

2018 ANNUAL REPORT



Canadian
Horticultural
Council

Conseil
canadien de
l'horticulture

The voice of **Canadian fruit and vegetable growers**





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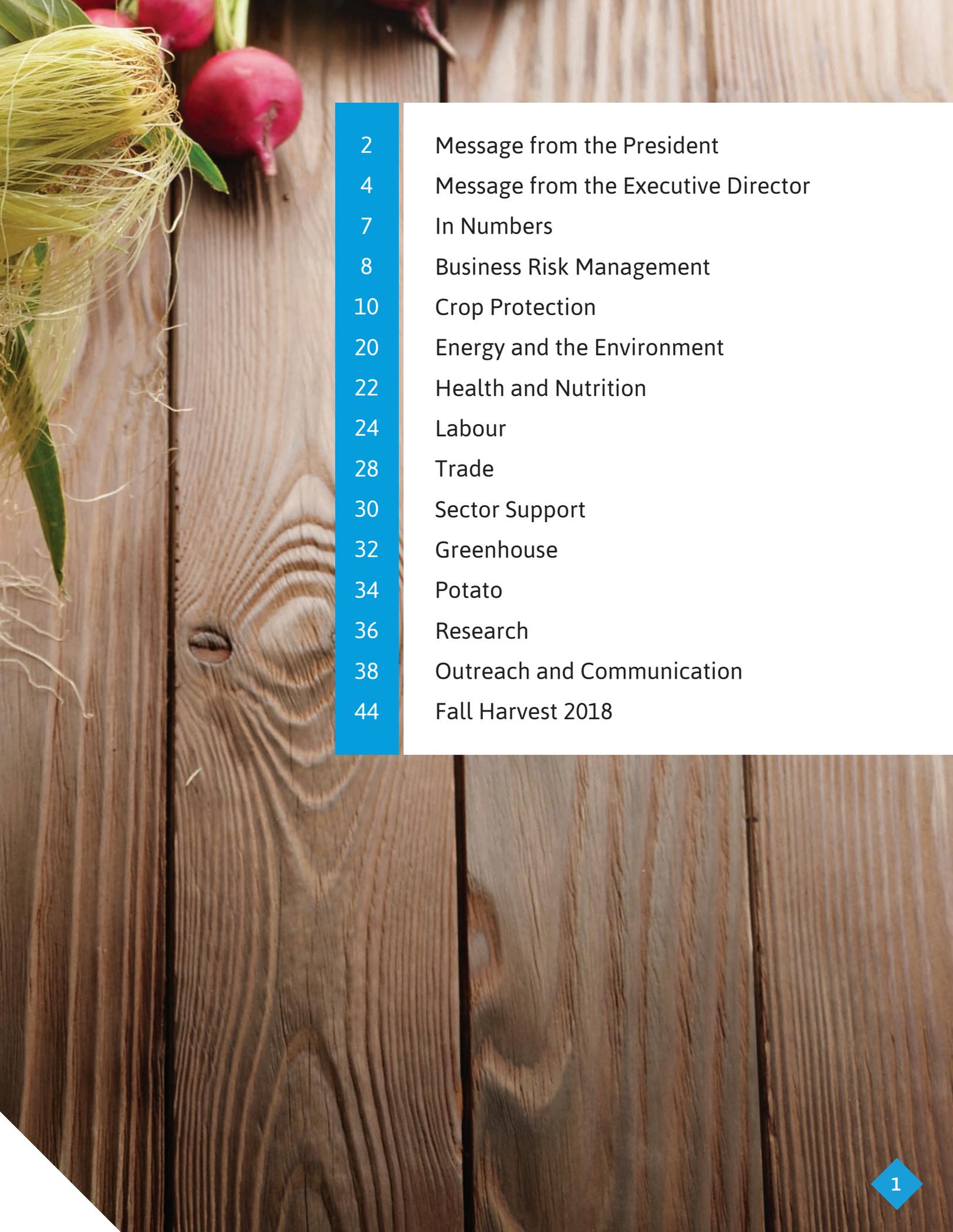
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A photograph of a wicker basket filled with fresh vegetables, including yellow corn cobs, red tomatoes, green cucumbers, and a purple eggplant. The basket is set against a wooden background. The bottom-left corner of the page features a blue geometric pattern of overlapping diamonds.

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Message from the **President**

Every year, the percentage of Canadians who live or work on a farm continues to decrease. In 1941, 3.2 million Canadians lived on farms, more than 25% of the overall population. But as science and technology progressed, Canadians found that it took fewer and fewer people to farm the land, so competition increased and farms began to get bigger. These days, only 2% of us live on farms, and the number continues to decline every year.



It's slightly ironic that the tools that have enabled us to farm more efficiently, to grow more and better produce, to feed a growing population, have also helped to fuel an unfortunate divide between us and the rest of Canadians. The continuing exodus from rural areas to urban centres just exacerbates this disconnect. No wonder, then, that most consumers don't really understand or truly appreciate how the food they enjoy every day ends up on their tables. Despite the groundswell of interest in "organic" and "free-range" foods, consumers rarely understand what these terms actually mean, or how they relate to conventional farming practices that are often both as healthy and better for the environment.

This all leads to something our sector commonly refers to as "public trust." Do Canadians believe that farmers are essentially good, that we care about our workers, the environment, and the health of consumers? If we consider the ever-increasing number of rules and regulations that farmers have to deal with, from the loss of crop-protection tools, to more labour and environmental oversight, to new food safety regulations, one could think that, no, they do not. This is a sad thought, but it also has practical ramifications, as increased regulations negatively impact our margins and discourage our competitiveness abroad.

Which is why, on a personal level, I sometimes question my own wisdom in trying to grow my small orchard and invest in high-density plantings at a cost of \$30,000 per acre. Should I really be investing in tile drainage, trellis and a new irrigation pond at this point? Will the fungicides I need still be available? Will I be able to hire enough workers to tend and harvest the crop? Will I be able to manage the increasing amount of paperwork? The list goes on...

However, I am fortunate to live in a beautiful part of the world, and I love my farm and the community I belong to. I will continue to farm so long as I am physically capable and it remains a profitable endeavour.

I am incredibly grateful for CHC speaking up on behalf of farmers, for its tireless work to address our concerns, and for its ongoing commitment to champion science, integrity, and transparency in government decision-making. My gratitude also extends to the many provincial and regional organizations for their contributions to this very important work.

I am also pleased to see that our ongoing campaign to raise awareness about international farm workers, without whom there would simply be no Canadian horticulture, has happened alongside a host of other positive initiatives. I tip my hat to F.A.R.M.S, Farm Credit Canada, and CropLife, among others, for their efforts to tell the stories that need to be told, so that Canadians better understand farming, so that we can reclaim that public trust.

I hope that, in reading this annual report, you will join me in recognizing the formidable work that CHC, including its staff, committee chairs, and my colleagues on the board, has done in this regard over the past year.



Brian Gilroy

Message from the **Executive Director**



Since 1922, the Canadian Horticultural Council (CHC) has advocated on important issues that impact Canada's horticultural sector, promoting healthy, safe and sustainable food, and ensuring the continued success and growth of our industry. Two years ago, the CHC board of directors developed a strategic plan targeted to five key result areas: 1) ensuring efficient management of core issue, 2) anticipating and responding to emerging issues and opportunities, 3) building relationships and lobbying, 4) demonstrating and communicating value, and 5) enhancing value-added services to members. Through these key areas, CHC has continued to delivered results for its members. Although these successes are detailed in the following pages of this report, some issues are particularly noteworthy and so I will mention them here.

Competitiveness

In its 2018 Fall Economic Statement, the government proposed that it would support federal departments and agencies to better incorporate economic and competitiveness considerations into their regulations. We hope that the agencies impacted by this announcement will include the Pest Management Regulatory Agency and the Canadian Food Inspection Agency. CHC has been requesting for years that regulations from these agencies consider economic impacts, as our sector's competitiveness is an issue at the heart of many of our advocacy areas.

Half Your Plate

We were also very pleased to see that Health Canada's new food guide recommends that "half your plate" should now be fruits and vegetables—something that CHC and the Canadian Produce Marketing Association (CPMA) had long advocated for. Although this is a very significant win for the produce sector, it also entails a proportional increase in responsibility with regards to food safety and public trust. We have succeeded in getting the importance of fruit and vegetables officially recognized at the highest level. Now we need to ensure we continue to enjoy the confidence of our consumers, and that Canadian farmers can continue to farm.

Labour

We have seen some positive movement on the labour front, especially with regards to our awareness campaign, the service delivery working group, and concessions by Immigration, Refugees and Citizenship Canada to alleviate expected delays caused by new biometrics requirements. However, much work remains to improve the programs and facilitate employers' access to international farm workers. At the end of the day, government and consumers need to understand that Canada can either import its food, or it can import its labour.

Networking

Throughout this report you will see numerous references to CHC's active participation in both domestic and international activities. This participation ensures that the voice of Canadian fruit and vegetable farmers is heard. The continued demand for our input and involvement is also a sign that we enjoy a good reputation within government and throughout the supply chain.

We continue to work closely with other industry associations, mutually benefiting from increased collaboration and communication, helping further our objectives and elevating our sector as a whole.

Also, CHC staff and I continue to make it a priority to visit our members. It was a pleasure this year to meet many of the farmers we represent in BC, Nova Scotia, Quebec, Saskatchewan, and Ontario.



Rebecca Lee visiting members in BC.



At the BC Greenhouse Vegetable Growers' Association AGM, with Linda Delli-Santi and Peter Cummings.

Increasing the visibility of horticulture

During the CHC/CPMA 2018 “Farm-to-Plate” parliamentary dinner, we received valuable insight: horticulture should consider increasing its presence in government or industry-related activities. Having taken that comment to heart, CHC increased its visibility in 2018, participating in a trade delegation to China, increasing its advocacy and external communications, and attending an even greater number of industry and trade-related events than in years past.

Also, while it represented an extremely steep learning curve, I was honoured this past year to represent horticulture within the External Advisory Panel for the review of Canada’s business risk management (BRM) programs. As director on the boards for the Canadian Plant Health Council, the Canadian Council on Invasive Species, and the International Federation for Produce Standards, I can assure you that our colleagues in those organisations remain well informed of our issues.



