

2021

ANNUAL
REPORT



Canadian
Horticultural
Council

Conseil
canadien de
l'horticulture

100
1922-2022

Celebrating resiliency, growth and opportunity
Célébrer la résilience, la croissance et les opportunités



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President's Message

When I look back over the past year, I'm proud of the fact that we've proven once again that when growers need us, we are there. Unfortunately, there were many examples of that again this year, as the fruit and vegetable sector endured considerable challenges.

First and foremost, we are all still navigating the effects of the ongoing COVID-19 pandemic, which continues to have challenges on our families, our communities, and our businesses. Many of you are still dealing with the enduring challenges of public health restrictions, isolation costs, labour shortages, financial instability and supply chain disruptions – all of which severely threaten the viability of our operations. More detail on the actions we have taken can be found in the Executive Director's report.

My heart also goes out to our grower communities that were handed additional obstacles. The onset of drought and wildfires in Western Canada over the summer, the devastating floods in British Columbia in November, as well as the potato growers in Prince Edward Island and across Canada who continue to deal with the aftermath of the detection of Potato Wart. You confronted a lot this past year, but demonstrated remarkable resilience, and persevered through it all. Your effort has been truly admirable.

Despite all of these challenges, our team at CHC has stayed on top of the ongoing issues that affect growers and responded quickly when new issues arose. Within days of the B.C. floods, we reached out to all of our members on the west coast to offer whatever help we could. We then worked with Minister Bibeau to make sure she had all of the information needed to provide support in the affected areas.

When potato exports from PEI to the United States were suspended late last year, we responded quickly alongside the Canadian Potato Council and the PEI Potato Board. Our focus was securing adequate financial support for the growers, pushing to re-open exports to the United States and establishing longer term strategies to prevent trade challenges like this from occurring with other crops. In light of all this, I wanted to thank the many people who worked late into the evenings and weekends to help mitigate the impact of this very serious issue.



As I mentioned above, Canadian growers also continued to be severely affected by public health-related restrictions imposed because of the pandemic. Their access to seasonal workers this past year was significantly challenged, which is why we have been lobbying to make to remove unnecessary restrictions for our growers when it came to accessing the temporary foreign workforce. Hence our push for the federal government to recognize agriculture as an essential industry, which afforded certain exemptions when it came to the arrival of seasonal workers.

We also advocated for government to understand the importance of practicality in workers housing standards, and sought the most support possible to cover expenses of workers in isolation. Although there is still a lot of work to be done on this file, we feel the labour situation would have been much worse had we not had a continued presence on this issue.

Beyond these significant challenges, we made sure to stay on top of our regular priorities throughout the past year as well. High on that list is crop protection, and the constant threat our members face with loss of access to these products. They are vital to our integrated pest management programs and essential to allowing growers to continue producing safe and predictable fruits and vegetables for consumers at home and abroad.

We continue to work with our national partners to advocate the federal government for access to safe and modern crop protection products for our growers, and for further investment into these programs to ensure our growers stay competitive with the rest of the world.

This past year, we saw the effects of this our hard work, and can take partial credit for the \$50 million investment in the Pest Management Regulatory Agency (PMRA) and Agriculture and Agri-Food Canada's pest management research. We have long been lobbying for more federal financial support for these agencies.

Another priority area for our team this past year was strengthening our working relationship with key government bodies, specifically the Canadian Food Inspection Agency (CFIA). We heard from many members that multiple regulatory barriers have made it difficult for them to innovate and operate in a competitive manner. As a result, we have been working

with CFIA to develop a more transparent, responsive, and collaborative working relationship between the Agency and industry. While this work remains ongoing, we are hopeful for better dialogue in the months ahead.

Finally, and perhaps most exciting, we are moving ahead with a re-brand of our organization. We are changing our name from the Canadian Horticultural Council to the Fruit and Vegetable Growers of Canada (FVGC), and I am personally very enthusiastic about this development. I truly believe that this change will better represent who we are and who we speak for, and ultimately enhance our lobbying efforts. It will also be nice for our staff to no longer have to field phone calls from people looking for gardening advice!

Although perhaps obvious, I do think that an important part of looking ahead is reflecting on our past, and acknowledging those who were once part of our organization. Historically, CHC represented a broader scope of horticulture, encompassing ornamental producers, floriculture, and other produce representatives as well. Overtime, situations evolved and these groups formed their own associations, allowing us to focus our attention and efforts on fruit and vegetable growers and production related issues. Although they may no longer be members of ours, they are a part of our history, and we often find ourselves collaborating with them on topics of mutual interest.

While this past year was once again challenging for so many of you, I hope you can take comfort in knowing that the Fruit and Vegetable Growers of Canada are working for you. No matter what challenges are thrown at us going forward, we will continue to have your back, and will strive to set the stage to support the ongoing success of Canadian growers.



Jan VanderHout
President



Executive Director Message

“The only constant in life is change.”

It was another fast-paced year for our productive and growing industry. We are still greatly impacted by the ongoing COVID-19 pandemic, as Canadian growers and fresh produce businesses aim to navigate the many challenges and changes that have arisen.

Growers have been continuously forced to rapidly adapt to frequently changing public health requirements by introducing new protocols, regulations and infrastructure to their operations. Over the past year, this was exacerbated by a more unstable and unpredictable workforce, as access to temporary foreign workers was volatile due to entry and travel restrictions. Even for those workers who were able to make it into Canada, increased testing, vaccination, and quarantine protocols added additional stress.

While growers strive to comply with public health requirements to ensure the safety of their workers and communities, the unprecedented financial burden that is associated has been challenging. Exactly two years since the onset of the pandemic,

there remain substantial increases in costs and delays along the supply chain, which threaten the stability and long-term economic viability of the North American fresh produce sector. Unfortunately, it has been, at times, difficult to access meaningful financial support from the government to help offset these costs and ensure businesses survive the unforeseen changes.

Throughout the pandemic, CHC has been monitoring the ways in which the Canadian fruit and vegetable supply chain has been affected by COVID-19-related issues. We have been working throughout with our stakeholders – including members, industry partners, and government representatives – to come up with short- and long-term solutions to the issues and to push relevant parties to help us put these solutions into action.

We partnered with key players in the North American fresh produce industry to call for urgent government action to address significant, ongoing supply chain disruptions impacting our food systems. We have also been engaged with other industry leaders to develop a National Workforce Strategy for

Agriculture, to address labour shortages and worked with the federal government to ensure the ongoing viability and delivery of temporary foreign worker programs.

We also highlighted the uncertainty brought on by the pandemic as a way to enhance our advocacy around the need for a financial protection mechanism for produce sellers in the event of bankruptcy, known by many as a deemed trust. Now more than ever, under the current uncertain conditions, a deemed trust would ensure that employees would receive their due and fresh produce sellers would receive priority in the event of insolvency, of which there have been examples because of the pandemic. Earlier this year, we asked our members to add their own voices to this request, making it easy for them to send their own letters to their respective MPs on this important issue.

While the ongoing impacts of the COVID-19 pandemic are certainly still front-of-mind, CHC has also been busy working to support Canadian growers on other files.

First of all, recognizing that our communications program is one of our most important engagement tools with members and stakeholders, we undertook an audit earlier this year to ensure our messages are shared in the most effective and efficient way possible. We partnered with a new agriculture-focused communications firm to help with this process. Together, we made changes – some big and some small – to the scheduling, format and content of some of our regular publications, such as Member Notes, HortShorts and Fresh Thinking, and introduced the monthly advocacy summary, On Your Behalf.

We also executed a number of communications projects related to specific events, to help amplify our advocacy. For example, we focused a great deal of attention on developing resources for members during last Fall's federal election, to keep them informed on the latest news and developments related to our industry while Canadians went to the polls. We developed several comprehensive documents to guide key decisions makers and Parliamentarians through the most important issues for our growers right now. These formed the basis of our various lobby events throughout the year, and guided our engagement with government.

Another major project for us last year was playing a leading role in promoting and celebrating the International Year of Fruit and Vegetables (IYFV) on behalf of the Canadian fresh fruit and vegetable industry. With 2021 being declared the IYFV by the United Nations, we saw this as a major opportunity for our industry to be acknowledged on an international and national level. This allowed us to highlight just how important our growers and the crops they produce are to the global supply of healthy food. We partnered with a group of national partners to develop messaging and advertising around IYFV and CHC was proud to host the official Canadian IYFV webpage within our website.

In addition to special projects like these, we continue to proudly serve as the voice for Canadian fruit and vegetable growers on all major issues affecting our industry – labour, crop protection, trade, business risk management, among others – and always stand ready to respond to emerging issues affecting our growers.

If these last few years have taught us anything, it's that although the challenges we face remain constant, so too is our organization's commitment to responding to them, supporting our members, and continually adapting our service and output so that we can best serve you. The CHC has long been advocating for changes to be made within the federal government to ensure that our sector can continue to thrive. Now, we are also committed to ensuring we can come out of the pandemic stronger than ever and we will continue to work on your behalf towards this goal.

As we celebrate the centennial anniversary of our organization, I have a renewed confidence in the commitment and resiliency of Canada's fruit and vegetable growers. Time and time again, you have taken challenges head on, and continue to rise above them. I am proud and humbled to work alongside you every day, and am incredibly optimistic for what the next 100 years will bring.

Rebecca Lee
Executive Director



NUMBERS

117

This year, CHC filed 117 communication reports with the Lobby Commissioner. Whenever our staff or members meet with designated public office holders, a corresponding report must be filed highlighting the themes discussed. This was the third highest for national agriculture associations, which speaks to how active we were raising issues on your behalf in Ottawa.

13

CHC issued thirteen consultation submissions to the government in 2021, focusing on areas such as the sector's competitiveness, food labelling policy, rural broadband, border carbon adjustments, and international trade.

