



FUNDING ACKNOWLEDGMENT

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The Government of British Columbia and the Investment Agriculture Foundation of BC are pleased to participate in the delivery of this report. We are committed to working with our industry partners to address issues of importance to the agriculture and agrifood industry in British Columbia. Opinions expressed in this report are those of the author and not necessarily those of the Investment Agriculture Foundation or the Government of British Columbia.

LEARN MORE ABOUT **OUR FOUNDING PARTNERS**

BC Cherry Association

www.bccherry.com

BC Fruit Growers' Association

bcfga.com

BC Grapegrowers' Association

grapegrowers.bc.ca

BC Wine Grape Council

bcwgc.org

Okanagan-Kootenay Sterile **Insect Release Program**

Oksir.org

THE CROSS-COMMODITY APPROACH

Tree fruit and wine grape industries in British Columbia are navigating significant challenges that require collective action to support the livelihoods of producers and improve resilience of the sectors. Industry organizations are working together under a 3-year pilot project funded by the Government of BC—the Cross-Commodity Leadership Support Project (CCLSP). It emerged from *The Path Forward:*A Blueprint for B.C.'s Tree Fruit Industry, commonly referred to as the Tree Fruit Industry Stabilization Plan (TFISP), which identified the need for improved leadership, cooperation, and planning across the industries.

The CCLSP brings together people with diverse skills and experience—encouraging innovation and creativity in finding common solutions. CCLSP partners seek out opportunities for collaborative project development, joint funding applications, shared events, and consistent messaging. Two staff move ideas to action by facilitating several committees of industry leaders and specialists, writing applications, administering multi-partner projects, and providing communications support to the industry organizations. A third staff person works specifically on domestic labour challenges facing the industries.

VISION

The Vision of the Cross-Commodity
Leadership Support Project is a thriving
British Columbia where tree fruit and
wine grape sectors are recognized as
leaders in environmentally sustainable
and profitable production. Agricultural
lands and the people who grow food
are celebrated as vital contributors to
our communities, and the province's
agricultural capacity is protected for
future generations.

MISSION

The mission of the CCLSP is to create a collaborative platform where tree fruit and wine grape industry associations and agricultural stakeholders work together to address shared challenges and opportunities. Through coordination and partnerships, the CCLSP strengthens capacity to drive meaningful progress across the sectors.

GOALS

- Leadership of the Tree Fruit Industry
 Stabilization Initiative successfully
 transfers from the Ministry of
 Agriculture and Food to Industry.
- Tree fruit and wine grape industry leaders meet regularly to share knowledge and expertise and identify and act on common challenges and opportunities.
- Tree fruit and wine grape industry associations work together to define funding needs and identify and apply for grants.
- Industry associations have the capacity to work on initiatives that help tree fruit and wine grape sectors adapt to and thrive in changing climatic, regulatory, and market conditions.
- Tree fruit and wine grape industries are well-informed about cross-commodity challenges and opportunities and can provide input on priorities.



OUR TEAM



Kellie Garcia
Project Director



Shelby AustenAdministration &
Communications Manager



I've been truly inspired by how many people have come together to support the CCLSP this past year. When we work together, we can make real progress on even the most complex challenges facing agriculture today.

- Kellie Garcia, CCLSP Director







GOAL

TRANSFER LEADERSHIP OF STABILIZATION INITIATIVE TO INDUSTRY

In November 2021, B.C.'s Ministry of Agriculture and Food released The Path Forward: A Blueprint for B.C.'s Tree Fruit Industry, commonly referred to as the Tree Fruit Industry Stabilization Plan (TFISP or the Plan). The Plan outlines 19 recommendations designed to support the long-term stability of BC's tree fruit industry and minimize impacts on the wine grape industry.

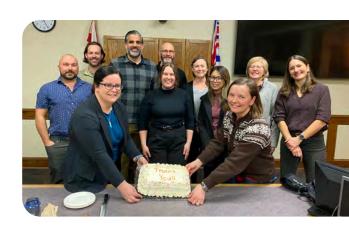
An industry-based Steering Committee, led by the Ministry, guided the development of the Plan and the processes, engagement, and consultations that informed it. The Steering Committee and sub-committees worked

on the foundational recommendations from the Plan between January 2022 and March 2024.

