



ANNUAL REPORT

— 2025 – 26 —

BRITISH COLUMBIA BLUEBERRY COUNCIL

BRITISH COLUMBIA BLUEBERRY COUNCIL • 2025-26

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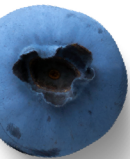


BC • BLUEBERRY • COUNCIL

STRENGTHENING GLOBAL COMPETITIVENESS FOR THE BC BLUEBERRY INDUSTRY.

FOREWORD

LETTER FROM THE EXECUTIVE DIRECTOR



SUDESHNA NAMBIAR
EXECUTIVE DIRECTOR

The British Columbia blueberry industry stands at a critical point in its development. Over the past two decades, the sector has grown into one of the world's most significant highbush blueberry-producing regions. This success reflects the dedication of growers, the strength of our research institutions, and the collective efforts of packers, suppliers, and industry partners who have built a globally respected blueberry sector.

However, the environment in which we operate is evolving rapidly. Global competition is intensifying, production capacity is expanding in competing regions, and international markets are becoming increasingly complex. At the same time, growers face rising production costs, labour constraints, plant health challenges, and heightened regulatory requirements.

Perhaps the most significant structural challenge facing our industry today is export concentration. A large share of British Columbia's blueberry exports continues to flow to a single market. While this market has historically provided stability and scale, reliance on one dominant destination exposes the sector to geopolitical uncertainty, trade policy changes, tariff risk, and market volatility.

The BC Blueberry Council's 2026 to 2030 Strategic Plan has been developed to address these challenges and opportunities. The purpose of this strategy is not to introduce isolated programs but to establish a coordinated framework that strengthens the long-term resilience and competitiveness of the BC blueberry industry. This plan outlines a clear path forward built upon five integrated Key Result Areas:

FIVE INTEGRATED KEY RESULT AREAS

- 01 Global and Inter-Provincial Market Expansion and Diversification
- 02 Innovation, Research, and Variety Development
- 03 Compliance, Grower Professionalization and Engagement
- 04 Advocacy and Government Relations
- 05 Governing and Operational Excellence



Together, these Key Result Areas create a comprehensive framework that aligns research investment, compliance systems, grower education, and international market development under a unified industry strategy. The central objective is to reduce structural risk by expanding global market opportunities while strengthening the industry's capacity to meet the strictest international food safety standards.

This strategy also reflects a commitment to disciplined governance and accountability. Clear performance indicators, regular Board oversight, and transparent reporting will ensure that industry resources are directed toward initiatives that deliver measurable value to growers and stakeholders. Together, we will build a more resilient, diversified, and competitive blueberry industry for the future.

SUDESHNA NAMBIAR

Executive Director, British Columbia Blueberry Council

“ **STRENGTHENING GLOBAL COMPETITIVENESS FOR THE BC BLUEBERRY INDUSTRY.**

BCBC · 2026 – 2030 STRATEGIC PLAN

01

SECTION 01 · RESEARCH

RESEARCH PROGRAM: ACHIEVEMENTS & PRIORITIES FOR 2025 – 26

*Supporting a competitive, profitable, and environmentally sustainable
berry sector through improved practices and new varieties.*



EG

ERIC GERBRANDT
RESEARCH PROGRAM



● RESEARCH PROGRAM OVERVIEW

The BC blueberry research program is guided by priorities established by the BC Blueberry Council's Research Committee, with input from growers and industry experts. These priorities include weeds, insects and other pests, diseases, cultural practices, agricultural technology, pollination, pesticides, and variety development and trialing. The overall goal is to support a competitive, profitable, and environmentally sustainable berry sector by developing improved production practices and new blueberry varieties that increase revenue, reduce production costs, improve fruit quality, and enhance environmental sustainability.

A major strength of our program is its reliance on a network of collaborators and its close coordination with the

raspberry and strawberry industries on issues that affect all berry crops. Growers play a central role by hosting on-farm trials, providing access to fields for research, and contributing practical expertise through the Research Committee. Provincial and federal government agencies provide funding, scientific expertise, and extension support, while universities and research institutions contribute specialized knowledge and research capacity. The core research program operates on five-year funding cycles, with the current cycle running from April 2023 to March 2028. Through strategic partnerships and competitive grant applications, we seek to multiply the value of grower-funded research by securing investment from government and other funding agencies.

●●●

2023–28

●●●

5-Year

●●●

4

PROVINCES · TRIAL NETWORK



● INTEGRATED PEST MANAGEMENT

Work on bacterial blight is improving our understanding of this pathogen and creating a screening method that will allow our breeding program to identify resistant varieties. This will support the development of new varieties that require fewer copper sprays, which are becoming less effective over time. Research is also improving diagnostic capacity for plant-parasitic nematodes through the development of laboratory methods for detecting nematodes in soil and root samples.

Viruses are a major focus. Researchers are studying the genetic diversity of important viruses, such as Blueberry Shock Virus and Blueberry Scorch Virus, and developing improved detection methods for both known and newly emerging viruses. We are trialing advanced technologies for virus management, including previous work with drones to identify infected plants remotely, and, more recently, we began working with private-sector partners to validate rapid, portable diagnostic tools that could provide cost-effective alternatives to traditional laboratory testing.