3

In 2021, CHC put forward three submissions/testimonies to the House of Commons Standing Committees on carbon pricing policy, and Labour Market Impact Assessments (LMIA's).

12

CHC wrote twelve letters to Federal Ministers and senior government officials over the past year. Areas of focus included Covid-related support for fruit and vegetable growers, safe and timely arrivals of temporary foreign workers, mandatory isolation support, the health and safety of workers, and the regulatory actions taken on Prince Edward Island Potatoes.

8

In 2021, CHC sent eight letters and joint statements to Ministers through collaboration within the agriculture sector on issues such as the impact of COVID-19 on farmers and required action from the government, implementing a financial protection mechanism, addressing challenges industry has had with CFIA, and proposed solutions to ongoing supply chain disruptions.

50+

During this year's annual Farm to Plate joint CHC-CPMA advocacy event, which was held virtually, we met with over 50 Parliamentarians and other key government officials to advocate for the industry's needs and priorities, including crop protection, financial protection, labour, and sustainability.

1,142

People follow CHC on Twitter, many of whom are policy- and decision-makers or industry leaders. Through the support of CHC's new communications team, increasing engagement on social media has been strengthened to help CHC actively engage with the most influential individuals and organizations in the sector and around the country, in real-time.

Business Risk Management



Business risk management (BRM) tools are essential to Canada's agricultural sector. Events of the past year – including ongoing impacts related to the COVID-19 pandemic, drought and wildfires throughout Western Canada, devastating floods and landslides in British Columbia, and detection of potato wart on Prince Edward Island – have really brought to light the critical importance of these tools. Understanding that many of these factors are beyond the control of our growers, CHC has fiercely advocated for a strengthened BRM suite to ensure they are adequately supported.

Challenges of 2021

On top of the regular strain growers have faced in recent years, 2021 proved to be even more challenging. The sector faced a number of unanticipated, and unpredictable obstacles, which left many growers vulnerable and without adequate financial protection.

In August, CHC worked closely with the federal government to provide supports for growers impacted by persistent wildfires and droughts, which impacted multiple regions across Canada throughout the summer. The government did ultimately commit to making \$100 million available to the provinces through the AgriRecovery Framework to help alleviate costs. This was much-needed support at the time, and certainly helped many members weather the storm.

Unfortunately, however, this was not the only extreme weather-related incident our sector had to deal with in 2021. Unprecedented rainfall in British Columbia resulted

in devastating floods and landslides, crippling much of the province's infrastructure and damaging many growers' production for this year and to come. While much of the recovery remains ongoing at the time of publication, CHC has been engaged where possible with our BC members, and has shared information provided to us with the federal government to ensure the necessary BRM support is provided to those impacted.

Another challenge that presented itself in 2021 was the regulatory actions that were taken against potato growers in Prince Edward Island. In addition to calling on the federal government to initiate negotiations to ensure fair trade reciprocity, we have also pushed for immediate financial support to assist in the mitigation of the severe financial losses that will be incurred. While a federal package was provided, it did not address the extent of support required, and we remain committed to continue supporting, however possible.



Enhancements to AgriStability

CHC continued its push for enhanced AgriStability in 2021. There was some hope that substantial improvements would be made following a proposal made by the federal government in November 2020, which sought to remove the Reference Margin Limit (RML) and increase the compensation rate from 70% to 80%. While there were not enough provinces that approved the entire proposal, we celebrated a considerable milestone when the federal, provincial, and territorial Ministers of Agriculture did agree to remove the RML for the 2020 program year and moving forward. While this will help growers of many (but not all) commodities across Canada, we will keep working on building the required national consensus among provinces to get the proposed compensation rate increase across the finish line. Of course, we know the most meaningful improvement for growers will be a return of the trigger level to 85%, and this remains our priority objective, working closely with our national partner associations.



CHC AgriRisk Project

Work continues on our BRM analysis project to explore policy designs that would respond better to the needs of edible horticulture operations. Over the past 12 months, this work – which included an analysis of survey responses from growers across the country – has identified that a margin-based product and/or revenue-based product are two top-up insurance designs of greatest potential from a demand perspective, as well as in terms of filling a gap to improve risk management. The unique consideration of farm diversity in the design addresses some of the negative criticism and reported reasons for declining participation rates for AgriStability.

The next phase of research will focus on comprehensive data collection and analysis to move forward in developing design options and an actuarial rating method for a potential margin and revenue-based top-up product. The work planned includes a series of focus groups with growers and other key stakeholders, and the assessment of design options and selection. This will help bring focus to the most viable design candidate for further development.

LOOKING AHEAD

CHC is committed to working closely on BRM priorities with partner agricultural stakeholders, including how best to leverage our advocacy heading into the Next Policy Framework for Agriculture. CHC looks forward to continue updating members on the AgriRisk project, as we move forward with the next phase throughout 2022.





Crop Protection

Crop protection tools, such as pesticides, biopesticides and beneficial organisms, are essential to the fresh produce industry to ensure crop health and Canada's overall food security. These tools are used to control established diseases, insects, and weeds, as well as invasive pest species that affect the quality and availability of Canadian-grown fruits and vegetables.

The proper use of crop protection tools to achieve good plant health while protecting human health and the environment is critical to achieving market access. The Canadian Horticultural Council (CHC) develops and advances crop protection management policies and programs that support market access and promote the economic viability, sustainability, and competitiveness of Canada's fruit and vegetable growers, while providing safe, healthy food to Canadian consumers.

COVID-19 Impact

- Resources at Health Canada continued to be limited in 2021 due to the COVID-19 pandemic. Consequently, fewer regulatory documents were published than usual.
- Once again, CHC was unable to host or attend field tours, and attended meetings with stakeholders virtually.
- The Pest Management Centre (PMC) priority setting workshop for minor use pesticides was held on-line in 2021, as will be the case in 2022. CHC participates actively in these workshops.

Re-evaluations of Pesticides

The current *Pest Control Products Act (PCPA)*, requires the PMRA to re-evaluate pesticides every 15 years. In 2021, the PMRA published fewer re-evaluation consultations than usual, not only because of the impact of the pandemic, but also because it could not publish during the federal election period due to the caretaker convention. As such, the PMRA fell behind its publication schedule during the year, but started to publish again at year end.

CHC monitored and/or submitted comments regarding the proposed and final re-evaluation decisions for clothianidin, thiamethoxam, lambda-cyhalothrin, pymetrozine, imidacloprid, cyromazine, and the Special Review on neonicotinoids on squash bees in cucurbits.



Current Status: Neonicotinoids

After years of re-evaluations and special reviews, the PMRA published its final decision on the neonicotinoid insecticide imidacloprid in May 2021. Fortunately, many of the remaining uses of imidacloprid were deemed acceptable for continued use. Nevertheless, some uses were cancelled due to environmental risks, and CHC was notably concerned about the loss of in-furrow application on potatoes and soil application for field vegetables. These losses are in addition to the previously announced restrictions to protect pollinators and aquatic invertebrates.

In June 2021, the PMRA published the proposed decision on the special review on squash bees for the three neonicotinoids, imidacloprid, thiamethoxam and clothianidin, and determined that no further mitigation measures were necessary.

The agriculture industry's efforts to provide the PMRA with use and water monitoring data have aided retention of at least some uses of imidacloprid, thiamethoxam and clothianidin. Looking ahead, CHC anticipates the publication in the next year or so of the last three neonicotinoid final decisions on: squash bees, clothianidin, and thiamethoxam. Once published, the uncertainty of the last few years surrounding these active ingredients should finally be ended.

Current Status: Linuron

In August, CHC learned that the herbicide linuron was not expected to be available in Canada in 2022 due to an issue with the technical active. CHC submitted letters to the PMRA and met with them to reaffirm the critical need for this product.

Fortunately, CHC's efforts met with success as this situation was resolved before year end. In late December 2021, the PMRA informed CHC that they had worked with the manufacturer and found a path forward, allowing the distribution of linuron by the manufacturer for this coming season.

Crop Protection Advocacy

Advocating for crop protection products and the modern regulatory changes needed by growers continued to be a high priority for CHC in 2021, although the 2021 federal election put a temporary pause on activities. Crop protection was a 2021 Farm to Plate priority, and the Crop Protection Advisory Group (CPAG) of CHC conducted pre- and post-election advocacy where possible.

In 2021, CHC asked the federal government for action on the following:

- Increase essential funding for the PMRA in aid of its newly-established approach to re-evaluations.
- Provide immediate funding to the PMRA to:
 - obtain more real-world pesticide use information, and
 - administer a national water monitoring program for pesticide residues to provide critical and robust information for risk assessments and trend analysis.
- Grant the PMC a critically-needed and permanent \$5 million budget increase, with appropriate inflationary increases yearly. Such funding would increase research on new uses of crop protection products and pest management strategies, and address the research backlog caused by the COVID-19 pandemic. The PMC has not had a budget increase in more than a decade, resulting in its having only sufficient resources to conduct 22 new research projects in 2022 compared to past targets of 40 per year. The requested permanent budget increase would raise PMC's annual project load to previous levels and would also help address the User Requested Minor Use Label Expansion (URMULE) submission backlog at the PMRA which receives funding for this review work from the PMC.
- CHC had many productive meetings in 2021 with the PMRA and the PMC regarding these matters.

PMRA's Transformation: Data, Transparency and Program Renewal

On August 4, 2021, the federal government announced a \$50 million investment in pest management, with \$42 million going to the PMRA over 3 years, \$7 million to Agriculture and Agri-Food Canada (AAFC), and \$1 million to Environment and Climate Change Canada (ECCC).

