

PROJECT SPOTLIGHT -

Global Club Access For BC Growers

This project explores how BC growers can access global Club apple varieties by developing a framework to meet licensing and management requirements. Using Snowflake™ as a test case, a group of growers works with a consultant to design a process for organizing under a “BC Master Licensee”—a centralized structure needed to participate in Club systems. The project delivers practical tools and guidelines to support future grower-led access to Club varieties and new market opportunities.

Goal

To create a structured pathway for BC apple growers to access and participate in global Club variety systems by developing the tools, processes, and organizational model needed to meet licensing, quality, and marketing requirements.

Objectives

The objectives of this project are to:

1. Develop a clear process for BC growers to access and license global Club apple varieties.
2. Establish a legal entity structure capable of meeting Club licensing and compliance requirements.
3. Identify suitable packing and marketing solutions aligned with Club system expectations.
4. Build a financial model to assess the return on investment of Club variety participation.
5. Engage with Variety Managers to understand and meet production, quality, and licensing standards.

Timeline & Funding

The project will be completed between January 2024 and May 2025. Funding is provided by the Government of British Columbia through programs and initiatives delivered by the Investment Agriculture Foundation of BC.

Activity Highlights

Legal Entity Formation

- Explore legal structure options and support growers in selecting and registering a BC Master Licensee.
- Provide organizing documents and an organization checklist for future use.

Packing & Marketing Solutions

- Identify specific packing and marketing requirements for Club varieties.
- Engage with packers, marketers, and brokers to assess capacity, logistics, and costs.
- Create checklists to guide future contracting and planning.

Financial Analysis & ROI Modeling

- Build a detailed ROI model incorporating licensing, production, packing, and marketing costs.
- Use the model to help growers assess Club variety opportunities.

Engagement with Club Variety Manager

- Liaise with Algoma Orchards to understand Snowflake™ licensing terms and expectations.
- Share findings with growers and refine the model to support informed decision-making.