

Terms of Reference

Purpose

Under direction of the Ministry of Agriculture, Food and Fisheries (the Ministry), the Tree Fruit Stabilization Advisory Group (Advisory Group) will recommend priorities and provide advice to Government about the future of the tree fruit industry in British Columbia.

Desired Outcomes

Engage representative industry organizations to access their experiences and seek advice to support the development of effective strategies, actions and recommendations to enhance the viability and competitiveness of all producers in BC's tree fruit industry.

Key deliverables:

- Determine if past government funded tree fruit industry programs met objectives and utilized funding appropriately, as well as provide recommendations for future potential funding.
- Determine potential viability of tree fruit industry by commodity.
- Determine need for extension services and sustainability of such services.
- Assess all information gathered and presented to Advisory Group and provide recommendations to be considered in the forming of the Tree Fruit Stabilization Strategy.

Expected Activities

As determined by the Ministry, the Advisory Group will provide input on activities including:

- The composition and timing of producer/industry engagement sessions, including providing direction and guidance on participant selection and the questions addressed in the sessions
- A review of current and past expenditures of public funds provided to the Tree Fruit Sector
- An analysis of the Tree Fruit industry's present situation, factors leading to it and its' future potential
- Exploration of the wholesale pricing and marketing structure of B.C. grown apples
- The determination of priorities for the industry and an assessment of what current Ministry programming would support the advancement of the sector and provide producers the tools and skills they need now
- The compilation of information gathered from the engagement sessions and various analysis for the development of a Tree Fruit Industry Stabilization Strategy
- Development of a Tree Fruit Industry Stabilization Strategy

The Advisory Group is not a decision-making body.

Expenses

Members will volunteer their time and will be reimbursed for travel expenses (if in-person meetings are required) as per the Provincial Government Guidelines for Public Servant Travel.

Secretariat Support

The Ministry will provide overarching secretariat support.

Role of the Secretariat:

- Chair the Advisory Group, assuming all duties of a Chair (logistics, agenda, minutes, etc.)
- Request independent expertise, as needed

Meeting Schedule

- The Advisory Group will be convened over the following schedule:
 - Foundational group meeting: Tuesday, March 9th, 9am. (2 hours): Establishing of committee and review primary engagement sessions plan.
 - Subsequent regularly scheduled video call at bi-weekly intervals starting Thursday, March 25th, 9am (3 hours or less).
- Ad-hoc meetings will be called at the discretion of the Secretariat

The Advisory Group will require a substantial time investment due to aggressive timelines, and broad scope of work. Should you realize that you are unable to meet the demands that are required, you are required to notify the Lead immediately.

Communication

At the conclusion of each Advisory Group meeting, the Secretariat will facilitate drafting key messages summarizing the activities, discussion and outcomes of each meeting. These key messages are for the use of Advisory Group members, to report out within their respective organizations.

Conduct

Members are obliged to participate in this group with the following principles in mind:

- We represent the interests of the entire industry and not just that of the organization we represent
- We encourage shared learning opportunities, and we will consider the work of other jurisdictions
- We engage in respectful dialogue, communication, and documentation
- We respect timelines, our accountability, and we act with transparency
- We respect the information shared within the Advisory Group meetings is confidential and not to be shared with others outside the group
- We come with an open-mind and willingness to consider all information shared and will support, where we can, the collecting of information.

Membership and Roles and Responsibilities

Membership in the advisory group and the associated terms of reference will be based on a one-year term.

The role of every member is to:

- Represent the interests of the overall tree fruit industry

- Communicate within their respective organizations and networks, as needed.
- Facilitate consultation efforts

In addition to the above -

The role of the Ministry of Agriculture, Food and Fisheries is to:

- Coordinate and complete the evaluation of strategic advice to propose solutions, as prioritized by this group
- Facilitate engagement at the Executive level, and with the Minister of Agriculture, Food and Fisheries, as required.
- Coordinate and direct internal resources and expertise.
- Provide regular project progress updates to Advisory Group members that can be shared with their organizations.

The role of Agriculture and Agri-food Canada is to:

- Represent the interests of the Federal Government Department of Agriculture Agri-food Canada (AAFC) - and communicate with associations/producers accordingly.
- Coordinate and direct internal AAFC resources and expertise.