



*You are invited to the...*

## **BC CHERRY ASSOCIATION'S 2026 Annual General Meeting & Annual Conference**

***Come to vote in your new Board of Directors, and learn about the latest developments in the Canadian cherry industry!***

**Friday March 6<sup>th</sup>, 2026, 8:30-4:30**

**LOCATION:**

Trinity Church  
1905 Springfield Road, Kelowna, BC

**COST:**

Members<sup>1</sup>, Sponsors<sup>2</sup>, and Speakers: **Free**  
Non-Members: **\$35**

**REGISTRATION DEADLINE:**

**Friday, February 20<sup>th</sup>**

To secure your spot please RSVP by emailing a completed registration form, Page 2 (or Page 3 for Sponsors) to [admin@bcccherry.com](mailto:admin@bcccherry.com) by the above deadline.

**A response is required to reserve your spot. We cannot guarantee entry if you have not registered in advance, as we have a limited number of seats.**

**EVENT TIMELINE (see attached agenda for details):**

Check-in from 8:30 am to 9:00 am  
*Coffee and snacks available.*

Business Meeting followed by Presentations from 9:00 am to 4:30 pm  
*Includes a delicious home-style buffet lunch.*

*We look forward to seeing you there!*

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**Notes:**

- (1) Free attendance for up to 2 people from each member company (in good standing), additional attendees are welcome to attend for a \$35 registration fee.
- (2) Free attendance is based on your chosen sponsorship tier as outlined on the Sponsorship form (1 for Silver, up to 2 for Gold, up to 4 for Title). Additional attendees are welcome to attend for \$35 each.

Box 21059, Orchard Park P.O., Kelowna, BC V1Y 9N8  
Email: [admin@bcccherry.com](mailto:admin@bcccherry.com)  
[www.bcccherry.com](http://www.bcccherry.com)



## AGM Registration Form

Please forward completed form to [admin@bccherry.com](mailto:admin@bccherry.com) by **Friday, February 20<sup>th</sup>**

<b>Name of Organization:</b> _____	
- Members (in good standing) can register up to 2 FREE attendees. Additional attendees will need to pay the \$35 registration fee. Please list ALL attendee names below. - Sponsors, please fill out page 3 instead.	
<b>Name of Attendee:</b>	Enter payment amount <b>AGM - \$35 each</b>
<b>Grand Total</b>	\$ _____

<input type="checkbox"/> <b>CHEQUE INCLUDED</b> <i>Please mail to:</i> BC Cherry Association Box 21059 Orchard Park P.O. Kelowna, BC V1Y 9N8	<input type="checkbox"/> <b>CREDIT CARD PAYMENT</b> Name on Card: _____ Card Number: _____ Expiry: _____ CVV: _____ Postal Code associated with Card: _____
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## Our Valued Sponsors

We are pleased to announce that there will be tables available for all our sponsors to present their products and services at this year's annual member meeting. If you plan to attend and if you would like to reserve a table at this event, please fill out this form and send it to [admin@bccherry.com](mailto:admin@bccherry.com).

### Sponsor Registration Form

**Table:**    Yes       No

<b>Name of Organization:</b> _____	
Attendance is FREE for 1 attendee for Silver Sponsorship, up to 2 attendees for Gold Sponsorship, and up to 4 attendees for Title Sponsorship. Additional attendees cost \$35.	
<b>Name of Attendee:</b>	Enter payment amount <b>AGM - \$35 each</b>
<b>Totals</b>	\$ _____

<input type="checkbox"/> <b>CHEQUE INCLUDED</b> <i>Please mail to:</i> BC Cherry Association Box 21059 Orchard Park P.O. Kelowna, BC V1Y 9N8	<input type="checkbox"/> <b>CREDIT CARD PAYMENT</b> Name on Card: _____ Card Number: _____ Expiry: _____ CVV: _____ Postal Code associated with Card: _____
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## BCCA AGM and Annual Conference - AGENDA

Start Time	End Time	Topic	Presenter
8:30	9:00	Check-in	
9:00	10:25	Business Meeting	
10:25	10:55	Coffee Break	
10:55	11:40	From Basics to Stronger Yields: Tackling Cherry Powdery Mildew <b>(Virtual)</b>	Katie Goldenhar (OMAF)
11:45	12:05	Improving Productivity in AAFC New Cherry Variety 'SPC424'	Dr Hao Xu (AAFC)
12:10	12:30	ABAzyne Boost - Protecting Fruits from Cold Weather <b>(Virtual)</b>	Dr Jerome Konecsni
12:30	1:20	Lunch	
1:20	1:30	<b>Welcome Address from The Honourable Lana Popham, Minister of Agriculture and Food for the Province of British Columbia</b>	
1:35	1:55	LChD and Western-X Disease: Towards Development of Field Control Strategies in British Columbia	Dr Jose Ramon Urbez-Torres (AAFC)
2:00	2:30	Market Access: Securing Access to New International Markets - Learning from Experience. Market Access: Maintaining Access to International Markets - Meeting Program Requirements.	Bill Wolk (Retired BCTF) Charlene Green (CFIA)
2:35	2:55	BC Cherry Exports to Korea - Opportunities and Challenges	Shirley Choi (AAFC)
2:55	3:05	Break	
3:05	3:25	Improving the Resilience of Sweet Cherry Orchards to Heat, Cold, and Drought.	Dr Kirsten Hannam (AAFC)
3:30	3:50	Improving Soil Health and Fertility Using Compost and Mow-and-Blow Mulching	Dr Tom Forge (AAFC)
3:55	4:05	Working Together to Get Things Done: Cross-Commodity Project Update	Kellie Garcia (CCLSP)
4:10	4:20	Protected Agriculture and Cold Hardiness in Cherries - Project Updates	Jesse MacDonald (AAFC)
4:25	4:30	Closing Remarks	Sukhpaul Bal (BCCA)