We have evaluated new aphid control products to support the long process for obtaining new chemical tools. In the meantime, the focus of our research to support more effective management strategies for the aphid vectors of Blueberry Scorch Virus is to better understand the biology and taxonomy of aphid species as well as how aphid populations and their natural enemies interact with viruses. In collaboration with the breeding

program, we are also searching for genetic sources of aphid resistance so future varieties may be less attractive to aphids. In past projects on management of spotted wing drosophila (SWD), researchers evaluated alternative management approaches that reduce reliance on insecticides, including intercropping systems, improved attractants, biological control agents, and mass-trapping strategies.



● BREEDING, VARIETY TRIALING & FRUIT QUALITY

The BC Berry Breeding Program is one of the industry's most important long-term investments. Competitive varieties are fundamental to profitability, and substantial resources are devoted to developing new berry varieties adapted to local growing conditions and future market requirements. Several advanced breeding selections are currently in final-stage trials and may be commercialized within the next few years, following on the heels of the first new variety that was announced a couple of months ago.

Many of these projects are coordinated nationally. The Canadian Berry Trial Network evaluates new breeding selections through trials across British Columbia, Ontario, Quebec, and Nova Scotia, allowing varieties to be tested under diverse climatic conditions. Fruit quality research extends beyond yield and appearance: our team is developing methods to measure compounds responsible for flavour, aroma, and consumer preference, including phenolics and volatile compounds, and generating molecular markers linked to fruit quality traits to identify promising seedlings earlier in the breeding process.

● HORTICULTURE & POLLINATION

Several projects focus on improving horticultural practices. Plant growth regulators are being tested for applications such as removing blossoms from young plantings, and irrigation research aims to increase water-use efficiency while maintaining or improving yield and fruit quality. As significant acreage is removed due to Blueberry Scorch Virus infection and replaced with newer varieties, researchers are addressing gaps in

knowledge related to cover crops, organic amendments, fertilizer management, and soil health. Pollination research recognizes the critical role of healthy bee populations, examining factors contributing to European foulbrood disease, how common pesticides influence bee susceptibility, and strategies to improve bee nutrition.



●● WHY IT MATTERS

Grower-funded research is multiplied through government and partner investment, then returned to farms through newsletters, field days, trial tours, and the BC Berries Research Review - turning science into on-farm results.

02

SECTION 02 · VARIETY DEVELOPMENT

VARIETY DEVELOPMENT & COMMERCIALIZATION OF NEW VARIETIES

A record year in the breeding pipeline — and the milestone of a first variety release.



MD

MICHAEL DOSSETT

BREEDING PROGRAM



The Breeding Program continues to make progress on its mission to develop new varieties that will provide value and improved profitability to BC's blueberry growers. The 2025–26 year saw a continuation of the steady improvement in fruit quality traits coming through the breeding pipeline, as well as a record number of new seedlings produced and the milestone of a first variety release.

●●●

135

CROSSES MADE · SPRING 2025

●●●

17,000+

NEW SEEDLINGS GERMINATED

●●●

113

NEW SELECTIONS IDENTIFIED

● **STAGE 1 - SEEDLING TRIALS**

In the spring of 2025, the breeding program performed 135 crosses, with the main theme combining selections with exceptional fruit quality with higher yield and vigor. A secondary focus in our germplasm development was improving the fruit quality background in genetics identified by the entomology program as potential sources of aphid resistance, in our efforts to develop a genetic

strategy to combat Blueberry Scorch Virus. Germination of seed from these crosses has resulted in more than 17,000 seedlings. Approximately 8,000 seedlings from previous years' crosses were evaluated, resulting in 113 new selections — roughly one-third for use as parents and the remainder marked for further evaluation of commercial potential.

● **STAGE 2 - REPLICATED YIELD TRIALS**

Replicated yield trials at the Clearbrook Station for plantings made in 2014, 2015, and 2017 concluded at the end of the 2025 growing season. The top yielding selection averaged 27.6 pounds of fruit per plant, or roughly the equivalent of 41,000 pounds/acre. BC 14- 40-47 and BC 14-40-14 were also standout performers

and are being moved toward trialing with growers. The 2021 yield trial planting at Sky Blue Horticulture, in conjunction with the Canadian Berry Trial Network, will continue to be harvested and evaluated; several BC selections have stood out for yield, all yielding higher than Calypso after three harvest seasons.

● **STAGE 3 — GROWER TRIALS**

The program has been expanding the number of selections moving into grower trial through the breeding pipeline. It takes approximately 24 months for these plants to be propagated and grown to field size, so there is always a lag between when something is pro-

moted for trial and when plants become available. Four selections noted repeatedly for fruit firmness and crop load are being moved to propagate for grower trials, with expected availability in fall 2027 or spring 2028.

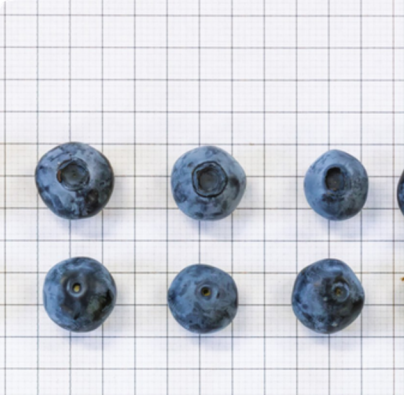
● COMMERCIALIZATION UPDATE

The breeding program announced its first new blueberry variety in the first quarter of 2026 — a milestone achievement following 15 years of evaluation and testing after the cross was first made. **'BCB001AAC'** has been the most consistent high-yielding genotype tested in our plots of breeding selections and standard cultivars. When first identified in the seedling field, it was noted for its heavy crop load, weighing down the branches on the small, two-year-old plant, as well as its good flavour and subtle pop.