CHC has been advocating for many years for the PMRA to receive more funding, and so we are very pleased to see such a significant investment. However, there are several conditions to the minister's funding, such as no increases to maximum residue levels (MRLs) until spring 2022, revisions to the Pest Control Products Act (PCPA), and the establishment of a Scientific Expert Committee in the PMRA.

There are four main objectives or "pillars" to the transformation project announced by the PMRA in 2021:

1. Consulting on specific provisions of the Pest Control Products Act (PCPA):

CHC supports the proposed change to the PCPA that is intended to target re-evaluations based on risk in place of the current every-15-year schedule. CHC will closely-follow any future proposed revisions to the PCPA and comment on them in supporting its members' interests.

2. Strengthen human and environmental health protection:

CHC supports improvements to processes at the PMRA intended to prioritize work based on risk to both human health and the environment.

3. Better inform regulatory decisions by improving access to independent data, including a water monitoring program, the collection of pesticide use information, and the establishment of a Scientific Advisory Committee (SAC):

Having the right information available at the right time will help the PMRA to make much better-informed re-evaluation decisions and reduce the cancellation of much-needed crop

protection active ingredients, or some of their uses, resulting from the use of conservative, worst-case assumptions. CHC is very excited to see these projects advancing and looks forward to consulting with and assisting the PMRA to the extent that resources permit.

Nevertheless, CHC has expressed its concerns to the PMRA that the establishment of the SAC could delay or override the decisions of the PMRA's own experts in pesticide evaluation. CHC will monitor developments.

4. Improving transparency:

CHC supports the PMRA's goal of increasing transparency, especially as it encourages stakeholder consultation and facilitates public trust.



Post Application Exposure

The Post Application Exposure Working Group met twice in 2021. The first planned research project will relate to the exposure of workers to pesticide residues when hand-harvesting apples and is not expected to start until 2023. Protocols are under development, with consulting done on real-world application methodology, to ensure that the study conditions are as realistic as possible.





Virtual Industry and Grower Meetings

CHC attended several online crop protection conferences and workshops in 2021. These included CropLife Canada's Spring Dialogue Days, the MRL Harmonization Workshop organized by the California Specialty Crops Council, the PMC's Minor Use Priority Setting Meetings, IR-4 meetings, all PMRA Stakeholder Update Meetings, Grow Canada, OFVGA's Crop Protection Annual Meeting, Scotia Horticultural Congress, and the Nova Scotia Fruit Growers' Association Annual Convention.

Canadian Plant Health Council

The Canadian Plant Health Council (CPHC) unites plant health partners from industry, academia and government to strengthen Canada's plant health system by setting strategic direction for implementation of the Plant and Animal Health Strategy for Canada.

In 2021, the Council continued to deliver results via working groups established in the three priority areas of surveillance, biosecurity and emergency response. Over the past year, the Council also deliberated on the evolution needed to ensure its long-term sustainability and the success of its working groups, and this work will continue in 2022. CHC is the industry co-chair of the Council and participates in the three working groups.

HIGHLIGHTS OF CPHC ACTIVITIES:

Harmonized approaches for pest monitoring developed

Surveillance Communities of Practice have developed harmonized protocols for cross-commodity monitoring of three pests and confirmed the standardization of disease severity rating scales for clubroot in use across Canada. Opportunities to coordinate surveillance approaches continue to be explored.



Biosecurity Survey for Growers Completed

The pan-Canadian survey recorded 148 responses after circulation through over 100 produce/grower/commodity associations. Analysis of the survey may inform development of a communication strategy to improve awareness and implementation of biosecurity practices at multiple levels.

Common Notification Pathway Drafted

The draft notification pathway details engagement of key partners during a potential or confirmed plant pest detection. Feedback on the pathway will be solicited, and accompanying communication guidelines are under development, as well as a plan designed to improve coordinated action by all plant health partners during an emergency response.

Canadian Council on Invasive Species

The Canadian Council on Invasive Species (CCIS) serves as a national voice and hub to protect Canada from the impacts of invasive species. With members and chapters from all corners of Canada, along with governments and businesses, the CCIS brings people together to build practical solutions to prevent the spread of invasive species. They are governed by a four-chamber board that is made-up of governments, businesses, indigenous groups, organizations and chapters to help guide the CCIS in achieving success. CHC sits on the Board of



LOOKING AHEAD

Through employing targeted advocacy, CHC will continue to call for the PMC's eroding funding to be restored, so that it can sustain its vital work in support of the Canadian crop protection toolbox. CHC will also continue to work closely with the PMRA as it proceeds with its transformation project and participate actively with PMRA's consultations to ensure that its proposed process improvements are effective and science-based, and address growers' needs. As noted, the PMRA has received a large funding increase for the next three years, but CHC will need to lobby for this increase to be made permanent.

CHC will continue to monitor and respond to the PMRA's re-evaluations. Grower feedback, in the form of anecdotes, comments, concerns, or survey responses remain vital to this process, and CHC was pleased to have achieved successes in some of the final regulatory decisions published by the PMRA in 2021.

Looking ahead, CHC must continue to work closely with all stakeholders and clearly communicate unified messages that will be heard and acted upon by the Canadian government, and that will promote trust in science.



Directors of the Council. CCIS grew its Chapter Network to 11 Chapters across Canada in 2021. A Chapter is that province's/territory's invasive species council. The Chapter Network works collaboratively on invasive species initiatives for Canada and in 2021, our Chapters sat on various working groups to jointly develop new programs, including Don't Let It Loose. CCIS also successfully held the North American Invasive Species Forum in May 2021, with almost 200 participants and over 30 speakers. Plans for 2022 include three National Conferences focused on key topics such as climate change, building more partnerships with industry and growing the CCIS team.



CPHC Progress report info Re-evaluation's chart

Ongoing PMRA Proposed Re-evaluation Decisions Impacting Horticulture (updated: February 11, 2022) (Forecast to: December 2023)

FUNGICIDES

Active Ingredient	Tebuconazole Group 3	Difenoconazole Group 3	Zoxamide Group 22	Bacillus subtilis cluster Group BM02
Trade Name	FOLICUR Fungicide	INSPIRE Fungicide	ZOXIUM Fungicide	SERENADE, TAEGRO, Biofungicide
Consultation Status	Public consultation (cyclical): July 23, 2021	Public Consultation (cyclical): PRVD2021-06 May 28, 2021	Public consultation (cyclical): Jan 2022	Public Consultation (cyclical): Apr – June 2022
Re-evaluation Category	1	2	1	3
Proposed Decision Impacting Horticulture	Acceptable for continued use with mitigation measures	Acceptable for continued use with mitigation measures		
Horticultural Food Uses Proposed to be Impacted	Asparagus	Brassica vegetables, bulb vegetables, cucurbits, fruiting vegetables, potatoes, Chinese artichoke, Jerusalem artichoke, edible canna, sweet potato, pome fruit, grapes	Potatoes, grapes, onion (bulb)	Asparagus, Crop Group 13 (bushberries & caneberries), Group 13-07 (berry and small fruit), highbush & lowbush blueberry, Group 5 (cole veg), Group 6 (legume veg), Group 3 (bulb veg), Group 1 (root tuber veg), potato, sugar & garden beets, Group 9 (cucurbits), Group 8 (fruiting veg), tomato, pepper, grapes, Group 4 (leafy veg), lettuce, spinach, celery, Group 11 (pome fruit), apples, Group 12 (stone fruit), radish, turnip, rutabaga, strawberry, Group 19 (herbs & spices)

FUNGICIDES - *continued*

Active Ingredient	Azoxystrobin Group 11	Chlorothalonil Group M5	Picoxystrobin Group 11	Fenbuconazole Group 3	Triticonazole Group 3
Trade Name	QUADRIS Fungicide	DACONIL, BRAVO, ECHO, CHLOROTHALONIL, EQUUS	ACAPELA, CEREFIT A Fungicide	INDAR Fungicide	CHARTER HL Fungicide
Consultation Status	Public consultation (cyclical): July – Sept 2022	Public Consultation (Special Review): PSRD2022-01 Feb 11, 2022	Public Consultation (Special Review): Oct – Dec 2022	Public consultation (cyclical): Jan-Mar 2023	Public consultation (cyclical): Mar 30, 2021
Re-evaluation Category	1			1	1
Proposed Decision Impacting Horticulture		PMRA proposing cancellation of all uses except on greenhouse ornamentals due to health and environmental risks			
Horticultural Food Uses Proposed to be Impacted	Succulent shelled pea and bean, potatoes, field tomatoes, sweet corn, ginseng, asparagus, spinach, carrots, daikon, rutabaga, turnip, garden beet, radish, ground cherries, cabbage, cranberries, celery, strawberries, blueberries, sweet potatoes, cucurbit vegetables, GH and outdoor ornamentals	Carrot, parsnip, potato, onions (dry bulb & green bunching), cole crops (broccoli, Brussels sprouts, cauliflower, cabbage), tomatoes (processing), asparagus, highbush blueberries, cherry (sweet & sour), sweet corn, peach, nectarine, cranberry, outdoor ornamentals	Edible podded legumes, succulent legumes, potatoes, onions, peanuts	Stone fruit, blueberry (highbush)	Sweet corn seed trt

