



WBPANS AGM Members Planning Session Report

PRESENTED BY COLLEEN CAMERON ON BEHALF OF THE SUSTAINABILITY
COMMITTEE

Objectives of This Presentation

- ▶ To present the progress and timeline of the Sustainability Committee work on the Members planning session at the 2018 WBPANS AGM.
- ▶ To present some initial recommendations for the Board to guide it's work in the short and long term.
- ▶ To present some next steps to move forward.
- ▶ To engage the membership today for feedback in identifying the priorities of the recommendations, suggesting possible activities to work towards implementing these recommendations as well as what is still missing.

Timeline and process to date

At the Nov 17th AGM, Growers were asked to discuss the following questions in facilitated discussion groups.

- ▶ What is WBPANS doing well?
- ▶ What can WBPANS do better?
- ▶ What would sustainability of the wild blueberry industry look like to you?
- ▶ Ideas and recommendations to improve and strengthen WBPANS.

Timeline and Process Con't

- ▶ January 14th the Board requested the Sustainability Committee to review the results of the AGM Members Planning meeting and report back to the Board on Feb. 25th.
- ▶ A small steering committee comprised of Peter Rideout, Jeff Perrin, Barron Blois, Janet Geldart, Jim Baillie, Sandra Fisher and Colleen Cameron was formed to review the ideas and develop recommendation.
- ▶ On January 16, 2019 Janet sent out a compilation of the notes she received from the note takers at the planning session. *(copies available)* She later sent out a definition of sustainability sent in earlier.
- ▶ Feb 7, 2019 the steering committee met to discuss and synthesize the feedback. Colleen reviewed the objectives of WPBANS to see if they aligned with the recommendations.

Timeline and Process Con't

- ▶ February 25th the Sustainability Committee met and decided that we were not yet ready to report to the board and would do it at the next months meeting.
- ▶ March 5th a conference call with the whole Sustainability Committee was convened and decided that a small group would meet on March 20th to discuss the report to the Membership at the Winter Meeting.
- ▶ This meeting was cancelled as it was felt that the whole Sustainability Committee should meet first to discuss the report and have some time to get feedback from the members at this meeting.

WBPANS Objectives of the Society

- ▶ (a) To promote and encourage wild blueberry production, wild blueberry consumption, and research affecting wild blueberry producers.
- ▶ (b) To help provide the producers with an adequate return to management, labor, and capital and to disseminate information on the production and marketing of wild blueberries.
- ▶ (c) To acquire by way of grant, gift, purchase, bequest, devise, or other, real and personal property and to use and apply such property to the realization of the objects of the Society.
- ▶ (d) To buy, own, hold, lease, mortgage, sell and convey such real and personal property as may be necessary or desirable in the carrying out of the objects of the Society."

Draft Recommendations identified by the Sustainability Committee

- ▶ Lead efforts to address pricing (have discussions with processors on how the industry can be sustainable)
- ▶ Work with NSFA on Agri-Stability & Crop Insurance programs as well as inter-provincial trade standards
- ▶ Advocacy & lobbying – develop advocacy strategy for all levels of government as well as school lunch programs

Draft Recommendations con't

- ▶ Take a leadership role on quality standards (discussion with processors on how to improve berry quality standards)
- ▶ Newsletter – improve content (re: market updates, production information, WBPANS Board & Committee updates) and insure efficient distribution
- ▶ (Develop and foster strong) relationships with other (Blueberry) Associations

Draft Recommendations con't

- ▶ Promote health benefits as well as promote industry (product development)
- ▶ Facilitate groups for marketing, growing and equipment sharing.
- ▶ Learn from other commodity groups
- ▶ Encourage more investment in wild blueberry industry at all levels
- ▶ Encourage young farmers.

Draft definition of Sustainability

- ▶ Sustainability; lots of farmers, healthy product, healthy markets, healthy soil, water, land & producer practices, healthy profits, production efficiency, profitability, health brand, land values, long term viability.

Considerations for moving forward

- ▶ Draft recommendations need to be prioritized
- ▶ Recommendations need to be refined, objectives of each recommendation identified and strategies for achieving recommendation identified with timelines. (Strategic planning for each recommendation.)
- ▶ These draft recommendations need to be aligned with the strategic planning process currently being developed by Stuart Strathdee, Marketing Consultant working for ACOA & WBPANS.

Tasks for today

- ▶ Identify the top three immediate (now – 6 months) short term recommendations. ●
- ▶ Identify the top three intermediate (3 – 18 months) term recommendations. ●
- ▶ Identify the top three longer term (ongoing – 3 years) recommendations. ●
- ▶ Make suggestions for the objectives of the recommendations and strategies for achieving the recommendations.
- ▶ Identify and add anything you believe is missing or other considerations not identified.
- ▶ Make suggestions for any additions/changes to the definition of Sustainability.

Questions?

Thank You