

Cross-Commodity Leadership Support Project

Q1- Q2 Progress Report for 2025 (January 1 to June 30)

Background

In 2023, a coordinated effort to increase capacity and improve collaboration among industry organizations representing tree fruits and wine grapes was established by industry, with support from the BC Ministry of Agriculture and Food and funding provided from the Stabilization Fund. The Cross-Commodity Leadership Support Project (CCLSP), a 3-year pilot, was launched in late August 2023 to provide the framework for industry to assume responsibility for key projects of the Tree Fruit Industry Stabilization Plan and work on new cross-commodity initiatives deemed important by industry. The Okanagan-Kootenay Sterile Insect Release Program is administering the CCLSP, and the Partners Table¹ is providing overall guidance and accountability.

Key Accomplishments

The first half of 2025 mainly focused on project development and delivery. Key accomplishments included:

- Submitted **five** applications for the Stabilization Fund for a total ask of **\$683,407**. Projects include herbicide technology and extension, bird deterrent education and outreach, trials for ABASyne use on cherries, modernization of the Tree Fruit Production Guide, and financial support for SIR.
- Launched the Research Briefs and Videos project with the Agricultural Climate Action Research Network and BC Food Web.
- Launched BC DAS for the 2025 season and continued work on expanding the platform to wine grapes.
- Hosted the third Building Bridges extension conference, featuring an industry discussion to align priorities with all stakeholders.
- Held an Agriculture in Action bus tour in the south Okanagan.
- Launched a new Jobs page on the BC Fruit Works website and a marketing campaign to promote regional employment directories and seasonal opportunities.
- Developed a “Worker’s Guide to Okanagan Agriculture” under BC Fruit Works to help applicants understand what to expect when joining the sector.
- Facilitated three Grower Town Halls with the Honourable Lana Popham, Minister of Agriculture and Food.
- Held numerous cross-commodity council and committee meetings with excellent attendance and engagement by members.

¹ Partners Table member organizations are the BC Fruit Growers’ Association, BC Grapegrowers’ Association, BC Wine Grape Council, BC Cherry Association, and Okanagan Kootenay Sterile Insect Release Program.

Description of Progress

Details of progress made are provided in the table below.

Work category	Description of progress
Partners Table and Cross-Commodity Advisory Council	<p>Held six Advisory Council meetings.</p> <p>Held two Partners Table meetings to discuss the CCLSP workplan, review performance, and discuss ongoing cross-sector collaboration beyond 2026.</p>
Domestic labour	<p>Held two committee meetings. To avoid duplication of efforts, this committee has been paused until there is greater clarity on other industry labour initiatives.</p> <p>The Labour Supply Research Project team presented their findings and key recommendations to the cross-commodity advisory council in June. Twenty-nine recommendations were brought forward under the following categories: housing and worker amenities, education and training, transportation and access, worker recruitment and retention, public awareness and advocacy, policy reform, and support for industry viability.</p>
Extension	<p>Held three committee meetings.</p> <p>Held the 2025 Extension Practitioners Conference and Industry Discussion to align regional extension priorities. A final report and extension roadmap was developed and can be found on the CCLSP website. The report will be used to help shape future events to track sector progress.</p> <p>Launched the Research Briefs and Videos project in collaboration with BC ACARN and determined topics for the briefs.</p> <p>Launched the Bird Deterrents project in collaboration with BCGA.</p>
Innovation & Technology	<p>Held three committee meetings.</p> <p>Launched the Herbicide Technology and Extension project and hired a contractor. The project will explore alternative herbicide options and sprayer technologies to reduce reliance on glyphosate and improve grower practices. Pre- and post-emergence trials are planned for 2026. A recent field day on sprayer technologies generated strong interest, and a winter seminar is being considered. Additional events and resources are in development.</p> <p>The BC DAS Operations contractor worked to validate active spring models and onboard a growing number of new users. The pear psylla model is now live, and discussions are underway to expand model offerings. Field days were held in the Okanagan to review tools with growers, with another session planned in Creston. While event attendance has been lower, demand for one-on-one training has increased.</p>