CHC’s and CPMA’s Farm-to-Plate dinner provided an opportunity to engage parliamentarians and obtain their valuable insight.

Updated strategic direction

As CHC achieved significant progress ahead of schedule as per our 2017-2020 strategic plan, we began to set the stage in late 2018 for a review of our strategic objectives.

All core and commodity working groups held conference calls to brainstorm about the top priorities and concerns for their areas. Following this initial groundwork, the board and committee chairs then participated in a facilitated strategy session to arrive at new priorities for the next three years, while also looking to “future-proof” the horticulture sector for the coming decades.

Over the next few years, we anticipate continued growth in domestic and export markets, with ongoing regulatory constraints that may hamper our members’ ability to benefit from that growth. Public interest in health, “buy local” and environmental sustainability all provide opportunities for our members. On the government front, food sovereignty, indigenous reconciliation, and agri-food exports are all matters in which CHC and its members can make a positive contribution. We remain concerned about inaccurate public perceptions on key issues such as crop protection and international farm workers, and may be negatively impacted by supply chain consolidation in the sector. CHC has made an additional effort to make sure our farmers’ concerns are clearly presented to the federal government and ministries by providing input designed to inform, not only the 2019 budget, but also the political platforms of Canada’s main parties as we enter into an election year.

Rebecca A. Lee
Executive Director

Looking ahead

We look forward to the government’s efforts to remove outdated or duplicative regulatory requirements, as well as to an updated Red Tape Reduction Act that will encourage better alignment with key trading partners and recognize the role regulatory cooperation plays in lowering costs for Canadian businesses and consumers. We are also cautiously optimistic that the government will follow through on its commitment to encourage the consideration of regulatory efficiency and economic growth in the regulatory mandates of its agencies.

CHC is a small organization with big ambitions. We will have to embark on initiatives carefully, and explore opportunities to expand our membership and diversify our revenue sources so we can continue to strengthen the horticultural sector in Canada. But our main richness is composed of the people who work toward improving the conditions of our farmers: thank you to all the volunteers—CHC board members, committee chairs and members—our colleagues within industry and in the government, and especially the staff here at CHC for their dedication and hard work: Bev Appleby, Amy Argentino, David Folkerson, Caleigh Irwin, David Jones, Robyn McKee, Julie Pailat, Patti Proulx, Sharon Savoie, and Linda Vinokuroff.

In Numbers



18

Our film crew travelled to 18 different farms in BC, Ontario, Quebec and Nova Scotia, to gather footage for our awareness campaign in celebration of international farm workers.



19

We submitted comments on 19 federal consultations.



49

We monitored 49 different PMRA re-evaluations on 45 different chemistries, engaging government and stakeholders when appropriate.



69

We collaborated with over 69 different industry associations, working groups and committees.



500

We participated in over 500 external industry-focused meetings, events and conference calls on issues impacting our sector.



51,440

We distributed 86 Member Notes on important, time-sensitive issues that were opened over 51,440 times.



2,000,000

We will reach over 2 million social media users within the first year of launching our awareness campaign in celebration of international farm workers.



18,000,000

We received an \$11 million dollar federal investment in research funding through the Agriculture and Agri-Food Canada (AAFC) AgriInnovation - AgriScience Cluster Program. With industry partners contributing an additional \$7 million dollars we broadened the number of commodities involved in Cluster research activities from two to five.

Business Risk Management

Over the past year, the Canadian Horticultural Council (CHC) Business Risk Management (BRM) working group has focused mainly on providing support for the in-depth review of government BRM programs, as well as advocating for an exemption to the specified corporate income (SCI) rule changes that were announced in 2016 and that took effect in 2018.

In-depth review of current BRM programs

Under the Canadian Agricultural Partnership, the government's Business Risk Management (BRM) programs help farmers manage risks that threaten the viability of the farm. They provide protection against different types of income and production losses. CHC advocates on behalf of fruit and vegetable growers to ensure the maximum effectiveness of Canada's BRM programs: AgriStability, AgriInvest, AgriInsurance, and AgriRecovery.

CHC belongs to the AgGrowth Coalition, which is comprised of: CHC, the Canadian Federation of Agriculture, Grain Growers of Canada, the National Sheep Network, the Canadian Canola Growers' Association, and Grain Farmers of Ontario. The coalition advocates to government on BRM matters with a strong unified voice.

CHC underlined the need for greater analysis at AAFC's BRM stakeholder session, held in April 2018. In cooperation with the AgGrowth Coalition, CHC emphasized that BRM programming today does not meet the needs and



Mark Wales, CHC BRM Committee Chair, far left, and other delegates at AAFC's BRM stakeholder engagement session. Photo: R. Lee

expectations of producers, that analysis needs to be client-focused and with a defined strategic intent that goes beyond a mere tweaking of existing programs, and that the effectiveness of these options in managing price, margin and production risks on the farm must be analyzed together with all stakeholders.

Recommendations provided to FPT Agriculture Ministers

Over 2017-2018, Agriculture and Agri-Food Canada appointed an External Advisory Panel to review Canada's BRM programs. Rebecca Lee, CHC Executive Director, was appointed to represent the horticultural sector along with other experts from producer, academic and financial groups.

The seven recommendations presented by the Panel at the Federal, Provincial and Territorial (FPT) agriculture ministers' meeting in July 2018 were accepted. While the panel was not renewed, AAFC officials are currently working on the panel's recommendations, with the support of the National Program Advisory Committee (NPAC). Industry organizations have also submitted Agri-Science proposals to provide additional input into the review process. CHC is waiting for an answer on its proposal entitled, "The Development of an Innovative Risk Management Solution for the Canadian Horticulture Sector with Support from a Web-Based Educational Tool."



Rebecca Lee, CHC Executive Director, and Deborah Lorenzin, Senior Advisor, Strategic Initiatives Division, CFIA, presented before the Joint Policy and Regulatory ADM Committee.

AgGrowth Coalition strategy development

In October and September 2018, CHC participated in several AgGrowth Coalition meetings and workshops held to discuss the future of the coalition and the way forward for BRM review in Canada. The coalition has hired a consultant to provide continuity in its work while commodity groups conduct parallel research in support of improved BRM programs.

Small Business Deduction

In 2017-2018, CHC joined other industry associations across the country to respond to the government's surprise proposal to change rules regarding "income sprinkling", lifetime capital gains exemptions and passive investments. Because of quick action by CHC and other industry associations, Finance Canada revised its proposed legislation and, after immense public pressure, also reduced the small business tax, as the government had previously promised.

Following this success, CHC continued to advocate on behalf of members, meeting with the Canada Revenue Agency and several notable government officials, including the Minister of Agriculture and Agri-Food, the Office of the Leader of the Opposition, the Director General for Tax Legislation, and the Office of the Minister of Finance, in addition to several other members of parliament, in order to highlight issues and describe the impact that the changes have on fruit and vegetable growers.

For example, 2019 will be the second year in which new specified corporate income (SCI) rules will be in effect. For many corporations in the agricultural sector, these changes will significantly increase shareholders' cumulative taxes—costing them up to millions of dollars annually. With such a significant increase in potential taxes, many businesses will likely adopt business structures that are not conducive to growth.

CHC presented Finance Canada and the Minister of Finance with concrete examples of this impact and demonstrated how moving to a cooperative model (which is exempt under the rule changes) is regressive and does not align with modern business practices. We will continue to pressure Finance Canada to expand the current exemption afforded to cooperatives to all affiliated corporations that are engaged in producing, marketing and distributing agricultural products.

Accelerated capital cost allowance provisions

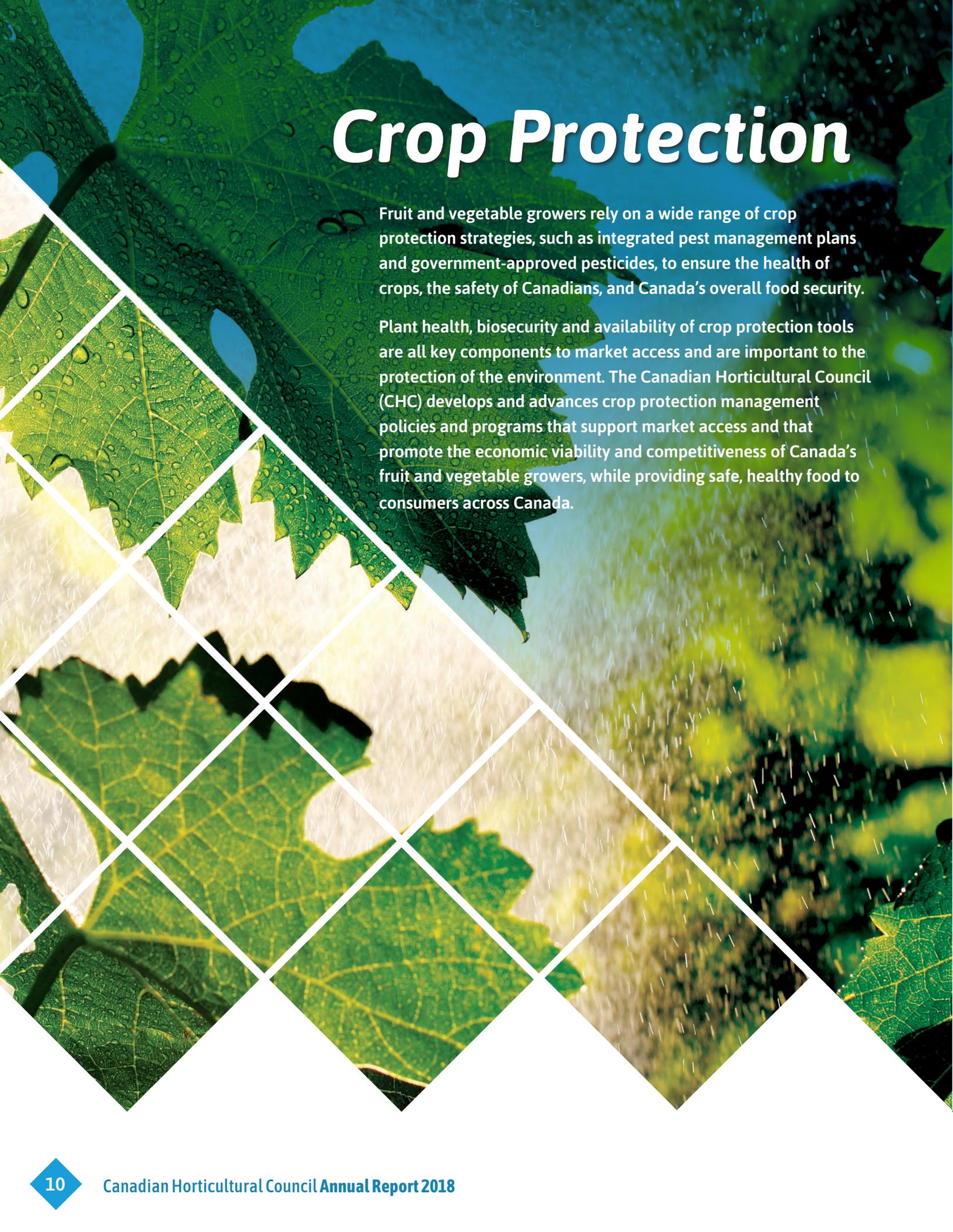
The fall economic statement included an announcement of accelerated capital cost allowance (CCA) provisions, which is something that CHC has continually lobbied the Minister of Finance for. These changes allow for a tripling of capital cost allowances in a given year of purchase, across all categories. Businesses engaged in food processing could possibly be allowed up to 100% of capital cost allowances. These measures took effect in November 2018 and are intended to continue at least until 2023, allowing producers to plan well for future capital purchases.

