

## Building Bridges 2026

On January 13, 2026, about 30 people from BC's tree fruit and wine grape sectors came together for the annual Building Bridges workshop. Each year, horticultural advisors, consultants, researchers, government staff, and industry associations meet early in the season to share plans, compare priorities, and look for ways to work together.

This year's session offered a streamlined space to check in, align efforts, and map out what support growers will see through the season. By combining what each organization is planning with what we're hearing from growers, we created a shared roadmap to help us stay coordinated, proactive, and accountable across commodities and organizations. The roadmap is updated annually, with bigger priority discussions happening every few years.

Participants brought a wide mix of experience and perspectives, making the conversation practical and focused on improving support for growers across the region.

## Goal

To review where we're at, understand what growers need this year, and refine a shared plan that helps us stay coordinated and support growers more effectively across organizations and commodities.

## Objectives

- 1. Look back at progress:** What moved forward last year, what stalled, and what still needs attention.
- 2. Confirm shared priorities:** Revisit the cross-commodity priorities that guide our work, recognizing these only shift every 3-5 years.
- 3. Understand challenges:** Identify barriers that make coordination, communication, or capacity difficult.
- 4. Spot collaboration opportunities:** Find where efforts overlap or reinforce each other and where working together would make the biggest difference.
- 5. Identify next steps:** Outline simple, practical actions and supports to help keep us aligned through the season.

## Funding

The event was funded through the Cross-Commodity Leadership Support Project (CCLSP). Funding for the CCLSP is provided by the Government of British Columbia through programs and initiatives delivered by the Investment Agriculture Foundation of BC.

## Activity Highlights

### Checking in on progress

- We looked at last year's roadmap actions to understand what worked well and what lessons should guide us into 2026.

### Sharing plans for the year ahead

- Participants shared their planned extension activities for the season. Seeing these side by side helped highlight natural alignment, gaps, and opportunities to simplify the grower experience.
- We also discussed what growers are currently facing to make sure our plans match their needs.

### Finding opportunities to work together

- The group identified key areas where coordination can reduce duplication, increase efficiency, and support growers more consistently.
- We also agreed on a few shared practices and tools to help us stay connected throughout the year.

### Building the 2026 roadmap

- All input from the day was compiled into the 2026 Knowledge Transfer Roadmap to be used by the industry associations, which outlines seasonal commitments and helps keep our work coordinated and accountable as the year unfolds.