

CROSS-COMMODITY LEADERSHIP SUPPORT PROJECT



2025 ANNUAL
REVIEW



Photo Courtesy of Wines of BC



The Cross-Commodity Leadership Support Project (CCLSP) was launched in 2023 as a pilot forum for tree fruit and wine grape industries to work together on common challenges and opportunities.

FUNDING ACKNOWLEDGMENT

The Cross-Commodity Leadership Support Project 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 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 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

The Cross-Commodity Leadership Support Project (CCLSP) is a three-year pilot initiative funded by the Government of BC and led by industry. The project was established following the release of **The Path Forward: A Blueprint for B.C.'s Tree Fruit Industry** (Tree Fruit Industry Stabilization Plan, TFISP), which identified the need for improved leadership, collaboration, and planning across the tree fruit and wine grape sectors. The CCLSP provides a structured, neutral platform for industry associations to work together on cross-commodity priorities and determine shared solutions.

Through the CCLSP, partner organizations collaborate on coordinated project development, funding applications, events, and communications. CCLSP staff support this work by facilitating committees, administering and managing multi-partner projects, and providing coordination and communications support. Additional capacity is directed toward understanding the challenges affecting both sectors. This approach supports consistent engagement, improves alignment across organizations, and helps advance work that would be difficult to undertake independently.

OUR VISION

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.

OUR MISSION

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

- 1** Leadership of the Tree Fruit Industry Stabilization Initiative successfully transfers from the Ministry of Agriculture and Food 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** 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.
- 5** 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

Kellie has lived in the Okanagan most of her life and strongly appreciates the natural and agricultural landscapes that shape the valley and the food and wine grown here.



Shelby Austen
Administration & Communications Manager

Shelby has a sharp eye for detail and a passion for working together. She values collaboration that supports agriculture and creates broader community benefits.





PROGRESS IN 2025

CCLSP staff and partners follow a **Strategic Plan** that outlines five strategic goals and nineteen performance metrics to guide our work over the 3-year pilot. The Strategic Plan was informed by the priorities and recommendations in the Stabilization Plan while allowing flexibility to address emerging issues.

Progress made on each goal in 2025 is outlined in the following section. Performance metrics are reported on in the **Performance at a Glance** side bars throughout the section.



GOAL

1

TRANSFER LEADERSHIP OF STABILIZATION INITIATIVE TO INDUSTRY

In late 2021, BC's Ministry of Agriculture and Food released *The Path Forward: A Blueprint for B.C.'s Tree Fruit Industry* (Tree Fruit Industry Stabilization Plan, or TFISP), outlining 20 recommendations to support the long-term stability of BC's tree fruit industry while minimizing impacts on the wine grape industry.

From 2022 to early 2024, an industry-based Steering Committee, led by the Ministry, guided the development of the TFISP and advanced its recommendations through engagement and consultation with industry partners.

This work culminated in a Leadership Transition Plan, which formally transferred responsibility for ongoing implementation from government to industry in April 2024. With this transition, leadership moved to the CCLSP and its Cross-Commodity Advisory Council, **completing Goal 1**. The Advisory Council now provides industry-led oversight of stabilization funding, project deliverables, and payment recommendations in alignment with Contribution Agreements.



GOAL **2** CONVENE INDUSTRY LEADERS

CCLSP staff support the Partners Table, Advisory Council, and Innovation and Extension Committee, which meet quarterly or more frequently as needed. These groups drive cross-commodity efforts by proposing projects, reviewing applications, allocating funding, and delivering industry-wide initiatives.

PARTNERS TABLE

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 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 to provide industry-led guidance on cross-commodity initiatives. The Council serves as a trusted source of knowledge for the tree fruit and wine grape sectors, offering balanced, practical advice to support stabilization priorities. In addition, the Council is responsible for reviewing and approving project applications for stabilization funding.

In 2025, each partner organization was represented on the Advisory Council by an elected representative to guide discussions and advocate on behalf of their respective boards. The Council also welcomed participation from the Ministry of Agriculture and Food, Agriculture and Agri-Food Canada, and grower members at large, strengthening collaboration and ensuring diverse industry perspectives were reflected.





Photo Courtesy of Logan Pay

COMMITTEES

CCLSP committees support engagement across the tree fruit and wine grape sectors by bringing together growers, winemakers, industry support staff, and government to share knowledge and advance cross-commodity priorities.

In 2025, the Domestic Labour Committee was paused to allow time to better understand other industry labour initiatives and avoid duplication of effort. In addition, the Extension and the Innovation and Technology committees were merged at the end of 2025 into a single Innovation and Extension

Committee. This merger was intended to reduce duplication, minimize meeting fatigue, and improve alignment across industry initiatives.

See **Appendix A** for a list of Advisory Council and committee members.