INSECTICIDES

Active Ingredient	Pyrethrins GROUP 3	Clothianidin (Squash bees) GROUP 4A	Thiamethoxam (Squash bees) GROUP 4A	Imidacloprid (Squash bees) GROUP 4A
Trade Name	SAFER'S, BUG-X Insecticide	CLUTCH Insecticide	CRUISER, ACTARA Insecticide	ADMIRE Insecticide
Consultation Status	Public Consultation (reg before 1995): PRVD2020-08 March 2021 Final Decision: Oct 2022	Public Consultation (Special Review): PSRD2021-02 June 2021	Public Consultation (Special Review): PSRD2021-02 June 2021	Public Consultation (Special Review): PSRD2021-02 June 2021
Re-evaluation Category				
Proposed Decision Impacting Horticulture	Approved uses limited to the crops and uses on Commercial Class labels: GH peppers, blueberry, grape, raspberry, herbs, spices, pears, pinto, snap & wax beans, tomato. Domestic label uses revoked.	Acceptable for continued use	Acceptable for continued use	Acceptable for continued use
Horticultural Food Uses Proposed to be Impacted	Asparagus, blueberry, beans, broccoli, cabbage, Brussels sprouts, cauliflower, celery, cucumber, eggplant, grape, kale, lettuce, mustard greens, spinach, GH Peppers, potatoes, radish, raspberry, tomatoes, turnips	Potato (Nipsit seed piece treatment), sweet potato, pome fruit, grape, strawberry, cucurbit vegetables, stone fruit	Sweet corn, beans, peas, cucurbit vegetables, potatoes, leafy vegetables (Group 4), brassica vegetables (Group 5), fruiting vegetables (Group 8-09), apples, crabapples, pear, oriental pear, root vegetables, cane berries, bushberries, cherries, low growing berries, field pepper, GH peppers	Potatoes, Root Veg (1-B), Tuberos and Corm Veg (1-D), sweet potato, Leaves of Root and Tuber Veg (2), Leafy Greens (4-A), Leafy Petioles (4-B), Brassica Leafy Veg (5), Legume Veg (6), Fruiting Veg (8), Cucurbit Veg (9), Pome Fruit (11), Stone Fruit (12), Berry –Small Fruit (13-A,B,F,G), cranberry, Herbs (19-A), globe artichoke seed trt in-furrow, GH (drench and irrigation): tomato, cucumber, pepper, eggplant, lettuce, Brassica (5A)

INSECTICIDES - continued

Active Ingredient	Abamectin GROUP 6	Acetamiprid GROUP 4A	Clothianidin (general) GROUP 4A	Thiamethoxam (general) GROUP 4A	Pheromones cluster
Trade Name	AVID, AGRI-MEK Insecticide/ Miticide	ASSAIL Insecticide	CLUTCH Insecticide	CRUISER, ACTARA Insecticide	VARIOUS Insecticide
Consultation Status	Public Consultation (cyclical): Feb 2022	Public Consultation (cyclical): Jan-Mar 2023	Public Consultation: Apr - June 2023	Public Consultation: Apr – June 2023	Public Consultation: May 2021
Re-evaluation Category	1	1		1	3
Proposed Decision Impacting Horticulture					Uses of the following products on various hort crops: 1-Dodecanol, 1-Tetradecanol, Codlure, (E,Z)-9-dodecenyl acetate, (E,Z)-11-tetradecenal, (Z)-9-dodecenyl acetate, (Z)-9-tetradecen-1-yl acetate, (E,Z)-3,13-Octadecadien-1-yl acetate, (Z)-11-tetradecenal, (Z)-11-tetradecen-1-ol, (Z)-11-tetradecenyl acetate
Horticultural Food Uses Proposed to be Impacted	GH tomatoes, GH peppers, GH cucumbers, apples, pears, caneberries (Subgroup 13-07A), strawberries, celery, potatoes, grapes, bulb onions (Subgroup 3-07A), green onion (Subgroup 3-07B)	Leafy vegetables, Cole crops (Group 5), field tomato, pome fruit, potato, Leafy Vegetables (Group 4), ground cherry, field peppers, stone fruit, strawberries, blueberries (lowbush and highbush), Bushberries (Group 13-07B), grapes, sweet corn, rutabaga, Succulent shelled pea and bean (Subgroup 6B), edible podded pea, asparagus, Caneberries (13-07A)	Potato (Nipsit seed piece treatment), sweet potato, pome fruit, grape, strawberry, cucurbit vegetables, stone fruit	Sweet corn, beans, peas, cucurbit vegetables, potatoes, Leafy Vegetables (Group 4), Brassica Vegetables (Group 5), Fruiting Vegetables (Group 8-09), apples, crabapples, pear, oriental pear, root vegetables, cane berries, bushberries, cherries, low growing berries, field pepper, GH peppers	apples, peaches, nectarines, cherries, prunes, plums, apricots, pears, hawthorne, pome fruits, stone fruits, highbush blueberry, woody ornamental nursery crops,

HERBICIDES

Active Ingredient	Quizalofop-p-ethyl GROUP 1	S-metolachlor & R-enantiomer GROUP 15	Atrazine GROUP 5	Fatty Acid Cluster	Glufosinate ammonium Group 10	Quizalofop-p-ethyl GROUP 1
Trade Name	ASSURE II, YUMA Herbicide	DUAL MAGNUM Herbicide	AATREX LIQUID 480	AXXE Herbicide	IGNITE, LIBERTY Herbicide	LEOPARD Herbicide
Consultation Status	April – June 2022	Public consultation (cyclical): March 2022	Public consultation (Special Review): March 2022	Public consultation (cyclical): Apr-June 2022	Public consultation (cyclical): Oct-Dec 2023	Public consultation (cyclical): Apr-Jun 2022
Re-evaluation Category	1	1		3	1	1
Proposed Decision Impacting Horticulture						
Horticultural Food Uses Proposed to be Impacted	Peas, snap beans, Saskatoon berries, rutabagas, cucurbit vegetables	Potatoes, beets (sugar & red), transplanted tomatoes, rutabagas, carrots, peas (processing), fruit trees, strawberries, broccoli, cabbage, cauliflower, mustard greens, highbush blueberries, field peppers, asparagus, cantaloupe, field cucumber, Asian radish, celery, cucurbits, eggplant, parsnips, sweet potatoes, sweet corn, snap common beans, potatoes, red beets, apple, apricot, sweet & sour cherry, peach, pear, plum, outdoor ornamentals, pumpkin, winter squash, cucurbit veg, caneberries	Sweet corn	Food crops, greenhouses	Raspberry, apples, apricots, cherries, (sweet and sour), blueberries grapes, nectarines, pears, plums, peaches, strawberries, asparagus, carrots, lettuce, onions, potatoes	Processing peas, snap beans, rutabaga, cucurbits

OTHER TYPES OF PRODUCTS

Active Ingredient	Kaolin	Dried Blood Animal Repellent	Ancymidol	1-Methyl-cyclopropene (1-MCP)	Chondrostereum purpureum (Strain: PFC2139)	Methyl Bromide
Trade Name	SURROUND Crop Protectant	PLANTSKYDD Deer Repellent	A-REST PGR	SMARTFRESH, ETHYLBLOC, RIPELOCK, EASYFRESH, HARVISTA, FYSIUM PGR	CHONTROL, LALICIDE CHONDRO PGR	TERR-O-GAS Fumigant
Consultation Status	Public Consultation (Cyclical): PRVD2021-12 Nov 2021	Public Consultation (cyclical): PRVD2021-11 Dec 2021	Public Consultation (cyclical): PRVD2021-10 Sept 2021	Public Consultation (cyclical): Feb 2022	Public Consultation (cyclical): Jan 2022	Public Consultation (Special Review & Cyclical): Jul – Sept 2022
Re-evaluation Category	3	3		3		1
Proposed Decision Impacting Horticulture						
Horticultural Food Uses Proposed to be Impacted	Pome fruit, stone fruit, grapes, cucurbits, potatoes, carrots, leafy vegetables (excl. Brassicas), raspberries, strawberries, onions, shallots	Outdoor ornamentals	Flowers	apples, pears, tomatoes, ornamental plants	Sprout inhibition in choke cherry and buckthorn	Tomatoes, ornamentals

**Category 1 re-evaluations have the longest projected timeframes and typically require the submission of information prior to proceeding with updating the risk assessments. Evaluations could include, but are not limited to, review of the new studies and the application of revised toxicology endpoints in exposure assessments. In some cases, an active ingredient with a large number of uses, emerging science issues, and/ or extensive monitoring data can contribute to the increased level of effort and longer review timelines required to complete a proposed decision document.*

Category 2 re-evaluations typically do not require additional information to be submitted to the PMRA, yet they may include a detailed evaluation of some areas, such as updating a risk assessment using current assumptions or including additional new information in drinking water estimates.

Category 3 re-evaluations are those in which all components may be adequately addressed by previous reviews and a detailed new evaluation is not warranted; however, the outcome of a Category 3 re-evaluation could still require that product labels be updated to meet current labelling requirements.



Energy, Environment and Climate Change

In order to keep pace with the priorities of government, CHC has put considerable emphasis on our work to develop and influence policies around energy and fuel, greenhouse gas emissions, water, and climate change. If one thing has become apparent through our advocacy over the past year, it is that the environment remains a top priority for the federal government, and industry needs to be an active participant in the ongoing dialogue.

Our Energy, Environment and Climate Change Working Group helps steer these conversations, so that growers remain front-and-centre when it comes to climate action. Not only does this ensure competitiveness and growth in the sector, but that growers receive recognition for the longstanding actions they have taken as stewards of the land.

Collaboration with the Agriculture Carbon Alliance

A lot of this work came in collaboration with the newly formed Agriculture Carbon Alliance (ACA), of which CHC is a founding member. The ACA brings together over 15 national farm organizations representing major agricultural commodities to work collaboratively on issues related to the energy file. Main policy priorities for the group have included on-farm profitability, safeguarding global and domestic competitiveness, and ensuring federal environmental programs acknowledge the important role farmers have to play.

Through the ACA, CHC has engaged in many meetings and conversations with key decision makers in government, and have issued joint statements on priority issues. Most notably, this included roundtable discussions with Minister Bibeau and Minister Wilkinson, as well as a number of additional meetings with senior staff to other members of Cabinet.





