

## The Path Forward BCMAFF Report Summary of Recommendations

Report Release Date: November 12, 2021

Notes: [December 3, 2021](#)

### # 1 - New industry agency

That a new industry agency be established to provide leadership, governance, and planning to the industry. The agency should be governed by board members appointed from key industry organizations and independent members with relevant skills and experience.

Responsible Organization: [BCMAFF<sup>1</sup>](#).

### # 2 - Data strategy

That BCMAFF facilitate the development and implementation of a data strategy for the tree fruit sector

Responsible Organization: [BCMAFF<sup>2</sup>](#).

### # 3 - Labour strategy

That BCMAFF develop a comprehensive agriculture-centric labour strategy, make its expertise more accessible to industry and decision makers, and support the industry's efforts to access labour pools.

Responsible Organization: [BCMAFF<sup>3</sup>](#).

### # 4 - Extension

That BCMAFF enhance its support of, and contribution to, horticultural and extension services.

Responsible Organization: [BCMAFF<sup>4</sup>](#).

### # 5 - new varieties and new value-added products

That industry leadership collectively establish a comprehensive process to support the acquisition, development, commercialization, and marketing of new varieties and new value-added products.

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<sup>1</sup> The New Industry Agency appears to be a roundtable, which will track and encourage the completion of the Tree Fruit Stabilization Initiative priorities. The TFSI advisory committee will serve in a transitional role prior to the establishment of the New Industry Agency.

<sup>2</sup> The data strategy is focused on BCMAFF and government needs. Industry data needs may differ and need to be addressed separately.

<sup>3</sup> The BCMAFF objective appears to be in support existing labour market activities of the BCFGW-WALI.

<sup>4</sup> The BCMAFF objective is to support and contribute to extension services, stopping short of operations.

Responsible Organization: **packers/marketers; SVC<sup>5</sup>**.

#### **# 6 - Industry Marketing and Sales Plan**

BCMAFF work with industry to develop and implement a coordinated 5- to 10-year Market Development Strategy for BC produced tree fruit(s). This strategy would identify priority markets for market access, development, and maintenance and include a rolling 2-3 year industry marketing and sales plan

Responsible Organization: **packers/marketers<sup>6</sup>**.

#### **# 7 - Retail Code of Practice**

That BCMAFF continue to work with its federal, provincial, and territorial counterparts to implement a retail code of practice.

Responsible Organization: **CHC (BCFGA)**.

#### **# 8 - Quality standards and marketing strategy**

That globally competitive and consistent fruit quality standards and criteria be developed by industry, with a supporting marketing strategy.

Responsible Organization: **a possible New Organization of packers and growers<sup>7</sup>**.

#### **# 9 - Innovation and Technology**

**That the industry determine and act on ways that innovation and technology can support the sector.**

Responsible Organization: **to be determined**.

#### **# 10 - SIR study and funding**

An assessment of the Okanagan-Kootenay Sterile Insect Release Program be conducted to determine the value the Program provides to the apple industry. If the Program is determined to be critical to the success of the industry and its viability is at risk, funding models that could be put in place to support the producer portion of Program costs should be considered.

Responsible Organization: **SIR**.

#### **# 11 - Local Irrigation Systems**

That BCMAFF, in partnership with other agencies, develop a program to support the development of local irrigation systems to accommodate the impact of drought, climate

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<sup>5</sup> SVC is involved in establishing club varieties for SVC-managed varieties.

<sup>6</sup> BCFGAs will continue its work to coordinate with marketers to establish national export market priorities for apples, through the CHC Apple Working Group.

<sup>7</sup> The new organization would seek to establish marketing discipline for apples, rather than the current fragmented, sub-optimal approach.

change, and water shortages on BC's agriculture industry (including the tree fruit sector).

Responsible Organization: **to be determined.**

#### **# 12 - One-time support**

That BCMAFF investigate opportunities to respond to requests from some organizations in the BC tree fruit sector to provide one-time support to producers experiencing difficult financial circumstances.

Responsible Organization: **BCFGA<sup>8</sup>.**

#### **# 13 - Programs participation requirements**

that BCMAFF realign the way it provides financial contributions to the tree fruit industry or individual farmers in support of sound business management practices.

Responsible Organization: **BCMAFF.**

#### **# 14 - TF Competitiveness expenditures on TF Stab Plan priorities**

that BCMAFF ensure any expenditures from the TF Competitiveness Program reflect key elements of the TF Industry Stabilization Plan. Financial contributions from the Fund should support initiatives that have sound business rationale (business case, competitiveness benefit for full industry or a commodity, measurable outcome, method to track success, clear accountability to achieve desired outcomes) and whole sector benefits.

Responsible Organization: **IAFBC<sup>9</sup>.**

#### **# 15 - Tree removal, replant programs**

that BCMAFF consider some form of program focused on supporting industry effort to plant commodities that are commercially viable and include modern varieties, proven to grow well under local climactic (sic) conditions and offer significant and reasonable market opportunities for BC farmers.

Responsible Organization: **BCMAFF.**

#### **# 16 - Improve BCMAFF program design and understanding**

that BCMAFF improve understanding and application of several BCMAFF programs that will benefit the full agriculture industry (ie. BC Agri-business planning, LEAN, BRM)

Responsible Organization: **BCMAFF.**

#### **# 17 - Bonafide farming**

That BCMAFF establish a method to distinguish persons who are actively farming and producing agricultural products from persons who own land which is generally used for non-agriculture purposes.

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<sup>8</sup> Last chance is the February 2022 provincial budget.

<sup>9</sup> Investment Agriculture Foundation of BC.

Responsible Organization: **BCAC-BCFGA**.

**# 18 - ALR economic opportunities**

that BCMAFF work with the Agricultural Land Commission to achieve the Commission's stated objective [actually a government regulation] to ensure agricultural production remains the primary use of the ALR while supporting economic opportunities for farmers to be financially viable.

Responsible Organization: **BCAC-BCFGA**.

**# 19 - Municipal regulations to support agriculture**

that BCMAFF work with local governments to coordinate approaches to industry.

Responsible Organization: **BCMAFF**.