Looking ahead

CHC will continue working to ensure that all of our producers are aware of the accelerated capital cost allowance changes. We will lobby for an increase in lifetime capital gains exemptions as well as a revision of the small business tax regulations. These rules need to better represent current business realities, as they have not been revised since 1974.

With the upcoming fall federal election in mind, we will lobby all three parties to encourage them to increase BRM funding.

The federal backstop on carbon pricing kicks in on April 1, 2019 for those provinces that do not have an acceptable carbon reduction plan. We will push for exemptions from these costs, and lobby the government for harmonization of regulations across the country.



Crop Protection

Fruit and vegetable growers rely on a wide range of crop protection strategies, such as integrated pest management plans and government-approved pesticides, to ensure the health of crops, the safety of Canadians, and Canada's overall food security.

Plant health, biosecurity and availability of crop protection tools are all key components to market access and are important to the protection of the environment. The Canadian Horticultural Council (CHC) develops and advances crop protection management policies and programs that support market access and that promote the economic viability and competitiveness of Canada's fruit and vegetable growers, while providing safe, healthy food to consumers across Canada.

Re-evaluations

CHC submitted comments regarding the proposed re-evaluation decisions for: permethrin, dichlorvos, quinoxyfen, clothianidin (pollinators), thiamethoxam (pollinators), folpet, ethephon, imidacloprid (pollinators), clothianidin (aquatic invertebrates), thiamethoxam (aquatic invertebrates), and mancozeb.

Current Status: Neonicotinoids

Health Canada's Pest Management Regulatory Agency (PMRA) published proposed decisions for imidacloprid (pollinators), clothianidin (aquatic invertebrates), and thiamethoxam (aquatic invertebrates). Final decisions are anticipated on imidacloprid, clothianidin and thiamethoxam in early 2019.

Current Status: Group M fungicides

The PMRA published final decisions for captan, metiram, ferbam, ziram, thiram, and chlorothalonil (Bravo).

A final decision for mancozeb was published in June 2018, which allowed 10 foliar applications on potatoes but cancelled uses unanticipated from the proposed re-evaluation published in 2013. In August 2018, thanks in part to CHC's efforts, the PMRA acknowledged the inconsistencies between the final decision and the proposed decision, and revoked its final decision. In October 2018, the 2013 proposed decision was reissued with clarification that all uses were proposed for cancellation. CHC has been working with the PMRA and other stakeholders to clarify the needs for mancozeb in Canadian horticulture and will continue to be involved in consultation.

Review of Re-Evaluation Process

In 2018, the PMRA formed a new Agricultural Stakeholder Engagement Unit, intended to engage with stakeholders and review and clarify the PMRA's current re-evaluation process. A PMRA review of the re-evaluation program initiated in 2018 with the goal of increasing both the efficiency and the effectiveness of re-evaluations. CHC requests that an economic benefits assessment is included in re-evaluations, and that Canadian data, where available, is used. Canadian water and environmental monitoring data, exposure risk with use of personal protective equipment, and real modern use information needs to be generated and submitted in order for the PMRA to make scientifically informed decisions.



Crop protection meeting during Fall Harvest 2018. From left to right: Margherita Conti (Director General, Value Assessment and Re-evaluation Management Directorate, PMRA), Peter Brander (Chief Registrar and Director General, Registration Directorate, PMRA), Charles Stevens (Chair, OFVGA Crop Protection Section Committee), Jason Flint (Director General, Policy, Communications and Regulatory Affairs Directorate, PMRA), Richard Aucoin (Executive Director, PMRA), Jason Smith (Chair, CHC Crop Protection Committee), Caleigh Irwin (CHC Crop Protection Manager).

Pollinators

CHC continues to sit on the Bee Health Round Table, which looks at both biotic and abiotic factors that affect pollinator health in Canada. Varroa mite control, pesticides, blueberry pollination, and planting guides have been primary discussion topics.

Industry & Grower Meetings

CHC attended the GrowCanada conference in both April & November 2018. In June 2018, CHC presented to Farm and Food Care regarding crop protection and the PMRA's re-evaluation process, and in September 2018, CHC participated in New Brunswick farm tours with the PMRA and Agriculture and Agri-Food Canada's Pest Management Centre (PMC). CHC attended many meetings with the PMRA regarding ethylene bisdithiocarbamate (EBDC) fungicides, mancozeb, crop protection, and its re-evaluation review.



Board of Directors and staff of the Canadian Council on Invasive Species

Post Application Exposure

CHC continues to work on issues surrounding post application worker exposure and its effect on re-evaluations. Working group meetings were held in April, June and November 2018.

Diversifying the Tool Box: Minor Use Pesticides

CHC supported the PMC's Biopesticides and Minor Use Priority Setting Workshop again in 2018, by hosting and managing online registrations for the event, and attending the workshop in person.

Plant and Animal Health Strategy

In April 2018, CHC and the Canadian Food Inspection Agency (CFIA) collaboratively presented the results of the Plant Health Strategy Implementation Task Team at a meeting of FPT (federal, provincial, territorial) Assistant Deputy Ministers (ADMs) of Agriculture. The purpose of the presentation was to provide a progress update on a plan to implement plant related activities within the Plant and Animal Health Strategy (PAHS), to seek feedback from the ADMs, and to discuss next steps in preparing for the upcoming Ministers' Annual Conference. The presentation was well received, with several ADMs praising the work accomplished to date. This led to the approval, at the FPT Ministers' meeting in July, of the Canada Plant Health Council.

Canada Plant Health Council

In October 2018, industry partners announced the establishment of the Canadian Plant Health Council (CPHC), fulfilling a multi-partner commitment to collaboratively implement the Plant and Animal Health Strategy for Canada. The CPHC will address priorities for the plant health sector, working together on preventive approaches and activities to protect forests, agriculture and other plants from pests, diseases and other risks. CHC Executive Director, Rebecca Lee, sits as one of the four industry directors on the Council.

Canadian Council on Invasive Species

Provincial governments and organizations focused on invasive species, federal ministries, industry representatives and indigenous groups have joined together as the Canadian Council on Invasive Species. The group conducts education and outreach to help change behaviour and take action against evolving threats from invasive species—threats that are exacerbated by global warming and climate change. Rebecca Lee, CHC's Executive Director, sits on the Board of Directors of the Council, thereby ensuring information sharing on issues of concern to Canada's fruit and vegetable growers.

Looking ahead

CHC will continue to advocate for improvements to the PMRA re-evaluation process. Among other things, CHC urges the PMRA to start considering the economic benefits of crop protection products when conducting re-evaluations, so as to support the competitiveness of Canadian horticulture.

CHC continues to support AAFC's Minor Use Program (MUP), and will continue to advocate for effective crop protection solutions.

With the increasing number of chemistries slated for re-evaluation, CHC, its members, and growers across Canada will need to provide an increasing amount of actual use data to show how the chemistries are being used and to ensure the continued availability of these tools.

CHC will continue to explore options to increase efficiencies with regards to re-evaluations. Automated data collection will become tremendously important. We need to be thinking about the future while we try to get by in the present.

