



## 2021 OKSIR Directors

### Voting Directors

**Shirley Fowler,**  
2021 Chair  
RDNO

**Amarjit Lalli,**  
2021 Vice Chair  
Fruit Grower, Central

**James Baker**  
RDCO

**George Bush**  
RDOS

**Dave Dobernigg**  
Fruit Grower, North

**Tim Lavery**  
CSRD

**Walter Makepeace**  
Fruit Grower, South,  
Organic

**Brad Sieben**  
RDCO

### Non-voting Directors

**Dr. Susanna Acheampong**  
BC Ministry of Agriculture,  
Food & Fisheries

**Taras Pojasok**  
Agriculture and  
Agri-food Canada

## **BC Ministry of Agriculture, Food and Fisheries Provides Update on Tree Fruit Industry Stabilization Plan**

Representatives from the BC Ministry of Agriculture, Food, and Fisheries (MAFF) presented an update on their initiative that aims to develop a BC Tree Fruit Industry Stabilization Plan. The MAFF team has recently completed the engagement phase of the project. They highlighted some of the feedback they received from growers and industry professionals, including the need for more overall strategy, leadership, and coordination in the tree fruit industry.

Based on their extensive engagement work, the MAFF team has identified a number of requirements for a successful tree fruit industry and a gap analysis has highlighted areas that are missing/deficient in the current structure of the industry. The team is now focused on how to fill the gaps identified. The stabilization plan is due out at the end of September, with an implementation phase to follow.

## **Rebate Cheques Issued**

Growers who remove apple acreage after the tax roll has been calculated but before the cut-off date for SIR service delivery are eligible for a rebate on their 2021 taxes. An additional 259.13 acres were removed this spring, further emphasizing the sharp contraction of the apple industry.

## **Midsummer Results Promising**

Midseason data points to a successful start to the season in spite of the challenges posed by the continuing pandemic, extreme heat, and smoky skies. Wild captures are at a five-year low, but sterile recaptures remain high, indicating genuine reductions in wild populations.

## **OKSIR Strategic Planning Process Underway**

Following the business of the regularly scheduled Board meeting, the OKSIR Board met virtually for a strategic planning workshop. The last full strategic plan was completed in 2015 and reaffirmed in 2018.

The Board's next strategic plan will be address the success to date with sales and business development, as well as consider the impact of local industry contractions and sharp declines in acreage.

The next regular meeting of the OKSIR Board will be 9:00 a.m. on **Friday, October 1, 2021.**