Recognizing the progress made, the Ministry and industry partners endorsed a Leadership Transition Plan, transferring responsibility for the ongoing implementation to industry on April 30, 2024, under the CCLSP and its Cross-Commodity Advisory Council. Advisory Council members vote on the allocation of stabilization funds, review deliverables for funded projects, and recommend payments in alignment with Contribution Agreements.

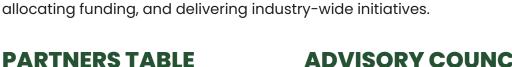


- LEADERSHIP TRANSITION PLAN approved by government and industry on Jan 11/24.
- TERMS OF REFERENCE for CCAC approved by government and industry on Mar 11/24.
- · FIRST MEETING OF CCAC held on April 30/24, with 19 attendees.
- · ALL ACTIONS identified in transition plan, COMPLETE by Apr 30/24.



GOAL 2 CONVENE **INDUSTRY LEADERS**

CCLSP staff support the Partners Table, Advisory Council, and three committees, which meet quarterly or as needed. These groups drive cross-commodity efforts by proposing projects, reviewing applications,



The Partners Table is composed of five industry organizations: the BC Cherry Association, BC Grapegrowers' Association, BC Fruit Growers' Association, BC Wine Grape Council, and Okanagan-Kootenay Sterile Insect Release Program. This group ensures that the CCLSP meets funder requirements, oversees the hiring and performance of the Project Director, regularly reviews and approves financial records, and establishes annual work plans in consultation with the Project Director.

ADVISORY COUNCIL

The Cross-Commodity Advisory Council brings together representatives from industry associations, orchards, vineyards, wineries, fruit packers, and government. The council serves as a trusted source of knowledge for the tree fruit and wine grape sectors, bringing expertise and balanced guidance to cross-sector initiatives. They are also responsible for approving and reviewing project applications for funding.



COMMITTEES

The committees-domestic labour, extension, and innovation and technology-enhance engagement by including growers, winemakers, industry support staff, and government. These committees foster knowledge-sharing, streamline efforts, and advance crosscommodity priorities efficiently.

See Appendix A for a detailed view of CCLSP committees.







- 5 INDUSTRY ASSOCIATIONS signed on to the Partners Table.
- 19 MEETINGS of cross-commodity Partners Table, Advisory Council, and committees.
- 51 MEMBERS from 25 DIFFERENT **ORGANIZATIONS** participating.



GOAL **SECURE FUNDING**

CCLSP staff supports the industry by identifying projects, drafting funding applications and reports, liaising with funders, and ensuring resources are used effectively. The Advisory Council oversees fund allocation, approves applications, reviews project results, and recommends payments. In addition to stabilization funds, the CCLSP coordinates efforts to secure other grants, helping industry partners align priorities and work together on impactful cross-sector projects.

In 2024, staff submitted nine project applications developed collaboratively with CCLSP committee and Advisory Council members. Eight of the projects are administered and delivered by the CCLSP. One project is being administered and delivered by the BC Fruit Growers' Association.

CCLSP PROJECTS:

Agriculture Tours

BC DAS Operations

BC DAS Expansion to Wine Grapes

BC Fruit Works

Extension Practitioners Conference

Labour Supply Research

Global Club Access for BC Growers

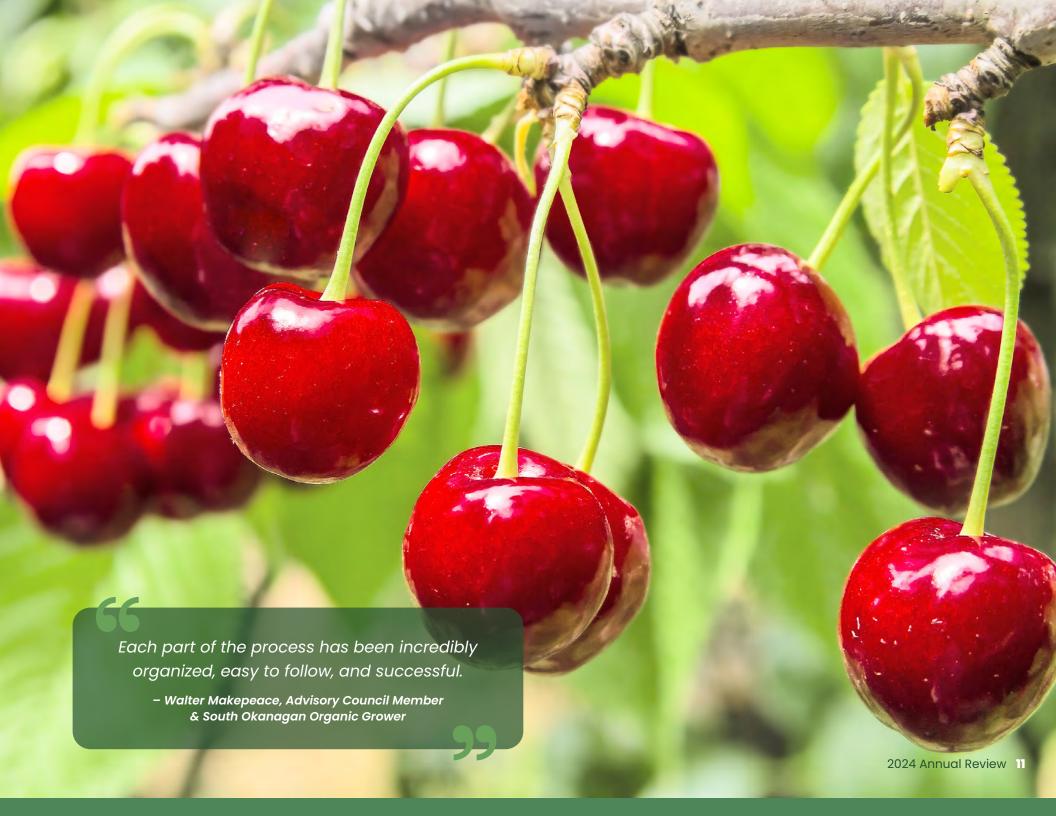
Research Briefs and Videos

PARTNER PROJECTS:

Access to Plant Material (BCFGA)



- 9 PROJECT APPLICATIONS arising from committees.
- \$33,000 ALLOCATED to industry associations for projects initiated through CCLSP committees.
- 7 GRANT FUNDED PROJECTS were administered through the CCLSP in 2024, 2 are scheduled to begin in 2025.
- More than \$900,000 IN PROJECT FUNDING administered through the CCLSP in 2024.



BUILD CAPACITY GOAL 4 **AND EXPERTISE**

CCLSP staff led or administered eight projects that are helping tree fruit and wine grape sectors tackle climate change, legislative, labour, and other complex challenges. Six of the initiatives are described below and two are described under Goal 5.



Capacity has been flagged as an issue for industry from day one, and it's amazing to see this being improved, these projects getting off the ground, and progress being made on real issues.

- Melissa Tesche, Partner & Advisory Council Member



GLOBAL CLUB ACCESS

This project is developing a process for BC growers to access global Club apple varieties, using Snowflake™ as a test case. Deliverables include checklists for setting up a legal entity, meeting grower, packing and marketing requirements, and an ROI model, along with engagement

with Algoma Orchards and BC growers. Unlike other regions, BC has had open access to Ambrosia apples and global Club cherries without meeting Club requirements, leaving the industry unprepared to license new varieties. To address this, a small group of BC growers is working with Interstem Solutions Inc. to create a one-stop-shop model that meets Club Variety Manager expectations. Running from January 2024 to February 2025, the project's final resources will be available to all growers interested in Club varieties.

BC DECISION AID SYSTEM

The BC Decision Aid System (BC DAS) is an online tool that supports pest management for BC tree fruit growers and horticulturalists. It was developed by Washington State University and adapted for the fruit growing regions of interior BC under a partnership

of the Okanagan-Kootenay Sterile Insect Release Program, BC Fruit Growers' Association, Agriculture and Agri-Food Canada, and the Ministry of Agriculture and Food. The project aims to secure funding to continue BC DAS operations, providing essential weather data and science-based pest management recommendations-critical resources as climate variability and new orchard pests increase.