Developing Canada's National Index on Agri-Food Performance

One of our bigger undertakings of the year has been working collaboratively with an ever-growing number of stakeholders across the country in developing Canada's first National Index on Agri-Food Performance. At time of publication, 80 agriculture and agri-food related organisations had joined the effort. The Index is based on globally acceptable metrics relevant to Canada's agri-food context, and have become necessary because of the increased domestic and global demand for progress toward environmental and other societal outcomes. The partners involved in this initiative are taking a leadership role in developing a robust sustainability framework that presents a credible view of performance for Canada's food customers, investors, regulators and consumers.

The National Index will allow the Canadian agri-food sector to present internationally accepted credentials to grow and protect market share, project a stronger presence on the international stage, and build greater trust in the domestic marketplace. This work has been built out through the development of various sub-indicators and metrics across the pillars of environment, health and food safety, societal well-being, and economics. CHC remains a steering partner of the initiative and has participated in various working groups.

Providing Relief for Farming Fuels

Another initiative CHC worked on throughout the year was on legislation that sought to extend the definition of farming fuels eligible for financial relief, to ensure it covered primary producers more generally. In collaboration with industry partners, CHC supported Bill C-206, An Act to Amend the Greenhouse Gas Pollution Pricing Act, which would have extended the exemption for qualifying farming fuel to marketable natural gas and propane, and so included the full suite of fuels used by farmers in modern Canadian primary agriculture.

In addition to expressing written support for the Bill, CHC also appeared at the House of Commons Standing Committee on Agriculture and Agri-Food to speak to its benefits. We reiterated the importance of heating and cooling for the primary production of perishable products, such as fruit and vegetables. Having access to these facilities immediately post-harvest, and during storage, handling, or packaging, is essential to reduce food loss and ensure a stable supply throughout the value chain.

While we were happy that Bill C-206 passed through the House of Commons with multi-partisan support, it died in the Senate when the fall federal election was called. There have been more recent conversations about re-visiting a similar policy

proposal, and CHC is pursuing potential avenues to do so with industry and elected officials.

Environment and Climate Change Canada Consultation on Greenhouse Gas Offset System Regulations

CHC submitted comments to Environment and Climate Change Canada's consultation on the proposed Federal Greenhouse Gas Offset System Regulations. We expressed clearly that Canada's GHG offset system needs to provide meaningful recognition of agricultural activities that reduce carbon and should be user-friendly, easy to apply for, and comprehensive. The ability of the offset system to effectively leverage real and quantifiable GHG reductions also needs to ensure farmers, as land and infrastructure owners, understand the opportunity and have access to the financial incentives that offset credit projects can provide.

Our overarching recommendation was for Environment and Climate Change Canada and Agriculture and Agri-Food Canada to work closely with industry stakeholders to ensure that economic stimulus and resources are provided that allows for national and provincial farm organizations and individual farmers to contribute to the protocol and project development and/or management so that on-farm stewardship activities are both recognized and incentivized. CHC supports a national system of issuing carbon offset credits that includes farming activities that represent real, quantified, verified and unique GHG emissions reductions or removal enhancements.

LOOKING AHEAD

The federal government has made it clear that the environment and action on climate change will remain a top policy priority moving forward. We saw this throughout the recent federal election campaign, and it was reiterated throughout all Ministerial mandate letters. We are anticipating numerous legislative priorities related to the environment, and will continue to ramp up our advocacy on the file as the government continues to move ahead with its green recovery from the COVID-19 pandemic.





Industry Standards and Food Safety

CHC works closely with agricultural stakeholders and government officials on issues impacting industry standards, food safety, and plant health. This is to ensure our growers are properly equipped and have the resources needed to provide consumers with healthy and fresh produce of the highest quality.

Strengthening Working Relationship with CFIA

One of our biggest objectives throughout the year was working with CFIA to foster a more transparent, responsive, and collaborative working relationship between the Agency and industry. We heard from a number of members that multiple regulatory barriers made it difficult for them to innovate and operate in a competitive manner.

Through multiple conversations with CFIA leadership and with the Ministers of Agriculture and Health, the Fresh Produce Alliance (CHC, the Canadian Produce Marketing Association, and the Dispute Resolution Corporation), we were able to successfully raise a number of issues that were posing considerable challenges to our members.

Among the main priorities were addressed were:

- Food labelling requirements under the Safe Food for Canadian Regulations
- National soil sampling survey for potatoes
- Test market authorizations (TMAs)
- Onion inspections and trade with the United States
- Import controls for romaine lettuce

CHC and industry partners were consistent in raising these concerns, emphasising that CFIA's implementation of regulations have been too rigid and impractical.



Safe Foods for Canadians Regulations (SFCR) Labelling Requirements for Fresh Fruits and Vegetables

Agreement on practical alternatives to ongoing challenges regarding SFCR labelling requirements for single, whole fresh fruits and vegetables that are overwrapped in protective wrappers or protective bags has yet to be achieved. We understand how frustrating the situation surrounding the regulations have been on our impacted members, and have worked proactively with government to find solutions. This includes multiple meetings with CFIA leadership and program staff, as well with the Ministers of Agriculture and Health.

Throughout these conversations, we have remained steadfast in asking for clear confirmation of the low-priority enforcement, which we did receive in writing in late 2021. This was an important win for the sector, and we continue to push the need for this being shared along the supply chain, to ensure the inspectorate and retailers are fully aware as well.

International Federation of Produce Standards

The International Federation for Produce Standards (IFPS) brings together 10 national produce organizations from around the world to ensure supply chain efficiency and consistency of international standards among the fresh produce industry. As a co-chair of the IFPS, CHC's Executive Director was invited to participate in the preparatory meetings leading up to the United Nations Food Systems Summit as well as the Summit itself, held in September 2021.

The event brought together leaders from around the world to discuss thousands of game-changing ideas and projects for the agricultural and agri-food sector, including in the areas of nature-based solutions of production, advancing equitable livelihoods, and building resilience within food production and distribution. At the time of the Summit, 148 UN Member States had joined onto the programme, with a commitment to help address these initiatives moving forward. The Private Sector Guiding Group (PSGG) recently shared a business declaration, of which CHC was a co-signatory.

Working on GFSI Certification Issues for Fresh Fruits and Vegetables

Through the IFPS, CHC worked alongside national and global partners to seek representation of primary producers at the Global Food Safety Initiative (GFSI) Steering Committee and Stakeholder Advisory Forum. We understand how impactful decisions made by GFSI are for our growers, which is why it is so important that their views are included around the table.

While inclusion of the primary production perspective at the GFSI table is elusive, we have also been engaging with Canadian retailers directly, with the support of the Canadian Produce Marketing Association (CPMA), with the hope of finding common ground to minimize the impact of GFSI requirements. The perishable nature of our sector makes us unique, and we believe that the food safety protocols that need to be followed should be reflective of that. We were pleased that, in response, CanadaGAP will be introducing two new non-GFSI-recognized certification options.

LOOKING AHEAD

CHC will continue to work closely with industry partners in Canada and around the world to ensure issues around standards and food safety are practical and do not impede the industry's competitiveness. A significant component of this work will be to continue strengthening communication with CFIA to minimize the regulatory burden many members continue to experience.

As follow-up to the UN FSS, the IFPS is planning an international sustainability conference in the fall, to continue facilitating global dialogue on sustainable agriculture. Details surrounding this event will be shared as they become available.

In support of sector innovation and in collaboration with CanagPlus, CHC has submitted a proposal, CanadaGAP Food Safety Program Greenhouse scope expansion, to AAFC's AgriAssurance program. The project seeks to expand the scope of CanadaGAP Food Safety Programs to include products such as root crops that are not traditionally grown in greenhouse.






Labour

Labour is an absolutely critical issue for fruit and vegetable growers, and the challenges brought on by the COVID-19 pandemic underlined how important it truly is. We understand that maintaining access to labour has been a significant stressor for growers across the country, and we have endeavoured to do everything within our capacity to make things as easy as possible. This has largely been possible because of the leadership of CHC's Labour Working Group, the ongoing support of allied stakeholders such as F.A.R.M.S., FERME, and WALI, as well as collaboration with the federal government.

Ongoing Impact of the COVID-19 Pandemic

The second calendar year of the pandemic, 2021 brought many continued, and new challenges for growers when it came to maintaining access to a stable supply of labour. Much like in 2020, incoming workers were required to undergo a mandatory quarantine while receiving pay and employer-provided housing. These challenges were further complicated by a confusing, and at times changing testing regimen. Protocols varied among provinces, and the service providers procured by the federal government were unable to handle the quantity of TFW testing needed. This resulted in considerable backlogs, and workers stuck in quarantine much longer than the intended isolation period.

Adding to the frustrations were the sunseting of the Mandatory Isolation Support for TFWs over the summer despite the requirements for worker isolation remaining in place. The program was one that CHC had successfully lobbied for back in 2020, and provided financial support for employers to help cover for workers in isolation and costs associated with the 3-day hotel quarantine. We lobbied hard for the government to reconsider this decision, but were unsuccessful in obtaining an extension of the program.



What further complicated the situation was the fact that those who did apply for the program prior to its discontinuation experienced considerable delays in processing, which resulted in growers accruing tens of thousands of dollars of funds for reimbursement. CHC has remained engaged with program staff at Agriculture and Agri-Food Canada (AAFC) to help escalate cases of non-payment, and will continue pushing the government to get these cheques out the door as quickly as possible.

Consultation on Proposed Mandatory Requirements for Employer-Provided Accommodations

This past year, Employment and Social Development Canada (ESDC) concluded the first round of consultations for its policy on Temporary Foreign Worker housing. CHC was an active participant in this process, including organizing a stakeholder roundtable in early 2021 with the Minister alongside the Canadian Federation of Agriculture (CFA) and the Canadian Agricultural Human Resource Council (CAHRC), both very strong partners for CHC on the labour file. The main priorities raised during this meeting were that program solutions must be achievable for employers, regulations must be outcomes-based and not overly prescriptive, that timing and expenses be taken into consideration during implementation, and that industry engagement early and throughout the process was key.