Through years of follow-up testing, we have identified that **'BCB001AAC'** fruits in the midseason, after 'Duke' and before 'Calypso', usually with a similar start time as 'Bluecrop'. Typically, the fruit is slightly firmer than 'Duke' and has a similar size or is slightly larger. It blooms slightly earlier than 'Duke', similar to 'Reka',

reliably makes a lot of flower buds, and shows good pollination. Over several years of trial, up to mature plant size, **'BCB001AAC'** has shown approximately double the yield of 'Duke' and ~25% higher yield than 'Calypso'. Moreover, it is fast to prune and an easy, grower-friendly variety.

'BCB001AAC' is being managed by Summerland Varieties and will be available to all Canadian growers in good standing with their respective grower organizations exclusively for the first few years of availability. Growers will be required to sign a commercial license to purchase plants. The first commercial quantities of plants will be available in the fall of 2027 and spring of 2028, and while we expect high demand, we are working diligently to propagate stock as quickly as possible.



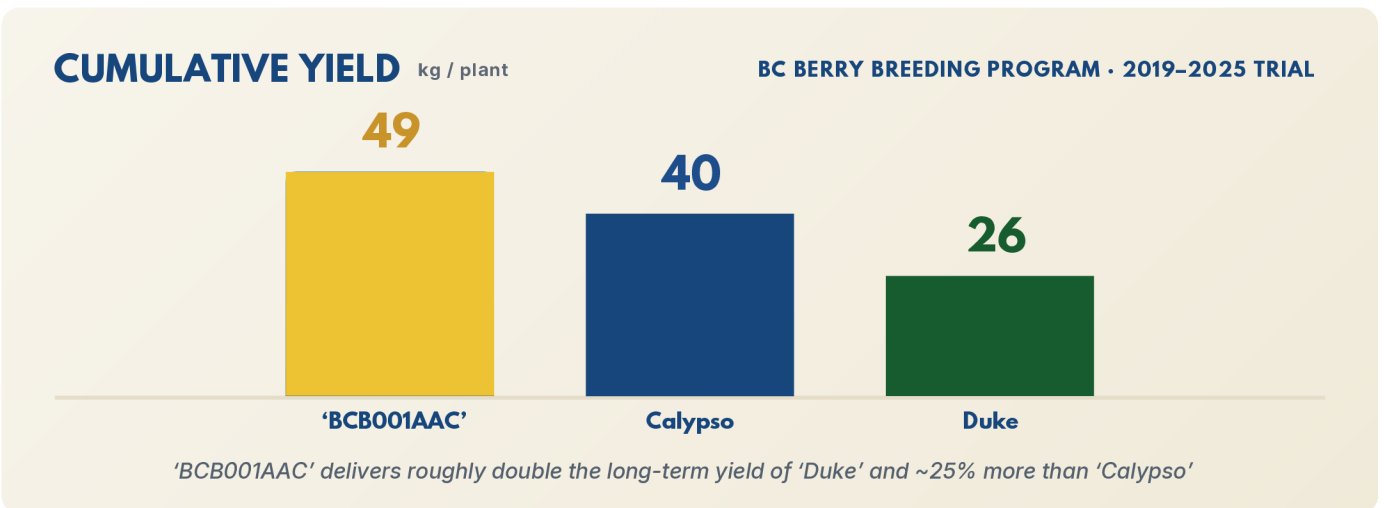
— FIRST VARIETY RELEASE

'BCB001AAC'

A 15-year milestone, the most consistent high-yielding genotype in our trials, with a midseason harvest, good firmness, and grower-friendly pruning. First commercial plants expected fall 2027 and spring 2028.

2×	+25%	Mid
YIELD VS 'DUKE'	VS 'CALYPSO'	SEASON HARVEST

FRUIT QUALITY & SIZE EVALUATION



03

SECTION 03 · GROWER RELATIONS

GROWER RELATIONS & GROWER EDUCATION IN 2025 – 26

*A transformational shift to structured, community-centred
engagement - reaching roughly ten times as many growers.*



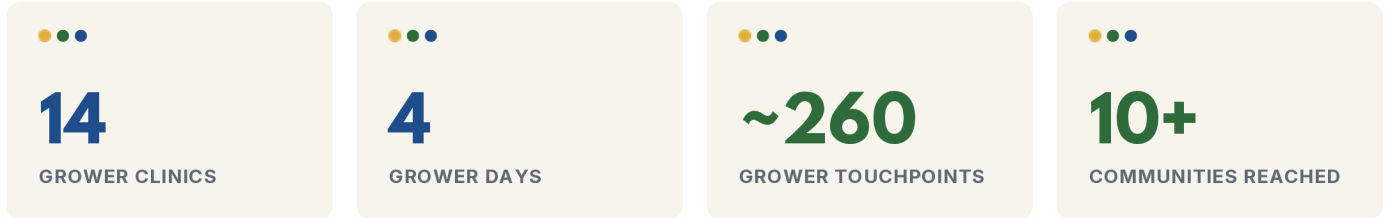
DV

DIPIN VASUDEV

GROWER RELATIONS MANAGER

● EXECUTIVE SUMMARY

The 2026 grower outreach program has delivered unprecedented scale in grower engagement through two structured channels: monthly Grower Days and community-based Grower Clinics. From January 30 to June 5, 2026, the BC Blueberry Council has connected with approximately 260 growers across more than 10 communities across the Fraser Valley, Lower Mainland, and Vancouver Island. This represents a transformational shift from the Council's previous one-on-one farm visit model.