BC DECISION AID SYSTEM EXPANSION **TO WINEGRAPES**

Since its launch in 2018, plans to expand BC DAS to include wine grapes have been delayed due to limited resources and industry capacity. With the support of the Cross-Commodity Leadership Support Project, the BC Wine Grape Council and partners are now moving forward with a needs assessment and project plan to outline the steps required for this

expansion. The project will follow a phased approach: Phase one will involve the needs assessment and a go/no-go decision, while phase two will focus on integrating one to three high-priority wine grape models into the existing BC DAS platform.

DOMESTIC LABOUR SUPPLY RESEARCH **PROJECT**

The Domestic Labour Supply Research Project, in partnership with KPU's Institute for Sustainable Food Systems (ISFS), aims to understand the challenges of domestic labour in the Okanagan's tree fruit and wine grape sectors. The project includes interviews with growers and workers, along with secondary data analysis, to provide a comprehensive view of the issue.

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. In 2023 and 2024, the program aimed to connect producers with seasonal agricultural workers and become a go-to resource for Canadians seeking jobs in BC orchards and vineyards. Its goal was to strengthen the domestic labour supply by encouraging more Canadians to take on seasonal work in these sectors. Looking ahead, the recommendation is that BC Fruit



Works will seek to increase awareness about the benefits of working in the industry, support improvements in working conditions, coordinate with organizations managing foreign labour initiatives, and promote workforce solutions that benefit both growers and workers.

BC ACCESS TO PLANT MATERIAL (BCFGA)

CCLSP staff also helped with the administration of the BC Access to Plant Material. Through this project, the BC Fruit Growers' Association, in collaboration with the Northwest Nursery Improvement Institute, is addressing concerns from the Canadian Food Inspection Agency regarding the Oriental Fruit Moth. The project aims to pilot a practical systems approach to importing nursery stock without fumigation, provide education and outreach for growers, and collect data to evaluate the risk of Oriental Fruit Moth from imported nursery stock in BC.







EDUCATE GOAL 5 **AND ENGAGE**

The CCLSP strengthens connections between the tree fruit and wine grape sectors by fostering collaboration, shared learning, and problem-solving. It also supports industry associations in delivering effective education, communication, and outreach.

This year, CCLSP expanded its reach by developing key resources, including an infographic on TFISP progress, project spotlights, partner newsletter articles, and final project reports. The team supported industry events like field days, pruning workshops, and webinars, while media outreach included interviews with Country Life in BC and coverage in Orchard & Vine, highlighting the value of collaboration.

CROSS-COMMODITY EVENTS CALENDAR

The launch of the centralized events calendar was a major milestone, improving coordination across industry associations, government, and academic institutions. Designed to simplify scheduling and prevent conflicts, the calendar is now widely used and integrated into websites like the BC Fruit Growers Association, BC Cherry

CULTIVATING COLLABORATION BETWEEN TREE FRUIT & WINE GRAPE SECTORS

BC's tree fruit and wine grape industries are facing significant challenges battles with diseases and pests, labour shortages, lingering effects of the global pandemic, increasing costs of production, and climate extremes, from deep freezes to heat domes. Industry associations and governments are tackling these issues together. Here's the story of our collaboration.

2021

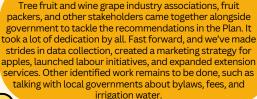
MINISTRY OF AGRICULTURE & FOOD RELEASES "THE PATH FORWARD"

After engaging with more than 160 people in agriculture and with approval from industry associations, the Ministry released "The Path Forward: A Blueprint for BC's Tree Fruit Industry" also known as the Stabilization Plan. The Plan reviews the circumstances that led us to the current situation and identifies opportunities for moving forward. While a few recommendations in the Plan are apple-specific, most are also important for wine grapes and cherries.

> To view the full document & all 19 recommendations, scan the QR code with your smartphone!