Ongoing PMRA Proposed Re-evaluation Decisions Impacting Horticulture

The table below includes re-evaluations up to May 2019 (updated: Feb 2019)

FUNGICIDES

Active Ingredient	mancozeb* Group-M	ferbam Group-M	ziram Group-M	thiram Group-M	Fosetyl-Al Group 33	Trichoderma Harziaium Strain Krl-Ag2 Group BM02	Folpet Group-M	Tebuconazole Group 3
Trade Name	DITHANE Fungicide	FERBAM Fungicide	ZIRAM Fungicide	THIRAM Fungicide	ALIETTE Fungicide	ROOTSHIELD Biological Fungicide	FOLPAN Fungicide	FOLICUR Fungicide
Consultation Status	Sept 27, 2013 Response Submitted Re-issued: comments due Jan 3, 2019	December 2018 Final Decision	December 2018 Final Decision	December 2018 Final Decision	PRVD2017-19 Proposed decision Jan 2018 Pending Final Decision Sept 2019	PRVD2017-20 Proposed decision	PRVD2018-05 Due: June 11, 2018 Final decision Dec 2019	Nov 2018
Proposed Decision Impacting Horticulture	Cancel certain uses	Cancel all Uses	Cancel all Uses	Cancellation of some uses	Changes made to PPE and application equipment. REIs increased for apples, blackberries, highbush blueberries, red/black raspberries, grapes, brassica leafy vegetables, onions, spinach and ornamental plants. All other crops have a minimum 12-hour REI.	Acceptable for continued registration for sale and use	Cancellation of uses on cranberries and cut flowers. Longer REIs, additional PPE, aquatic buffer zones, advisory statements.	
Horticultural Food Uses Proposed to be Impacted (*final decision)	<ul style="list-style-type: none"> potato carrots ginseng onions, brussels sprouts broccoli cauliflower cabbage tomatoes cucurbits, apples grapes asparagus celery 	<ul style="list-style-type: none"> GH cucumber GH tomato GH lettuce apple pear apricot cherry peach plum blackberry boysenberry dewberry raspberry blueberry cranberry currant grape 	<ul style="list-style-type: none"> tomato cucumber melon squash pumpkin apple (BC only) peach (BC only) apricot (BC only) 	<ul style="list-style-type: none"> all foliar uses (apple, peach, plum, strawberry, celery) sweet potato (sprout root dip) seed treatment in Canada of dry bulb onion and importation into Canada on-farm liquid hopperbox/seed drill treatment for all crops 	<ul style="list-style-type: none"> apples ginseng red/black raspberries blackberries cranberries grapes strawberries lettuce GH lettuce (in BC) spinach onions brassica head and stem vegetables brassica leafy vegetables GH brassica head and stem transplants GH brassica leafy green transplants kohlrabi rutabaga Belgian endive highbush blueberries 	GH <ul style="list-style-type: none"> peppers tomatoes cucumbers vegetable transplants strawberry lettuce fruiting vegetables cucurbit vegetables Field: <ul style="list-style-type: none"> hops ginseng strawberry lettuce fruiting vegetables cucurbit vegetables peas beans 	<ul style="list-style-type: none"> apples crab apples grapes strawberries cranberries cucumbers melons pumpkin squash tomatoes 	<ul style="list-style-type: none"> asparagus

FUNGICIDES

Active Ingredient	Streptomyces Griseoviridis Strain K61	Dimethomorph Group 40	Cyprodinil Group 9	Kresoxim-Methyl Group 11	Difenoconazole Group 3	Fenbuconazole Group 3	Pyraclostrobin Group 11	Triforine Group 3
Trade Name	MYCOSTOP Biofungicide	ACROBAT, FORUM Fungicide	VANGARD, SWITCH Fungicide	SOVRAN Fungicide	INSPIRE Fungicide	INDAR Fungicide	HEADLINE, CABRIO, PRISTINE Fungicide	FUNGINEX Fungicide
Consultation Status	Public Consultation: Dec 2018	Public consultation: March 2019	Public Consultation: April 2019	Public Consultation: April 2019	June 2019	To be initiated in 2018-2019	To be initiated in 2018-2019	Public Consultation: March 2019
Proposed Decision Impacting Horticulture								
Horticultural Food Uses Proposed to be Impacted (*final decision)	<ul style="list-style-type: none"> GH cucumber tomato pepper 	<ul style="list-style-type: none"> brassica vegetables bulb vegetables cucurbits fruiting vegetables ginseng grapes hops leafy vegetables potatoes GH ornamentals GH cucumbers (MUP) GH lettuce (MUP) 	<ul style="list-style-type: none"> apple stone fruit grapes onions strawberries, blueberries (high and low) cane berries (group 13-07a) carrots mustard greens turnip greens, cabbage crop group 5b (rapini, bok choy etc.) crop group 3-07 (garlic, leek, onion, etc.), Saskatoon berries crop group 1b (beet, radish, etc.) celery ginseng spinach peppers (field) tomatoes (field) bush berries (group 13-07b) low growing berry (group 13-07g) 	<ul style="list-style-type: none"> apples grapes pears 	<ul style="list-style-type: none"> brassica vegetables bulb vegetables cucurbits fruiting vegetables potatoes Chinese artichoke Jerusalem artichoke edible cannabis sweet potato pome fruit grapes 	<ul style="list-style-type: none"> stone fruit blueberry (highbush) 	<ul style="list-style-type: none"> edible-podded legumes (group 6a) succulent shelled beans and peas (group 6-b) potatoes blueberries (highbush & lowbush) bulb vegetables cucurbits fruiting vegetables garden beet tops radish tops root vegetables stone fruit strawberries berries Belgian endive brassica vegetables grapes GH cucumbers GH lettuce GH peppers GH tomatoes leafy vegetables pome fruit 	<ul style="list-style-type: none"> blueberries (highbush and lowbush) cranberries Saskatoon berries peaches cherries plums prunes apples (nursery stock & non-bearing trees)



HERBICIDES AND PLANT GROWTH REGULATORS

Active Ingredient	Fomesafen Group 14	linuron Group-7	Ethephon	Bromoxynil Group 6	Uniconazole	Linuron Group 7
Trade Name	REFLEX Herbicide	LOROX Herbicide	ETHREL Plant Growth Regulator	PARDNER Herbicide	SUMAGIC Plant Growth Regulator	LOROX Herbicide
Consultation Status	March 2018	Sept 24, 2012 Response Submitted Pending Final Decision Dec 2019	Dec 2017 PRVD2018-01 Response Submitted Pending Final Decision Dec 2019	Special Review Jan 2019	Aug 2019	Special Review Feb 2020
Proposed Decision Impacting Horticulture		Cancel all Uses	Cancellation of uses on apple tree when fruit are present. Revocation of MRLS of apple, apple juice, citrus fruit, grape, raisin. Additional PPE and restricted amount handled/day. Lengthened REIs for some post application activities. Buffer zones, hazard statements on labels, vegetative strips, and BMPs.			
Horticultural Uses Proposed to be Cancelled (*final decision)	<ul style="list-style-type: none"> • beans • peas • cucumbers • potatoes • strawberries (perennial) 	<ul style="list-style-type: none"> • asparagus, • carrot • caraway, • celery • coriander • dill, • parsnip • potato, • apple • peach • pear • plum • cherries • Saskatoon berries • sweet corn 	<ul style="list-style-type: none"> • tomato • apple • blueberry • cherry 	<ul style="list-style-type: none"> • garlic • onion (dry bulb) • carrots, 	<ul style="list-style-type: none"> • GH tomato seedling for transplant • ornamentals 	<ul style="list-style-type: none"> • potato • parsnip • carrots • asparagus • fruit trees • Saskatoon berries

INSECTICIDES

Active Ingredient	Cypermethrin Group-3	Imidacloprid Group-4	lambda-cyhalothrin Group-3	Phosmet Group 1B	Permethrin Group 3A
Trade Name	RIPCORD Insecticide	ADMIRE Insecticide	MATADOR Insecticide	IMIDAN Insecticide	AMBUSH, POUNCE Insecticide
Consultation Status	Aug 30, 2016 Response Submitted Pending Final Decision May 2018	Nov 23, 2016 Response Submitted Pending Final Decision Dec 2018	Jun 23, 2017 Response Submitted Pending Final Decision Mar 2019	June 30, 2017 Response Submitted Pending Final Decision Dec 2018	PRVD2017-18 Response Submitted Pending Final Decision June 2019
Proposed Decision Impacting Horticulture	Decrease no. of applications for some uses and large buffer zones	Cancel all Agricultural Uses	Cancel all Agricultural Uses	Cancel all Uses	Cancellation of use on mushrooms and certain application types. Risk Reduction: 60-day plant-back interval for all non-registered food/feed crops, min 12hr REI, reduced number of applications on tomato (6 to 5), additional PPE, restricted application during crop blooming. Label directions: minimize spray drift, buffer zones, mandatory vegetative filter strips.
Horticultural Food Uses Proposed to be Impacted (*final decision)		<ul style="list-style-type: none"> potatoes, root veg (1-b) tuberous 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 treatments in-furrow <p>GH (drench and irrigation):</p> <ul style="list-style-type: none"> tomato cucumber pepper eggplant lettuce brassica 5a 	<ul style="list-style-type: none"> apple peach/nectarine strawberry potato tomato corn (sweet) bulb vegetables lettuce (head, leaf) choke cherry brassica leafy vegetables (5a) celery legume vegetables (6) asparagus (ferns) GH lettuce sweet potato carrot Saskatoon berry cucurbit vegetables (9) 	<ul style="list-style-type: none"> apple* blueberry* carrot celery cherry (sour)* cranberry grape* pear* peach* plum* potato <p>*controls spotted wing drosophila</p>	<ul style="list-style-type: none"> asparagus beets carrots cole crops (cabbage, cauliflower, broccoli, brussels sprouts) lentils lettuce onions peas peppers potatoes Chinese broccoli sweet corn GH cucumber ginseng mushroom pak-choi Chinese cabbage radish horseradish snap beans tomatoes (GH and field) turnip apple blueberries (vegetative year only) pear (eastern Canada, BC) peaches nectarines plums grapes

Dichlorvos Group 1B	Clothianidin (pollinators) Group 4A	Thiamethoxam (pollinators) Group 4A	Dichlorvos Group 1B	Chlorpyrifos Group 1B	Naled Group 1B
DDVP Insecticide	CLUTCH Insecticide	CRUISER, ACTARA Insecticide	DDVP Insecticide	DURSBAN, LORSBAN Insecticide	DIBROM Insecticide
<p>PRVD2017-16 Response Submitted Pending Final Decision Sept 2019</p>	<p>PRVD2017-23 PRD2017-17 Response Submitted Pending Final Decision December 2018</p>	<p>PRVD2017-24 PRD2017-18 Response Submitted Pending Final Decision December 2018</p>	<p>Special Review REV2018-01 Response Submitted Pending Final Decision November 2019</p>	<p>Nov 2018</p>	<p>Special Review Nov 2018</p>
<p>Phase out all GH uses</p>	<p>Phase out foliar application to orchard trees & strawberries. Reduce max number of foliar application to cucurbit vegetables to 1x/season</p>	<p>Phase out foliar and soil application to ornamentals Phase out soil application to berries, cucurbits, fruiting vegetables Phase out foliar application to orchard trees. No foliar sprays before/during bloom on: legumes, outdoor fruiting vegetables, berries</p>	<p>No unacceptable risks to human health and the environment, taking into account the implementation of the proposed conditions of use from PRVD2017-16</p>		
<ul style="list-style-type: none"> • GH cucumbers & tomatoes 	<ul style="list-style-type: none"> • potato (Nipsit seed piece treatment) • sweet potato • pome fruit • grape • strawberry • cucurbit vegetables • stone fruit 	<ul style="list-style-type: none"> • 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 • bush berries • cherries • low growing berries • field pepper • GH peppers 	<ul style="list-style-type: none"> • GH cucumbers & tomatoes 	<ul style="list-style-type: none"> • strawberry • celery • cucumber • pepper (green) • pak choi • broccoli • brussels sprouts • cabbage • cauliflower • Chinese cabbage • garlic • rutabaga • potato • onion • carrot • Asian radish • radish • Chinese broccoli • green onion • sweet corn • shallots 	<ul style="list-style-type: none"> • beans • peas • broccoli • brussels sprouts • cabbage • cauliflower • lettuce • potato • tomato • strawberry • ornamentals • onion • GH tomato • GH cucumber • GH roses and cut flowers • GH eggplant • GH peppers