● GROWER DAYS PROGRAM

Launched on January 30, 2026, the Grower Days program convenes on the last Friday of each month, creating a regular and accessible touchpoint for grower communication and feedback. Four sessions have been held to date, each averaging approximately 20 participants.

SESSION	DATE	GROWERS ATTENDED
Grower Day 1	January 30, 2026	~20
Grower Day 2	February 27, 2026	~20
Grower Day 3	March 28, 2026	~20
Grower Day 4	April 25, 2026	~20
TOTAL — 4 SESSIONS		~80 Growers



● GROWER CLINICS PROGRAM

The Grower Clinics program represents the cornerstone of the 2026 outreach strategy. A total of 14 Grower Clinics have been conducted across the Fraser Valley, Langley Township, and Vancouver Island, connecting with approximately 180 growers. This includes two additional clinics held in Vancouver Island and Langley Township, further extending the program's geographic reach. Since April 21, 2026, nine Grower Clinics have been delivered, reaching approximately 120 growers across multiple locations.

METRIC	GROWER CLINICS	GROWER DAYS
Events Held	14	4
Growers Reached	~180	~80
Communities	10+	BCBC Facility
Period	Jan – Jun 2026	Jan 30 – Apr 25

LOCATIONS COVERED

- Abbotsford (multiple sites, incl. Fraser Valley Packers & Westberry Farms)
- Delta (Didar Blueberry Farms)
- Langley and Aldergrove (Virasat Agri Facility, Blueberry Haven Farms)
- Pitt Meadows (Meadow Berry Farms)
- Surrey (M&M Pacific Coast Farms, C&T Dhillon Farms, and Darshan Gill Farms)
- Deroche (Eagle Mountain Farms)
- Vancouver Island & Nanaimo (Rise Sun Farms)

● EDUCATIONAL PROGRAM HIGHLIGHTS



CanadaGAP Blueberry-Specific Manual

Growers were guided through the newly developed blueberry-specific manual at every event, enabling farms to meet food safety certification requirements tailored to their crop.



Grower Portal & Blue Card Registration

A key focus of all clinics was driving enrolment in the BCBC Grower Portal. The Blue Card program provides a 100-point incentive for registration.



On-Farm Signage

Compliance signage materials were distributed to all participating growers across every clinic, supporting visual communication of food safety standards.



Research Education

Findings reached growers through IPM newsletters, field days, breeding and variety trial tours, and the BC Berries Research Review, in coordination with Eric Gerbrandt.



●●● COMPLIANCE, FOOD SAFETY & PORTAL ENROLMENT AT EVERY CLINIC

● GROWER FEEDBACK

“The CanadaGAP manual finally explained food safety in a way that directly applies to our blueberry farm. This is exactly the kind of support we needed.”

GROWER · ABBOTSFORD

“Registering on the Grower Portal was simpler than I expected. The Blue Card program shows BCBC genuinely values our participation.”

GROWER · SURREY

“These clinics came right to our community — that made all the difference. I feel far more connected to the industry now.”

GROWER · VANCOUVER ISLAND

● UPCOMING OUTREACH & ACHIEVEMENT HIGHLIGHTS

Planning is underway to expand the Grower Clinics program to two additional regions - Kelowna (Okanagan), extending reach into the interior blueberry community, and Chilliwack, completing coverage of the eastern Fraser Valley corridor - ensuring BCBC representation across all major production zones in British Columbia.

METRIC	PREVIOUS · 1-ON-1 VISITS	FY 2026 PROGRAM
Annual grower touchpoints	~20–30	~260
Structured events held	Ad hoc	18 (14 clinics + 4 days)
Communities reached	Limited, proximity only	10+ across BC
Education delivered	Informal	CanadaGAP, Portal, Signage
Reach per event	1–2 growers	~13–20 growers

●● ~10× MORE GROWERS REACHED

The structured clinic-and-day model reached roughly ten times as many growers as the traditional one-on-one visit approach, with food safety, portal enrolment, and on-farm signage delivered at every event.

04

— SECTION 04 · MARKETING

MARKETING ACHIEVEMENTS IN 2025 – 26

*A stronger brand foundation and the digital platforms needed
to support a globally competitive industry.*



LOVI JOSHI
MARKETING DIRECTOR



In 2025–26, the Council made a deliberate investment in its marketing and communications capacity, modernizing how BC blueberries are represented to growers, packers, buyers, and the public. The year's work established a stronger brand foundation and the digital platforms needed to support a globally competitive industry.

● REFRESHING OUR IDENTITY. STRENGTHENING OUR FUTURE.

