

PROJECT SPOTLIGHT -

BC Fruit Works

BC Fruit Works (BCFW) is a collaborative initiative between the BC Cherry Association, BC Fruit Growers' Association, BC Grapegrowers' Association, and the BC Ministry of Agriculture and Food. The program intends to be the future of hiring for Canadians seeking work in BC orchards and vineyards, by connecting producers with seasonal agricultural workers.

Goal

The goal of the project is to improve the domestic labour supply by enticing Canadians to work as seasonal agricultural workers in BC orchards and vineyards.

Objectives

The objectives of this project are to:

1. Attract and retain domestic labour for seasonal agricultural work in BC orchards and vineyards.
2. Establish a cooperative model for industry associations to pool resources in a coordinated effort to address common issues with domestic labour.
3. Establish BCFW as a top resource for domestic labour to engage with orchard and vineyard work in BC.
4. Enhance the availability of locally grown produce and support the Canadian farming community by connecting producers with seasonal agricultural workers.

Timeline & Funding

The project will be completed between February and December 2024. Funding is provided by the Government of British Columbia through programs and initiatives delivered by the Investment Agriculture Foundation of BC.

Activity Highlights

Website Improvements

- Build out website to include materials in languages commonly used by domestic labourers (English, Punjabi, French).

Marketing & Recruitment

- Create and execute a social media campaign dependent on current labour needs to increase recruitment of employers and seasonal agricultural workers.

HR Support

- Review and edit existing HR materials.
- Source and format missing resources and display them on the website for producer navigation.

Producer Education & Engagement

- Attend various industry events to engage producers to participate in BCFW.
- Work with partners who have mandates related to labour (e.g. WALI, BCAC, CAHRC, BCFGAs) to improve understanding of employment regulations and standards.

Job Matching

- Use a service-driven approach focused on relationships to ensure a quality experience. Producers are manually matched with workers based on predetermined criteria outlined in sign up forms.