaboration. The Okanagan-Kootenay Sterile Insect Release Program is administering the CCLSP, and the Partners Table<sup>1</sup> is providing overall guidance and accountability.

### Key Accomplishments

Significant progress was made in the first quarter of 2024. Key accomplishments include:

- Planned and delivered the second annual Extension Practitioners' Conference,
- Hired and onboarded a Project Lead for BC Fruit Works,
- Prepared a joint letter to Agriculture & Agri-Food Canada outlining local research needs and concerns on behalf of the Partners Table,
- Obtained endorsement of the Leadership Transition Plan and moved forward on the actions outlined in the plan,
- Obtained endorsement of a Terms of Reference for the new Cross-Commodity Advisory Council, with the first meeting to take place in April, and
- Launched a Cross-Commodity Innovation and Technology Committee with a first meeting to take place in April.

### Reflections and Lessons Learned

People working in the tree fruit and wine grape sectors have a lot going on and are facing numerous challenges. Growth of the CCLSP inevitably adds more to the plates of some of these people, particularly the senior administrators of the industry associations. As we launch the Advisory Council and run the three committees currently under the CCLSP, we need to recognize the meeting fatigue many are feeling

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<sup>1</sup> Partners Table member organizations are the BC Fruit Growers' Association, BC Grapegrowers' Association, BC Wine Grape Council, BC Cherry Association, and Okanagan Kootenay Sterile Insect Release Program.

and do our best to enlist different people to participate on each group. This approach will not only spread the workload, but also help us to tap into a broad range of perspectives, expertise, and experience.

Members of the Partners Table and the TFISP Steering Committee have shown great dedication to the cross-commodity work and their efforts are paying off. Trust is being built and relationships are growing strong, bringing many successful collaborations this quarter. The five industry associations signed off on a Terms of Reference for the Partners Table, prepared a joint letter to AAFC, attended the Building Bridges conference together, and signed an MOU committing to using a common events calendar. The Steering Committee adopted the Leadership Transition Plan, approved a Terms of Reference and membership for the new Advisory Council, and supported extension of the CCLSP until the end of December 2026.

## Description of Progress

Details of progress made are provided in the table below.

<b>Work category</b>	<b>Description of progress</b>
Administration and project management	<p>Met with the Partners Table in February to sign and approve the Terms of Reference and review the draft CCLSP Strategic Plan prepared by the Project Director.</p> <p>Met individually with the new OKSIR General Manager, Michelle Cook, to welcome her to the Partners Table and discuss her vision and participation with the CCLSP.</p> <p>Secured funding (with approval from the TFISP Steering Committee and Partners Table) to extend the CCLSP to December 2026.</p>
Leadership transition planning	<p>Collaborated with MAF to finalize the transition plan document and obtain approval from the Partners Table and the TFISP Steering Committee.</p> <p>Attended three TFISP Steering Committee meetings and delivered updates on transition planning, domestic labour, and extension activities.</p> <p>Worked with the TFISP Steering Committee to prepare and approve the Terms of Reference and membership list for a new Cross-Commodity Advisory Council. The first Advisory Council meeting will be held in April.</p>
Domestic labour	<p>Hired the BC Fruit Works Project Lead, which included creating the job description and posting, interviewing applicants, and onboarding Shamore Watson at the beginning of March.</p> <p>Worked with new Project Lead to launch BC Fruit Works for 2024.</p> <p>Worked to expand membership of the domestic labour committee and held a meeting in January.</p>