The Council unveiled a **new logo** and a **new website**, both reflecting the organization's evolution from a traditional industry body into a modern, internationally oriented council capable of representing BC blueberries on the world stage. The refreshed visual identity and digital presence are not cosmetic exercises; they signal to buyers, government partners, and growers that the

Council is investing in its own credibility and communication capacity as seriously as it invests in research and market development. A consistent brand system now carries across the website, grower-facing materials, event collateral, and international trade communications.

● DIGITAL PLATFORMS — GROWER & PACKERS PORTALS

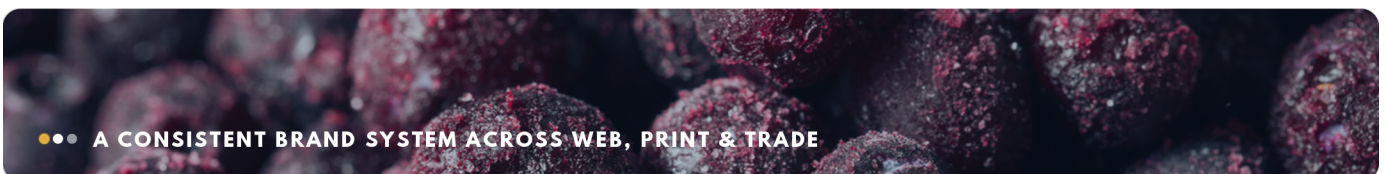
To support the Council's programs digitally, both a Grower Portal and a Packers Portal were introduced, providing each segment of the supply chain with a dedicated platform to access Council services, program information, compliance documentation, and industry

data. These portals reduce friction, improve communication, and reflect the Council's commitment to operating at the level of digital sophistication required by a globally competitive industry.

● BLUE CARD PROGRAM LAUNCH

The Blue Card Program was introduced as the industry's central platform for engagement and professionalization, connecting grower participation in education, compliance, and industry programs within a single unified framework. Marketing supported the launch by

building awareness at every Grower Clinic and Grower Day, promoting the 100-point registration incentive, and positioning the Blue Card as a digital compliance passport that growers can share with packers and first receivers.



CAMPAIGN & PROMOTIONAL SUPPORT

Marketing produced the collateral and messaging that carried the Council's 2025–26 programs to growers and the public. This included event and clinic promotion across the Fraser Valley, Lower Mainland, and Vancouver Island, on-farm compliance signage, and consistent program messaging that reinforced food

safety, portal enrolment, and grower professionalization. Communications consistently connected the story from the Council to growers to the broader public, highlighting BC blueberries, local agriculture, and the industry's research and quality leadership.

INTERNATIONAL & BUYER-FACING COMMUNICATIONS

In support of the Council's international business development, marketing contributed buyer-facing materials and brand assets used in trade and market development activity, reinforcing BC's reputation for premium

origin, quality, and food safety credentials in priority export markets. This work positions the brand to support the next phase of export diversification across Asia Pacific, Europe, and other priority regions.

LOOKING AHEAD — 2026–27 MARKETING PROGRAM

Building on this foundation, the Council has developed a proposed 2026–27 marketing program that pairs a consumer campaign with export-focused activity. Planned activity spans digital advertising, in-store demonstrations and promotional materials, consumer trade shows and events, marketing collateral, export-focused digital advertising and content development,

international trade show participation, and an industry-wide grower census to strengthen market intelligence. Final budgets and program scope are subject to Board and funding approvals.

FOUNDATION BUILT

A new logo, a new website, two supply-chain portals, and the Blue Card program gave BCBC a modern, consistent brand and the digital tools to engage growers, packers, and international buyers.

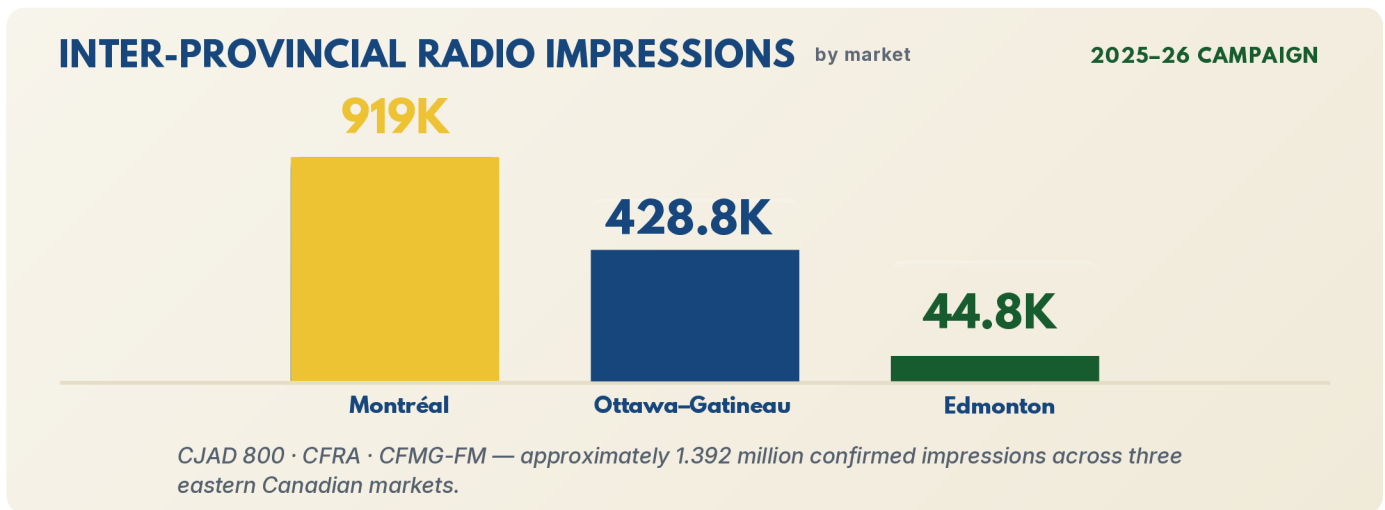
Note: This section summarizes 2025–26 marketing achievements drawn from Council program records. Proposed 2026 – 27 activity and budgets are forward-looking and subject to approval.