2022

STEERING COMMITTEE ACTS ON RECOMMENDATIONS



2024

CROSS-COMMODITY LEADERSHIP SUPPORT PROJECT LAUNCHED

The Ministry and industry partners have agreed it's time to transition leadership for the ongoing stabilization work to industry. Tree fruit and wine grape associations are guiding the efforts together under the new Cross-Commodity Leadership Support Project. Governments will remain active participants. The CCLSP brings together people from across the industries to share their knowledge and experiences, coordinate resources, and spark new ideas.



Check out the CCLSP website!





LEADERSHIP OF THE STABILIZATION WORK SUCCESSFULLY TRANSFERS FROM THE MINISTRY TO INDUSTRY.

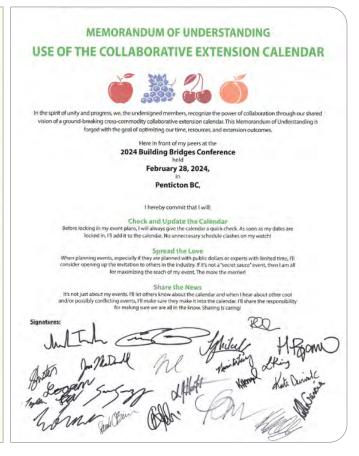
INDUSTRY ASSOCIATIONS MEET REGULARLY TO SHARE KNOWLEDGE AND EXPERTISE AND WORK ON COMMON CHALLENGES AND OPPORTUNITIES.

INDUSTRY ASSOCIATIONS WORK TOGETHER TO DEFINE FUNDING NEEDS AND IDENTIFY AND APPLY FOR GRANTS.

INDUSTRY ASSOCIATIONS HAVE THE CAPACITY TO WORK ON TASKS THAT HELP THEM ADAPT TO & THRIVE IN CHANGING CLIMATIC, REGULATORY, & MARKET CONDITIONS.

MEMBERS ARE WELL-INFORMED ABOUT CROSS-COMMODITY CHALLENGES AND OPPORTUNITIES AND REGULARLY PROVIDE INPUT ON PRIORITIES.

IN	MON	TUE	WED	THU	FRI	SAT
26	27	28	29	30 5-00 pm - 7 00 pm	31 Islands Agriculture Show	1
	BCGA Pruning Workshop 12.00 pm - CCopm Tree Fruit Climate Resiliency Program Webinar			Apple Marketing Commission: South Grower Consultation	Sou pmi - 700 mi Apple Marketing Commission: Central Grower Consultation	
2	3	Seeding Success Communications Workshop	Time Savers for Seed Savers Webinar	N Is for Nitrogen 2.0 – Webinar Series	7	8
9	10 (0:00 an - 11-30 an	11 (Displayer (200 pm)	12 Southern Interior Hortics	13 ulture Show	14 BC Cherry Associatio	15
	Wine Labelling Workshop For Imported Grapes	Seeding Success Commmunications Workshop		N is for Nitrogen 2.0 – Webinar Series		
16	17	18 Ibdo an - 1200 un - 5 Seeding Success Communications Workshop	19	BOFGA Annual Gener. 1900 pm - 100 pm BCWGC RAD Series- Their Thursdays! 1500 pm - 100 pm 12 N is for Nitrogen 2.0 - Weblinar Series	21	22
23	24 Invasives 2025 Annual F	25	26	27	28	1
	Soil Health Webinst	ordin a NOM	7:00 pm - 0:00 pm (5) Soll Health Webinar	Building Bridges Extension	I on Conference	



Association, and BC Wine Grape Council. An MOU signed by 22 participants from 14 organizations reinforces the commitment to keeping it updated and sharing events across sectors, with further promotion by groups like the BC Ministry of Agriculture & Food, Central Okanagan Economic Development Commission, and Lake Country Farmers Institute.

BUILDING BRIDGES CONFERENCE

The 2024 Building Bridges Conference brought together industry professionals to strengthen crosscommodity extension. Participants built on the previous year's workshop to identify key challenges and develop practical solutions to solve them.