Work category	Description of progress
	<p>Attended CAHRC Labour Market Research presentation in March, organized by the Ministry of Agriculture and Food.</p>
Extension	<p>Held the second annual Building Bridges conference for tree fruit and wine grape extension practitioners. Thirty-one people attended, representing independent consultants, private companies, government, industry associations, and more. The event consisted of a social mixer, a commodity specific roadmaps workshop, and various presentations ranging from how to use AI in the workplace to motivating on-farm change with your client. A <a href="#">summary report</a> for the conference was prepared by CCLSP staff.</p> <p>Held an extension committee meeting in January.</p> <p>Attended the BC Wine Grape Council R&amp;D &amp; KTT meeting in January.</p> <p>Developed a collaborative extension calendar for use on the CCLSP website. Site visitors can add events by visiting <a href="http://www.crosscommodity.org/events-calendar">www.crosscommodity.org/events-calendar</a>.</p>
Innovation & Technology	<p>Established a committee to address specific objectives and projects focused on Innovation and Technology. Membership was built to include representatives from tree fruit and wine grape industry associations, growers, and private companies.</p> <p>Drafted a Terms of Reference to review with committee members at the first meeting, which will be held in April.</p>
New varieties	<p>Finalized contract with consultant for the Global Club Access for BC Growers project and attended the kick off meeting in February.</p>
Local government	<p>Began researching existing local government bylaws, policies, community plans, and relevant contacts to make connections and determine how CCLSP can best collaborate with municipalities to support local agriculture.</p>
Communications and relationship-building	<p>Completed numerous communications and relationship-building activities, including:</p> <ul style="list-style-type: none"> <li>• Gave two interviews for Country Life in BC.</li> <li>• Attended the BCIA Okanagan Branch Annual General Meeting.</li> <li>• Attended the Southern Interior Horticulture Show.</li> <li>• Attended and presented at the BC Cherry Association Annual General Meeting.</li> <li>• Attended the BCFGAs Annual General Meeting.</li> <li>• Attended the Decoding Drought Management session in Lake Country.</li> <li>• Attended the Irrigation and Food Security event hosted by the Lake Country Farmers Institute.</li> <li>• Attended the Environmental Flow Needs conference hosted by the Okanagan Basin Water Board.</li> </ul>

Work category	Description of progress
	<ul style="list-style-type: none"> <li>Participated in the Food Systems Planning Focus Group in Kelowna hosted by Kwantlen Polytechnic University.</li> <li>Participated in the BC Provincial Disaster and Climate Risk and Resilience Assessment workshop.</li> </ul> <p>Developed an <a href="#">infographic</a> to explain TFISP progress over the last 3 years and introduce the CCLSP.</p> <p>Provided an article on the CCLSP for the BC Cherry Association newsletter.</p> <p>Prepared and delivered a letter to Agriculture &amp; Agri-Food Canada outlining local research needs for apples, cherries, and wine grapes on behalf of the BCCA, BCFG, BCGA, BCWGC and OKSIR.</p>

## Report on Performance Metrics

CCLSP staff are working with the Partners Table to develop appropriate performance metrics for the project. That said, several have been confirmed and are already being tracked. A full analysis of the metrics will be done annually and included in the Q4 progress report.

## Report on Expenditures

A statement of financial activity from January 1 to March 31, 2024, is outlined in the table below.

### CCLSP General Operating Expenses

	Annual Budget	Q1 Expenses (Jan to Mar 2024)	Budget Remaining
<b>Communications</b>	\$4,500	\$216	\$4,284
<b>Meetings &amp; Travel</b>	\$7,500	\$2,040	\$5,460
<b>Employee Expenses</b>	\$207,550	\$51,527	\$156,023
<b>Supplies, Software, &amp; Subscriptions</b>	\$5,500	\$277	\$5,223
<b>Rent</b>	\$2,600	\$0	\$2,600
<b>Contract Services</b>	\$10,000	\$0	\$10,000
<b>Contract Admin (OKSIR 8.5%)</b>	\$20,200	\$4,595	\$15,605
<b>TOTAL</b>	<b>\$257,850</b>	<b>\$58,655</b>	<b>\$199,195</b>

### CCLSP Administered Projects

	Annual Budget	Q1 Expenses	Budget Remaining
<b>BC Fruit Works (Domestic Labour)</b>	\$162,540	\$6,325	\$156,215
<b>Extension Practitioners' Conference</b>	\$36,750	\$33,131	\$3,619
<b>Global Club Access Project</b>	\$48,000	\$0	\$48,000
<b>TOTAL</b>	<b>\$247,290</b>	<b>\$39,456</b>	<b>\$207,834</b>

## Looking Ahead to Next Quarter

CCLSP staff will focus on the following tasks in the second quarter of 2024.

- Finish all actions outlined in the Leadership Transition Plan to ensure a successful transition by April 30.
- Finalize the CCLSP Strategic Plan and gain approval from Partners Table.
- Launch and administer the Cross-Commodity Advisory Council.
- Work with industry to identify more projects that can be supported by the TFISP fund, assist with funding applications, and provide project administration and management support for approved projects.
- Build relationships and identify how CCLSP can best support industry by continuing to give presentations and attend events and field tours.
- Develop scope of work for an initiative focused on local government agricultural policy and processes.