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The CCLSP has created a lasting collaborative environment that didn't previously exist for our sectors, and we're now able to have the hard conversations together.

– Adrian Arts, Executive Director, BC Fruit Growers' Association

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PERFORMANCE AT A GLANCE



- **19 MEETINGS** of cross-commodity Partners Table, Advisory Council, and committees.
- **49 MEMBERS** from 26 different organizations participating.

GOAL 3 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.

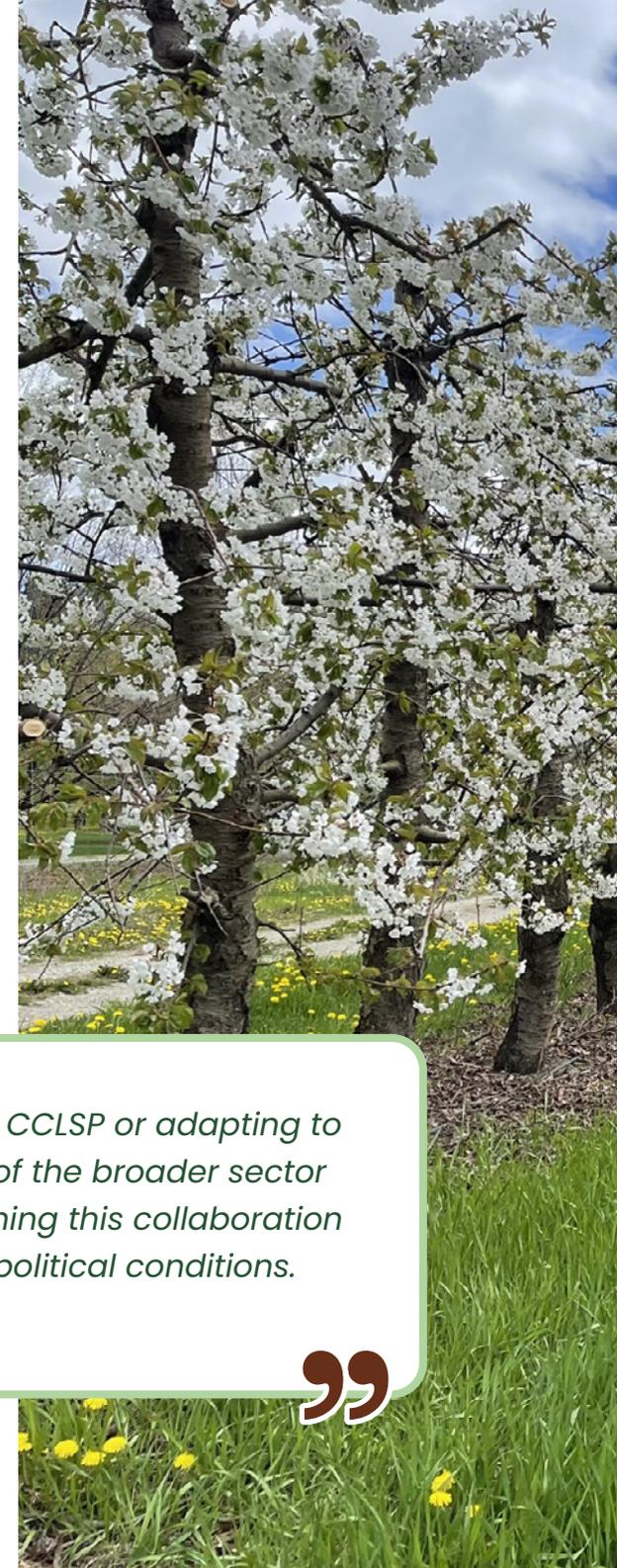
In 2025, staff submitted eight new project applications developed collaboratively with CCLSP committee and Advisory Council members. Five of the projects are administered and delivered by the CCLSP. One project is being administered and delivered by the Okanagan-Kootenay Sterile Insect Release Program, and two are administered and delivered by the BC Fruit Growers' Association. This brings the total number of cross-commodity projects to 17 at the end 2025.

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There's value in industry led collaboration whether that be by continuing the CCLSP or adapting to a similar model. Collaboration among key industry partners for the benefit of the broader sector has been the project's most important outcome! Maintaining and strengthening this collaboration is essential for adapting to rapidly changing market, environmental, and political conditions.

