

Report to the 2023 BCFGGA Convention

From the

Member Services Committee

The Member Services Committee did not meet in 2022, following 2 meetings in 2021 that updated our bylaws to allow for virtual meetings and consider the new BCFGGA business model.

After adopting our new business model, work during the year culminated with the following additions to member services:

1. Good Fruit Grower subscriptions started in January 2023.
2. A one-time Food Safety Incentive of \$455 was implemented.
3. A one-time Crop Input Incentive is being rolled out in coming weeks.

We are fortunate that in previous decades, the BCFGGA Boards of Directors had the vision and opportunity to make investments in subsidiary companies that are now helping to support membership programs and services. There is a proposed resolution (Resolution #4 Conversion of Test Orchard Asset to Other Income-generating Assets) to get more out of these investments so that we can deliver even more value to our members.

We have not yet hired a Membership and Communications manager - not for lack of trying. We did offer the job twice, but the candidates had already accepted other jobs or were pursuing opportunities elsewhere. A new recruitment campaign is underway.

Gail Nelson joined our team as the Horticulture and Research Projects Manager, and some of her effort will be focused on getting research results to growers in accessible form, by organizing presentations at meetings or practical reports.

When the new Communications staff in place, there are several opportunities identified:

- A new format for the newsletter.
- Implementing our redesigned website.
- Looking into social media communication with local groups of BCFGGA members.

We did some design work and decided to stay with our existing logo, but have a new 'look and feel' that we are trying to implement consistently so that growers will be able to identify BCFGGA communications from their professional, modern appearance.

Ongoing services and discounts include:

- EFP Incentive Program (\$250)
- A discount for worker housing consultation services from Green Spark Consulting (Carl Withler)
- COR (farm safety) Incentive Program (\$250-\$500).
- No-charge delivery of printed spray schedules (\$15 value).

- No-charge PAC points tracking (\$100 value).
- Access (BCFGA members only) to LMIA assistance from our Registered Canadian Immigration Consultant, Bunvir Nijjer. There is a fee for this service, but the service can only be accessed by BCFGAs members.

BCFGA membership has its benefits. Please speak to your neighbours about the BCFGAs and encourage them to join. www.membership.bcfga.com

Respectfully submitted,

Annelise Simonsen,
Chair
Member Services Committee

Committee Members:
Tarsem Goraya (North District Council)
Katie Sardinha (South District Council)