

## CROSS-COMMODITY ADVISORY COUNCIL

<b>Date:</b>	June 30, 2026
<b>Time:</b>	10:00 AM to 2:00 PM
<b>Location:</b>	<b>In Person:</b> RDCO Woodhaven Boardroom (1450 KLO Rd, Kelowna)  <b>Virtual:</b> <a href="#">Join the meeting now</a> Meeting ID: 217 491 922 505 Passcode: EA9ou6qn

### MEETING AGENDA

1. **WELCOME & HOUSEKEEPING**

2. **ADOPTION OF AGENDA**

**Recommended Motion**

*“THAT the June 30, 2026, meeting agenda be adopted as presented.”*

3. **ADOPTION OF MINUTES** (Page 3)

**Recommended Motion**

*“THAT the April 30, 2026, meeting minutes be adopted as presented.”*

4. **MEMBER ROUNDTABLE**

5. **REGULAR BUSINESS**

5.1 CCLSP Committees and Communications (Page 10)

5.2 Current Cross-Commodity Projects (Page 11)

a) BC DAS Operations: Progress Report (Attachment 1)

**Recommended Motion**

*“THAT the Cross-Commodity Advisory Council approves the BC DAS Operations Progress Report submitted by the Okanagan-Kootenay Sterile Insect Release Program and recommends proceeding with an interim payment of \$40,000.”*

b) Financial Support for SIR Program: Evaluation of other Sterile Insect Technology Opportunities Report (Attachment 2)

*Presentation by Evan Esch, OKSIR Entomologist*

c) Local government engagement and advocacy strategy (Attachment 3)

6. **OTHER BUSINESS**

6.1 Drought response update

6.2 Continuity planning for cross-commodity collaboration update

6.3 Direct farm marketing opportunities *(Page 17)*

**7. ADJOURNMENT**

The next meeting will be held virtually on Aug 27, 2026, 10:00 to 11:00 AM.

# CROSS-COMMODITY ADVISORY COUNCIL

CCLSP  
Advisory Council Meeting  
June 30, 2026  
Agenda No. 3.0

Minutes of the **Cross-Commodity Advisory Council** held in-person on April 30, 2026.

## **PRESENT**

Adrian Arts  
Alan Gatzke  
Dapinder Gill  
Jesse MacDonald  
Karen Yeung  
Kate Durisek  
Michelle Cook  
Nikki Callaway  
Philip Gyug  
Sukhpaul Bal

BC Fruit Growers' Association  
BC Fruit Growers' Association  
BC Grapegrowers' Association  
Agriculture & Agri-Food Canada  
BC Wine Grape Council  
BC Wine Grape Council  
Okanagan-Kootenay Sterile Insect Release Program  
BC Wine Grape Council  
BC Ministry of Agriculture & Food  
BC Cherry Association (Chair)

## **REGRETS**

Beth Cavers  
Walter Makepeace  
Gord Morrison  
Ryan Ostertag  
Shirley Choi  
Madeleine van Roechoudt

BC Cherry Association  
Okanagan-Kootenay Sterile Insect Release Program  
Consolidated Fruit Packers  
Consolidated Fruit Packers  
Agriculture & Agri-Food Canada  
Grower at Large

## **STAFF**

Kellie Garcia  
Shelby Austen

CCLSP Project Director  
CCLSP Administration & Communications Manager

## **1. WELCOME & INTRODUCTIONS**

## **2. ADOPTION OF AGENDA**

**Moved by: Alan Gatzke**

*"THAT the April 30, 2026, meeting agenda be approved as presented."*

**Seconded by: Sukhpaul Bal**

**CARRIED**

## **3. ADOPTION OF MINUTES**

**Moved by: Sukhpaul Bal**

*"THAT the January 29, 2026, meeting minutes be adopted as presented."*

**Seconded by: Michelle Cook**

**CARRIED**

## **4. MEMBER ROUNDTABLE**

- Philip reported that the Ministry's budget has been reduced by \$17 million this year, primarily

affecting production insurance and expenditure management. Regionally, work is focused on improving farm profitability and decision-making, with extension teams finalizing roadmaps aligned with industry needs. Recent Ministry activities include releasing an interim post-harvest irrigation report for Creston, forming an internal access-to-capital working group to explore provincial loan tools, and planning regional success-story videos. The Ministry is also working to share the 2017–2022 tree fruit profitability report in a more accessible format, launching bi-weekly vineyard production update videos, and hosting a town hall on May 19 to share findings from the completed table grape opportunity assessment. Additional work includes supporting drought working groups with the Ministry of Water, Land, and Resource Stewardship (WLRS) and collaborating with the District of Lake Country on agricultural policy and Official Community Plan updates.