INSECTICIDES

Active Ingredient	Imidacloprid (pollinators) Group-4	Clothianidin (Aquatic Invertebrates) Group 4A	Thiamethoxam (Aquatic Invertebrates) Group 4A	Clothianidin (Squash bees) Group 4A
Trade Name	ADMIRE Insecticide	CLUTCH Insecticide	CRUISER, ACTARA Insecticide	CLUTCH Insecticide
Consultation Status	Special Review Response Submitted Pending Final Decision	Special Review July 2018 Response Submitted Pending Final Decision	Special Review July 2018 Response Submitted Pending Final Decision	Special Review December 2018
Proposed Decision Impacting Horticulture	Cancel the following uses:	Cancel all outdoor uses	Cancel all outdoor uses	
Horticultural Food Uses Proposed to be Impacted (*final decision)	<ul style="list-style-type: none"> • foliar application to pome fruit, stone fruit, certain tree nuts with high pollinator attractiveness, small fruit and berries (caneberry; bushberry; low-growing berry excluding strawberry and excluding lowbush blueberry followed by renovation; berry and small fruit vine excluding grape) • soil application on legume vegetables, fruiting vegetables, cucurbit vegetables, herbs (excluding herbs that are harvested before bloom), small fruit and berries (caneberry; bushberry; low-growing berry; berry and small fruit vine excluding grapes) • foliar application before or during bloom to fruiting vegetables, herbs (excluding herbs that are harvested before bloom), legume vegetables (broad beans/fava beans/Vicia faba only), strawberry, lowbush blueberry if followed by renovation after harvest, tree nuts excluding those with high pollinator attractiveness • foliar application during bloom to potato, sweet potato, grapes, legume vegetables (excluding broad beans/fava beans/Vicia faba), hops, peanut, tobacco 	<ul style="list-style-type: none"> • potato (Nipsit seed piece treatment) • sweet potato • pome fruit • grape • strawberry • cucurbit vegetables • stone fruit 	<ul style="list-style-type: none"> • 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 • bush berries • cherries • low growing berries • field pepper • GH peppers 	<ul style="list-style-type: none"> • potato (Nipsit seed piece treatment) • sweet potato • pome fruit • grape • strawberry • cucurbit vegetables • stone fruit

Thiamethoxam (Squash bees) Group 4A	Tebufenozide Group 18	Cyromazine Group 17	Acetamiprid Group 4A	Pymetrozine Group 9B
CRUISER, ACTARA Insecticide	CONFRIM Insecticide	GOVERNOR, CITATION Insecticide	ASSAIL Insecticide	ENDEAVOR, FULFILL Insecticide
Special Review December 2018	Public Consultation: Feb 2019	June 2019	Initiated 2018	To be initiated in 2018-2019
<ul style="list-style-type: none"> • 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 • bush berries • cherries • low growing berries • field pepper • GH peppers 	<ul style="list-style-type: none"> • apples • peppers (GH) • tomatoes (GH) • lettuce (GH) • pears • cranberries • bush berries (Group 13-07B) 	<ul style="list-style-type: none"> • potato, • GH ornamentals • outdoor ornamentals • GH lettuce • mushrooms • celery • leafy vegetables (group 4) • leafy brassicas (group 5B) 	<ul style="list-style-type: none"> • 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) • bush berries (group 13-07B) • grapes • sweet corn • rutabaga • succulent shelled pea and bean (subgroup 6B) • edible podded pea • asparagus • cane berries (13-07A) 	<ul style="list-style-type: none"> • GH tomatoes • GH peppers • GH cucumbers • GH eggplant • GH & outdoor ornamentals • leafy vegetables (Group 4) • potatoes • blueberries



Energy and the Environment

The Canadian Horticultural Council (CHC) works to inform federal policy in regards to energy and fuel, greenhouse gas emissions, water, and climate change.

Our new Energy, Environment and Climate Change Committee helps to ensure the competitiveness, growth and investments made by growers into research, technology, and infrastructure are acknowledged and supported.

Emerging government policy considerations

Throughout much of 2018, as new legislation and regulations were being developed for the federal carbon pricing policy, and provinces decided the fate of their carbon pricing programs, CHC advocated on behalf of members, demonstrating leadership by voicing the concerns and explaining the challenges facing farmers when a price is put on carbon pollution.

An effective climate plan for agriculture recognizes that unique policies are warranted. Farmers often have no viable options to reduce energy consumption or transition to alternative, non-carbon fuels. Despite their contributions as environmental stewards, they remain directly exposed to climate change, emerging pests, and extreme weather.

CHC has impressed upon the government that farmers are under a great deal of competitive pressure. Canada's fruit and vegetable growers must remain competitive in domestic and international markets so that we can all continue to enjoy Canadian-grown produce. Farmers are unable to pass increasing costs onto consumers. However, they are expected to compete with imports from jurisdictions with more favourable cost structures.

Consultations on regulatory cooperation and modernization

CHC submitted comments to the Treasury Board's consultation on the Canada-U.S. Regulatory Cooperation Council and Regulatory Review and Modernization consultation. CHC emphasized many areas (including crop protection, labour, and financial risk mitigation) that would benefit from increased collaboration on policy development and regulatory harmonization between our countries' regulatory agencies.

We specifically highlighted the inconsistencies in key agricultural definitions in the *Greenhouse Gas Pollution Pricing Act*, noting that agricultural definitions related to carbon tax exemptions need to better reflect modern practices, support food security, and minimize competitiveness impacts.

CHC addresses carbon pricing in presentation to Senate Committee on Agriculture and Forestry

In May 2018, CHC presented before the Standing Senate Committee on Agriculture and Forestry (AGFO) to discuss Bill C-74, now known as the *Greenhouse Gas Pollution Pricing Act*. CHC spoke to the implications the federal carbon pricing legislation would have on farmers. Based in part on CHC's messaging, the government subsequently created a federal carbon tax relief mechanism that included partial (80%) upfront relief for greenhouse farmers.



CHC representatives at Senate Committee hearing. From left to right: Julie Paillat, National Coordinator, Greenhouse Vegetable Industry; Mark Wales, Chair, CHC BRM Committee; Jan VanderHout, CHC Board Member and greenhouse grower.

Meeting with Senator Robert Black

In June 2018, CHC met with newly appointed Senator Robert Black, who is a member of the Senate Standing Committee on Agriculture and Forestry. CHC took advantage of the meeting to introduce the senator to horticultural issues and carbon pricing in particular.

Meeting with Minister of the Environment

In August 2018, CHC met with the Honourable Catherine McKenna, Minister of the Environment, at her constituency office in Ottawa. The meeting provided the first in-person opportunity to discuss with the Minister how carbon pricing increases production costs, its implications on the price and availability of domestically grown food for consumers, on farmers' livelihoods, and ultimately on Canada's competitiveness. We emphasized how CHC and its members are well positioned to contribute to the federal government's environmental, economic, trade, and social goals, but asked that the Minister recognize that today's farmers operate in a complex, evolving, and increasingly costly food system.

Health and Nutrition

Health professionals recommend a diet that is high in fruits and vegetables. In order to ensure readily available, healthy and fresh produce of the highest quality, CHC works with industry and government departments on issues affecting plant health and food safety.



Paul Glover, CFIA President; Rebecca Lee, CHC Executive Director; and the Hon. Lawrence MacAulay, AAFC Minister, at the SFCR announcement in Ottawa on June 13.

Safe Food For Canadians Regulations

In June 2018, CHC was present at the *Safe Food for Canadians Regulations* (SFCR) announcement by Ministers Lawrence MacAulay and Ginette Petitpas Taylor. For the past several years, CHC has participated in Canadian Food Inspection Agency (CFIA) meetings and consultations on the drafting of the regulations and recommended significant and detailed improvements to ensure the regulations would be both strong and flexible.

The SFCR came into effect on January 15, 2019, with some requirements having to be met immediately, and others to be phased in over a period of 12-30 months based on food commodity, type of activity and business size.

The SFCR includes a provision to include a lot code on consumer prepackaged food that is not packaged at retail. In general terms, a “lot code”, when used in the traceability (Part 5) section of the SFCR, refers to a code that can be used to identify a lot that was manufactured, prepared, produced, stored, graded, packaged, or labelled under the same

conditions. Based on preliminary research, there would be a significant cost to some growers associated with hardware, software, labour, training, packaging, and printing materials.

CHC and Canada’s Health Minister discuss key horticultural issues

In December 2018, CHC representatives sat down with the Honourable Ginette Petitpas Taylor, Minister of Health, to thank her for speaking at Fall Harvest 2018, and in order to discuss certain key issues impacting the horticultural sector. The meeting focused on three advocacy priorities for CHC: 1) Canada’s updated food guide needs to recognize the value of pure fruit juice, 2) the Pest Management Regulatory Agency (PMRA) needs more resources, and 3) the PMRA’s mandate

should be updated to include economic considerations. The meeting with the Minister was brief yet productive. In addition to the above-mentioned points, we were also able to relay our concerns about the need for better communication between industry, CFIA, and the Public Health Agency of Canada (PHAC) in resolving food recall issues due to foodborne illnesses.

