

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 supports the tree fruit and wine grape industries in attracting and retaining domestic seasonal labour. By providing centralized HR resources, promoting job opportunities, and coordinating outreach efforts, BCFW helps connect local job seekers with meaningful work in BC orchards and vineyards - while supporting producers and strengthening the regional agricultural workforce.

Goal

To strengthen domestic labour in BC's orchard and vineyard sectors through coordinated outreach, education, and resource-sharing - positioning BC Fruit Works as a central hub for job seekers and producers, and supporting industry-wide collaboration to attract, connect, and retain local seasonal workers.

Objectives

The objectives of this project are to:

1. Attract and retain domestic labour for agricultural work in BC orchards and vineyards.
2. Assist industry associations 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. Support the regional farming community by helping producers connect with job seekers.

Timeline & Funding

The project will be completed between February 2024 and March 2025. Following March 2025, BCFW will remain an ongoing educational initiative under the CCLSP. 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).
- Create additional resources such as the Worker's Guide to Okanagan Agriculture for use by job seekers and employers.

Marketing & Recruitment

- Promote seasonal work opportunities and long-term careers in BC's tree fruit and wine grape sectors.
- Launch targeted campaign to recruit job seekers from BC, Quebec, and Ontario to active industry job boards and employment directories.

HR Support

- Offer centralized access to HR resources on hiring, onboarding, safety, and employer responsibilities
- Coordinate with AgSafeBC and the Canadian Agricultural HR Council to avoid duplication and align efforts

Producer Education & Engagement

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