- Kellie asked whether the extension roadmap development has been aligned with the Cross-Commodity Knowledge Transfer roadmap used by industry. Phil confirmed that it is being used to help align efforts.
- Kellie asked when the drought working group is expected to launch. Phil noted that timing is still dependent on confirmation from WLRS and that they are awaiting further direction.
- Sukhpaul shared that Beth is attending the Canadian Produce Marketing Association Annual Convention and Trade Show and that the BCCA is again sponsoring the Cherry Blossom Triathlon. He reported that while the winter was mild and spring started early, the region has experienced multiple spring frost events resulting in orchard damage; however, it is still too early to assess the overall impact. He also represented the BCCA at the Mexico trade mission in February and shared that work is ongoing with Canadian Food Inspection Agency (CFIA) on the cherry market access file.
- Michelle reported that SIR is now in full-season mode, with moth releases underway across all regions. Wild moth catches were detected last week in the south Okanagan and this week in Kelowna. The first sales to Washington occurred last week. Traps are in place, and the team is working with CFIA on adjustments to support growers exporting to Taiwan.
  - Sukhpaul asked for an update on the new facility manager. Michelle confirmed that the position has been filled and that the new hire is currently training under the existing facility manager through the end of 2027. She noted that training is going well and that the new person holds a PhD in entomology and has experience at other insect-rearing facilities.
- Kate reported that BCWGC is currently in levy collection and audit season, with data transitioning to an annual crop assessment targeted for release by June 1. BCWGC is also working with the Ministry of Agriculture and Food to launch a living acreage report covering 2017–2026, highlighting what is being planted, removed, and actively producing. An in-person Research and Development Committee meeting is scheduled for June 18 at the Summerland Research and Development Centre, and grower field days featuring Living Labs will take place June 9–10 in collaboration with the Ministry and the Okanagan and Similkameen Invasive Species Society. The BCWGC Annual General Meeting will be held virtually on August 13. Additional BCWGC work includes collaboration with Okanagan College to convert production guide information into short courses and micro-credentials for industry. SWBC is remodelling its viticulture certification program and is exploring development of an SWBC member hub to better share events, knowledge, and resources. The Wine Grape Industry Task Force has issued five RFPs across its working groups, and work has begun on a long-term industry strategy with Deloitte. Two new Mitacs projects are underway: one

focused on harvest-level grape chemistry for sparkling wine production, and a second collaborative project with CCLSP to support BC DAS grape models and review other decision-support tools.

- Dapinder reported that BCGA is updating its website, with a new buy-and-sell page for grapes as a priority. BCGA has participated with CCLSP in presentations to RDNO and RDOS and continues to highlight the starling control program, including requests for additional funding to replace 10 traps and cover increased operating costs. BCGA's irrigation and contracts workshop is scheduled for May 28 from 1–4 pm at Kismet Winery.
- Karen reported that the South Okanagan did not experience significant frost damage and is seeing good fruit set, with expectations of a normal wine grape crop. She recently met with the Resilient Agriculture Initiative team, which is reviewing policy and potential reforms for the next round of SCAP funding. Discussions focused on whether government priorities are aligned with industry needs. Karen highlighted the importance of this engagement, noting that interior horticulture is often underrepresented at BCAC compared to livestock and poultry, and flagged interprovincial trade and waste management as key concerns.
- Alan shared that he values the collaboration within the group, noting it helps build understanding and improve communication across the valley. Regarding frost impacts, he reported minimal and variable effects on soft fruits, with apricot thinning already underway in the South. In the North, he noted differences by location and variety, with older varieties showing strong fruit set while some newer varieties are thinner, though no permanent damage has been observed. He also highlighted emerging interest in the use of drones for frost prevention through temperature mixing and suggested this is an area worth further exploration. Additionally, he noted that within the direct farm marketing community, established retail operations are seeing increases in fruit sales revenue.
- Adrian reported that BCFGGA is undertaking an economic impact study to update the Ministry's original Deloitte assessment from the first year of the stabilization process and will engage BCWGC and WGBC during the work. BCFGGA will attend the Union of BC Municipalities Convention this year and welcome input from the Interior Horticulture sector on messaging and engagement. He also shared updates on recent and upcoming labour and finance initiatives, including recognition of the Jamaican Liaison Service's 60th anniversary of the Seasonal Agricultural Worker Program, hosting the Jamaican Minister of Labour and Social Services in July, meetings planned with Ministers Popham and Whiteside on labour issues, and a forthcoming meeting with financial lenders and government on farm finances. In addition, BCFGGA is collaborating with the National Farmers Union on a national letter campaign addressing retail consolidation. Lastly BCFGGA has launched weekly 30-minute industry horticulturist calls, identified through the Building Bridges conference, to share timely updates from stakeholders across the valley.
- Jesse reported that apple growth is variable at this stage and that cherry assessments have not yet been completed. With the new fiscal year beginning April 1, project funding is now being rolled out. The Living Labs project has concluded, with ongoing discussions focused on data synthesis and reporting. The apple exclusion netting trial is wrapping up this year, and results from a virus trial initiated two years ago are expected to be shared. The CRAVEO project remains in the procurement phase. Jesse also asked whether there would be interest in organizing a tour of the research station for members of the new horticulture group.
  - Michelle noted that SIR's new entomologist has ideas for potential research collaboration and asked who she should connect with at AAFC. Jesse confirmed that Michelle can reach