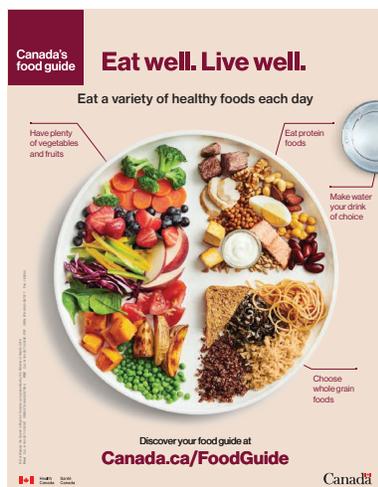


CHC met with Canada's Minister of Health, the Hon. Ginette Petitpas Taylor, to discuss Canada's Food Guide and the need for more resources at PMRA. From left to right: Rebecca Lee, CHC Executive Director; the Hon. Ginette Petitpas Taylor, Minister of Health; Brian Gilroy, CHC President; Robyn McKee, CHC Policy Manager; and Caleigh Irwin, CHC Crop Protection Manager.

New Canada Food Guide

In January 2019, the government of Canada released its new food guide. Thanks in part to many years of successful lobbying by CHC and the Canadian Produce Marketing Association (CPMA), including at Fall Harvest 2018 (see page 44 for more details), the new Canada Food Guide now provides a clear message to Canadians: half your plate should be fruit and vegetables.

We will continue to look to the federal government to increase accessibility to quality fruits and vegetables for all communities, to encourage consumption of Canadian produce, and to support the growth our sector, so that farmers can continue to provide highly nutritious and safe produce for generations to come.



Canada's new food guide specifically advises Canadian's to make half their plate fruit and vegetables.

E. coli and Salmonella outbreaks

In October and November 2018, the Public Health Agency of Canada (PHAC) issued public health notices regarding outbreaks of *Salmonella* and *E. coli*, respectively. Government investigations found that the outbreak of *Salmonella* was linked to long English cucumbers, and that the outbreak of *E. coli* was linked to romaine lettuce originating from a specific growing region of California. Throughout the course of each outbreak, CHC communicated daily with PHAC and CFIA and issued frequent Member Notes. In the *E. coli* case, CHC encouraged the government to specify that the outbreak was caused by romaine lettuce originating from the U.S., and not from Canada, as well as to convince the PHAC to remove alarmist language from its communications.

International Federation for Produce Standards



The International Federation for Produce Standards (IFPS) is composed of national produce associations from around the globe and aims to improve the supply chain efficiency of the fresh produce industry through developing, implementing and managing harmonized international standards. In 2018, the IFPS saw a significant increase in applications for Price Look Up (PLU) codes, approving 18, the highest so far. Rebecca Lee, CHC Executive Director and IFPS board director, was named First Vice-Chair during its fall meeting. Some emerging issues currently in discussion at IFPS include how produce organisations might support UN Sustainable Development Goals, their role in mitigating food loss and waste, and the increasing importance of sustainability certifications. The Board voted to include "sustainability" as its fourth pillar, in addition to "food safety," "product identification," and "information management and standardisation." It also held a round table with GS1 representatives from Europe and the global office, concluding on the need for connections throughout the supply chain and the increasing importance of data and document exchange for IFPS members.

Looking ahead

Early in 2019, CHC and CPMA will work with PHAC and CFIA to develop a protocol and set of guidelines to mitigate and manage food recalls that are tied to food borne illnesses from produce. Industry stakeholders were not consulted soon enough following recent recalls. We urge the government to develop communication plans that highlight origin when the affected produce does not come from Canada, so as to maintain public trust in domestic fruit and vegetables.

Because "lot codes" are not specifically defined under the new SFCR, because epidemiological traceback typically occurs long after the packaging from tainted produce has been discarded, and because the cost of compliance would negatively impact the competitiveness of Canadian fruit and vegetable growers, we will lobby CFIA to permanently exempt fruits and vegetables from the lot code requirements under SFCR.

Labour

Labour has a major impact on Canadian fruit and vegetable production. Without an adequate workforce to grow and harvest it, produce rots in the field, on the tree, or on the vine, resulting in waste and financial loss.

Canadian growers search for workers domestically first. When they are unable to find enough Canadian workers, they access the Temporary Foreign Worker Program (TFWP) and the Seasonal Agricultural Worker Program (SAWP). As challenges arise in the use of these programs, the Canadian Horticultural Council (CHC) works with various government departments, including Immigration, Refugees and Citizenship Canada (IRCC), Employment and Social Development Canada (ESDC), and Agriculture and Agri-Food Canada (AAFC), to remove or lessen obstacles.

High-level meetings with Cabinet Ministers and staff to discuss pressing labour issues

In May 2018, CHC met with AAFC Minister Lawrence MacAulay and senior staff to discuss urgent labour issues, and participated in a labour-focused workshop featuring Minister Hajdu of ESDC, Minister MacAulay of AAFC, Serge Cormier, Parliamentary Secretary to the Minister of IRCC, and Rodger Cuzner, ESDC Parliamentary Secretary, in addition to many government officials from the three departments. Discussions touched on labour shortages, delays in processing applications—including labour market impact assessments (LMIAs)—and challenges in maintaining public trust. In an effort to keep the dialogue going, industry stakeholders formed the Agriculture Labour Working Group, chaired by the Canadian Federation of Agriculture. The working group has been fundamental in keeping these issues front and centre for ESDC and IRCC, and in working collectively as an industry.



From left to right: Janet Krayden, CAHRC; Rebecca Lee, CHC Executive Director; Beth Conner, CHC Labour Committee Chair; Hon. Lawrence MacAulay, AAFC Minister; Brian Gilroy, CHC President; Jennifer Babcock, CHC Policy Research and Development Manager. Photo: CAHRC

Waiving of two-week advertising requirement by ESDC

Thanks in part to much lobbying by CHC and its partners in the industry, ESDC officially announced in May 2018 that it would undertake a review of LMIA service standards, and that it had waived the two-week advertising requirement for the transfer and replacement of workers, thereby taking a positive first step in the streamlining of the program.

Government’s “What we heard” report includes many CHC recommendations

In January 2019, the federal government released its “What We Heard” report on the review of the primary agriculture sector in Canada’s Temporary Foreign Worker Program (TFWP), which was conducted by ESDC and AAFC.

Many of CHC’s recommendations were included in the report. These recommendations included: broadening the definition of “primary agriculture”; simplifying and standardizing requirements; a faster, clearer LMIA application process; and a “recognized employer model” that would reduce administrative requirements and processing times for long-standing employers in the program.

Although it is encouraging that these and many other CHC recommendations were captured in the report, the government has yet to commit to implementing these recommendations.

Thank you to all CHC members who took time out of their busy season to take part in these critical meetings.

CHC and AAFC urge ESDC to address priority LMIA cases

In May 2018, farmers were experiencing extreme delays in getting international farm workers. CHC worked with staff within the AAFC Minister’s Office to put pressure on ESDC to address priority cases. Members were encouraged to provide CHC with their farm name, LMIA number and a brief description of their problem, which we then brought to the attention of the minister’s staff, who then coordinated with staff within ESDC to expedite cases. CHC submitted 15 such cases to AAFC on behalf of members.

Presentations to parliamentary standing committees

In October 2018, Beth Connery, CHC Labour Chair, presented before the House of Commons Standing Committee on Agriculture and Agri-Food. The committee was studying mental health challenges affecting Canadian farmers, ranchers and producers. Both Beth, as well as Murray Porteous, former president of CHC and former Labour Chair, were invited to present to the committee based on CHC’s recommendation that their testimony be solicited. Both Beth and Murray focused heavily on the stress and anxiety caused by labour issues.



More high-level meetings with MPs, ministers and IRCC staff

In March, June and October 2018, CHC had separate meetings with several members of Parliament, in addition to government administrators, to discuss labour issues in horticulture. Meetings included MPs John Barlow, the conservative party's Shadow ESDC Minister; Michelle Rempel, Vice Chair of the Standing Committee on Citizenship and Immigration; and staff within the IRCC Minister's Office.

Streamlining the process of obtaining biometrics

As of January 1, 2019, SAWP and TFWP workers from Mexico would need to obtain and provide biometric information to IRCC (i.e. fingerprints and a photo) as part of their application.

With over 26,000 international farm workers currently coming from Mexico alone each year, and an existing backlog of appointments in Mexico City, we knew that this requirement could further delay the LMIA process. CHC brought this issue to the attention of the ministers of IRCC, AAFC and ESDC and proposed solutions that would avoid disruptions in accessing international farm workers for the 2019 season.

Working with the Agriculture Labour Working Group, CHC was successful in its efforts, as the Canadian government worked quickly to improve the implementation of the biometrics requirement.

CHC Labour Chair Beth Connery was in Mexico as part of the annual bilateral meeting of participating SAWP countries when efforts to reduce the number of workers that would have to fulfil the requirement for the upcoming season were announced:

- IRCC worked to encourage SAWP workers to apply as early as possible (i.e. before December 31, 2018) in order to exempt as many applicants as possible from the incoming requirement, and so as to spread out demand over two years.
- Additionally, as a special measure for 2018, IRCC Mexico accepted work permit applications without the LMIA from returning workers before December 15, 2018. The work permit was then issued once the LMIA was received.

CHC reached out to media in order to amplify its message to government regarding biometrics requirements and critical delays.

The screenshot shows the iPolitics website interface. At the top, there's a navigation bar with 'iPOLITICS' and a 'SUBSCRIBE' button. Below the navigation, there's a 'NEWS' section with a featured article: 'Growers fear fingerprinting will worsen farm-labour shortage' by Kelsey Johnson, published on Oct 10, 2018. The article includes a photo of a farmer in a field. To the left of the article, there's a sidebar with a 'Live Wire' section and a 'Follow Us' section with social media icons. Below the article, there's a 'More from iPolitics' section with three smaller article thumbnails. At the bottom, there's a 'Correction' notice and a 'More from iPolitics' section with three more article thumbnails.

