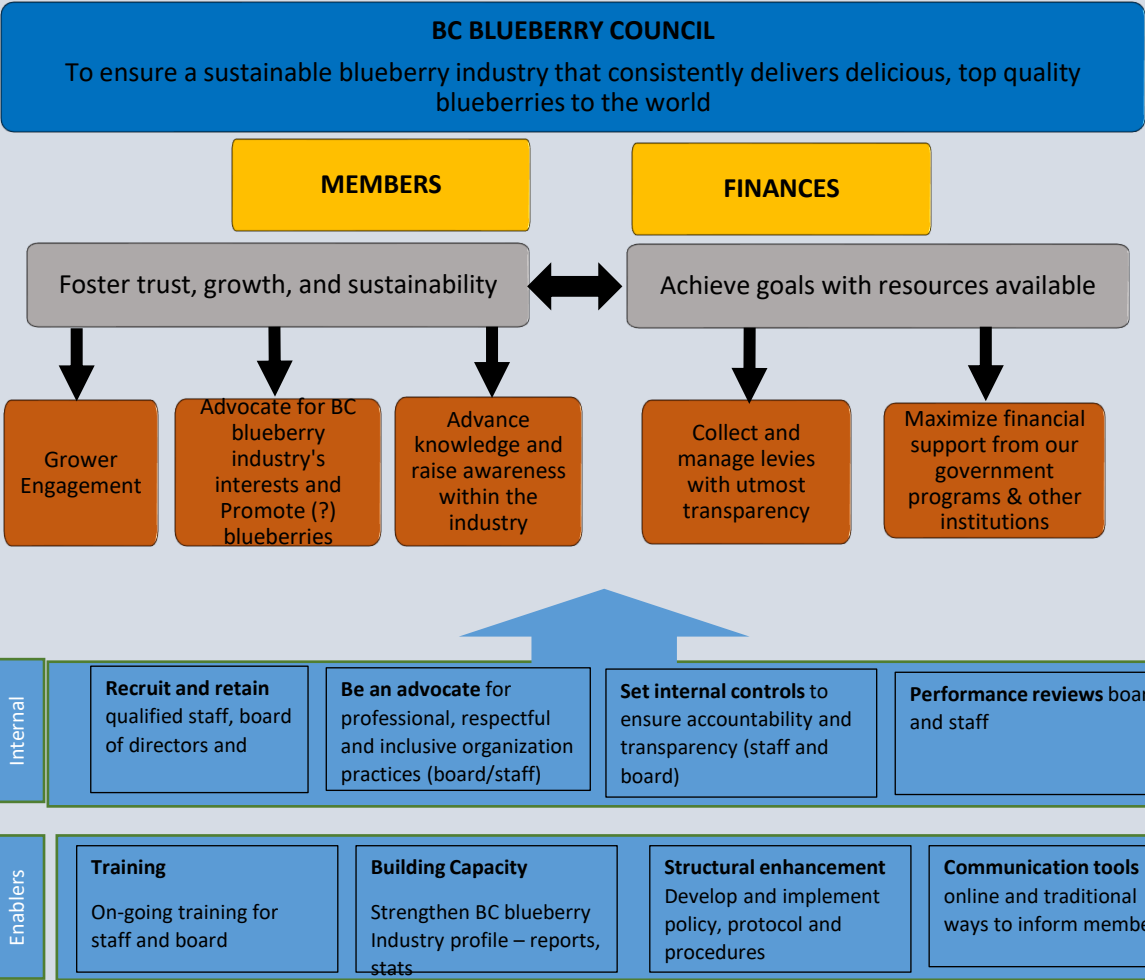


# BCBC Strategic Map 2021-2023



Board	Members	Grower satisfaction	Engagement opportunities	<ul style="list-style-type: none"> <li>Recruitment on board and committee position</li> <li>1 survey to get feedback &amp; On-going feedback via website and other means</li> <li>Newsletter (digital and/or hardcopy?)</li> <li>Grower centered website and access to information (e.g. recourses, board meeting minutes)</li> <li>Identify key issues and action-oriented solutions</li> <li>Market development study (IAF funding)</li> <li>COVID-19 impact study (in-progress)</li> </ul>
			Communication	
				Advocacy direction
IRC & PC		Advocacy	Grower support programs	<ul style="list-style-type: none"> <li>Decision on the CHC resolution and conduct meetings with the Province (BRM Branch)</li> <li>Hold on-going information briefings with stakeholders</li> <li>Processor/packer &amp; grower relations, i.e. standardization of grades and payment schedule</li> </ul>
		&	Market development	<ul style="list-style-type: none"> <li>CAP/AgriMarketing &amp; domestic marketing/promotions plan (2021/22)</li> <li>AgriMarketing Funding for 2021-2023</li> <li>Trademark – powered by nature (in-progress) (see PC plan for full details)</li> </ul>
		Promotions	Trade dispute	<ul style="list-style-type: none"> <li>Collaborate with stakeholders to prepare defense</li> </ul>
RC		Advance knowledge & raise awareness within the industry	<p>Research</p> <ul style="list-style-type: none"> <li>production management</li> <li>Innovation &amp; technological advancement</li> <li>Cultivar development</li> </ul>	<ul style="list-style-type: none"> <li>CAP/AgriScience</li> <li>R &amp; D – additional project (IPM and on-farm efficiency)</li> <li>Breeding program –annual plan and deliverables (see RC plan for full details)</li> </ul>
Staff/board	Internal	Build capacity	Training	<ul style="list-style-type: none"> <li>Minimum 1 training session per staff</li> <li>Minimum 1 training for board of directors</li> </ul>
			Structural enhancements	<ul style="list-style-type: none"> <li>Minimum 1 session of policy review</li> </ul>
/Board	Financial	Compliance/accountability	Management	<ul style="list-style-type: none"> <li>Surplus policy</li> <li>Investment review</li> <li>2021 audit</li> </ul>