Sessions included a funders panel (BC Institute of Agrologists, Agriculture & Agri-Food Canada, and Investment Agriculture Foundation of BC), a keynote by Dr. Steven Roche on motivating on-farm change, and a hands-on communication workshop by Fuse Consulting. The event concluded with 22 participants signing an MOU to support the use of the shared events calendar. A summary report was distributed to stakeholders to help align extension priorities.

> The final report was really well done. One of the best I have seen for such an event. Nice work.

> > - Mark Raymond, Executive Director, Ministry of Agriculture & Food

AGRICULTURE TOUR

In November 2024, the CCLSP hosted the Lake Country Agricultural Tour, which welcomed over 50 attendees from 29 different organizations. The tour brought together local government staff and producers to discuss challenges and opportunities surrounding

agricultural policies and regulations. These tours provide an opportunity to build stronger relationships, foster open dialogue, and gain a better understanding of the challenges and opportunities both farmers and local governments face, paving the way for collaborative solutions. Another tour will take place in the spring of 2025.

This day was incredibly well organized and thoughtfully prepared. A huge thank you to everyone that contributed to our experience of seeing and hearing the challenges firsthand!

- Anonymous tour participant

This event was very informative, but the conversation could have been more two-sided. It became a platform to air frustrations, and I think that there was value in that, but to move the needle towards better agricultural outcomes, we must strive to be solutions focused.

- Anonymous tour participant







LUNCH & LEARNS

Expert-led virtual sessions provided producers with practical insights on key challenges. Recordings are available on the **CCLSP** website:

- FINANCIAL SUPPORT OPTIONS Farm Credit Canada & Agricultural Credit Corporation
- MENTAL HEALTH & RESILIENCY IN AGRICULTURE Canadian Mental Health Association & AgSafe BC
- **EMPLOYMENT STANDARDS IN AGRICULTURE** BC Ministry of Labour, Employment Standards Branch

JOINT ADVOCACY

Bringing industry voices together to push for local priorities at both the federal and provincial levels:

- FEDERAL: Submitted a joint letter to Agriculture & Agri-Food Canada outlining local research needs on behalf of CCLSP Partner organizations.
- PROVINCIAL: Developed a letter of support template that helped secure nine letters from eight organizations advocating for continued BC Decision Aid System funding.

STRONGER PARTNERSHIPS

Expanding collaboration to strengthen industry connections and support cross-commodity initiatives:

- LOCAL ENGAGEMENT: Collaborated with RDCO's regional planning labs to address agriculture issues and joined the 2025 Southern Interior Horticulture Show steering committee.
- **RESEARCH & EXTENSION:** Welcomed ACARN to the extension committee and set the stage for a 2025 partnership with BC Food Web to create producerfocused research briefs.

Thank you to the CCLSP gals for attending the LCFI's Spring Fling to make connections and get to know the community!

> - Lynn Lashuk, Volunteer Secretary, Lake Country Farmers Institute

• INDUSTRY OUTREACH: Delivered presentations to key groups, including CCLSP Partner Boards and the District of Lake Country's Water Availability Workshop.



- Led 6 EDUCATIONAL OPPORTUNITIES.
- **Engaged more than 200 PARTICIPANTS** and 47 ORGANIZATIONS at outreach events.
- 2,491 VIEWS and 1,293 VISITORS to CCLSP website between Aug 19 to Dec 31, 2024.

- 93 INDUSTRY EVENTS added to the common calendar in 2024.
- FEATURED IN 3 ARTICLES in agricultural publications.
- Events calendar was PICKED UP BY **MORE THAN 5 EXTERNAL SOURCES.** further amplifying its reach.











LOOKING FORWARD

Over the next two years, the CCLSP will continue to strengthen collaboration between BC's tree fruit and wine grape industries to address shared challenges and opportunities. Priorities include workforce shortages, extension services, water access, climate change resilience, and regulatory barriers. Through the Partners Table, Advisory Council, and dedicated committees, the CCLSP will foster cooperation and drive joint initiatives to deliver impactful solutions.