Fall Harvest 2018

Labour was a priority issue that CHC and the Canadian Produce Marketing Association brought to the attention of the Prime Minister and over 50 other members of parliament as part of our Fall Harvest advocacy event on Parliament Hill. See more information about Fall Harvest 2018 on page 44.

Labour Awareness Campaign

CHC launched its awareness campaign in celebration of international farm workers, to share positive stories about workers, their employers, and Canada's temporary foreign worker programs. See more information about this awareness campaign on page 39.

Looking ahead

CHC will continue to work with IRCC, ESDC and AAFC on the recommendations from the primary agriculture review report. ESDC has committed to working on its definition of primary agriculture, and how it applies to the TFW program. We look forward to working closely with ESDC and our industry partners to update the definition.



Trade

As much as one might see fruit and vegetable production as something which takes place in a field or orchard, it is a business. And with over \$5.4 billion dollars of farm cash receipts in 2017, it is big business. In order to make sure that Canadian horticulture is profitable and competitive globally, CHC advocates for the elimination of tariffs and non-tariff barriers that impact our industry, and for science-based regulatory cooperation to ensure our industry can access new markets.

NAFTA / CUSMA

In November 2018, after more than a year of negotiations, Canada, the United States, and Mexico signed the new Canada-United States-Mexico Agreement (CUSMA).

CHC's extensive consultations with U.S. and Canadian trade representatives, and other influencers, which included in-person participation in trade negotiations in Ottawa, Montreal, Mexico City and Washington D.C., contributed to several positive outcomes under the new agreement. For example, the seasonal trade remedies that were initially proposed by the United States, which would have restricted Canadian fruit and vegetable exports, were not included in the final agreement. Also, ministerial exemptions and standard container provisions remain intact, and dispute resolution was maintained in full with bilateral panels on anti-dumping and countervailing duties. Further, the CUSMA also encourages increased information sharing and better coordination between regulators, such as through the Canada-U.S. Regulatory Cooperation Council (RCC), which CHC has actively supported.

At this time, the agreement must still be ratified by all three governments.

CPTPP

The Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP) is a free trade agreement between Canada and 10 other countries in the Asia-Pacific region: Australia, Brunei, Chile, Japan, Malaysia, Mexico, New Zealand, Peru, Singapore and Vietnam. Once fully implemented, the CPTPP will be one of the largest free trade agreements in the world, with a trading block representing 495 million people and 13.5% of global GDP.

CHC took every opportunity to urge the government to sign the CPTPP as soon as possible. It was ratified by Canada on October 29, 2018, making Canada one of the first six countries to do so.

The Asia-Pacific market is a key opportunity for the Canadian fresh produce industry. The CPTPP reduces or eliminates tariffs on a range of horticultural products, including fresh and frozen fruits and vegetables, fresh apples, fresh and frozen cherries, and fresh potatoes.

CHC will continue to work with government to ensure that Canadian fruit and vegetable farmers are able to take full advantage of these new markets. We will also continue to monitor and report as the five remaining countries move to ratify the agreement.

Government-Industry EU Maximum Residue Limit Working Group

Agriculture and Agri-Food Canada (AAFC) and its Market Access Secretariat (MAS) have assembled a stakeholder working group, including CHC, to look at a strategy to address the trade implications of the European Union's approach to pesticide assessment and management, which is very different to Canada's own regulatory environment.

Participation in trade forums

CHC continues to participate in trade forums to engage government, identify appropriate contacts and to gain market intelligence as well as promote Canadian horticulture. Forums include the China-Canada Agriculture and Fisheries Business Cooperation Forum, and the annual Market Access Secretariat conference.

Canada Food Brand Project

In response to Innovation, Science and Economic Development Canada's economic table recommendation for a strong and unified Canada Food Brand, as well as for Canada to serve as a catalyst for competitiveness, over 40 stakeholder groups, including CHC, have been meeting to explore what this would look like. Taking into account perspectives on how Canada's performance is assessed from abroad and from outside the agri-food sector, links were made between economic performance and national reputations, as well as how Canada innovates, regulates and collaborates. Our country's strong regulatory framework and industry certification programs, such as CanadaGAP, help provide the backdrop necessary to build the public trust of a national food brand.

Senate Standing Committee testimony

In September 2018, Rebecca Lee, CHC Executive Director, appeared before the Senate Standing Committee on Agriculture and Forestry as part of its study on how the value-added food sector can be more competitive in global markets. Testimony focused on challenges farmers face that limit the sector's ability to meet consumer demand for value-added products, including a shrinking toolbox that precludes effective and adequate pest management and mitigation measures. CHC encouraged the government to actively support the development of a more robust crop protection toolbox to help put Canadian producers on a level playing field with other countries. Timely access to labour, better business risk management tools, reductions to the heavy regulatory burden farmers face, and others, were also pointed out as areas to improve to improve competitiveness in global markets.

New MOU for RCC

A new memorandum of understanding (MOU) for the Canada-U.S. Regulatory Cooperation Council (RCC) was signed in June 2018. CHC attended the first subsequent meeting, held in December 2018, in Washington, D.C. A Crop Protection special session was held, hosted by Canada's Pest Management Regulatory Agency and the U.S. Environmental Protection Agency. Many industry representatives expressed concerns and requested that pesticide re-evaluations be harmonization between both countries.

Fall Harvest 2018

Trade was a priority issue that CHC and the Canadian Produce Marketing Association brought to the attention of the Prime Minister and over 50 other members of parliament as part of our Fall Harvest advocacy event on Parliament Hill. See more information about Fall Harvest 2018 on page 44.

Financial Protection for Produce Sellers

Because fresh produce spoils quickly, sellers cannot recover product from incomplete sales. In the U.S., if a produce buyer goes bankrupt, a grower or seller can rely on the Perishable Agricultural Commodities Act (PACA) Deemed Trust to help them get paid for their sale. CHC has been working with the Canadian Produce Marketing Association (CPMA) and the Dispute Resolution Corporation (DRC), together known as the Fresh Produce Alliance (FPA), to advocate for the establishment of a similar limited statutory deemed trust for Canada's horticultural sector. Implementation of such a trust would significantly reduce supply chain disruptions and the vulnerability of small businesses and of rural communities. It would also improve trade relations with the U.S. – our largest and most important trading partner – and trigger the re-inclusion of Canadian growers in the U.S. program.

In July 2018, the FPA met with high-level officials from Agriculture and Agri-Food Canada, and Innovation, Science and Economic Development Canada about financial protection for produce sellers (i.e. a PACA-like trust). The government teams were very helpful in identifying areas where miscommunication may have occurred and where additional support for public policy and measure of harm are needed. Based on those consultations, the DRC, as the technical lead on the file, has engaged with a consulting firm to research and create a report that meets the needs of the government. That report is expected to be released in early 2019.

Looking ahead

CHC will continue monitoring ratifications of the CUSMA and support trade diversification. We will also continue to work, as part of the Fresh Produce Alliance, to lobby government for the creation of a PACA-like trust.



Sector support

There are over 120 different horticultural crops grown in Canada – from apples to zucchinis, from British Columbia to Newfoundland. The Canadian Horticultural Council (CHC) has established committees that focus on specific issues pertaining to large-scale commodity industries, such as apples and fruit (including berries and grapes), potatoes, field vegetables, and the greenhouse vegetable sector. Two of these committees—greenhouse vegetables and potatoes—each employ their own staff person who works out of the CHC office, and who is tasked with coordinating committee work and delivering on commodity-specific objectives.

CHC commodity committees meet annually at CHC's Annual General Meeting, and their respective working groups confer regularly throughout the year to discuss specific issues within designated commodity areas. Thanks in part to the efforts of these committees and working groups, CHC is able to meet the needs of its members and their growers in a comprehensive and cohesive manner, speaking with one strong voice.

Apple Working Group

The CHC Mid-Summer Apple Meeting was held in July 2018 in Summerland, BC and was hosted by the BC Fruit Growers' Association. The industry meeting and orchard tour were well attended by apple growers and industry representatives from across the country.

The working session included discussions on:

- Market situations and trends
- Canadian Agri-Science Cluster for Horticulture 3
- Growing the tree fruit sector in Canada: the national tree fruit investment program
- Ministerial exemptions
- Crop protection
- National Apple Breeding Consortium

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 2018, CHC worked with PMC and industry to update the following crop profiles:

- Asparagus
- Rutabaga
- Allium (dry onion and leek)
- Carrot
- Sweet corn
- Brassica (broccoli and cabbage)





Greenhouse

Greenhouse vegetables are grown in enclosed, high-tech, hydroponic systems. They are safe, sustainable and of high quality, and they feed millions of people virtually year-round.

Valued at over \$964 million, the Canadian greenhouse vegetable sector continues to lead annual fruit and vegetable exports, accounting for nearly 40% of all fresh produce sold to other countries.

In order to ensure a competitive and thriving Canadian greenhouse vegetable sector, the Canadian Horticultural Council (CHC) and its Greenhouse Vegetable Working Group (GVWG) help to inform government policy by speaking to production costs and other competitive challenges faced by growers.



Representatives of CHC, BCGGA, OGVG and AAFC outside the Harrow Research and Development Centre.

Targeted carbon tax relief

While the federal carbon pricing policy only applies to specific jurisdictions, Canada's horticultural sector called for carbon tax relief from the federal government to demonstrate leadership and as a precedent for provincial programs to follow. Specifically, the sector requested relief for greenhouse growers under the *Greenhouse Gas Pollution Pricing Act*, so as to support its continued growth and competitiveness.

The agricultural exemptions provided under the Act's definition of farmers did not provide any relief for greenhouse growers, who use little to no gasoline and diesel in the course of crop production. Greenhouse growers rely on various fuels, namely natural gas and propane, to provide heat to the crop during the winter and on the combustion by-product, carbon dioxide, as essential crop inputs.

In October 2018, thanks in part to successful lobbying by CHC and its GVWG, the government announced a proposal for upfront, targeted relief for commercial greenhouse growers (i.e. 80% of the carbon tax applied to natural gas and propane).

Export and market development

CHC monitored NAFTA renegotiations very closely, and engaged with Global Affairs Canada to raise awareness of the possible unintended consequences of a proposed trade remedy on seasonal produce, and potential dumping of Mexican tomatoes into the Canadian market.