We were happy to see that some of our concerns were highlighted in the recent What We Heard report issued by the department. Specifically, there was an acknowledgment that the government must address the financial implications new requirements would have on farmers. While there has been no detail shared on what cost mitigation programs may be available, we will be monitoring any updates.

Another encouraging conclusion coming out of the report was the need to improve the inspection regime. We have long been hearing from members that integrity audits have become unnecessarily burdensome and ESDC has acknowledged the need to better coordinate these over multiple jurisdictions.

Proposed Amendments to the Immigration and Refugee Protection Regulations

CHC submitted comments to Immigration, Refugees and Citizenship Canada (IRCC) and ESDC related to a consultation on proposed regulatory changes, with impacts to the TFW Program. In collaboration with its Labour Working Group, CHC reiterated the importance of the program to fruit and vegetable growers, and their commitment to strengthening the protection of workers who enter Canada. To achieve this, we encouraged both ESDC and IRCC to develop guidance policy that better outlines how the proposed regulations were to meet their intended objectives, and be operationalized.

Furthermore, CHC also stressed the importance of maintaining program integrity through the new regulations, specifically when information is gathered from employers. This involves adequately communicating what is needed of employer, and the expected timelines associated with how information is to be shared. With greater transparency in the program, employers will be enabled to remain compliant with all that is required of them.

Given how critical labour is for the horticultural sector, pandemic or not, the labour file remains a priority for CHC. We will continue to bring together the multiple government departments that are involved in these critical programs and ensure they are working together to deliver the best possible service and minimize disruptions. This will include monitoring updates and potential changes coming out of the recent Auditor General's Report on the Health and Safety of Agricultural Temporary Foreign Workers in Canada During the COVID-19 Pandemic.

We are also looking forward to some initiatives that are expected to get underway this year. Firstly, the creation of a Recognized Employer Program system for Canadian employers hiring temporary foreign workers. This has long been a long-standing request of CHC, and we were pleased to see it included in the Minister's Mandate Letter as a priority policy and being mentioned regularly by MPs.

The second is the government's commitment to creating a sector-specific Agricultural Labour Strategy to address persistent and chronic labour shortages in farming and food processing. An initiative such as this is long overdue, and will help better position the sector to access domestic workers in the years to come. We are looking forward to working with government and project leaders from industry to ensure the input of CHC members are heard, and the strategy is workable for fruit and vegetable growers.





Trade and Marketing

In order to make sure that Canadian fruit and vegetable growers remain competitive and profitable, CHC places a great deal of emphasis on supporting trade and market access. This involves advocating for the elimination of tariffs and non-tariff barriers to trade that negatively impact our industry, and to ensure fair business practices are met. In 2021, this largely centred on the Grocer Code of Conduct initiative for Canada, ensuring grower voices were included around the table and the priorities we have heard from members are taken into consideration.

Grocer Code of Conduct Initiative for Canada

Following the appointment of the Federal Minister of Agriculture and the Quebec Minister of Agriculture, Fisheries and Food as the co-leads, a study was undertaken to clarify the impact of retail fees and to propose potential solutions that benefit the entire food supply chain. To ensure that the impacts borne by growers were taken into consideration, CHC collected information from our members with regards their concern of current retail practices. Working with like-minded colleagues at the Canadian Federation of Agriculture (CFA) and the Union des producteurs agricoles (UPA), we sent in a joint list of primary producer complaints.

While the issues described undoubtedly went beyond what a code would include, the document did bring home the extent of the problems at the grower level, which until then had been unclear to government. The government leads took our input as well as suggestions and recommendations from multiple stakeholders in the supply chain. Over the summer, the FPT co-leads issued a statement recommending industry to continue constructive dialogue in developing a concrete proposal for the Canadian context that would improve fair dealing in retail relationships with their suppliers.



Since then, CHC's Executive Director was named as spokesperson for the sector to maintain communications at the national association level, an ad hoc support group comprised of CHC members was established, and we have been participating actively as Steering Committee member in the development of a national Grocer Code of Conduct.

On December 17, 2021, the Steering Committee submitted a first report to the Federal, Provincial, and Territorial Ministers of Agriculture. The report highlighted progress made on Terms of Reference and key milestones. Four workstreams were identified that were needed in order to put together a comprehensive and workable Code for industry: the scope of products and entities covered, overarching business principles, enforcement mechanisms, and dispute resolution.

As the negotiations progress, broader stakeholder engagement will also be undertaken to validate what is included, and CHC will provide input and ensure the grower voice is very much included around the table. The Steering Committee meets weekly, and has committed to developing a proposal for validation by March 2022.

Financial Protection for Produce Farmers and Sellers

Given the uncertainty caused by the COVID-19 pandemic, pushing hard for a financial protection mechanism for fresh produce growers and sellers through the establishment of a deemed trust was once again a top priority for CHC. The policy was highlighted in the submissions we made ahead of the 2021 federal Budget, and was an area of focus for our joint CHC-CPMA spring Farm to Plate lobby event. During those meetings, we received strong support from members of all political parties, and identified key allies to help push the policy forward.

More recently, we have had promising conversations with staff to the Minister of Agriculture, and the Minister of Industry, Science, and Innovation. This was also a focal ask made during our federal election advocacy during the summer campaign, and made it into all but one federal party platforms. More recently, we have been engaged with several Members of Parliament regarding the possibility of tabling the establishment of a deemed trust as a Private Member's Bill, and are hopeful for the possibilities through that avenue.



Addressing Ongoing Supply Chain Issues

A more recent focus of CHC's advocacy work has been on addressing the ongoing supply chain disruptions, which have added considerable strain to the fresh fruit and vegetable sector. Specifically, we have highlighted:

- Labour shortages exacerbated along the fresh produce supply chain
- Shipping issues, with the cost of containers increasing exponentially
- Dramatic increase of input costs, including crop protection products, fertilizer, and packaging supplies

In addition, CHC and other members of the North American fresh produce industry released a joint statement highlighting the need for government action to address ongoing disruptions, as well as a series of proposed solutions to help mitigate the impacts. We highlighted these issues with key Members of Parliament as the main theme our CHC-CPMA Post-Election Meet & Greet series, which replaced the usual Fall Harvest lobby event. Moving forward, we will continue raising these concerns with government, and collaborating on solutions to help manage the stress being faced by our members.

U.S. Trade Investigations

The Office of the U.S. Trade Representative (USTR), the U.S. Department of Agriculture (USDA), and the U.S. Department of Commerce (DOC) announced a Seasonal Produce Plan on September 1, 2020. This was to address the alleged threat to American producers posed by increased foreign imports of seasonal and perishable fruits and vegetables including blueberries, strawberries and fresh bell pepper imports, as well as the potential establishment of new marketing orders, a potential new check-off program and, more thorough enforcement of Country-of-Origin Labelling for fresh fruits and vegetables.

Canadian industry provided the requested information, with CHC support where possible. While the testimonies and written submissions during the Seasonal Produce Plan process primarily focused on Mexico's trade practices, these actions have serious implications for Canadian exporters of seasonal and perishable products. Global safeguard investigations target imports from all sources, regardless of the country of origin.

As a result of the investigation, the United States International Trade Commission (USITC) issued a report that found the domestic blueberry industry was not seriously injured (or threatened with serious injury) because of imported products. For strawberries and fresh bell peppers, a "monitoring phase" remains, which allows the Commission to potentially transition into an expedited safeguard investigation.



LOOKING AHEAD

We are anticipating the trade and marketing file to be a busy one in the coming year. With the high number of emerging priority issues, there are increasing needs for additional advocacy. Especially as the ongoing supply chain disruptions impact the sector, we are committed to working with government to help alleviate these challenges as much as possible. CHC will remain steadfast in its advocacy towards the establishment of a financial protection mechanism for produce growers, and are hopeful that the productive conversations we have

had over the previous months will lead to real progress on the issue. We are monitoring ongoing trade negotiations with the United Kingdom, Indonesia, and India, and are aware of how important expanding market access is for Canadian growers. Throughout public consultations, we encourage the federal government to ensure free trade agreements create the foundation for mutually recognizing food safety and sanitary and phytosanitary (SPS) requirements.





Sector Support

AAFC Sector Engagement Tables

Following the launch in December 2020 of the Sector Engagement Tables (SET), which replaced the Value Chain Round Table model, Agriculture and Agri-Food Canada (AAFC) began bringing together government and industry representatives to focus on systemic, cross-cutting issues that affect the sector as a whole. This led to the creation of four thematic tables focussing on agile regulations, sustainability, consumer demand and market trends, and skills development.

While the Sector Advancement Tables, including Horticulture, are paused, CHC has been participating in three of the thematic round tables, described as follows.

Agile Regulations Table (ART)

The mandate of ART is to address sector-wide, horizontal regulatory issues impacting agriculture and agri-food. In August 2021, after a lengthy prioritization exercise, ART established two working groups. The first, on regulatory experimentation, aims to reduce uncertainty through the generation of evidence that can be used to support regulatory decision making. The second, in which CHC participated, was to review the regulatory flexibilities introduced during the COVID-19 pandemic for their usefulness to the agri-food sector, and potential of applying them more permanently into future regulatory design. The ART will be looking at the projects proposed by these WGs to select which to tackle over the coming year.

Sustainability Table

The mandate of this table is still being finalised but includes supporting the resilience of the Canadian agriculture and agri-food sector over the long term by ensuring a forum for ongoing and deliberative dialogue between industry, governments and other stakeholders. It also involves exploring how to demonstrate environmental performance, especially considering on-going industry efforts, and identifying the tools needed to increase resilience.