out through SIR's AAFC Board representative, himself, or directly to AAFC entomologist Chandra Moffat.

## **5. REGULAR BUSINESS**

### **5.1 CCLSP Committees & Communications**

Shelby provided an update on recent committee and communications activities. The Innovation and Extension Committee has begun using the seasonal knowledge transfer roadmap developed at the January Building Bridges workshop. The 2025 Annual Review was completed and featured in the spring issue of *Orchard and Vine* magazine, highlighting strong stakeholder feedback on the value of cross-commodity collaboration and prompting exploration of future collaboration options beyond CCLSP. Local government engagement continued with a third bus tour in the Kelowna area, followed by distribution of a summary report to participants. A joint letter from the Interior Horticulture Sector was sent to Minister Popham requesting the strategic rehiring of a plant pathologist within the Ministry of Agriculture and Food. Staff also participated in and supported several industry events, including the Southern Interior Horticulture Show, industry association AGMs, and the District of Lake Country irrigation management workshop.

- Adrian complimented the Building Bridges event and the seasonal knowledge transfer roadmap, noting that it has helped keep BCFGAs accountable and has contributed to the organization hosting nine knowledge-transfer events so far this season.
- Sukhpaul shared positive feedback on the Kelowna agriculture bus tour, highlighting strong engagement and participation from senior City of Kelowna staff and noting that local government engagement remains a key priority for the agriculture sector.
- Adrian informed the group that following receipt of the letter to Minister Popham, he received a call from the Minister's office expressing surprise that the issue had not been flagged earlier. He noted that the following day, AAFC reached out to initiate further discussions around industry needs and improved collaboration at the local, provincial, and federal levels.

### **5.2 Current Cross-Commodity Projects**

#### **a) Cross-Commodity Leadership Support Project: Progress Report**

**Moved by: Kate Durisek**

**Seconded by: Sukhpaul Bal**

*"THAT the Cross-Commodity Advisory Council approves the Cross-Commodity Leadership Support Project: Progress Report submitted by the Okanagan-Kootenay Sterile Insect Release Program and recommends proceeding with an interim payment of \$225,000."*

**CARRIED**

Philip and Jesse abstained from voting on the motion.

#### **b) ABAzyne Research and Trials**

No discussion.

#### **c) BC DAS Expansion to Wine Grapes: Progress Report**

- Sukhpaul asked about long-term plans for DAS and its expansion, particularly given recent investments. Kellie responded that a steering committee is in place and that developing a

sustainable funding model is a priority, with CCLSP actively exploring options including expansion to other commodities. Kate added that the Mitacs researcher will be evaluating available decision-support tools as part of this work.

**Moved by: Adrian Arts**

**Seconded by: Sukhpaul Bal**

*“THAT the Cross-Commodity Advisory Council approves the BC DAS Expansion to Wine Grapes: Progress Report submitted by the Okanagan-Kootenay Sterile Insect Release Program and recommends proceeding with an interim payment of \$46,200.”*

**CARRIED**

Philip and Jesse abstained from voting on the motion.

**d) BC DAS Operations**

No discussion.

**e) Bird Deterrent Education and Outreach**

No discussion.

**f) Financial Support for Producer Portion of SIR Program Costs**

Michelle reported that work has begun to assess the use of the Sterile Insect Technique (SIT) for additional pests and commodities in the Okanagan, with a summary report in development. She noted connections with a Quebec group running an SIT program for onion fly and shared that Biocentis has been approved to present to the SIR Board on SIT for spotted wing drosophila. Biocentis is exploring potential partnerships with SIR, including CFIA lab trials and possible cherry grower field trials. The presentation will take place at the June 12 Board meeting, with partners invited to attend.

- Alan asked whether onion fly affects other crops, noting significant onion acreage near Cache Creek. Michelle confirmed that onion fly is a pest of allium crops.

**g) Governance Support Services for Industry Associations**

No discussion.