– Survey respondent

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CCLSP PROJECTS:

2025 Extension Conference
ABAzyne Abiotic Stress Trials
BC DAS Expansion to Winegrapes
BC DAS Operations
BC Fruit Works
Bird Deterrent Education and Outreach
Domestic Labour Research Project
Global Club Access
Herbicide Technology and Extension
Industry Association Governance Support
Local Government and Agriculture Tours
PAC Point Tracking Modernization
Research Briefs and Videos

PARTNER PROJECTS:

BC Access to Plant Material (BCFGA)
Financial Support of SIR Program Costs (OKSIR)
Regional Labour Coordination (BCFGA)
Tree Fruit Production Guide Modernization (BCFGA)

PERFORMANCE AT A GLANCE

- **8 NEW PROJECT APPLICATIONS** arising from CCLSP committees.
- **\$852,550 ALLOCATED** to industry associations for projects initiated through CCLSP committees in 2025.
- **10 GRANT FUNDED PROJECTS** administered through CCLSP in 2025, 3 scheduled to begin in 2026.
- **MORE THAN \$475,000** in project funding administered through CCLSP in 2025.

GOAL

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BUILD CAPACITY AND EXPERTISE

Industry associations face capacity constraints in supporting their members through many complex challenges. CCLSP provides tailored research, project management, and communication support to help associations deliver cross-commodity initiatives. Twelve cross-commodity initiatives are described below and four are described under **Goal 5**.

ABAZYNE RESEARCH AND TRIALS

This project, administered by the CCLSP on behalf of the BC Cherry Association, is supporting the evaluation and scale-up of ABA Boost, a Canadian-developed product designed to delay budbreak and improve cold hardiness in fruit crops. The project aims to make the product more accessible to growers by funding field trials and cost-reduction strategies. The intent is to test the product in as many geographical locations and commodities as possible to assess variety-specific

responses and determine optimal application timing and rates. In 2025, the first stage of scale up (a tenfold increase) was achieved by ABAzyne Bioscience and research agreements and trials were established with numerous partners, including the Summerland Research and Development Centre, Cornell University, Penn State University, University of Georgia, Washington State University and the Centre de Recherche Agroalimentaire Mirabel in Quebec. Trials in orchards and vineyards are dependent on CFIA's approval of product registration, which is expected in early 2026.



Photo Courtesy of Star Group

BC ACCESS TO PLANT MATERIAL (BCFGA)

Access to high-quality nursery stock is critical to the long-term productivity and competitiveness of BC's tree fruit industry. Led by the BC Fruit Growers' Association, with administrative support from CCLSP, this project addressed phytosanitary restrictions related to Oriental Fruit Moth (OFM) that have historically limited the importation of nursery stock from key US production regions. The project successfully developed, received regulatory approval

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I see strong value in cross-commodity collaboration. The CCLSP adds much-needed capacity to the industry to administer, organize, and execute projects, and it would be encouraging to see industry and government work together to sustain its funding.

– Survey respondent

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for, and implemented a Systems Approach allowing the import of regulated nursery stock from Oregon and Washington into BC. In spring 2025, the first plant material was imported under the approved approach, planted at multiple locations across BC, and monitored throughout the growing season, with no OFM adults detected. Outreach and communications included presentations at industry events, newsletter updates, direct responses to grower inquiries, a BC DAS short story on OFM, and the development of two practical infographics to support implementation of the Systems Approach.

BC DECISION AID SYSTEM

The BC Decision Aid System (BC DAS) is an online decision-support tool that provides BC tree fruit growers and horticulturalists with localized weather data and science-based pest management recommendations. The 2025 season operated smoothly, with

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CCSLP has increased capacity by taking on administration of and securing funding for projects that may have otherwise fallen by the wayside (like BCDAS, which our organization relies upon daily).

– Survey respondent

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no weather-station outages and successful delivery of the models. The CCLSP tracked key performance indicators across four areas in collaboration with Washington State University: adoption and reach, model usage, station coverage, and user engagement. Overall usage remained steady, with a small number of models and weather stations accounting for most activity, and engagement patterns indicating users primarily access the system for timely, targeted information. These insights are being used to inform future content, outreach, and operational planning, alongside work to determine a long-term funding and delivery model for BC DAS.

BC DECISION AID SYSTEM EXPANSION TO WINE GRAPES

Following the completion of a needs assessment and go/no-go decision in 2024, current work is focused on exploring potential models for the BC DAS platform in collaboration with Washington State University and other partners, including phenology, powdery mildew, mealybug, and cold hardiness. A group of 25 beta testers have been recruited, representing multiple Okanagan–Similkameen sub-regions and a mix of growers, consultants, and researchers. Beta testing will assess the platform’s usability, model accuracy, and BC-specific relevance to wine grapes. The project team is also collaborating with the Wine Grape Industry Task Force to explore opportunities for data-sharing frameworks and initiatives to strengthen grower data literacy, supporting long-term adoption and effective platform use.

BC FRUIT WORKS

BC Fruit Works (BCFW) wrapped up in early 2025 after 3-years of work focused on strengthening the domestic labour supply for orchards and vineyards. While the job matching component of the project was not successful, BCFW delivered numerous resources to improve job seeker awareness and access to information about agricultural work and support employers with recruitment and retention. CCLSP is ensuring that these assets, which include promotional materials for social media, a downloadable workers guide, a video series, and a website, are readily available for future labour initiatives. Labour continues to be a top challenge for BC tree fruit and wine grape growers, and industry associations will use the lessons learned through BCFW to better tackle this issue and support growers.