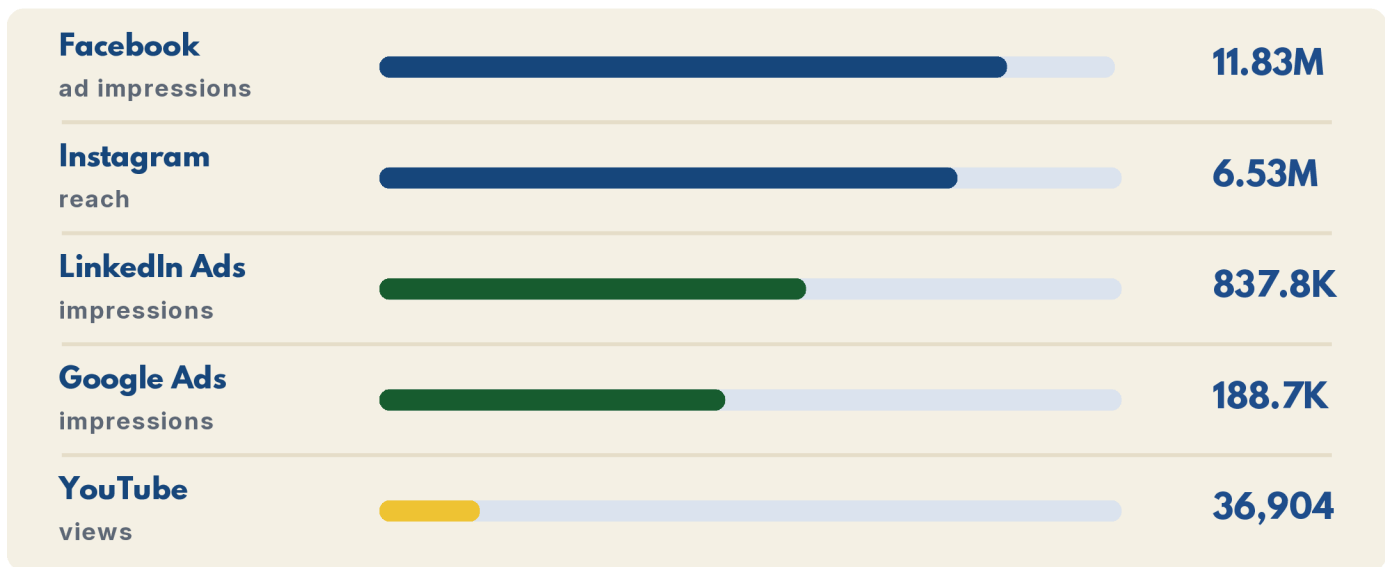
CAMPAIGN PERFORMANCE

● CAMPAIGN REACH & IMPRESSIONS

Paid and earned media in 2025–26 delivered measurable reach across inter-provincial radio and digital channels, extending the BC blueberry story well beyond the growing region.



● DIGITAL REACH BY CHANNEL



Log scale used to show channels of very different sizes on a single axis.

05

SECTION 05 · INDUSTRY & INTERNATIONAL.

INTERNATIONAL BUSINESS DEVELOPMENT & INDUSTRY UPDATE

176 million pounds produced, an expanding international footprint, and a modernized regulatory interface.

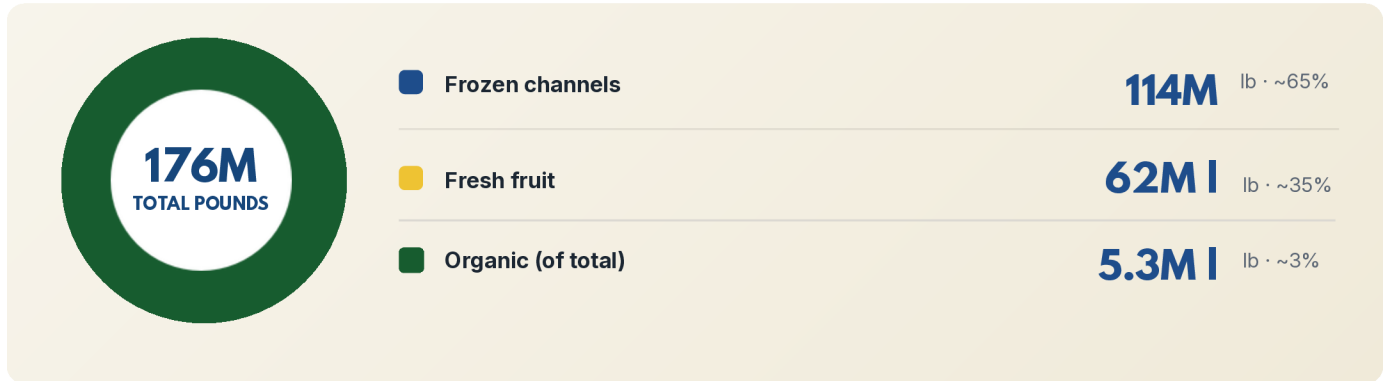


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SUDESHNA NAMBIAR
EXECUTIVE DIRECTOR