Work category	Description of progress
	<p>The BC DAS Expansion to Winegrapes contractor successfully completed Phase 1 of the project and developed a workplan for Phase 2. Planned activities include adding 1-3 models, conducting beta testing, completing knowledge transfer and outreach, and validating model outputs for BC conditions.</p> <p>Developed a funding application for an ABAzyme abiotic stress demonstration trials project for cherries.</p>
Variety access	<p>The second shipment of unfumigated pome fruit trees for the BC Access to Plant Materials project arrived from Washington in May, following delays related to the rollout of the new Canadian Border Services Agency's Assessment and Revenue Management (CARM) system. The trees passed inspection and were distributed in excellent condition. Four Oriental Fruit Moth traps, including a prototype camera trap with N.M. Bartlett and FMC, have been deployed in Kelowna, Lake Country, and Creston, with no captures reported to date. Best practices for storage and planting have been shared, and monitoring and grower support will continue through the season.</p> <p>Deliverables for the Global Club Access for BC Growers project were completed at the end of March, and a wrap up meeting was held with the grower project committee at the end of May. Deliverables can be accessed here, and include instructions to form a legal entity, club variety checklists, club return on investment model. The project also included numerous meetings with a grower based steering committee and engagement with Ontario-based Algoma Orchards.</p>
Local government	<p>Held the "Agriculture in Action: Bridging Policy & Practice" bus tour in Penticton in April to connect elected officials with local producers to address challenges in navigating regulations. Prepared a summary report and one-pager outlining key findings and recommendations from both CCLSP agriculture tours.</p> <p>Prepared a workplan for future local government engagement.</p>
Communications and relationship-building	<p>Participated in relevant events to enhance knowledge of industry needs and opportunities and build relationships, including the following:</p> <ul style="list-style-type: none"> • Attended ACARN's Seeding Success Communications Workshop • Presented at BCFGA Annual General Meeting • Attended and moderated at the Southern Interior Horticulture Show • Presented at BCCA Annual General Meeting • Held discussions with BC's Centre for Agritech Innovation at SFU • Held the Extension Practitioners Conference & Industry Discussion • Facilitated three Grower Town Halls with Minister Popham • Separately met with Minister Popham to discuss CCLSP • Held the Agriculture in Action Bus Tour • Attended the Tree Fruit Production Guide Meeting • Assisted with BCCA Export Program Meeting in Creston • Presented to BCFGA Horticulture Committee

Work category	Description of progress
	<ul style="list-style-type: none"> • Presented to BC Ministry of Agriculture & Food Senior Staff • Attended Algoma Growers Meeting • Attended Thompson Okanagan Regional Drought Working Group weekly meetings • Attended Lake Country Farmers Institute Meeting • Presented at SIR Board Meeting • Met with BCGA Board President • Attended BCWGC R&D Meeting at SRDC • Met with WGTF project team <p>Prepared communications focused on increasing visibility and accessibility of CCLSP activities. Project spotlights were developed for active initiatives, alongside a redesign of the “Our Work” section of the website to better organize projects and resources. Summary materials were produced for both the 2025 Extension Conference and the Agriculture in Action Tour, including full reports, tour resources, and a one-pager highlighting key findings. A 2024 Annual Review of the CCLSP was also completed in collaboration with Wayside Printing to showcase major milestones from the past year.</p> <p>CCLSP received strong media coverage, with a feature article on sector resilience and collaboration picked up by 12 outlets across the province. Additionally, our Penticton Agriculture in Action tour was highlighted in a dedicated story in Orchard & Vine Magazine, showcasing our work to strengthen local government–producer relationships.</p> <p>Additionally, a new SIR brochure is being developed in partnership with Fuse Consulting to inform residents and taxpayers about the program.</p> <p>BC Fruit Works communications included various website updates, the launch of a seasonal marketing campaign, and the release of a “Worker Guide for Okanagan Agriculture” to help job seekers navigate opportunities and expectations in the sector.</p>

Report on Performance Metrics

Nineteen indicators are being tracked by CCLSP staff and will be reported on annually. Progress made on the performance indicators in 2024 can be found in the [2024 Annual Review](#) on the CCLSP website.

Report on Expenditures

Financial activity from January 1 to June 30, 2025, is outlined in the tables below.