BIRD DETERRENT EDUCATION AND OUTREACH

Building on earlier work led by the BC Grapegrowers’ Association, this project was transferred to CCLSP in 2025 with a refined scope to strengthen deliverables. In collaboration with the Agricultural Climate Action Research Network, the project will deliver a regulatory review of bird deterrent products approved for use in BC, including any proposed changes, and develop practical guidelines and a resource book for producers. Additional outreach will be supported through short videos and social media content, alongside a workshop segment on bird deterrent methods and project findings to be delivered in partnership with related industry initiatives such as BC DAS and Sustainable Winegrowing BC.

DOMESTIC LABOUR SUPPLY RESEARCH PROJECT

Delivered in partnership with the Kwantlen Polytechnic University Institute for Sustainable Food Systems, this project examined labour challenges in the Okanagan's tree fruit and wine grape sectors through interviews supported by secondary data analysis and precedent research. The final report and accompanying briefs are published on the CCLSP website, outlining 35 recommendations organized under seven categories: housing and amenities, education and training, transportation and access, recruitment and retention, public awareness and advocacy, policy reform, and support for industry viability. The recommendations provide a strong framework for prioritization of future work on labour.

SCAN THE QR CODE ▶

to access audience-specific briefs for both industry and government:





Photo Courtesy of Star Group

PERFORMANCE AT A GLANCE

- **LED OR ADMINISTERED 12 PROJECTS** that are helping tree fruit and wine grape sectors tackle climate change, legislative, labour, and other complex challenges.
- **RECEIVED WIDELY POSITIVE FEEDBACK** from cross-commodity groups on improved capacity.

FINANCIAL SUPPORT FOR PRODUCER PORTION OF SIR PROGRAM COSTS (OKSIR)

The TFISP identified the need to support the long-term viability of the Sterile Insect Release (SIR) Program, a cornerstone of codling moth management for BC’s apple industry for more than 30 years. Independent analysis confirmed that the SIR Program is critical to the survival of the industry and that loss of the program would result in significant cost increases for producers. As producer acreage declines and costs rise, the project focuses on exploring options to supplement the producer portion of program costs while the SIR Board and staff continue efforts to diversify revenue sources, adjust taxation incrementally, and build reserves needed for future infrastructure replacement.

GLOBAL CLUB ACCESS

This work supported the development of a practical process for BC growers to access global Club apple varieties, using Snowflake™ as a test case. Recognizing that BC growers have historically had open access to certain Club varieties without the formal production, packing, and marketing structures required elsewhere, the project explored how BC could meet global Club Variety Manager expectations. A small group of BC apple growers worked with a consultant to design a “BC Master Licensee” model, including checklists and guidance for establishing a legal entity, selecting qualified growers, developing packing and marketing solutions, and assessing return on investment. All project deliverables are available to interested growers through the CCLSP.

HERBICIDE BEST PRACTICES, TECHNOLOGY, AND EXTENSION

Advances in herbicide application technology and best practices present an opportunity to improve weed management in orchards and vineyards. Delivered over two years, the project combines demonstration trials and extension activities to assess herbicide efficacy and use, alongside the development and testing of improved application technologies, including low-drift nozzle systems and a prototype sprayer. By improving precision and reducing off-target impacts, the project aims to enhance orchard health, applicator safety, environmental outcomes, and overall production efficiency for growers.

RESEARCH BRIEFS AND VIDEOS

The loss of extension services in BC's fruit sectors has created a growing gap between research and on-farm decision-making. Delivered in partnership with the BC Agricultural Climate Action Research Network, the project is improving the translation of regional, peer-reviewed research into accessible, plain-language briefs and videos hosted on the BC Food Web to support cross-commodity learning. In 2025, priority research topics were identified, with several briefs in development and some anticipated for completion in early 2026. A video strategy is also underway focused on extreme heat (apple sunburn and smoke taint in wine grapes), extreme cold (sprayable products and irrigation timing for cherries), and integrated pest management topics including leafhoppers, grapevine trunk disease, and crown gall. Filming is planned for spring and summer 2026.

TREE FRUIT PRODUCTION GUIDE MODERNIZATION (BCFGA)

The Tree Fruit Production Guide has long served as a trusted horticultural reference for BC growers and advisors. While its content remains highly valuable, improvements to format and design are needed to enhance accessibility and visual clarity. Managed by the BC Fruit Growers' Association, the project aims to modernize the Guide by reorganizing and updating material, identifying content gaps, improving backend maintenance, redesigning the layout and user interface, and establishing a long-term plan to support ongoing updates and usability. While the project launched in 2025, the bulk of the work will be completed in 2026.