AAFC's Skills Development Table

Beginning in late 2021, Agriculture and Agri-Food Canada (AAFC) began facilitating a roundtable of industry stakeholders to gain a shared understanding as to skills requirements in relation to chronic job vacancies as well as priorities for future skills, including building on advancements in technology. The members of the Table represent primary agriculture, food and beverage processing, as well as input and service providers. Meetings to date have fostered productive conversations, and brainstorming sessions for how government and industry can partner on this important issue. Moving forward, an emphasis will be placed on innovative training and retention strategies, as well as better engaging new entrants to the sector.



CHC Apple Working Group Update

The Apple Working Group (AWG) met virtually twice in 2021, and organized conference calls to discuss emerging issues as needed. The working session included discussions on market situations and trends, crop estimate, crop protection, export priorities and research projects. In terms of regional trends of the 2021 apple crop, members provided the following updates:

- Quebec – Growers experienced an early and warm spring, though experienced two cold spells that impacted certain areas. The summer was milder than usual, and growers experienced very wet conditions which increased the size of fruit.
- Nova Scotia – Experienced an early spring but overall good growing conditions with timely rains.
- Ontario – Growing season was a mix of very dry March to May, hot June and wet July. Overall quality and size of apples were good, and the demand for local products continues to be very strong and steady both at retail and direct to consumers.
- British Columbia – BC growers experienced drought and extreme heat which impacted the trees and fruit as did smoke from wildfires. Labour shortages were prevalent in BC, specifically with the domestic Canadian workforce.

CHC Field Vegetable Working Group Update

The Field Vegetable Working Group met throughout the year to discuss issues impacting growers. During these conversations, main priorities included the United States International Trade Commission (USITC) fact-finding investigations for peppers, cucumbers, and squash; crop protection issues, specifically alternatives to chlorpyrifos and availability of linuron; ongoing challenges related to the availability of temporary foreign workers on field vegetable farms; and finally, the removal of grade inspections for onions exported to the United States.



Moving forward into the year ahead, working group members will collaborate on priority issues for the sector. This includes prioritising projects for the Research Cluster 4, identifying alternatives to crop protection products being phased out, and better collaborating with other working groups on issues involving field vegetable production.

CHC Tender Fruit Sector Update

Representatives of the tender fruit sector were pleased to report a strong crop yield for the 2021 growing season. The main challenges faced reflect the experience of other commodity groups, insofar as an unstable labour supply and difficulties accessing temporary workers. In some cases, labour shortages resulted in products not making it to market.

CHC Grape Sector Update

The grape harvest for 2021 was extremely challenging, stemming from high temperatures and record rainfall. Unfortunately, the unstable weather resulted in compressed yields, with some growers experiencing lost grapes. The impacts of regulation remain top of mind for the sector, as well as ongoing trade issues which have caused considerable challenges for growers. In terms of other initiatives of the year, the Canadian Grapevine Certification Network continues to work with nurseries to bring certified grape wines to market.

It is also worth noting that the Grape Growers of Ontario are celebrating their 75th anniversary in 2022.

CHC Berry Working Group Update

Members of the Berry Working Group met last spring to review priority issues brought up at CHC's Annual General Meeting and discuss how best to collaborate in support of the sector. Members also reviewed bee health and pollination policy. A recent Pollinator Task Force has been created through the Canadian Honey Council to bring together industry leaders on this issue, including representation of the CHC Berry Working Group. Other policy priorities that have been worked on throughout the year include ensuring access to stable labour, funding for essential crop protection products, and improving trade access.

More recent work has been done in response to the devastating floods in British Columbia, which had considerable impacts on the province's berry production. Working with the Business Risk Management Working Group was a top priority, to ensure that sufficient support was available to the growers who were impacted.



Crop Profiles

In partnership with Agriculture and Agri-Food Canada (AAFC)'s Pest Management Centre (PMC), CHC coordinates the review and updating of Crop Profiles. These are documents that provide a high-level overview of production and a more detailed look at pest management practices for a variety of agricultural crops in Canada. Each crop profile is updated every three years. In 2021-2022 CHC worked with PMC and industry to update the following crop profiles:

- Asparagus
- Allium (Dry Onion and Leek)
- Rutabaga
- Brassica (Broccoli and Cabbage)
- Carrot
- Sweet Corn





Greenhouse Vegetable Sector

The Canadian greenhouse vegetable sector continues to meet the rising, year-round global demand for safe, nutritious, high-quality and sustainable fresh fruit and vegetables.

Growth is driven by growers that invest in capital-intensive infrastructure, support research and technology and adopt innovative systems.

Greenhouse Vegetable Growth Strategy

Given the federal election and government's vision for a low-carbon economy, where Canada is recognized as a world leader in sustainable agriculture, this year we renewed our outreach efforts by developing the Greenhouse Vegetable Growth Strategy into an important advocacy tool that demonstrates 'Why it matters' and the 'Action required' in three key areas:

1. Competitiveness, climate change policy and international market access
2. Investment and opportunity to expand production and improve supply-chain capacity
3. Risk protection to ensure solvency, manage emerging threats, support resiliency

The greenhouse vegetable working group was active throughout the year, addressing challenges and identifying

solutions that included:

- Finding SFCR-compliant solutions for modern labels on greenhouse long English cucumbers
- Engaging in the USITC fact finding investigations for bell peppers and cucumbers
- Speaking to the need for carbon pricing exemptions within the Greenhouse Gas Pollution Pricing Act that support industry competitiveness, while further incentivizing emission reductions.

Our sector faces considerable challenges – including labour shortages, and insufficient financial protection – which have been exacerbated by the COVID-19 pandemic. Despite the ongoing disruptions of COVID-19 throughout the supply-chain, the greenhouse vegetable sector remains committed to making tangible contributions to climate action, food security, and Canada's economic recovery.



LOOKING AHEAD

Research Working Group

In fall 2021, the Greenhouse Vegetable Working Group developed a new Research Working Group to play an active consultative role with regards to greenhouse vegetable research and knowledge and technology transfer. The working group's collaboration, expertise and enthusiasm informed the National Research and Innovation Priorities, and will be a significant asset as CHC establishes an application to the fourth Canadian AgriScience Cluster for Horticulture.

Greenhouse Vegetable Grade Standards

The CHC Greenhouse Vegetable Working Group provided comment and support for the 2021 public consultation of CFIA's Proposed Grade Standards for greenhouse tomatoes, greenhouse cucumbers, and greenhouse mini-cucumbers, and eagerly await their incorporation by reference.

Protected Agriculture Stewardship (PAS) Standards

Since January 2019, CHC and our greenhouse members have been working diligently together with industry and government stakeholders to develop an industry-led national auditable standard that clearly supports the protection of human health and safety, and the environment. The PAS Standards provide the protocols and audit evidence to assist operators to identify, prevent and mitigate risks associated with pesticide application. A compliance assistance manual with further guidance and examples will also be made available to operators.


All greenhouse facilities with closed-recirculation systems (category 1) will need to register, complete their virtual audit and water assessment, and receive certification under the standard before accessing greenhouse labelled PCP registered crop protection products. All other greenhouse facilities (i.e. open systems) will need to register and complete a self-declaration waiver stating they fall outside of the category 1 definition in order to access greenhouse labelled PCP registered crop protection products. Ag-retailers will be checking documents for compliance. Registration will be available through the PAS AWSA website by the end of February and auditors will be available starting April 1, 2022. Audit-compliance and certification is required by December 31st, 2023.





CANADA'S GREENHOUSE VEGETABLE INDUSTRY




AN AGRICULTURAL POWERHOUSE
 Key to Canada's economic recovery, employment, climate action, and food security

\$1.4B IN EXPORTS 

\$3.7B+ CONTRIBUTION ANNUALLY TO CANADA'S ECONOMY 

679K+ TONNES OF FRESH PRODUCTION IN 2020, ON ONLY 1,800 HECTARES (4,470 ACRES) 

7.4% AVERAGE YEAR-OVER-YEAR INDUSTRY GROWTH (2015-2020 FARM GATE SALES) 


ONE OF CANADA'S LARGEST AGRICULTURAL EMPLOYERS

17,800 DIRECT JOBS 

27,000 TOTAL JOBS SUPPORTED 

A STRONG RECORD OF ENVIRONMENTAL STEWARDSHIP AND INNOVATION

Growers dedicated to excellence, early adoption of new technology and sustainable practices


ENERGY EFFICIENCY
 to reduce carbon emissions


RECYCLING SYSTEMS
 for water, plant nutrients


INTEGRATED PEST MANAGEMENT
 for pest control with minimal chemical pesticides


AUDITED PROGRAMS
 for food safety, worker safety, and pesticide handling and use



Potato

The Canadian Potato Council (CPC) is supported by the membership of eleven provincial potato grower organizations from eight provinces.

After major uncertainty resulting from the pandemic at the time of planting the 2020 crop, there was recovery in foodservice in North America when the 2021 crop was planted. The 2021 area planted to potatoes was 378,624 ac, an increase of 19,144 acres (5.3%) over the previous year. The largest increases were in Alberta (7,823 ac), Manitoba (7,200 ac) and New Brunswick (4,460 ac) due to market recovery and to accommodate increased processing capacity in those provinces. Canadian potato production was 18.9 million hundred weight greater than the previous year (18.2%). Exceptional yields in eastern provinces resulted in large production increases of 35.8% and 58.3% in Prince Edward Island and New Brunswick, respectively. Similarly, both Quebec (14.4%) and Ontario (19.1%) had production increases compared to a year earlier. Despite large acreage increases, extreme hot and dry growing conditions resulted in significant yield losses and overall production increased by 0.8% in Manitoba and by 5.2% in Alberta compared to 2020. Production increased by 8.5% in Saskatchewan. British Columbia was the only province reporting decreased production (-3.5%). A shortfall in processing potato requirements in western Canada is evident.