**h) Herbicide Technology, Best Practices, and Extension: Progress Report**

**Moved by: Sukhpaul Bal**

**Seconded by: Alan Gatzke**

*“THAT the Cross-Commodity Advisory Council approves the Herbicide Technology & Education: Progress Report submitted by the Okanagan-Kootenay Sterile Insect Release Program and recommends proceeding with an interim payment of \$16,000.”*

**CARRIED**

Philip, Jesse, and Adrian abstained from voting on the motion.

**i) Local Government Engagement**

No discussion.

**j) Tree Fruit Production Guide Modernization (BCFGA)**

No discussion.

**k) PAC Point Modernization**

- Michelle asked whether the system would continue to be managed by BCFGa once it is launched. Adrian confirmed that BCFGa will manage the process moving forward, noting that while the original discussion stemmed from time and resource constraints, the updated system will improve cost recovery and reduce staff time. He also shared that the membership coordinator has returned from maternity leave and is enthusiastic about the new system.
- Kate flagged the importance of including grapes once the system is launched. Shelby noted that scalability has been a key consideration throughout the system’s development to support inclusion of additional commodities.
- Sukhpaul asked how the new collection process will work. Shelby explained that each event added to the system will have a unique QR code. After attending, producers will scan the code, enter their PAC number and email, and points will be automatically added to their online profile. Adrian noted that digital collection will also help prevent fraudulent collections from growers who did not attend the training.

**l) Regional Labour Coordination**

No discussion.

**m) Research Briefs and Videos: Progress Report**

- Michelle asked where the final briefs will live. Shelby said they will live in the BC Food Web’s library, but partners are allowed to post and distribute as they wish.
- Adrian asked how this project intersects with the Ministry’s research brief contract. Kellie noted that they are separate contracts for the same service.

**Moved by: Kate Durisek**

**Seconded by: Michelle Cook**

*“THAT the Cross-Commodity Advisory Council approves the Research Briefs & Videos: Progress Report submitted by the Okanagan-Kootenay Sterile Insect Release Program and recommends proceeding with an interim payment of \$57,540.”*

**CARRIED**

Philip and Jesse abstained from voting on the motion.

**6. OTHER BUSINESS**

**6.1 Drought planning and response**

Kellie informed the Council that she is developing an industry action plan to support navigation of the upcoming drought, with a focus on avoiding duplication of efforts already underway by the Ministry and the Okanagan Basin Water Board. Planned actions include drafting a letter to Minister Neill outlining drought-related concerns, participating on regional drought response teams, and supporting industry associations with coordinated communications. The letter will specifically address the unique risks faced by perennial agriculture.

- Kellie asked about the current status of the Black Mountain Irrigation District. Sukhpaul reported that high-elevation reservoirs are expected to fill.
- Jesse noted that the District of Summerland has circulated a rate schedule related to water overages.

- Phil shared that internal discussions are underway on how extension services can better support producers and help them understand their role within the broader water management context and noted interest in collaborating with this group.
- Adrian reported that two individuals have volunteered to host irrigation tailgate sessions over the next month.

## **6.2 Continuity planning for cross-commodity collaboration**

Kellie reported that a modified Partners Table met last week, expanded to include Board members from multiple organizations to discuss continuity planning. The goal is to explore future collaboration models that meet industry needs beyond 2026. Work on continuity planning is underway, and Kellie expects to bring proposed options and recommendations to the Council meeting in June.

## **7. ADJOURNMENT**

The next Advisory Council meeting will be held in person on June 30 from 10:00 AM to 12:00 PM.

# MEMORANDUM

CCLSP  
Advisory Council Meeting  
June 30, 2026  
Agenda No. 5.1

To: Cross-Commodity Advisory Council June 16, 2026

From: Shelby Austen, CCLSP Admin. & Comms. Manager

**Subject: Update on CCLSP Committees and Communications**

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## **Innovation and Extension Committee:**

The Innovation and Extension Committee met on June 4 with 18 members in attendance. The committee continues to use the knowledge transfer roadmap to support accountability and coordination of seasonal activities. At the June meeting, members reviewed progress on spring commitments and began planning for summer and fall. To date, 45 activities have been completed, 27 are underway, and 3 are on hold. Participating organizations include industry associations, consultancies, and provincial and federal government partners. Recent activities have focused primarily on water, nutrient, and pest management, as well as business planning and local government engagement.

## **Communications:**

Two CCLSP projects, BC DAS Expansion to Wine Grapes and Global Club Access for BC Growers, were featured in the [May issue](#) of Country Life in BC, highlighting progress on access to new apple varieties and beta testing of BC DAS tools for grape growers.