GOAL

5

EDUCATE AND ENGAGE

The CCLSP strengthens connections between the tree fruit and wine grape sectors by fostering collaboration, shared learning, and coordinated problem-solving. In addition to project delivery, CCLSP supports industry associations through education, engagement, and communication initiatives that improve alignment across organizations and increase understanding among key audiences.

INDUSTRY COORDINATION AND SUPPORT

CROSS-COMMODITY EVENTS CALENDAR

The calendar was developed to improve coordination across industry associations, government, and academic partners. By providing a shared view of upcoming activities, the calendar helps avoid scheduling conflicts and provides a central place for growers and industry support staff and advisors to find events. In 2025, the calendar included **108 events** and

was used by a range of stakeholders, including the Lake Country Farmers' Institute, Central Okanagan Economic Development Commission, BC Ministry of Agriculture and Food, and CCLSP partner organizations.

**SCAN THE
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to find events
near you:



BUILDING BRIDGES CONFERENCE AND INDUSTRY DISCUSSION

The 2025 Building Bridges Conference, held in Penticton, BC on February 27 and 28, brought together 58 participants from 30 organizations across the tree fruit and wine grape sectors. The conference focused on strengthening collaborative extension across commodities and improving coordination among producers, researchers, consultants, government staff, and industry organizations. The program included a conflict resolution workshop led by Jump Outta Bed Inc.,

a collaborative extension roadmaps session to align industry priorities, and a keynote and interactive session led by Hannah Wittman and Jessica Chiartas from the University of British Columbia focused on farmer-to-farmer learning networks.

An industry discussion was also held to broaden participation beyond the core extension community. Additional growers, researchers,

consultants, government staff, and industry support organizations were invited to participate, bringing a wider range of perspectives. Through facilitated small-group discussions, participants identified shared challenges, surfaced gaps across commodities and jurisdictions, and worked collaboratively to identify practical solutions.

Five focus areas were identified for the 2025 extension roadmap: pest management; business planning; human resources and labour; water, soil, and nutrient management; and crop protection and quality. CCLSP staff created a summary report and updated extension framework to support coordinated extension efforts for the year.

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Well organized and engaging, with strong networking and brainstorming opportunities. These events help bring together a fragmented industry.

– Event participant

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“

Fabulous day with top notch organization! Very impressed with your ability to get many different stakeholders in the room. These types of events are vital to the farming industry moving forward. Continued education & collaboration are needed, and this is an excellent way of reaching those goals.

– Survey respondent

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FACILITATED INDUSTRY INPUT ON REGULATORY PROPOSALS

In 2025, CCLSP supported coordinated industry input into a regulatory consultation led by Health Canada through its Pest Management Regulatory Agency (PMRA). CCLSP conducted background research and prepared a template submission in response to proposed amendments to the Pest Control Products Regulations (PRO2025-02), which would exclude Class 3B laser bird deterrents from a new authorization pathway. The submission encouraged PMRA to reconsider this exclusion and explore a conditional authorization approach to reduce confusion and unintended barriers for producers while maintaining appropriate oversight. Coordinated submissions were provided by the BC Fruit Growers' Association, the BC Wine Grape Council, and the BC Poultry Association.

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It's great to have dedicated leadership for this type of learning tour, supported by the resources needed to host it effectively. With contributions from regional districts, local governments, and industry associations, these tours could become an annual initiative, as many of the issues are shared across the valley.

– Tour participant

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AGRICULTURE IN ACTION: BRIDGING POLICY & PRACTICE

Tour Resources

April 2, 2025
Penticton Trade & Convention Centre



Cross-Commodity Leadership Support Project

Agriculture in Action: Bridging Policy & Practice



View the full report!

The Cross-Commodity Leadership Support Project held agriculture tours in late 2024 and early 2025, bringing together over 90 farmers, elected officials, and government staff from across the Okanagan to explore shared challenges and solutions. The tours were funded by the Province of British Columbia through programs and initiatives delivered by the Investment Agriculture Foundation of BC.

What We Heard

- **Farmers** face barriers with complex permitting, changing regulations, climate impacts, and public misconceptions about farming practices.
- **Local governments** balance competing priorities (housing, environmental protection, public safety) with limited resources and staff capacity.
- **Both sides** expressed a strong desire for better and more frequent communication, earlier engagement, and shared problem-solving.

Top Priorities

- ✓ Make processes clearer and more predictable for all.
- ✓ Strengthen communication between farmers and local governments.
- ✓ Expand public education to foster understanding and support for agriculture.

Moving Forward

By improving communication, aligning priorities, and strengthening public understanding, farmers and local governments can work together to support resilient agriculture and thriving communities.

