

BC Cranberry Industry – Strategic Plan Summary

The purpose of the Strategic Plan is to

- identify issues, concerns and opportunities
- develop strategies to address those issues and opportunities
- and to provide for funding relationship with the Investment Agriculture Foundation

Key Themes

- Maintain and indeed improve our ability to achieve high productivity so that we produce cranberries at competitive costs
- Work with others to continue and expand our understanding of the benefits of cranberry consumption
- Work directly and with others to promote the consumption of cranberry products and the cranberry industry
- Maintain a strong relationship with the US cranberry growers and industry
- Provide growers with current, relevant, information on research results
- Assist (do not prevent) the industry to find new markets and opportunities
- Strengthen our industry organizations

Key Initiatives

1. Funding

Enter into a joint funding arrangement with the Investment Agriculture Foundation to supplement industry resources for important development projects.

2. Establish an ongoing meaningful level of funding for research on production issues, and consumer opportunities and strengthen the decision-making processes for funding allocations

Work with the Association to focus resources to solve issues unique to BC or our region and financially support the projects identified by the CCGC and others that focus on industry wide problems.

Work with the Association to establish an advisory structure to assist in allocating local research funding.

3. Explore health benefits

Work through the CCGC and the CI to provide funding for projects that hit this target. This is not something we can achieve in isolation in BC.

4. Expand industry promotion efforts with a focus on new markets and on health benefits of cranberries

Work with the CMC to expand cranberry usage in foreign markets

Explore opportunities to work with Health care professionals in our area

Also work with a municipality here or on the other side of the river to see if we could jointly sponsor a cranberry industry interpretation centre to showcase to put a very positive face on our industry

5. Maintain strong relationships with the US industry

We will participate in industry functions such as CMC meetings and as mentioned we will continue and strengthen our joint funding commitment with the CMC on expanding cranberry consumption in foreign markets. Fortunately Jeff has over the years already built a strong base.

6. Support market diversification and the need to continue to support all potential markets for cranberries

For example we will continue to encourage initiatives that expand the market without injuring the mainstream business

We will continue to provide funding for potential new uses of cranberries. For example we provided funding for some work looking at the potential uses of cranberry extracts as an animal feed supplement.

7. Work with and join with the Association to provides for increased focus on communications through a Newsletter and the industry website

We will directly or by assisting the Association, look at ways to improve relevant timely information to growers on research results; and on other information that helps you as a business. This could be web based, workshops or field days, specialist services or direct mailings.

8. Strengthen Organizations

With the several initiatives already mentioned we will work closely with the Association to strengthen its ability to deliver services to growers.

We will work with Provincial and Federal governments and agencies to strengthen and clarify the Scheme to ensure we have the continuing ability to function effectively.

We will work directly and with the other Boards and Commissions through the Council of Marketing Boards to ensure we have the continuing ability to have a Commission for the Cranberry industry.