

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

Tree fruit and wine grape industry associations, fruit packers, and other stakeholders came together alongside government to tackle the recommendations in the Plan. It took a lot of dedication by all. Fast forward, and we've made strides in data collection, created a marketing strategy for apples, launched labour initiatives, and expanded extension services. Other identified work remains to be done, such as talking with local governments about bylaws, fees, and irrigation water.

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.

GOALS:

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.

CCLSP PARTNERS:



BRITISH COLUMBIA
GRAPEGROWERS'
ASSOCIATION



BRITISH COLUMBIA
WINE GRAPE
COUNCIL

FUNDING PROVIDED BY:



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The CCLSP is funded by the Government of British Columbia through programs and initiatives delivered by the Investment Agriculture Foundation of BC. The Government of British Columbia and the Investment Agriculture Foundation of BC are pleased to participate in the delivery of this project. We are committed to working with our industry partners to address issues of importance to the agriculture and agri-food industry in British Columbia. Opinions expressed in this website are those of the CCLSP and not necessarily those of the Investment Agriculture Foundation or the Government of British Columbia.