Shared Opportunities For Action

1. Adopt Supportive and Streamlined Practices

- Simplify permitting processes and standardize policies across jurisdictions.
- Offer pre-application meetings to align project goals & realities.
- Consult farmers during infrastructure planning to avoid unintended impacts.
- Increase agricultural expertise within local governments.

2. Foster Ongoing Dialogue

- Create regular opportunities for discussions between farmers, staff, and elected officials (e.g. roundtables, "Farmer Fridays," coffee chats).
- Host semi-annual tailgate meetings that include farmers, industry groups, and government staff.

3. Grow Public Education and Awareness

- Hold annual tours for staff, boards, and councils.
- Invite agriculture industry representatives to present at council meetings.
- Launch public education campaigns highlighting the importance of agriculture to the community.
- Develop simple, accessible primers to inform staff and elected officials about the agricultural sector.

Learn more: www.crosscommodity.org

LOCAL GOVERNMENT ENGAGEMENT

To date, CCLSP has hosted two Agriculture in Action bus tours to connect local government and First Nations planning staff and elected officials with agricultural producers, helping bridge the gap between policy and on-farm practice. The tours have proven to be valuable platforms for cross-sector dialogue, fostering mutual understanding and supporting more responsive policy development between local governments and the agriculture sector.

The most recent tour took place in Penticton on April 2, 2025, with a focus on engaging elected officials. The tour welcomed 48 participants representing 35 organizations and included two stops: Brarstar Orchards, hosted

by Deep Brar, and Township 7 Vineyards and Winery, hosted by Mary McDermott. Discussion topics included urban-rural interface challenges, labour shortages, pest and waste management options, and water availability. The day concluded with guided small-group reflections to identify actionable next steps for collaboration. Tour resources included a Companion Guide to provide background information, a one-pager outlining coordinated actions identified by participants, and a final report.

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to access the
resources:



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The information shared during and after the agricultural tours has directly informed planning policy, regulatory framework development, and Council discussions.

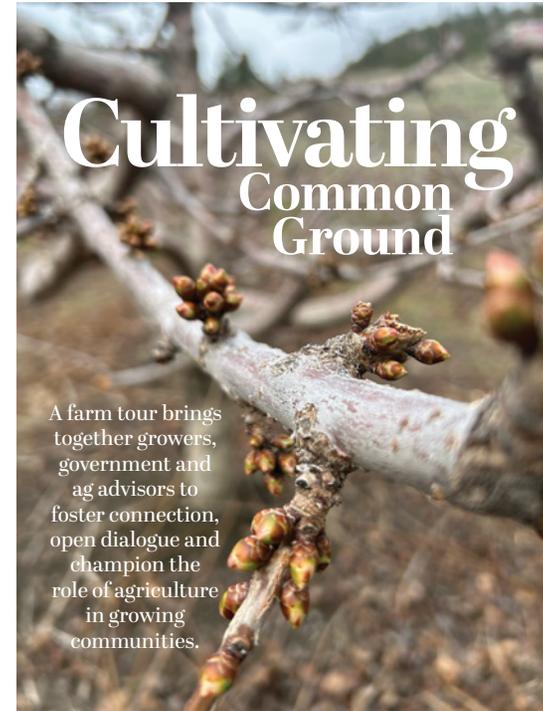
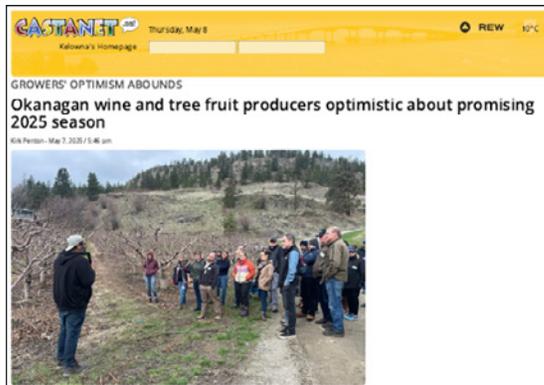
– Survey respondent

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MEDIA PRESENCE

In 2025, CCLSP increased its media presence to support broader awareness and understanding of cross-commodity collaboration and sector priorities. Following the Agriculture in Action bus tour in Penticton, CCLSP was featured in a dedicated article in *Orchard & Vine*, which highlighted the value of relationship-building between producers and local governments. In addition, CCLSP staff drafted and distributed a media release focused on renewed optimism and collaboration across the tree fruit and wine grape sectors, which

was picked up by 12 media outlets across the province. Together, this coverage helped amplify industry perspectives, highlight positive momentum, and reinforce the importance of coordinated, cross-commodity efforts.



A farm tour brings together growers, government and ag advisors to foster connection, open dialogue and champion the role of agriculture in growing communities.

