

**BC Grain Producers Association  
Strategic Plan of Action 2011-14**

<b>1. To Improve and Stabilize Farm Income and Sustainability, Better Business Climate</b>				
<b>Objective:</b>				
<b>1. Relevant Policies/Regulations to address present needs</b>	<b>Rating</b>	<b>Priority</b>	<b>Ongoing &amp; New Actions</b>	<b>Timeline</b>
	High	Need to improve safety net programs	Continued meetings with the Peace Region Advisory Committee to improve production insurance/ wildlife compensation policies	2011-14
	High		Actively participate in Growing Forward 2 consultations	2011-12
	Medium	World Markets/International Trade Policies	Continued membership with Provincial/Federal Organizations- BCAC,GGC, CCC, CGC, CCGA Analyze the proposed framework for a National Food Strategy	2011-14
	High	Improvement to grain transportation regulations	see Strategy 4	
	High	Support the purposes of the Agricultural Land Reserve	Attendance at PRRD Ag advisory meetings and participate in discussions regarding oil and gas activity, rural residential developments, subdivisions, etc.;	2011-14
	High	Support changes in Provincial/Federal regulations that seriously impede some agricultural activities	Continue to counteract BC's Urban Pesticide Ban proposal Participate in Climate Action Discussions Water Use workshops & Water Act Modernization Act revision Participate in Invasive Weed Management meetings Protect the Farm Practices Protection Act – operational security	2011-12
<b>2. Efficient and Sustainable Crop production practice</b>				
	High	Encourage industry demonstration sites; Ensure appropriate technical development opportunities are available	BC Agriculture Risk & Opportunity Adaptation Assessment discussions Support the Canola Council's production center in the Peace River Region	2011
	High	Environment	Update BMP-EFP opportunities regularly Participate in Environmental plans, discussions, workshops and pilots Climate Change Adaptation Participation in the On Farm Energy Assessment pilot	2011-14
<b>3. Additional and Higher Market Values</b>				
	Medium	Provide relevant background and production information and assist groups or individuals interested in value added processing for the region;	OFFS certification program Explore funding for new projects Support change to current marketing structure for wheat and barley (CWB)	2011

<b>4. Improved Business Management Skills/Technology</b>				
	Medium	Continue to promote business skills available to producers	Farm management skill upgrading possible through Farm Business Management Initiative Projects; Plan management, skill, communication upgrading workshops	2012-14
	Medium	Increased use of computer technology for information (some producers not utilizing benefits of internet and computers)	Target courses that directly affect agriculture and promote Regional Information Technology workshops	2012-14
	High	Wider adoption of cereal grain production/storage technology resulting in improved grades	Participate in the OFFS certification program	2011
	Medium	Canola yield increases possible through distribution of Canola Council production information	Initiate producer interest email list for distribution of timely materials	2011-14
<b>5. Reducing Taxation and Business Costs as Need Arises</b>				
	High	HST retention	Promote keeping the HST through meetings and newsletters	2011
	High	Carbon tax	Write a letter to Government asking for exemption of the carbon tax for primary production of food Document individual tax inputs from producers	2011
<b>2. To Promote Efficient and Effective Producer Organizations for the Industry</b>				
<b>Objective:</b>				
<b>1. Support the GIDC in it's management of industry levy and development funds</b>	<b>Rating</b>	<b>Priority</b>	<b>Ongoing &amp; New Actions</b>	<b>Timeline</b>
	High	Support elected and appointed members	Continue meeting attendance and reports	2011-14
	High	Ensure the industry is taking full advantage of all funding options and increase awareness of all funding options and support project development and proposal preparation.	Research what projects are eligible for funding	2011
<b>2. Directors remuneration</b>				
	High	Provide remuneration for directors meetings and reimbursement for expenses incurred	Continue quarterly reimbursement and remuneration payment	2011-14
<b>3. Employ support for directors and Association</b>				
	High	Employ General Manager/Administrator to help with the day to day operations of the association to ease director's workload	Ensure the operation of the association meets or exceeds the expectations of the producers, board and funders in keeping with "Appendix A' of the Contract Services Agreement	2011-13
<b>4. Communications</b>				
	Medium	Continue to support technologies that enhance communications between producers and association and between association members and staff	Promote workshops for new communication technologies Maintain a current website Quarterly News and Member letter distribution Daily grain prices and community announcements Cultivate teamwork	2011-14
<b>5. Support for producers</b>				
	Low	Special Equipment Initiative	Maintain and Promote Agriculture Rental Equipment for agriculture purposes	2011-14

