

# Cross-Commodity Leadership Support Project

## Terms of Reference for the Innovation & Extension Committee

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### Background

The Innovation & Extension Committee is established under the Cross-Commodity Advisory Council, which is administered by the Cross-Commodity Leadership Support Project (CCLSP). See Appendix A for more information about the CCLSP.

### Purpose of the Committee

The CCLSP Innovation & Extension Committee provides a coordinated forum for collaboration on research, technology, funding, and practical implementation across the tree fruit and wine grape sectors. The committee shares information and expertise to identify industry needs and priorities, improve efficiency, and address gaps in innovation and knowledge transfer.

### Membership

Membership is open to any interested specialists, researchers, and practitioners from tree fruit and wine grape industry associations, the BC Ministry of Agriculture and Food, Agriculture and Agri-Food Canada, and agricultural consultancies. It is recommended that each of the CCLSP founding partner associations delegate a representative to the Committee.

### Roles and Responsibilities

The CCLSP Project Director and an industry representative will Co-Chair the Committee. The Co-Chairs will be responsible for calling the meetings and drafting the agenda to be approved at the beginning of each meeting. Committee members can request items to be included in the agenda.

The CCLSP is also responsible for providing administrative support for the Committee (i.e., meeting logistics, agenda, minutes) and managing or assisting with other projects as requested by the Committee.

Committee members agree to:

- Bring forward ideas for projects, actions, tools, and technologies that support BC tree fruit and wine grape producers.
- Share updates on new and existing technologies, stay informed on upcoming trials and current research, and collaborate on efforts to bring new technologies to the region.
- Share information on extension events and coordinate schedules using the common extension calendar maintained by the CCLSP.
- Review and update sector extension roadmaps annually.
- Provide guidance on innovation, technology, and extension needs identified by industry associations or other partners.
- Advise on applications for innovation, technology, and extension funding.
- Support efforts to build capacity and develop and retain horticultural expertise across the region.

## Conduct

Members are expected to participate in the Committee with the following principles in mind:

- Represent the interests of the broader agriculture sector, not only their own organization or commodity.
- Consider the work and experience of other jurisdictions.
- Engage in respectful dialogue, communication, and documentation.
- Honour timelines and commitments made to the group.
- Maintain transparency in communications to support cooperation and collective success.
- Respect that some information shared in meetings is confidential (e.g., personal opinions) and should not be shared outside the group.

## Communications

CCLSP staff will draft and circulate minutes summarizing the activities, discussion, and outcomes of each meeting. Committee members representing organizations are expected to report out within their respective organizations. It is critical all Committee members and their organizations are active in communicating about and ensuring a proactive, positive, and cooperative approach to the work of the Committee.

The Committee may communicate with the public (including media) **on business specific to the Committee** in the following way:

- The Project Director may speak on behalf of the Committee. The Project Director will make every attempt to include the Committee, or its Co-Chair at a minimum, in an initial discussion beforehand to ensure messaging is on point.
- In consultation with the Project Director, the Co-Chair of the Committee, or designate (as noted in 3 below) may speak to the public on the Committee's behalf.
- In consultation with the Project Director, the Co-Chair may designate another member of the Committee to act as spokesperson on a particular issue.
- Individual members may not communicate with the public on behalf of the Committee, except as noted above.
- Media releases, web postings and other outreach materials produced by the Committee must be approved in advance by the Project Director.

## Meeting Schedule

The Committee will meet quarterly at a minimum, in January, April, June, and November. Ad-hoc meetings will be held as deemed necessary by the Co-Chairs.

## Expenses

Members that are staff in an industry organization should receive compensation from that organization. Their time will not be reimbursed, but their travel expenses will be reimbursed as per the Provincial Government Guidelines for Public Servant Travel if in-person meetings are required. Members who are in volunteer roles in their organizations (e.g., volunteer board members) will be reimbursed for their time and (if in-person meetings are required) their travel expenses, both as per the Provincial Government Guidelines for Public Servant Travel.

## Appendix A

### About the Cross-Commodity Leadership Support Project

#### Founding Partners

The founding partners of the Cross-Commodity Leadership Support Project are:

- BC Cherry Association
- BC Fruit Growers' Association
- BC Grapegrowers' Association
- BC Wine Grape Council
- Okanagan-Kootenay Sterile Insect Release Program

#### Project Vision

The vision of the Cross-Commodity Leadership Support Project is that British Columbia has strong and vibrant tree fruit and wine grape sectors that are world leaders in environmentally sustainable and profitable production, the agricultural lands and the people that grow food are valued by communities, and our agricultural capacity is protected for future generations.

#### Project Mission

The Project's mission is to provide a forum for tree fruit and wine grape industry associations and stakeholders to coordinate and collaborate on cross-commodity issues while also providing capacity to make meaningful progress on these issues.

#### Project Goals

The goals of the Project are:

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