KELOWNA CAPITAL NEWS

Crops, hope, optimism bloom in B.C. fruit industry, fertilized by collaboration



Farmers, members of the community and local government on an agricultural tour | Cross-Commodity Leadership Support Project

PERFORMANCE AT A GLANCE

- Led or coordinated **4 EDUCATIONAL OPPORTUNITIES**.
- Engaged more than **100 PARTICIPANTS** and **58 ORGANIZATIONS** at outreach events.
- **11,794 VIEWS** and **4,293 VISITORS** to CCLSP website between Jan and Dec 2025.
- **108 INDUSTRY EVENTS** added to the common calendar in 2025.
- **15 MEDIA PLACEMENTS** across agricultural and provincial outlets.
- Events calendar was the most engaged CCLSP resource, with **1,153 VIEWS** from **569 USERS**.

A close-up photograph of several hands holding wine glasses filled with different types of wine. The glasses are held up, suggesting a toast or a wine-tasting event. The background is blurred, showing greenery and other people. The lighting is natural, suggesting an outdoor setting.

“

The agricultural tours are an important way to connect regulatory bodies with farmers and on-the-ground realities, helping ensure decisions are informed by real-world farming conditions, not just best practices.

– Survey respondent

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LOOKING FORWARD

As we enter our final year, with about a dozen projects underway and the stabilization funding mostly allocated, CCLSP staff and partners are shifting focus from project development to delivery. Our initiatives focused on regional labour coordination, PAC point tracking system improvements, Tree Fruit Production Guide modernization, long-term planning for BC DAS, governance support for industry associations, and bird deterrent and herbicide outreach will require strong collaboration and careful management to bring tangible benefits to industry.

Building relationships with local governments will also remain a priority in 2026. Industry partners and survey respondents have consistently highlighted the value of ongoing engagement with local government elected officials and

staff to improve understanding of agricultural operations and inform more responsive decision-making. CCLSP staff will assist industry associations with delegations to regional district boards and city councils and organize bus tours, among other activities.

The stabilization process and CCLSP have shown us there is great value in cross-commodity collaboration when delivered and resourced appropriately. In 2026, CCLSP staff

and partners will create a framework for continued collaboration beyond this pilot project. This will involve documenting lessons learned, showcasing successes, organizing and transitioning assets, identifying priority areas for collaboration, discussing possible governance and coordination structures, and identifying potential funding models. The aim is to have a seamless transition, so we don't lose the momentum and relationships we have worked so hard to build.



Photo Courtesy of Star Group

FINANCIAL OVERVIEW

In 2025, the Cross-Commodity Leadership Support Project completed the allocation of the Tree Fruit Industry Stabilization Fund, marking a major milestone following several years of planning, project development, and industry consultation. Through the Cross-Commodity Advisory Council, more than **\$3.1 million** was allocated to cross-commodity projects supporting the tree fruit and wine grape sectors, in alignment with the objectives of the Tree Fruit Industry Stabilization Plan.

The table to the right summarizes funding allocated to CCLSP-supported projects between 2023 and 2025, including amounts allocated, received, and remaining, followed by an overview of CCLSP operating expenditures for the year.

STABILIZATION FUND BALANCE

PROJECTS	ALLOCATED	RECEIVED	REMAINING
ABAzyne Trials	\$ 131,250	\$ 60,000	\$ 71,250
Agriculture Tours	\$ 14,517	\$ 14,517	\$ -
BC Access to Plant Material	\$ 33,000	\$ -	\$ 33,000
BC DAS Expansion to Wine Grapes	\$ 115,500	\$ 46,200	\$ 69,300
BC DAS Operations	\$ 313,985	\$ 240,000	\$ 73,985
Bird Deterrent Education & Outreach	\$ 15,407	\$ -	\$ 15,407
Cross-Commodity Leadership Support	\$ 855,658	\$ 599,730	\$ 255,928
Domestic Labour - BC Fruit Works	\$ 143,302	\$ 143,302	\$ -
Extension Practitioners Conferences (2024 & 2025)	\$ 63,824	\$ 63,824	\$ -
Financial Support for SIR	\$ 400,000	\$ 200,000	\$ 200,000
Global Club Access for BC Growers	\$ 45,714	\$ 45,714	\$ -
Herbicide Technology & Extension	\$ 36,750	\$ -	\$ 36,750
Industry Association Governance Support	\$ 199,500	\$ -	\$ 199,500
Labour Supply Research Project*	\$ 112,408	\$ 112,408	\$ -
PAC Point Tracking Modernization	\$ 55,125	\$ -	\$ 55,125
Regional Labour Coordination	\$ 352,550	\$ -	\$ 325,550
Research Briefs & Videos	\$ 143,850	\$ 57,540	\$ 86,310
Tree Fruit Production Guide Modernization	\$ 100,000	\$ -	\$ 100,000
TOTAL	\$ 3,132,340	\$ 1,583,235	\$ 1,549,105