Our planned work includes providing reliable data and tools for better decision-making, developing innovative approaches to climate and market challenges, and streamlining regulations in partnership with local governments. A key focus will also be supporting grant applications and securing funding for cross-commodity projects that benefit the entire sector.

Looking ahead, the CCLSP will aim to establish a framework that fosters collaboration across the industry. By building on the progress already achieved, the project will help industry associations and their members transition from reacting to challenges to implementing proactive, futurefocused strategies.

FINANCIAL OVERVIEW

The Tree Fruit Industry Stabilization Plan (TFISP) launched in 2021 with funding and guidance from BC's Ministry of Agriculture and Food, bringing together key stakeholders from the tree fruit and wine grape sectors for the first time. An industry based Steering Committee was formed to oversee the Stabilization Fund. supporting projects with broad industry benefits.

With the creation of CCLSP, this responsibility transitioned to the Cross-Commodity Advisory Council. \$855,658 was allocated from the fund to support CCLSP operations over a three-year pilot.

STABILIZATION FUND BALANCE

BALANCE PROVIDED BY IAF ON AUG 1, 2024

\$ 2,562,156

PROJECTS		ALLOCATED		RECEIVED		REMAINING	
Cross-Commodity Leadership Support Project	\$	855,658	\$	374,730	\$	480,928	
Global Club Access for BC Growers	\$	48,000	\$	40,000	\$	8,000	
Domestic Labour - BC Fruit Works 2024	\$	162,540	\$	140,000	\$	22,540	
2024 Extension Practitioners Conference	\$	32,269	\$	32,269	\$	-	
BC Access to Plant Material	\$	33,000	\$	14,642	\$	18,358	
BC DAS Operations	\$	300,545	\$	200,000	\$	100,545	
2025 Extension Practitioners Conference	\$	35,385	\$	-	\$	35,385	
Agriculture Tours	\$	14,595	\$	6,407	\$	8,188	
BC DAS Expansion to Wine Grapes	\$	115,500	\$	46,200	\$	69,300	
Research Briefs & Videos OTHER	\$	143,850	\$	-	\$	143,850	
Steering Committee Farmer Remuneration (pre-CCLSP)	\$	56,587	\$	56,587	\$	-	
IAF Admin Fees (estimated)	\$	125,000	\$	-	\$	125,000	
TOTAL	\$	1,922,929	\$	910,835	\$	1,012,094	
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Unallocated Funds Remaining 639,227

GENERAL CCLSP EXPENSES

	PROJECTED		ACTUAL		REMAINING	
Communications	\$	4,500	\$	1,618	\$	2,882
Meetings & Travel	\$	7,500	\$	7,466	\$	34
Employee Expenses	\$	207,550	\$	199,459	\$	8,091
Supplies, Software, Subscriptions	\$	5,500	\$	1,585	\$	3,915
Rent	\$	2,600	\$	2,959	-\$	359
Contract Services	\$	10,000	\$	-	\$	10,000
Contract Admin (SIR 8.5 %)	\$	20,200	\$	18,113	\$	2,088

TOTAL 26,649

ADMINISTERED PROJECT EXPENSES

	PROJECTED		ACTUAL		REMAINING	
Agriculture Tours	\$	14,595	\$	6,407	\$	8,188
BC DAS Operations	\$	300,545	\$	18	\$	300,527
BC DAS to Wine Grapes	\$	115,500	\$	-	\$	115,500
BC Fruit Works	\$	162,540	\$	104,107	\$	58,433
2025 Extension Conference	\$	35,385	\$	1,000	\$	34,385
Labour Supply Research*	\$	115,000	\$	65,838	\$	49,162
Global Club Variety Access	\$	48,000	\$	17,143	\$	30,857
Research Briefs	\$	143,850	\$	-	\$	143,850

* Funding for the Labour Supply Research project was provided through IAF's Workforce Analysis and Planning Program, Mitacs, and the BC Fruit Growers' Association.

TOTAL

APPENDIX A: CROSS-COMMODITY ADVISORY COUNCIL AND COMMITTEES

ADVISORY COUNCIL

The Advisory Council brings industry groups together to coordinate efforts and provide expert guidance for the tree fruit and wine grape sectors.