### 3: To Ensure Necessary Research and Development Work is Conducted

Objective:				
1. Enhanced Research and Development Capacity	Rating	Priority	Ongoing & New Actions	Timeline
	High	Fee for services – research	Continue with private research	2011-14
	High	Marketing and management assistance		
	High	Join forces with other northern areas for a stronger voice in research/marketing	Beaverlodge research farm could be a surrogate research facility for BC research projects – take it to the next step by moving plots there. Continue with director representation on the Western Grains Research Foundation, Prairie Grain Development Committee and AB/BC Grain Advisory Committee	2012
	High	Technology Transfer	Special research to back up the benefit of using technology in agriculture project through IAF Development of a new head-moisture Level technology for moisture calculation without drying heads	2012
2. Plant Breeding, ongoing benchmark				Timeline
	High	Explore opportunity for new crops – specialty crops or niche market opportunities	Winter canola Snow-mold resistant Winter triticale Camelina Irrigating via treated ground water for muskmelon, strawberries etc. Dry bean adaptation to Peace Country	2012
	High	Explore improved crop quality through plant breeding to current commodity crops plus explore new possible commodity crop options. Crop diversification (opportunities in all regions)	Cold tolerance in spring wheat-test of concept Fertility work with hybrid canola Early maturing Argentine canola Northern adapted flax Early high yield malts	2012
3. Crop/Soil Protection				
	High	Reclaiming damaged soils from non-agriculture industry	Phytoremediation-detoxify hydrocarbon contaminated soils via natural biological processes such as plant life that can be managed or enhanced.	2012
	High	Disease management	Fusarium graminearum and clubroot field survey Seed treatment trials	2012

#### 4: To Improve the Industry Infrastructure

Objective:				
1. Improved Grain Movement Efficiency	Rating	Priority	Ongoing & New Actions	Timeline
	High	North Peace Farmers Institute's contract and arrangement with Viterra to operate grain elevator facility in North Peace	Participate in a Transportation Action Committee & Initiate communication between grain users and suppliers to promote: Go thru traffic, make a loop system, the loaded miles utilize the unloaded miles, upgraded from Chetwynd to GP CN Rail investment in cars and facilities to improve grain movement and access to markets Special crop container terminal-truck containers to rail Investigate shipping of value added product by rail	July-Aug 2011
2. Support the Maintenance and Enhancement of Rural Infrastructure and Services				
	High	Improve provincial road maintenance policy	Reactivate RRTF – Rural Road task force – identify what the task force is doing and identify a champion in the North Peace	2012
	High	Extension of natural gas services, access to high speed internet and cell service	Ask for preferential electrical rates, natural gas – five year target Press relevant companies for the Extension of services	2011-14
	Medium	Water usage/Irrigation	When Site C goes thru / an irrigation system for farm land. Send a letter to the BC Hydro community liaison (Kate O'Neil) feasibility study for irrigation system to assist agriculture industry Continued input into water modernization act.	2012

## 5: To Promote & Assist with the Development of Value Added Enterprises

Objective:				
1. Contributing to and Implementing the Agri-Food Policy	Rating	Priority	Ongoing & New Actions	Timeline
	Medium	Contribute to the regional consultation process	Growing Forward 2 Consultations	2011-14
	Medium	Ensure grain and oilseed value-added issues are in the forefront		2011-14
2. Encourage Entrepreneurs to use grain and oilseeds as inputs for value added enterprises				
	Medium	Promote local processing of grains to export standards prior to shipping them to port.	OFFS certification program Pilot project on 2 value added enterprises	2013
	Medium	Explore markets	For enhanced oats – quality oats Expanding local feed grain markets Become a source of seed, disease free. For genetically modified canola production – requires isolation distances difficult to maintain on the prairies Continue to explore Bio fuels opportunities	2012
	Medium	Trendy foodstuffs hold potential for alternate crops	Research value added markets/ feasibility study with meetings with producers, alone or in groups, exploring value-added with ventures groups/investment such as: Pacific Rim/niche markets for malting barley (Peas/malt barley/high protein wheat, container shipment), Niche markets for barley – pearling, etc. Canola oil/seed market expansion in Asia and specialty canola oil markets (take advantage of high oil content oil crop) Organic/specialty grains – food and feed Participate in Food Safety Modernization Act consultations Ask for the return of Branding the Peace	2012-14

**6: Communications Plan**

Objective:				
1. To develop a communications plan to promote the Agriculture Industry Profile	Rating	Priority	Ongoing & New Actions	Timeline
	High	Government Awareness-Ensure that new Agriculture Minister is aware of the challenges of the grain and oil seed industry.	Briefing packages for visits, continued letter writing on relevant issues	2011-14
	Medium	Media contacts	Develop a communications plan and interact with the media to educate communities on the economic opportunities and the value of the grain industry, and that there is more then the “100 mile diet” to working and living the agriculture industry.	2012
2. Succession Planning				
	Medium	Business Succession Planning Tools offered by the Ministry of Agriculture and other organizations	Workshop with Professional Succession Planner Increased availability of consulting services	2013 2011
3. Workforce Recruitment				
	Medium	Attract new workers to Ag Industry	Research & Promote Government incentives for new hires in Agriculture Sector Develop a communications plan to attract new workers thru existing education programs post secondary and nearby secondary schools.	2011-12
4. Education				
	Low	Develop a plan to bring agriculture education in the elementary and secondary schools.	Local and regional targeting of elementary classrooms with interactive displays and 'Ag Day'	2012
	Low	Promote Ag in the Classroom program		2011-14
	Low	Take a Bite of BC – 2011 program in schools in BC	Provision of flour for Take a Bite of BC Culinary program	2012

Table prepared for the BCGPA by Janet Banman- General Manager