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

GENERAL CCLSP EXPENSES

	PROJECTED	ACTUAL	REMAINING
Communications	\$ 4,000	\$ 8,152	-\$ 4,152
Meetings & Travel	\$ 10,000	\$ 10,241	-\$ 241
Employee Expenses	\$ 213,650	\$ 209,901	\$ 3,749
Supplies, Software, Subscriptions	\$ 4,000	\$ 4,133	-\$ 133
Rent	\$ 3,000	\$ 2,959	\$ 41
Contract Services	\$ 10,000	\$ 500	\$ 9,500
Contract Admin (SIR 8.5 %)	\$ 20,795	\$ 20,050	\$ 745
TOTAL	\$ 265,445	\$ 255,937	\$ 9,509

ADMINISTERED PROJECT EXPENSES

	PROJECTED	ACTUAL	REMAINING
2025 Extension Conference	\$ 31,555	\$ 31,555	\$ -
ABAzyne Trials	\$ 131,250	\$ 60,000	\$ 71,250
Agriculture Tours	\$ 14,517	\$ 14,517	\$ -
BC DAS Operations	\$ 300,545	\$ 224,527	\$ 76,018
BC DAS to Wine Grapes	\$ 115,500	\$ 23,097	\$ 92,403
BC Fruit Works	\$ 143,302	\$ 143,302	\$ -
Bird Deterrents	\$ 15,407	\$ -	\$ 15,407
Global Club Variety Access	\$ 45,714	\$ 45,714	\$ -
Herbicide Technology & Extension	\$ 36,750	\$ -	\$ 36,750
Industry Association Governance	\$ 199,500	\$ -	\$ 199,500
Labour Supply Research*	\$ 112,408	\$ 112,408	\$ -
PAC Point Tracking Modernization	\$ 55,125	\$ -	\$ 55,125
Research Briefs	\$ 143,850	\$ 54,800	\$ 89,050
TOTAL	\$ 1,345,423	\$ 709,919	\$ 635,504

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

APPENDIX A: 2025 CCLSP COUNCIL AND COMMITTEE MEMBERSHIP

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	Alan Gatzke Adrian Arts (Staff)
BC Grapegrowers Association	Dapinder Gill Tyrion Miskell (Staff)
BC Wine Grape Council	Karen Yeung Nikki Callaway - Alternate Kate Durisek (Staff)
Okanagan-Kootenay Sterile Insect Release Program	Walter Makepeace Michelle Cook (Staff)
Grower at large	Madeleine van Roechoudt
Consolidated Fruit Packers	Ryan Ostertag Gord Morrison - Alternate
Agriculture & Agri-food Canada	Jesse MacDonald Shirley Choi
BC Ministry of Agriculture & Food	Philip Gyug

INNOVATION AND EXTENSION COMMITTEE

In 2025, the CCLSP Extension and Innovation and Technology committees were merged with the aim to reduce duplication, minimize meeting fatigue, and improve alignment across industry initiatives. This committee aims to align industry priorities and support the adoption of practical, innovative solutions across BC’s fruit sectors. The committee works to improve knowledge transfer, coordinate activities, and support technologies that enhance efficiency, reduce labour reliance, and strengthen resilience to climate and environmental challenges.

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
Felix Egerer	Unsworth Winery
Gail Nelson	BC Fruit Growers Association
Galen Barnhardt	Barn to Bottle Consulting
Hank Markgraf	Syngenta
Isabella Rivero	BC Wine Grape Council
Jesse Macdonald	Agriculture & Agri-Food Canada
Karen Yeung	Gate 22 Winery
Kate Durisek	BC Wine Grape Council
Kathy Malone	Hillside Winery
Lindsay Hainstock	BC Ministry of Agriculture & Food
Lindsay King	BC Ministry of Agriculture & Food
Lisa Wambold	Terralink Horticulture Inc
Love-Ese Chile	BC Agricultural Climate Action Research Network
Matt Walz	Terralink Horticulture
Molly Thurston	Pearl Agricultural Consulting
Naomi DeLury	Agriculture & Agri-Food Canada
Nick Ibuki	Summerland Varieties Corporation
Ruth King	UBC Okanagan
Sarah O'Brien	Okanagan-Kootenay Sterile Insect Release Program
Sera Lean	Nutrien Ag Solutions
Steve Brown	Happy Valley Harvest
Sukhpaul Bal	BC Cherry Association

DOMESTIC LABOUR COMMITTEE

This committee fosters cross-commodity collaboration to improve access to domestic farm workers in the apple, cherry, and wine grape industries. In 2025, this committee was paused to determine clarity on other existing industry labour initiatives.

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





“

One of the biggest wins for increased capacity is bringing our commodity groups together to help address farmer needs with local government. I think we've only touched the tip of the iceberg, and there is huge potential to keep this work moving forward together with a unified voice for agriculture.

– Survey respondent

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EST. 2023