Members review project applications, vote on stabilization fund allocations, and ensure funding decisions align with industry needs. The council also advises the CCLSP and Partners Table, helping to shape future initiatives and support sector growth.

ORGANIZATION	MEMBER NAME
BC Cherry Association	Sukhpaul Bal - Chair Beth Cavers (Staff)
BC Fruit Growers' Association	Vacant
	Melissa Tesche (Staff)
BC Grapegrowers Association	Dapinder Gill
	Tyrion Miskell (Staff)
BC Wine Grape Council	Karen Yeung Nikki Callaway - Alternate Kate Durisek (Staff)
Okanagan-Kootenay	Walter Makepeace
Sterile Insect Release Program	Michelle Cook (Staff)
Grower at large	Madeleine van Roechoudt
Consolidated Fruit Packers	Ryan Ostertag Gord Morrison - Alternate
Agriculture & Agri-food Canada	Jesse MacDonald
BC Ministry of Agriculture & Food	Adrian Arts Angela Boss - Alternate



EXTENSION COMMITTEE

This committee strengthens the regional extension network by aligning extension priorities and streamlining knowledge transfer to ensure producers get timely, practical results. Members share information, coordinate events, and develop projects that support the sector's resilience and growth.

NAME	ORGANIZATION
Asha Wareham	BC Agricultural Climate Action Research Network
Barbara Hall	UBC Okanagan
Beth Cavers	BC Cherry Association
Chris Zabek	BC Ministry of Agriculture & Food
Evan Esch (Chair)	Okanagan-Kootenay Sterile Insect Release Program
Gail Nelson	BC Fruit Growers Association
Isabella Rivero	BC Wine Grape Council
Jesse MacDonald	Agriculture & Agri-Food Canada
Juliana Cao	BC Food Web
Kate Durisek	BC Wine Grape Council
Katelyn Hengel	BC Ministry of Agriculture & Food
Lindsay Hainstock	BC Ministry of Agriculture & Food
Love-Ese Chile	BC Agricultural Climate Action Research Network
Naomi DeLury	Agriculture & Agri-Food Canada
Nick Ibuki	Summerland Varieties Corporation
Ruth King	Sustainable Winegrowing BC
Sera Lean	Growers Supply

INNOVATION AND TECHNOLOGY COMMITTEE

This committee aims to help BC's fruit sector stay globally competitive by increasing access to innovative horticultural technologies. It supports the adoption of advanced solutions to reduce labour reliance, improve efficiencies, and combat the effects of climate change.

DOMEST	IC .
LABOUR	COMMITTEE

This committee fosters cross-commodity collaboration to improve access to domestic farm workers in the apple, cherry, and wine grape industries. It actively supports two key initiatives: BC Fruit Works and domestic labour research with Kwantlen Polytechnic University.

NAME	ORGANIZATION
Felix Egerer	Unsworth Winery
Gail Nelson	BC Fruit Growers Association
Galen Barnhardt	Monte Creek Winery
Hank Markgraf	Syngenta
Jesse Macdonald	Agriculture & Agri-Food Canada
Karen Yeung	BC Wine Grape Council
Kate Durisek	BC Wine Grape Council
Kathy Malone	Hillside Winery
Lindsay King	BC Ministry of Agriculture & Food
Lisa Wambold	Terralink Horticulture Inc
Molly Thurston	Pearl Agricultural Consulting
Nick Ibuki	Summerland Varieties Corporation
Sarah O'Brien	Okanagan-Kootenay Sterile Insect Release Program
Steve Brown	Happy Valley Harvest
Sukhpaul Bal	BC Cherry Association

NAME **ORGANIZATION**

Annelise Simonsen	BC Fruit Growers Association
Benoit Gauthier	Noble Ridge Winery
Beth Cavers	BC Cherry Association
Connor Williamson	BC Ministry of Agriculture & Food
Sukhpaul Bal	BC Cherry Association
Tyrion Miskell	BC Grapegrowers Association



CROSS-COMMODITY LEADERSHIP SUPPORT PROJECT

crosscommodity.org

1450 KLO Road • Kelowna, BC