CCLSP staff continue to engage in key industry discussions and events, including:

- Tree fruit sector financial landscape meeting
- Table Grapes Association Town Hall
- Thompson Okanagan Drought Response Working Group
- BCGA Grower Workshop
- BCWGC Replanting Healthy Vineyards Tour
- Biocentis presentation to SIR Board
- McCulloch Lake Reservoir Town Hall
- BCWGC Research & Development Committee in-person event
- ONA introduction to water scarcity setting process meeting
- BCCA virtual pruning workshop
- BCAC Agriculture Forum

Additional communications updates for on-going projects are covered under agenda item 5.2.

**CCLSP**  
Advisory Council Meeting  
June 30, 2026  
Agenda No. 5.2

# MEMORANDUM

To: Cross-Commodity Advisory Council June 19, 2026  
From: Kellie Garcia, Project Director & Shelby Austen, Admin and Comms Manager  
Subject: **Update on Cross-Commodity Projects**

## Report on Budgets

### Expenses – CCLSP operations

Expense Category	Estimated Budget	Q1 (Jan to Mar)	Q2, (Apr to May)	Budget Remaining
Communications	\$ 2,000	\$ 853	\$ 1,432	-\$ 284
Meetings & Travel	\$ 8,600	\$ 1,108	\$ 351	\$ 7,142
Employee Expenses	\$ 213,200	\$ 51,088	\$ 41,309	\$ 120,804
Supplies, Software & Subscriptions	\$ 3,900	\$ 155	\$ 202	\$ 3,543
Rent	\$ 3,000	\$ -	\$ 1,541	\$ 1,459
Contract Services	\$ 5,000	\$ -	\$ 375	\$ 4,625
Uplift	\$ 38,912	\$ 4,513	\$ 1,701	\$ 32,698
Contract Admin (SIR 8.5 %)	\$ 23,342	\$ 4,906	\$ 3,987	\$ 14,449
<b>TOTAL</b>	<b>\$ 297,954</b>	<b>\$ 62,622</b>	<b>\$ 50,897</b>	<b>\$ 184,435</b>

Note: CCLSP received approval from IAF to move the remaining TFISP balance of \$38,912 to the overall CCLSP budget to be applied to general projects at the Council's discretion. The \$6,213.72 spent to date was for the January Building Bridges event and for the April Agriculture Tour.

### Expenses – CCLSP administered projects (current and past)

Project	Budget	Spent Pre-2026	Spent 2026 Q1, Jan to Mar	Spent 2026 Q2, Apr to May	Spent To Date	Budget Remaining
ABAzyne Trials	\$ 131,250	\$ 60,000	\$ 60,000	\$ -	\$ 120,000	\$ 11,250
Agriculture Tours	\$ 14,517	\$ 14,517	\$ -	\$ -	\$ 14,517	\$ -
BC DAS Expansion to Wine Grapes	\$ 115,500	\$ 31,583	\$ -	\$ 32,606	\$ 64,189	\$ 51,311
BC Fruit Works	\$ 143,302	\$ 143,302	\$ -	\$ -	\$ 143,302	\$ -
BC DAS Operations	\$ 300,545	\$ 224,527	\$ 79	\$ 15,000	\$ 239,605	\$ 60,940
Bird Deterrent Education & Outreach	\$ 15,407	\$ -	\$ -	\$ -	\$ -	\$ 15,407
Extension Practitioners Conferences	\$ 63,824	\$ 63,824	\$ -	\$ -	\$ 63,824	\$ -
Global Club Variety Access	\$ 45,714	\$ 45,714	\$ -	\$ -	\$ 45,714	\$ -
Herbicide Technology & Extension	\$ 36,750	\$ -	\$ -	\$ 16,000	\$ 16,000	\$ 20,750
Industry Association Governance	\$ 199,500	\$ -	\$ -	\$ 41,875	\$ 41,875	\$ 157,625
Labour Supply Research	\$ 112,408	\$ 109,270	\$ -	\$ -	\$ 109,270	\$ -
PAC Point Tracking Modernization	\$ 55,125	\$ -	\$ 12,397	\$ 24,794	\$ 37,191	\$ 17,934
Research Briefs	\$ 143,850	\$ 54,800	\$ -	\$ 27,400	\$ 82,200	\$ 61,650
<b>TOTAL</b>	<b>\$ 1,377,692</b>	<b>\$ 747,537</b>	<b>\$ 72,476</b>	<b>\$ 157,675</b>	<b>\$ 977,687</b>	<b>\$ 396,867</b>

Note: The following projects administered by CCLSP partners are not included in the table above: BC Access to Plant Material (BCFGA), Tree Fruit Production Guide Modernization (BCFGA), Regional Labour Coordination (BCFGA), Financial Support for SIR (SIR).

