

CROSS-COMMODITY ADVISORY COUNCIL

Minutes of the **Cross-Commodity Advisory Council** held virtually via MS Teams on September 5, 2024.

PRESENT

Angela Boss
Jesse MacDonald
Kate Durisek
Madeleine van Roehoudt
Melissa Tesche
Michelle Cook
Sukhpaul Bal
Tyrion Miskell
Walter Makepeace

BC Ministry of Agriculture & Food
Agriculture & Agri-Food Canada
BC Wine Grape Council
Grower at Large
BC Fruit Growers' Association
Okanagan-Kootenay Sterile Insect Release Program
BC Cherry Association
BC Grapegrowers' Association
Okanagan-Kootenay Sterile Insect Release Program

REGRETS

Adrian Arts
Beth Cavers
Gord Morrison
Nikki Callaway
Ryan Ostertag

BC Ministry of Agriculture & Food
BC Cherry Association
Consolidated Fruit Packers
BC Wine Grape Council
Consolidated Fruit Packers

GUESTS

None

STAFF

Kellie Garcia
Shamore Watson
Shelby Austen

CCLSP Project Director
CCLSP Domestic Labour Lead
CCLSP Administration & Communications Manager

1. WELCOME & INTRODUCTIONS

Kellie Garcia, CCLSP Project Director, called the meeting to order at 1:02 pm.

2. ADOPTION OF AGENDA

Moved by: Walter Makepeace

Seconded by: Kate Durisek

"THAT the September 5, 2024, meeting agenda be approved as presented."

CARRIED

3. ADOPTION OF MINUTES

Moved by: Michelle Cook

Seconded by: Walter Makepeace

"THAT the June 25, 2024, meeting minutes be adopted as presented."

CARRIED

4. REGULAR BUSINESS

4.1 STABILIZATION FUND STATUS

Kellie provided a detailed update on the fund, noting a current balance of approximately \$1.79M, including accrued interest from the past three years. At the November 26 meeting, the Council will review and update the table of notional allocations previously developed by the steering committee.

4.2 STABILIZATION FUND: CURRENT PROJECTS

a) CROSS-COMMODITY LEADERSHIP SUPPORT PROJECT

The 2024 Q2 progress report for the Cross-Commodity Leadership Support Project was provided to the Council. The report has also been posted on the CCLSP website.

b) BC FRUIT WORKS

Shamore briefed the Council on the project's achievements, challenges, and next steps, with a detailed report provided separately. Key milestones include hiring a project lead, updating the website, translating materials, preparing HR resources, and hiring a marketing firm for a social media campaign. Ongoing efforts focus on marketing, job matching, evaluating strategies, and domestic labour research. Challenges include industry difficulties, communication issues, overcoming past perceptions, limited collaboration, and candidate quality. Looking ahead, Shamore aims to maintain outreach, strengthen partnerships, educate growers, collaborate on labour research, and define a long-term strategy.

Moved by: Madeleine van Roechoudt

Seconded by: Michelle Cook

"THAT the Cross-Commodity Advisory Council approves the BC Fruit Works Progress Report submitted by the Okanagan-Kootenay Sterile Insect Release Program and recommends the second payment of \$50,000."

CARRIED

Angela and Jesse abstained from voting on the motion.

4.3 STABILIZATION FUND: NEW APPLICATIONS

a) LOCAL GOVERNMENT AND AGRICULTURE TOURS

Kellie walked the Council through the project application and due diligence checklist, explaining that one tour will be held in the North and Central Okanagan, and another in the Okanagan-Similkameen. Both tours will bring planning staff and producers together to discuss common agricultural issues.

Melissa added that a similar tour hosted by SIR in 2017 was well received and expressed strong support for the project.

Moved by: Melissa Tesche

Seconded by: Tyrion Miskell

"THAT the Cross-Commodity Advisory Council approves the Local Government and Agriculture Tours TFISP application submitted by the Okanagan-Kootenay Sterile Insect Release Program with a maximum funding contribution of \$14,595, and a project timeline of September 15, 2024, to November 30, 2024."

