



December 5, 2019

Members,

The BC Grain Producers Association Strategic Plan for 2020 – 2022 is completed and has been officially adopted by the Board of Directors. The plan was developed with guidance from Paula Schmidt with Strategic Dynamics and was built around the feedback heard from members and interested parties during one-on-one conversations, round table discussions, on-line consultations and town hall meetings.

The plan in its entirety is attached, but some highlights of the plan are:

Vision Statement

Grain Producers in BC are profitable, sustainable, and recognized as providers of safe, high-quality food.

Mission Statement

BC Grain Producers Association supports and connects grain producers in BC by providing a collective voice, information, and regionally relevant research.

It was noted during the consultations that members have felt as though the Association has not done enough to advocate for their concerns, and while the advocacy has been taking place, the outward information to members was not as visible as it should have been. This message was received loud and clear by the Board of Directors and it marked a change in the way the Association will be allocating funding in the future.

The way that we communicate with our members will be updated to reflect cost saving measures as well as allowing us to expedite communications to our members. To this end, the Association will be contacting members to obtain email addresses, with the goal of having 80% of our members emails to allow for timely communications, especially in times of crisis, such as the 2019 harvest. If we have a phone number for you and no email address, you can expect a call from our office in the next few weeks to obtain your email address. If you would like to be proactive, please feel free to email the office at info@bcgrain.com with your name, farm name, and phone number.

This funding allocation change has led to one of the biggest adjustments in research and the way the Association conducts the regional variety trials. The funding climate for agriculture has changed since the inception of the BCGPA variety trial plots 20 years ago, and the current reality

BC Grain Producers Association supports and connects grain producers in BC by providing a collective voice, information and regionally relevant research.

Office

Suite 3 10421 100 Street
Fort St John, BC V1J 3Z3

Contact

☎ 250.785.5774
✉ info@bcgrain.com

Mailing

Box 6004
Fort St John, BC V1J 4H6

Research Department

401 114 Avenue
Dawson Creek, BC V1G 2Z3



is that the regional variety plots have no outside funding, and they have been 100% farmer funded for the past few years, which is not sustainable. After the consultations with members, it became clear that the advocacy of the Association should take precedence over the regional variety trials. This led to a great many discussions and decisions for the Board of Directors, the most difficult being the decision to move to one research farm, beginning in 2020.

The decision was made to continue to grow the small research plots at the North Peace location, and discontinue the research conducted on the South Peace farm. It needs to be noted here that there is NO CHANGE TO THE RESEARCH FACILITY LOCATION at this time, the building in Dawson Creek will continue to function as it has since it was built in 2010. While the regional variety trials will be phased out in the next few years, there will still be a small plot research component under the BCGPA research umbrella by working with Fee for Service clients as well as the pre-registration co-ops through the various program coordinators. In past communication with our fee clients and the co-op programs, the farm in the North Peace is preferable to the majority of them and as the BCGPA is phasing out the regional variety trials, it makes fiscal and tactical sense to keep the location that the fee clients prefer and that also has a smaller land base, resulting in less lease expenses.

The BCGPA will also be looking to members over the length of this strategic plan to join various policy working groups so that the outward messaging of the BC Grain Producers Association reflects that of our majority of the membership, not just a sole few. These working groups will help to form the basis of the policies that the BCGPA board and staff will take to outside groups as talking points from the Association. If you would be interested in participating on one of these working groups, please contact the office at info@bcgrain.com.

That is the high-level overview of the 2020-2023 BC Grain Producers Association's Strategic Plan. Please feel free to email or call the office or one of your directors if you want more information.

Sincerely BCGPA Directors & General Manager,

Rick Kantz
Malcolm Odermatt
Jenn Critcher
Barry Follensbee
Sharla Pearce

Ed Hadland
Walter Fritsche
Robert Vander Linden
Ernest Wiebe

BC Grain Producers Association supports and connects grain producers in BC by providing a collective voice, information and regionally relevant research.

Office

Suite 3 10421 100 Street
Fort St John, BC V1J 3Z3

Contact

☎ 250.785.5774
✉ info@bcgrain.com

Mailing

Box 6004
Fort St John, BC V1J 4H6

Research Department

401 114 Avenue
Dawson Creek, BC V1G 2Z3

Vision

Grain producers in BC are profitable, sustainable, and recognized as providers of safe, high-quality food.

Mission

BC Grain Producers Association supports and connects grain producers in BC by providing a collective voice, information, and regionally relevant research.

Strategic Goal 1: Stakeholder Engagement

Cultivate engagement between BCGPA and stakeholders.

Strategic Objective 1.1

Improve communication with membership.

Strategic Objective 1.2

Develop and implement a strategy to positively impact public trust with minimal BCGPA resource investment.

Strategic Objective 1.3

Act as informal connection point to facilitate opportunities between producers and end users.

Strategic Objective 1.4

Increase collaboration and partnerships with other Peace Region organizations.

Strategic Goal 2: Research

Determine a direction for research that is sustainable and serves the BCGPA Mission.

Strategic Objective 2.1

Continue and improve fee-for-service research that is self-funding or net income generation.

Strategic Objective 2.2

Continue to support partnered research that requires minimal BCGPA resource investment (e.g. weather and pest monitoring).

Strategic Objective 2.3

Modify variety trials research from small-plot research to field-scale producer collaboration.

Strategic Goal 3: Organizational Health

Create systems that ensure a healthy sustainable organization.

Strategic Objective 3.1

Develop and implement Policies & Procedures for core business functions (e.g. HR, finance, board, etc.).

Strategic Objective 3.2

Identify and track emerging issues.

Strategic Objective 3.3

Develop Strategic Plan (2023-2025).

Strategic Goal 4: Advocacy

Ensure that the needs of grain producers in BC are included in government policies and decisions that affect grain producers.

Strategic Objective 4.1

Establish BCGPA positions on key issues.

Strategic Objective 4.2

Continue to have staff and board involved with priority provincial and national agricultural organizations.

Strategic Objective 4.3

Improve relationships with local and provincial departments and officials.