Revenue - CCLSP administered projects (current and completed)

<b>Project</b>	<b>Total Revenue Expected</b>	<b>Received To Date</b>	<b>Remaining</b>
CCLSP	\$ 894,570	\$ 863,642	\$ 30,928
ABAzyne Research & Trials	\$ 131,250	\$ 120,000	\$ 11,250
Agriculture Tours	\$ 14,517	\$ 14,517	\$ -
BC DAS Expansion to Wine Grapes	\$ 115,500	\$ 92,400	\$ 23,100
BC Fruit Works	\$ 143,302	\$ 143,302	\$ -
BC DAS Operations	\$ 300,545	\$ 240,000	\$ 60,545
Bird Deterrent Education & Outreach	\$ 15,407	\$ -	\$ 15,407
Extension Practitioners Conferences	\$ 63,824	\$ 63,824	\$ -
Global Club Variety Access	\$ 45,714	\$ 45,714	\$ -
Herbicide Technology & Extension	\$ 36,750	\$ 16,000	\$ 20,750
Industry Association Governance	\$ 199,500	\$ 100,000	\$ 99,500
Labour Supply Research	\$ 112,408	\$ 112,408	\$ -
PAC Point Tracking Modernization	\$ 55,125	\$ 36,750	\$ 18,375
Research Briefs	\$ 143,850	\$ 115,050	\$ 28,800
<b>TOTAL</b>	<b>\$ 2,272,262</b>	<b>\$ 1,963,607</b>	<b>\$ 308,655</b>

*\*Note: Revenue for partner projects is not included in the above table and totals \$865,467 (\$12,917 for BC Access to Plant Material (BCFGA), \$100,000 for Tree Fruit Production Guide Modernization (BCFGA), \$352,550 for Regional Labour Coordination (BCFGA), and \$400,000 for Financial Support for SIR).*

## **Report on Progress**

### ABAzyne Research and Trials

Kellie met with Jerome on June 8. He reported that his research team submitted all regulatory information requested by CFIA (toxicology assessment, label development, and analysis of residual product in the fruit) at the end of May and are awaiting CFIA's response regarding certification. An additional \$650K was received by ABAzyne Bioscience through a grant and will be used to towards costs of product for field trials. They are hoping to manufacture enough for 50 acres of application. They will hire a project coordinator to organize the field trials and will need to work with the industry associations to identify the best candidates in the Okanagan region. They would like to trial the product on cherries, wine grapes, and peaches. The Ontario government has expressed interest in testing ABAzyne on table grapes and Perennia in Nova Scotia would like to test the product on blueberries.

### BC DAS Expansion to Wine Grapes

Our contractor, Galen, has been focusing on beta testing several wine grape models, including engagement with vineyards and scouting for model validation. He gave a presentation and demo for BC DAS at the Planting Healthy Vineyards tours in the central and south Okanagan. The post doc researcher, Jumi, presented on her cold hardiness model validation work at the BCWGC research and development committee meeting.

## BC DAS Operations

See Attachment 1: Progress Report.

### **Recommended Motion**

*“THAT the Cross-Commodity Advisory Council approves the BC DAS Operations Progress Report submitted by the Okanagan-Kootenay Sterile Insect Release Program and recommends proceeding with an interim payment of \$40,000.”*

## Bird Deterrent Education and Outreach

Shelby continues to lead the regulatory review of bird deterrent methods approved for use in BC. This work evaluates each method based on effectiveness, limitations such as habituation risk, and key operational considerations including cost, labour, scalability, and potential impacts on neighbouring communities. The review will support the development of practical, integrated bird management plans by providing producers with clear, consolidated resources, addressing a current gap in accessible information on alternatives to commonly used tools such as propane cannons.

At the regulatory level, Health Canada’s proposed amendments to the Pest Control Products Regulations ([PRO2025-02](#)) continue to advance. The changes aim to modernize the approval process for pest control devices by introducing an authorization pathway for certain technologies. However, Class 3B laser deterrents, which are already used in BC and considered effective in agriculture, are currently excluded from the proposed framework. This exclusion may limit available tools for producers. The additional consultation period through the [Canada Gazette](#) remains open until July 28, 2026.

## Financial Support for Producer Portion of SIR Program Costs

See Attachment 2: Evaluation of other Sterile Insect Technology Opportunities Report

## Governance Support Services for Industry Associations

The Governance Guru was selected as the consultant for this project through an RFP process. The contract was signed at the end of April. The work will be completed in three phases:

- Assessment and work planning, May-June
- Governance review and modernization, June–October
- Implementation planning and consolidation, October-December

The consulting team (Kevin and Jennifer) came to the Okanagan in early June and met with all industry associations involved in the project. The team is currently writing an Assessment Summary and draft work plan and budget for each association.