CCLSP General Operating Expenses

	2025 EXPENSES				
	2025 Projected Budget	Q1 (Jan to Mar)	Q2 (April to June)	To Date	Budget Remaining
Communications	\$ 4,000	\$ 143	\$ 5,405	\$ 5,549	-\$ 1,549
Meetings & Travel	\$ 10,000	\$ 2,983	\$ 1,506	\$ 4,489	\$ 5,511
Employee Expenses	\$ 213,650	\$ 46,530	\$ 56,612	\$ 103,142	\$ 110,508
Supplies, Software & Subscrip	\$ 4,000	\$ 195	\$ 122	\$ 317	\$ 3,683
Rent	\$ 3,000	\$ -	\$ 2,959	\$ 2,959	\$ 41
Contract Services	\$ 10,000	\$ -	\$ -	\$ -	\$ 10,000
Contract Admin (SIR 8.5 %)	\$ 20,795	\$ 4,237	\$ 5,661	\$ 9,899	\$ 10,896
TOTAL	\$ 265,445	\$ 54,089	\$ 72,266	\$ 126,355	\$ 139,090

Administered Projects Operating Expenses

	2025 EXPENSES					
	Budget	2024	Q1 (Jan to Mar)	Q2 (April to June)	To Date	Budget Remaining
Agriculture Tours	\$ 14,517	\$ 6,407	\$ 8,109	\$ -	\$ 14,517	\$ -
BC DAS Operations	\$ 300,545	\$ 18	\$ 66,825	\$ 6,000	\$ 72,843	\$ 227,702
BC DAS to Wine Grapes	\$ 115,500	\$ -	\$ 4,318	\$ 5,682	\$ 10,000	\$ 105,500
BC Fruit Works	\$ 143,302	\$ 104,107	\$ 39,195	\$ -	\$ 143,302	\$ -
2025 Extension Conference	\$ 31,555	\$ 1,000	\$ 30,555	\$ -	\$ 31,555	\$ -
Labour Supply Research	\$ 115,000	\$ 65,838	\$ -	\$ -	\$ 65,838	\$ 49,162
Global Club Variety Access	\$ 45,714	\$ 17,143	\$ 28,571	\$ -	\$ 45,714	\$ -
Research Briefs	\$ 143,850	\$ -	\$ -	\$ -	\$ -	\$ 143,850
Herbicide Tech. & Extension	\$ 36,750	\$ -	\$ -	\$ -	\$ -	\$ 36,750
ABAzyne Trials	\$ 131,250	\$ -	\$ -	\$ -	\$ -	\$ 131,250
TOTAL	\$ 1,077,983	\$ 194,512	\$ 177,573	\$ 11,682	\$ 383,768	\$ 694,214

Project Funding (Revenue)

	Total Revenue Expected	Received to date	Remaining
CCLSP	\$ 855,658	\$ 599,730	\$ 255,928
Agriculture Tours	\$ 14,517	\$ 14,517	\$ -
BC DAS	\$ 300,545	\$ 200,000	\$ 100,545
BC DAS to Wine Grapes	\$ 115,500	\$ 46,200	\$ 69,300
BC Fruit Works	\$ 143,302	\$ 143,302	\$ -
Extension Conference	\$ 31,555	\$ 31,555	\$ -
Labour Supply Research	\$ 115,000	\$ 65,000	\$ 50,000
Global Club Variety Access	\$ 45,714	\$ 45,714	\$ -
Research Briefs	\$ 143,850	\$ 57,540	\$ 86,310
Herbicide Tech. & Extension	\$ 36,750	\$ -	\$ 36,750
ABAzyne Trials	\$ 131,250	\$ 60,000	\$ 71,250
TOTAL	\$ 1,933,641	\$ 1,263,558	\$ 670,083

Looking Ahead

CCLSP staff will focus on the following tasks in the second half of 2025:

- Launch several new projects, including herbicide technology and extension, bird deterrent outreach, ABAzyne trials on cherries, modernization of the Tree Fruit Production Guide, and continued financial support for SIR.
- Complete the Labour Supply Research project, implement key recommendations, and distribute the final report and stakeholder briefs.
- Continue work on BC DAS operations and BC DAS Expansion to Wine Grapes projects.
- Develop an extension framework to track progress on sector priorities year over year.
- Plan a 2026 cross-commodity extension workshop.
- Plan and deliver a fall agriculture tour.
- Finalize communications materials, including the SIR brochure, project spotlights, and a 2025 annual review.
- Survey stakeholders for feedback on CCLSP initiatives, structure, and future direction.
- Participate on relevant Wine Grape Industry Task Force working groups.
- Continue to attend industry events, collaborate with partners, and engage the cross-commodity Advisory Council, Partners Table, and committees.
- Identify and develop new projects eligible for remaining stabilization funding.