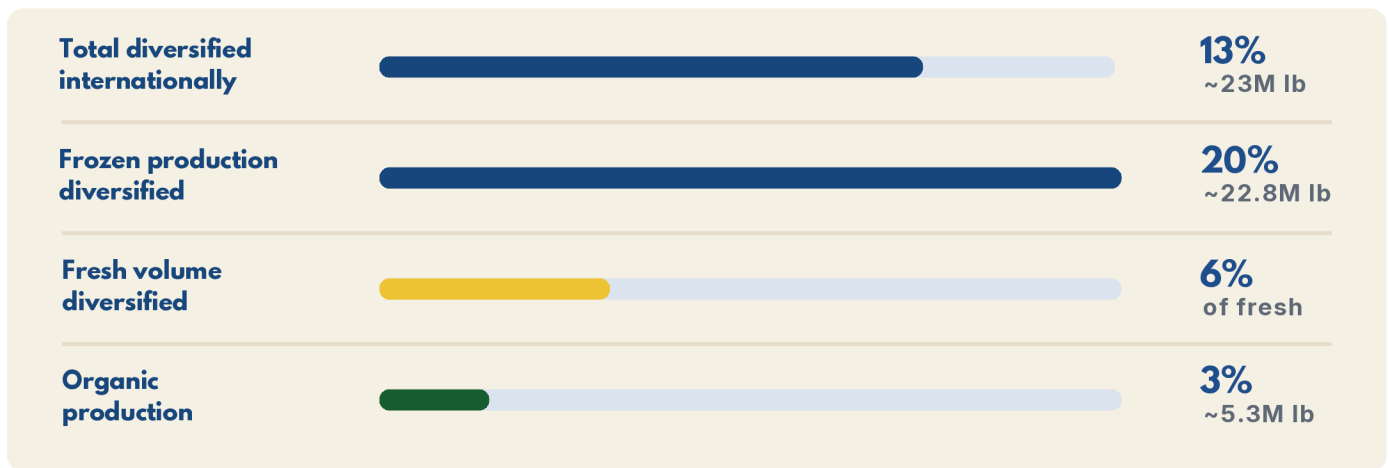
● PRODUCTION OVERVIEW

The British Columbia blueberry industry recorded a total production volume of 176 million pounds in the 2025–26 season, reaffirming BC's position as one of the most significant highbush blueberry-producing regions in the world. Approximately 65 percent of all production — roughly 114 million pounds — moved through frozen channels, while the remaining 35 percent, close to 62 million pounds, was sold as fresh fruit. The strong lean toward frozen reflects both the logistical realities of perishable crop management and the sustained price pressure in fresh markets.



● MARKET DIVERSIFICATION — EARLY PROGRESS, CLEAR RUNWAY

In 2025–26, 13 percent of total production — approximately 23 million pounds — was diversified to international markets worldwide. On the fresh side, 6 percent of fresh volume was diversified internationally, reflecting the constraints of moving a perishable product across long distances while maintaining cold-chain integrity. The frozen channel is where diversification has gained the most traction: 20 percent of frozen production, approximately 22.8 million pounds, was sold outside the traditional North American trade. Organic production accounted for 3 percent of total volume, commanding meaningful price premiums in several developing markets.



● INTERNATIONAL MARKET DEVELOPMENT — NEW DOORS OPENED

Building on this diversification, the Council has made tangible progress in expanding the range of BC blueberries now reaching markets. Mexico has been added as a formal target market, representing a significant opportunity for both fresh seasonal supply and frozen industrial applications, particularly in the bakery, beverage, and dairy processing sectors growing alongside Mexico's expanding middle-class consumer base. Thailand and the Philippines have both been reopened following a period of limited activity. These markets had previously shown strong appetite for

premium fresh and frozen BC blueberries, and the re-engagement of established importer relationships positions the industry to rebuild volume and brand presence efficiently. Europe remains a priority development target, and active work is underway to prepare the industry for the regulatory and compliance requirements of entry into the EU market — among the most stringent in the world regarding Maximum Residue Limit standards and traceability requirements.

● REGULATORY MODERNIZATION — CFIA DIGITIZATION

A significant operational development during this period was the digitization of the Canadian Food Inspection Agency processes relevant to the blueberry sector. This shift from paper-based regulatory workflows to digital systems represents a meaningful improvement in how export certifications, phytosanitary documentation, and compliance records are managed. For an industry that

depends on speed and accuracy in moving perishable products through international customs, reducing administrative bottlenecks at the regulatory interface directly protects product quality and supports the reliable, responsive supply chain relationships that premium international buyers require.

