

PROJECT SPOTLIGHT -

Research Briefs & Videos

In response to the loss of extension services in BC's fruit sectors, this project aims to bridge the gap between research and on-farm decision-making by translating regional, peer-reviewed studies into accessible, plain-language formats. In partnership with the BC Agricultural Climate Action Research Network (ACARN), the project will share relevant research through written briefs, videos, and industry-led information sessions. Hosted on the BC Food Web, these resources will improve knowledge transfer, support cross-commodity learning, and help industry groups align events and services

Goal

To strengthen knowledge transfer in BC's tree fruit and wine grape sectors by translating research into accessible formats and delivering targeted outreach, helping producers apply science-based solutions to address climate, economic, and production challenges.

Objectives

The objectives of this project are to:

1. Develop plain-language research briefs on regional studies and innovations that support best practices, fruit quality, and climate adaptation.
2. Create short videos highlighting the key takeaways and practical applications of the research briefs.
3. Work with industry associations to share and promote the briefs through targeted information sessions for growers.

Timeline & Funding

The project will be completed between April 2025 and December 2026. Funding is provided by the Government of British Columbia through programs and initiatives delivered by the Investment Agriculture Foundation of BC.

Activity Highlights

Creation of Briefs

- Work with industry associations and researchers to identify suitable research and case studies.
- Collaborate with academic institutions to develop plain-language briefs based on current and regional research.
- Host completed briefs on the BC Food Web to ensure open and centralized access.

Creation of Videos

- Develop short, engaging videos that highlight key messages and practical applications from the briefs.
- Use videos to complement written materials and support a range of learning preferences.
- Share videos alongside briefs on the BC Food Web and through industry communication channels.

Education & Outreach

- Attend various industry events to engage producers about relevant research.
- Partner with industry associations to promote materials through websites, newsletters, and social media.
- Organize targeted information sessions to help producers understand and apply the research.
- Distribute materials widely across the sector, including to growers, industry associations, extension staff, and researchers.