



GO WILD



WBPANS Update
June 17, 2020

Covid-19 Challenges

- NSFA has done a lot to coordinate resources
 - <https://nsfa-fane.ca/>
- Agriculture resources portal (AAFC)
 - <http://www.agr.gc.ca/eng/covid-19-information-for-the-agriculture-and-agri-food-industry/?id=1584732749543>
- Farms need to be thinking about ways to manage
 - <https://farmsafetyns.ca/covid-19/>



What we've been working on

- I've been getting up to speed
 - Understanding the many projects underway
 - Updating internal processes (streamlining and modernizing)
 - Accepting e-transfers, electronic payments etc.
- Building Tomorrow Fund
 - \$930,000, 3 year project from NSDA, that is designed to help build the fresh pack and value added sector in Nova Scotia
 - Restructuring the contract
 - Innovation Challenge (to be announced soon)
- Harvester Efficiency Program
- Covid-19 discussions/programs

Regional Wild Blueberry Promotion Project



Canadian
Wild Blueberries



FACEBOOK: canadianwildblueberries.ca



TWITTER: [@canadianwilddb](https://twitter.com/canadianwilddb)



INSTAGRAM: canadianwildblueberries.ca

Chef Alain

- Since Covid-19 started produced over 60 virtual cooking sessions.
- Many have included wild blueberries
- Averaging 30,000 views per show
 - At total of 3 million views
- Wild Blueberry Cheesecake recipe
 - 50,000 views



Connections

- Virtual Meeting with Federal Ag minister
 - Through NSFA
 - Discussions around Covid-19
 - Also challenges around BRMs (Agri-Stability)
- Monthly Atlantic Wild Blueberry ED meetings
- NSFA Association Presidents and Managers meeting



ON GOING PROJECTS

- Restructure the Wild Blueberry Innovation Challenge for 2021
 - More clarity around the application process and clearer guidelines
- Developing a plan for the AGM in the fall
 - Providing some options for the board to consider
 - Social distancing will likely limit what we can do
- Further develop our virtual information sessions



Hearing from Growers

- We are here to support the industry
 - Call us with your questions and concerns
- I am in the office most days 8:00 – 4:30pm
- Janet is in the Office Mon-Thurs 8:15 - 2:45pm

THANK YOU

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