CARRIED

Angela and Jesse abstained from voting on the motion.

b) BUILDING BRIDGES EXTENSION CONFERENCE 2025

Kellie walked the Council through the project application and due diligence checklist, highlighting the value the conference provides to extension practitioners.

Kate, Jesse, and Tyrion emphasized how the conference roadmaps, which outline key industry issues, have been invaluable for decision-making and planning this year. They also stressed the importance of the professional development opportunities.

Madeleine mentioned that, since she has not attended the conference, she finds it difficult to fully grasp its benefits. Kate explained that in addition to the roadmaps, it also fosters collaborations, such as those between MAF, BCWGC, and BCIA, who are now working together to update the grapes Best Practice Guide.

Sukhpaul asked about a cost-share model for participants. Kellie clarified that the intention is to have the conference fully grant-funded this year, but the model could change next year. Kate supported keeping it accessible to ensure the right audience. Melissa agreed, noting that a cost-share might limit attendance, especially for veterans whose expertise is crucial.

The Council agreed to revisit the cost-share model next year.

Moved by: Tyrion Miskell

Seconded by: Madeleine van Roechoudt

“THAT the Cross-Commodity Advisory Council approves the Building Bridges Extension Conference 2025 TFISP application submitted by the Okanagan-Kootenay Sterile Insect Release Program, with a maximum funding contribution of \$35,385, and a project timeline of September 15, 2024, to March 31, 2025.”

CARRIED

Angela and Jesse abstained from voting on the motion.

c) BC DAS OPERATIONS

Kellie walked the Council through the project application and due diligence checklist. Michelle explained that the funding application will support two years of operations and the development of a long-term strategy and financial plan for the platform. BC DAS has proven very useful to many growers and field staff and its continuation is vital to the industry.

Moved by: Melissa Tesche

Seconded by: Walter Makepeace

“THAT the Cross-Commodity Advisory Council approves the BC Decision Aid System TFISP application submitted by the Okanagan-Kootenay Sterile Insect Release Program, with a maximum funding contribution of \$300,545, and a project timeline of September 15, 2024, to December 31, 2026.”

CARRIED

Angela, Jesse, and Michelle abstained from voting on the motion.

d) BC DAS EXPANSION TO WINE GRAPES

Kellie walked the Council through the project application and due diligence checklist, outlining a phased approach with phase one including a needs assessment and go/no go process and phase two focusing on integrating one to three of the most beneficial wine grape models into the current BC DAS platform.

Sukhpaul asked about the consultant selection process, and Kellie explained that she would collaborate with industry partners to find someone to do the work.

Kate emphasized the importance of the phased approach, noting that its timing aligns well with BCWGC's collaborative research efforts, which can provide peripheral support.

Moved by: Kate Durisek

Seconded by: Sukhpaul Bal

"THAT the Cross-Commodity Advisory Council approves the Expanding BC DAS to Wine Grapes TFISP application submitted by the Okanagan-Kootenay Sterile Insect Release Program, with a maximum funding contribution of \$115,500, and a project timeline of September 15, 2024, to December 31, 2026."

CARRIED

Angela and Jesse abstained from voting on the motion.

e) RESEARCH BRIEFS AND VIDEOS

Kellie walked the Council through the project application and due diligence checklist, highlighting the collaboration with the BC Agricultural Climate Action Research Network and BC Food Web.

Kate expressed her support, noting that while BCWGC has long supported research, their biggest challenge is knowledge transfer. Madeleine emphasized the need to translate research into simple terms for better accessibility.

Jesse added that this partnership will help researchers more easily communicate their findings and meet their knowledge and technology transfer (KTT) requirements.

Moved by: Kate Durisek

Seconded by: Michelle Cook

"THAT the Cross-Commodity Advisory Council approves the Improving Access to Research for Tree Fruits and Wine Grapes TFISP application submitted by the Okanagan-Kootenay Sterile Insect Release Program, with a maximum funding contribution of \$143,850, and a project timeline of April 1, 2025, to December 31, 2026."

CARRIED

Angela and Jesse abstained from voting on the motion.

5. OTHER BUSINESS

6. ADJOURNMENT

The next Cross-Commodity Advisory Council meeting will be held on November 26, 2024, from 9 am to 12 pm.