Ongoing COVID-19 Impact

The shift to virtual industry meetings continued for 2021. The CPC met virtually in November 2020, and both March and July 2021. In December 2021, public health regulations allowed the CPC to meet in-person/virtually in Ottawa for the first time since the start of the pandemic. This meeting provided the opportunity to reconnect with one another and to thoroughly discuss the 2021 potato wart detections on a national basis. CPC Working Groups continued to meet virtually and demonstrated progress on objectives. All export market development activities under Potatoes Canada that were focused on attendance at tradeshow were cancelled this year due to travel restrictions. Funding from the AAFC Agri-Marketing Program for an additional two years was applied for pre-pandemic and was approved in early 2021, but remains unused due to these cancellations.

Potato Research and Knowledge Transfer

Progress continued in eight potato projects (Colorado potato beetle, late blight, necrotic viruses, variety evaluation, smart farming, wireworm, potato early dying) funded under the AAFC Canadian Research Cluster for Horticulture 3 with the fourth field season completed.



The CPC Research Working Group continued to implement the Potato Cluster3 Knowledge Transfer Plan that included the following activities:

- Following the publication of a Cluster3 overview article and the wireworm project last year in SpudSmart magazine, this collaboration continued with articles on additional projects in subsequent issues (late blight/winter 2021; potato early dying/spring 2021; Colorado potato beetle/summer 2021; variety evaluation/fall 2021).
- Webinars on the wireworm (November 2020) and late blight (March 2021) projects;
- Launch of the Canadian Potato Research Cluster website (potatoresearchcluster.ca) in November 2020 for growers to access research project reports.

The Alliance for Potato Research and Education (APRE) is funded by Canadian processing growers (PE, NB, MB, AB) along with US grower counterparts and the major processing companies. Clinical research trials in potato nutrition are funded each year (approximately \$1 million USD). Twenty-five funded studies have now been published in peer-reviewed journals, six have been submitted for publication and an additional with an additional fourteen studies ongoing.

Policy and Regulation

The review of the Potato Grade Standards for the Canadian Grade Compendium Volume 2 was completed and reviewed by an Industry Working Group in March 2021. It is expected the potato grades will be opened for public consultation by CFIA in 2022.



An industry/CFIA Working Group continues to review for renewal Part II (Seed Potato) of the Seed Regulations. A summary of the stakeholder survey is now available. Activities of the full Working Group were put on hold due to the federal election, but industry members continued to meet during this time. The Working Group and Task Teams assigned to look at specific aspects of the Regulations including traceability, field inspection, certification, grading, movement, variety registration, import/export and testing standards will resume in 2022.

At the end of the CHC fiscal year, potato wart was visually detected in two Prince Edward Island processing potato fields in October 2021 that were already under regulation with the crop destined for processing on the island. The CFIA suspended the export of seed potatoes to the United States (US) on November 2 and followed with a suspension of fresh potato exports to the US. CPC, along with CHC, continues to advocate in the current fiscal year for the reopening of exports from Prince Edward Island to the US.



Crop Protection in Potatoes

The CPC had in previous years responded to Pest Management Regulatory Agency (PMRA) Proposed Re-evaluation Decision consultations that proposed the cancellation of many products that would negatively impact potato growers in Canada. Many products were proposed to be cancelled on potatoes, but after public consultation and submissions by all stakeholders, including the CPC, some positive outcomes were communicated in Final Re-evaluation Decisions that allowed continued use on potatoes with risk mitigation measures implemented: lambda-cyhalothrin (Matador/Silencer Insecticide); cymoxanil (Curzate/Tanos Fungicide); cyromazine (Governor Insecticide) and dimethomorph (Acrobat/Zampros).

CPC has continued to advocate for the re-registration of bifenthrin (Capture insecticide) for wireworm control in potatoes. As an interim measure, PMRA granted Emergency Use Registration in Alberta, Saskatchewan and Prince Edward Island for the 2021 use season.

CPC, along with CHC, successfully advocated for growers at PMRA to resolve with the registrant a regulatory issue associated with linuron (Lorox L Herbicide), allowing product registration and availability for the 2022 use season.

The CPC hosted a webinar on Impact, Biology and Management of Bacterial Ring Rot presented by Dr. Ron Howard and Dr. Mike Harding in March 2021 with 127 attendees. The webinar emphasized sanitization within the context of developing an on-farm biosecurity program for this and other significant disease threats on potato farms. The webinar recording can be accessed on the Potato Research Cluster3 website.

LOOKING AHEAD

Consultation with industry stakeholders by CPC provincial organizations took place in the fall of 2021 to identify provincial research priorities for the next funding cycle (2023-2028). A national priority setting workshop in November 2021 consolidated provincial priorities into a cohesive national priority framework. A revision of the *Potato Research and Innovation Strategy 2023-2028* will be completed.

As Cluster3 concludes with the final year of field research, Knowledge Transfer activities will shift to project summary and the output of comprehensive materials for growers to communicate research results.

Hopefully industry activities in-person can resume during this year, including resumption of market development outreach.





Research

The Canadian Horticultural Council (CHC) supports innovation in the Canadian fruit and vegetable sector by managing funding applications and subsequent research projects that address the sector's top priorities.

Canadian AgriScience Cluster for Horticulture 3

With an investment of nearly \$21 million (\$13 million by Agriculture and Agri-Food Canada and \$8 million by industry) over five years, Cluster 3 brings expertise from academia, industry and government together on 16 projects across five commodity groups (apple, berry, greenhouse, potato and vegetable).

2021 IN REVIEW

2021-22 marks the fourth project year and a second field season during the pandemic. Cluster 3 participants have persevered through challenges and adapted to the ongoing COVID-related restrictions, while continuing their research activities. Activities are progressing, nearing the end of the five year funding cycle, with positive results and successes on the horizon.



As the Hort Cluster manager, CHC continues to monitor the impacts of the pandemic and is in frequent contact with AAFC, researchers and industry partners. Semi-Annual Updates to industry are posted on the CHC website <https://hortcouncil.ca/projects-and-programs/current-projects/> and on the Canadian Potato Research Cluster website www.potatoresearchcluster.ca.

The Canadian AgriScience Cluster for Horticulture 3 is generously funded in cooperation with Agriculture and Agri-Food Canada's AgriScience Program (a Canadian Agricultural Partnership initiative), the Canadian Horticultural Council and industry contributors.



Agriculture and
Agri-Food Canada

Agriculture et
Agroalimentaire Canada



Canadian
Horticultural
Council

Conseil
canadien de
l'horticulture

The voice of Canadian fruit and vegetable growers



Future Opportunities: Cluster 4

CHC is actively preparing for the opportunity to establish a fourth Canadian AgriScience Cluster for Horticulture under Agriculture and Agri-Food Canada's (AAFC) next agricultural policy framework for 2023-2028.

In recent months, CHC has consulted with industry members through our commodity Working Groups (apple, berry, greenhouse vegetable, field vegetable, and potato) to update the National Research and Innovation Priorities. Overarching priorities identified include:

- Automation of production as a means to reduce labour inputs
- Pest management
- Post-harvest and storage technologies
- Climate change/weather (heat, drought, extreme weather events, etc.)
- Variety development and evaluation

More information on the Cluster 4 application process: <https://hortcouncil.ca/projects-and-programs/planning-for-hort-cluster-4/> and <https://potatoresearchcluster.ca/planning-for-cluster-4/>



Outreach and communication

In early 2021, CHC brought on a communications agency to help enhance and strengthen our messages. Since then, we have made various changes with the goal of providing stronger, targeted, and more strategic communications with our members and stakeholders.

As a result, we developed a more regular schedule for member notes and tightened the content included to ensure information provided was as relevant as possible. We also changed the look and format of our monthly e-newsletter, HortShorts, to ensure the most interesting, engaging and consistent updates are shared on a regular basis. We have used it to highlight some of our volunteers as well as our national associates, to get more of our stories out and showcase the dynamic members of our industry.

Another component of CHC's enhanced communications strategy has been a greater emphasis on social media. We have been diligently sharing ongoing activities through Twitter and LinkedIn, and regularly posting and interacting with other members of the agriculture industry. The number of our followers has consistently risen over the year. We are also making improvements to our website, to ensure it contains the most up-to-date and accurate information from our fast-paced industry. Our new "On Your Behalf" provides monthly updates on our advocacy work.

Throughout the past year, our organization also played a leadership role in planning and executing communications and marketing around the International Year of Fruit and Vegetables (IYFV). CHC was proud to host the official Canadian IYFV webpage within our website and to help make the public aware of this monumental year and the significance of our industry.

In 2021, we once again partnered with the CPMA to host two major events. The spring Farm to Plate event and Post-Election Meet & Greet Series in the winter were major opportunities to bring together leaders of the Canadian fruit and vegetable sector with elected officials, senior officials, and key decision makers to discuss ongoing challenges and opportunities. Both events this year were a major success, with a record number of meetings taking place.

As there was a federal election this year, our team dedicated much time and energy to inform each party of our priorities, and developing materials to guide our members through campaign developments.

We have also been busy throughout the past year planning for our Centennial celebration. We are very excited to celebrate this significant milestone with you all.

At CHC, we understand that communication is one of our greatest tools to achieve our goals, both with our membership and with all stakeholders. We are committed to continually adapting and improving our programs to ensure we are delivering you relevant information, as needed, to improve your businesses and our industry.



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1922-2022

Celebrating resiliency, growth and opportunity
Célébrer la résilience, la croissance et les opportunités



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1922-2022

Celebrating resiliency, growth and opportunity
Célébrer la résilience, la croissance et les opportunités



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