DIVERSIFICATION METRIC	SHARE	APPROX. VOLUME
Total diversified internationally	13%	~23 million lb
Fresh volume diversified	6%	of fresh volume
Frozen production diversified	20%	~22.8 million lb
Organic production	3%	~5.3 million lb



●●● FRESH-PACK BC BLUEBERRIES FOR PREMIUM MARKETS

● STRENGTHENING THE GROWER FOUNDATION

Alongside international market development, the 2025–26 period saw the Council introduce a significant suite of programs designed to strengthen grower engagement, professionalization, and institutional connectivity. Grower Clinics were launched as structured, hands-on learning sessions delivered across the key production regions, giving growers direct access to compliance guidance, CanadaGAP audit preparation support, and technical expertise from industry specialists and multilingual staff. Grower Days and Grower Town Halls were introduced as regular forums for open dialogue between the Council, growers, packers, and industry partners.

The Blue Card Program was formally introduced as the industry's central platform for engagement and professionalization, connecting grower participation in education, compliance, and industry programs within a single unified framework. Points earned through clinic attendance, certification completion, and program participation create a structured incentive system, and the program functions as a digital compliance passport. To support these programs digitally, both a Grower Portal and a Packers Portal were introduced, and the Council unveiled a new logo and a new website reflecting its evolution into a modern, internationally oriented council.

● LOOKING AHEAD

The 2025–26 season has demonstrated both the depth of BC's blueberry production capacity and the breadth of what remains to be unlocked. With 176 million pounds of production, an expanding international footprint, a modernized regulatory interface, and a growing suite of grower-facing programs, the industry has laid

important groundwork. The strategic priority for the years ahead is clear: convert this foundation into durable, diversified market relationships, a professionally engaged grower base, and a compliance-ready supply chain that can compete on the world's most demanding terms.

●●● NEW MARKETS IN 2025–26

Mexico added as a formal target market; Thailand and the Philippines reopened; Europe advanced as a priority development target alongside CFIA digitization of export and compliance workflows.



●●● HARVEST DAY AT A BC BLUEBERRY FARM

06

SECTION 06 · FINANCE

FINANCIAL UPDATE FOR 2025-26

*Audited statements and the proposed budget will be tabled
for member consideration.*



SN

SUDESHNA NAMBIAR
EXECUTIVE DIRECTOR

● EXECUTIVE SUMMARY

The financial update for the 2025–26 fiscal year will be presented to the membership. Audited financial statements, the statement of revenue and expenditures, and the proposed budget for the coming year will be reviewed and tabled for member consideration.

RESERVED FOR THE AUDITED FIGURES

The detailed financial statements for 2025–26 are being finalized for presentation to members. This section is reserved for the audited figures, revenue and expenditure summary, research levy allocation, and the proposed budget, which will be circulated and reviewed with the membership.

AUDITED STATEMENTS

Revenue & expenditures

RESEARCH LEVY

Allocation summary

PROPOSED BUDGET

Coming fiscal year

In accordance with the Council's commitment to disciplined governance and accountability, financial reporting is supported by clear performance indicators, regular Board oversight, and transparent reporting, ensuring that industry resources are directed toward initiatives that deliver measurable value to growers and stakeholders.

●● STATUTORY RESEARCH COMMITMENT

As outlined in the Strategic Plan, at least 30 percent of annual levy revenue is a statutory obligation directed to research — protecting scientific leadership as BC's most durable competitive advantage.





Healthier from the Ground Up.

Grow Strong • Farm Smart • Future-Proof Your Soil

Biological solutions for highbush blueberry growers in the Fraser Valley.



FARMER-FIRST SCIENCE

CZRO BioEnhancer activates soil biology to unlock nutrients, improve root health, and support consistent yields and premium quality berries.



Stronger Roots
Better root development and resilience



Better Nutrient Efficiency
Increases microbial activity and nitrogen availability



Improved Water Use
Helps retain soil moisture and protects nutrients



Higher Yields Better Quality
Healthier plants deliver consistent, high-quality berries

RESEARCH PARTNERS



Supported by leading research with SFU, UFV, KPU and BCCAF
Field-Tested by Growers. Backed by Science.



VISIT CZRO BIO
AT THE 2026 BC BLUEBERRY COUNCIL AGM & CONFERENCE

Stop by our booth to see how BioEnhancer fits your blueberry program.

LEARN MORE

Scan the QR code or visit: czro.bio.com/blueberry















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GROW YOUR BUSINESS WITH REAL RESULTS.

All In One Marketing Pro helps Canadian businesses **attract more customers, boost sales, and scale profitably** — with proven strategies, AI-driven tools, and measurable performance across search, social & web.

WHAT WE DO

 <p>SEO & AI Search Rank higher on Google & AI search</p>	 <p>Google Ads / PPC Targeted campaigns that convert</p>	 <p>Web Design & Dev Sites built to convert visitors</p>	 <p>Social Media Content & ads that engage</p>	 <p>AI Automation AI workflows, chatbots & CRM</p>
 <p>Lead Generation Fill your pipeline with buyers</p>	 <p>Content & Email Stories that build & sell</p>	 <p>Analytics & CRO Data-driven optimization</p>	 <p>PR & Media Video, photo & press coverage</p>	 <p>E-Commerce Grow online store sales</p>



FREE 30-Minute Marketing Consultation

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