## Herbicide Best Practices, Technology, and Extension

The project is nearing completion, with most core work finished. The contractor held a field demonstration day on May 19 at an orchard in Summerland. She distributed two handouts at the event: one with information about the trials and the other showing how to assemble the custom boom sprayer developed for the project.

The purpose of the field day was:

1. To demonstrate that glyphosate (Roundup Transorb) applied at a 1% application rate with higher water volume requires an increased application rate of glyphosate, and that the use of lower water volumes relative to the grower standard water volume can be as effective at controlling target weeds - saving application time and reducing total herbicide usage and application cost.
2. To demonstrate the effectiveness of pre-emergent herbicides Prism and Chateau tank-mixed with glyphosate for spring grass and broadleaf weed control.
3. To compare the effectiveness of Aim, Ignite, a tank mix of Aim and Ignite, and the newly developed product, Phoenix, for the control of root suckers.

### Tree Fruit Production Guide Modernization (BCFGA)

Adrian will give a verbal update at the meeting.

### PAC Point Tracking Modernization

Shelby continues to meet bi-weekly with Graphem Solutions as Phase 3, the full feature build, progresses. Shelby and the BCFGa are working closely with the development team to ensure all required features are delivered. Current efforts are focused on preparing and cleaning BCFGa data from 2019–2025 for system import, integrating the new system with QuickBooks to support online recertification payments, and establishing core system documentation. This includes developing internal and external standard operating procedures, as well as data retention and privacy policies. In parallel, annual operating costs for the new platform are being confirmed, including hosting, maintenance, and email service fees to support automated communications. Following development, a significant data migration will transfer PAC data into the new system, with 2026 data to be added manually after launch. The new system is anticipated to launch in July.

### Regional Labour Coordination

The shared Regional Labour Coordinator, Pegah Behroozi, was hired on May 4, 2026. Her initial weeks focused on a comprehensive review of the current policy frameworks and various federal and provincial standards. This included researching national and international best practices for affordable agricultural housing, Group LMIA, labour transportation, backpacker programs in Australia, New Zealand, and Eastern Europe, as well as research from Kwantlen Polytechnic University and previous sector strategies to inform future planning. This research is ongoing and will continue throughout the coming months.

To better understand current labour challenges and industry expectations, Pegah initiated one-on-one interviews with growers, beginning with members of the Interior Horticultural Labour Committee and the BC Cherry Association. She developed a semi-structured interview guide for growers and established connections with WALI and other pertinent industry organizations.

Significant progress has been made regarding the Labour Requirement Assessment. Pegah finalized the Request for Proposals, shortlisted potential consulting firms, and managed all distribution and correspondence. Following the receipt of six proposals, she developed an Evaluation Matrix and coordinated with the selection committee to review the submissions. Detailed feedback was provided to

rejected proponents, while the two top-scoring candidates were invited to submit a joint proposal. The selected consultants are expected to begin their work by the end of June.

To improve data management, Pegah established the 2026 Grower-Labour-Advocacy-Tracker. This system documents specific grower issues, such as Job Bank, Housing, and LMIA challenges, and is updated regularly based on correspondence from BCFGA’s Executive Director. Pegah drafted the preliminary outline for the Regional Labour Strategy, which was shared with the Horticulture Labour Committee on June 1 for prioritization and confirmation.

Ongoing coordination efforts include managing monthly meetings for the Committee, with two sessions completed to date. While regular meetings will pause until August to accommodate the harvest season, Pegah continues to maintain the project roadmap. She remains engaged with industry stakeholders, including digital labour management providers, to explore service offerings. Most recently, she attended the National Workforce Strategy Plan (NWSP) in Calgary, gaining insights into national issues such as AI integration, infrastructure, and shifting policy frameworks affecting the agricultural sector.

Research Briefs and Videos

Shelby continues to meet monthly with ACARN, with the most recent meeting held on June 5. To date, five research briefs have been completed and shared with industry associations and stakeholders. Five briefs are incorporating industry feedback into the final drafts, and two remain in development in collaboration with researchers. An additional four briefs have been added beyond the original project scope and are now in progress, including three based on BCWGC-funded research and one focused on pears to support a broader cross-commodity perspective. Topics are:

Apples	Rootstock selection for Honeycrisp apples	<i>Published</i>
	Improving red colouration in Honeycrisp apples under protective netting	<i>Published</i>
	Sudden apple decline	<i>Drafting &amp; researcher review</i>
	Food-safe additives protect ‘Ambrosia’ apples in storage	<i>Incorporating industry feedback into final draft</i>
Cherries	Determining sweet cherry flavour retention for export markets	<i>Published</i>
	From orchard to market Predicting Staccato sweet cherry quality post-harvest	<i>Incorporating industry feedback into final draft</i>
	Growing better cherries Long-term benefits of drip irrigation and soil amendments	<i>Incorporating industry feedback into final draft</i>
	Spring strategies to improve fruit set in sweet cherries	<i>Incorporating industry feedback into final draft</i>
Wine grapes	Managing leafhoppers in BC vineyards	<i>Published</i>
	Grapevine trunk diseases in BC	<i>Published</i>
	Crown gall	<i>Incorporating industry feedback into final draft</i>
	Smoke taint	<i>Drafting &amp; researcher review</i>
Additional briefs	Climbing cutworm in wine grapes	<i>Drafting &amp; researcher review</i>
	Factors affecting grapevine winter hardiness	<i>Drafting &amp; researcher review</i>
	Nitrogen management in viticulture and enology	<i>Drafting &amp; researcher review</i>

	Suppression of pear psylla with fall applications of kaolin clay	<i>Drafting &amp; researcher review</i>
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Video production is progressing well. Researcher filming took place at the Summerland Research and Development Centre in early June, and one producer was filmed at Cannon Estate Winery in Abbotsford. Remaining producer filming is scheduled for July 22 and 23 in the Okanagan. Footage is currently being catalogued at UBC in preparation for editing. Given the volume of content collected, there is an opportunity to repurpose footage into additional formats. Project footage will be retained and made available to industry for future use following project completion.

# MEMORANDUM

CCLSP  
Advisory Council Meeting  
June 30, 2026  
Agenda No. 6.3

To: Cross-Commodity Advisory Council

June 16, 2026

From: Kellie Garcia, Project Director

**Subject: Exploring Direct Farm Marketing Opportunities**

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## Background

Agriculture is continuing to evolve, and many farms are experiencing increased pressure within traditional commodity systems. Prices are largely determined by global retailers, margins are often tight, and profitability depends on scale and efficiency. At the same time, farmers are managing rising input costs, labour challenges, and a complex regulatory environment. In regions within the Agricultural Land Reserve (ALR), additional considerations such as permitted uses, farm status requirements, on-farm processing limits, and distinctions between farm and non-farm activities can influence how and when farms are able to diversify their operations.

Direct farm marketing offers an alternative or complementary approach that allows farmers to capture more value from what they produce. By selling directly to consumers or niche markets, producers can move from being “price-takers” to having greater influence over pricing, while diversifying revenue streams. This can include value-added products, on-farm services, and unique experiences that build stronger connections between farms and the community.

This shift reflects a broader change in how some farms operate. Products that are typically sold in bulk at prices set by global markets (where farmers have little control) can become higher-value when they are processed, branded, or sold directly to customers, such as through farm gate sales or on-farm experiences. While this can improve farm income, it also brings added complexity, including more work, regulatory requirements, and potential impacts on the surrounding community.

At a broader level, this reflects an ongoing challenge: how to support innovation and adaptation in agriculture while respecting land use frameworks like the ALR and maintaining the agricultural character and community values that are important locally.

## Local Opportunity

The Okanagan already demonstrates strong potential for direct farm marketing. The region’s diverse agricultural base (tree fruits, wine grapes, berries, specialty producers) is complemented by established value-added operations, farm gate sales, and agri-tourism activities and experiences. Many producers are already successfully applying direct marketing approaches, showing what is possible within the local context.

This creates an opportunity to build on existing strengths by supporting broader awareness and adoption. Not all producers have equal access to information, resources, or practical examples of how diversification can work within local regulatory and market conditions. Creating space for shared learning could help farmers make informed decisions about diversification while strengthening understanding across the sector. Supporting this type of knowledge exchange has the potential to benefit individual farm viability while also contributing to a more resilient, market-connected, and locally integrated agricultural economy.

## Potential Approach

The core idea proposed is to create a forum for learning and discussion focused on direct farm marketing. The intent would be to provide practical, real-world insight into different models, including value-added production, agritourism, and experiential agriculture, as well as the regulatory and operational considerations that come with them.

Possible near-term approaches:

- **Virtual workshop:** Gauge interest, identify key topics, and feature external expertise (e.g., Fraser Valley Farm Direct Marketing Association, Direct Farm Manitoba, North American Farm Direct Marketing Association).
- **Session or panel at an existing event:** Incorporate a DFM-focused discussion into the Southern Interior Horticulture Show, including local case studies and moderated dialogue.
- **Dedicated event (longer-term):** Develop a workshop or small conference focused on direct farm marketing and diversification opportunities.