Expansion of market access into mainland China is also a priority for Canada's greenhouse sector. In 2018, in collaboration with the Canadian Food Inspection Agency, CHC developed a package of technical and scientific information related to Canadian greenhouse tomatoes and delivered it to China, so that its authorities can complete a Pest Risk Assessment towards granting market access.

Looking ahead

CHC will continue to discuss the effective implementation of the GGPPA with AAFC, Environment and Climate Change Canada, Finance Canada and the Canada Revenue Agency.

CHC continues to prioritize market access for greenhouse tomatoes and peppers to China to complement current access already in place for greenhouse cucumbers.

CHC and sector representatives will support the establishment of a technical committee to develop effective and realistic auditable standards for the national stewardship initiative.

CHC and sector representatives will continue to actively engage with the Canadian General Standards Board and Organic Federation of Canada in the work leading up to the 2020 Canadian Organic Standards.

CANADIAN GREENHOUSE VEGETABLES' TOP MARKETS

CANADIAN DOLLARS	2017
UNITED STATES	958,157,711
JAPAN	4,718,159
TAIWAN	673,162
HONG KONG	464,048
INDIA	71,540
ALL COUNTRIES	\$ 964,123,428

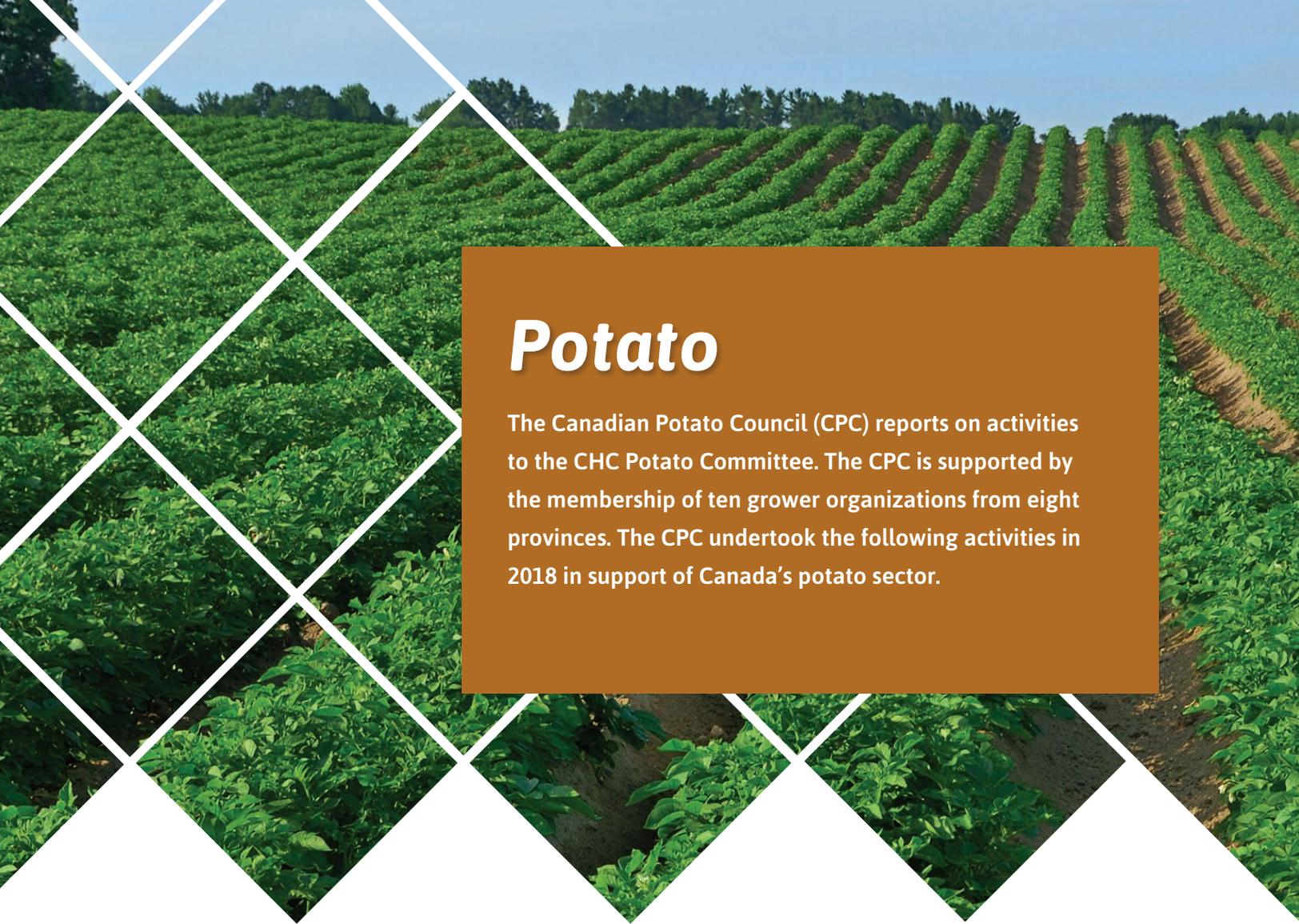
Source: Statistics Canada

A new national stewardship initiative

In fall 2018, CHC's GVWG provided leadership by developing a national greenhouse vegetable stewardship strategy. CHC will continue to actively engage in a broader "protected agriculture" initiative, along with other grower associations, industry stakeholders, the Pest Management Regulatory Agency and Agriculture and Agri-Food Canada (AAFC). The vision is to develop a credible pesticide lifecycle stewardship approach with national standards that are complementary to the best management practices and other standards already implemented by growers.



CHC joined its members, the BC Greenhouse Growers Association and the Ontario Greenhouse Vegetable Growers, in Leamington, ON, to tour production facilities and visit AAFC's research and development centre in Harrow, ON.



Potato

The Canadian Potato Council (CPC) reports on activities to the CHC Potato Committee. The CPC is supported by the membership of ten grower organizations from eight provinces. The CPC undertook the following activities in 2018 in support of Canada's potato sector.

CFIA Cost Recovery

At industry request, the Potato Task Force (PTF), with representation of growers, CFIA and AAFC, examined the potential impact of the Canadian Food Inspection Agency (CFIA)'s proposed cost recovery initiative on the competitiveness of the seed, fresh and processed potato segments of the Canadian potato industry. The PTF analysed, documented and reported on the potential economic impact that may result from the implementation of additional and/or higher cost recovery fees in Canada. The PTF concluded that the annual fees paid by potato growers to CFIA were a disproportionate \$2.83 million out of the total CFIA service fee revenue of \$55 million generated across all sectors (animal, food, plant), and that the Canadian potato industry was at a competitive disadvantage compared to international competitors. To address this inequity, the PTF recommended a reduction in inspection and certification fees currently paid by the potato sector to CFIA. The PTF submitted its final report to the Minister of Agriculture and Agri-Food Canada (AAFC) and to the President of the CFIA in October 2018.

Potato Research

Six (6) projects funded under AAFC's Growing Forward 2 program were completed: PVY, Wireworm, *Verticillium*, Potato Psyllid/Lso, Nitrogen/Irrigation Management, and Variety Evaluation. The CPC Research Working Group identified research priorities, selected projects and identified industry funding sources to support projects proposed for funding under AAFC's Canadian Agricultural Partnership.

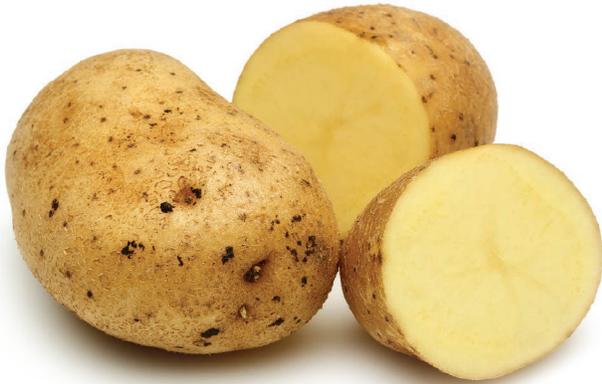
Two additional potato projects were completed by AAFC scientists on Late Blight (strain survey and identification, environmental factors) and Colorado Potato Beetle (population resistance to insecticides). These projects were funded under the AAFC AgriInnovation Program.

Four provinces (PE, NB, MB, AB) with frozen fry processing facilities continued to support the *Alliance for Potato Research and Education (APRE)*, a bilateral organization of growers and processors in Canada and the US. APRE advances the scientific understanding of the role of potatoes play in advancing health. Currently over twenty clinical research trials are supported at universities in both Canada and the US.

PMRA Final and Proposed Decisions

During the past year, *Final Decisions* on product re-evaluation were issued by the Pest Management Regulatory Agency (PMRA). Responses submitted by the CPC to the associated consultations to these decisions did have some positive impact on retaining or increasing uses on potatoes compared to *Proposed Decisions*. These *Final Decisions* included the Group-M fungicides; chlorothalonil (applications increased from 1 to 3), captan (applications increased from 1 to 3) and metiram (applications increased from 0 to 3). The CPC is preparing a response to the unfavourable *Proposed Re-evaluation Decision* for mancozeb based on grower survey data.

The CPC submitted responses to the consultations on the *Proposed Special Review Decisions* on risk to aquatic invertebrates, to discontinue all uses of the neonicotinoid insecticides clothianidin and thiamethoxam.



Trade, Market Access and International Cooperation

The CPC delivered submissions to AAFC and Global Affairs Canada in support of maintaining free market access for potatoes and potato products, and for the need to retain Ministerial Exemptions under the *Fresh Fruit & Vegetable Regulations* under the re-negotiation of NAFTA. The CPC was pleased that the zero tariff was maintained for the potato sector.

Potatoes Canada (PE, NB, AB) continued export market development for seed and fresh potatoes through support provided by the AAFC Market Development Program. Market access requirements were updated and sector representatives attended international trade show events to promote Canadian potatoes.

The CPC continued to work in cooperation with the CFIA to amend the bilateral guidelines for potato cyst nematode testing requirements for the export of seed potatoes between Canada and the US. The issuance of seed certification tags for seed potatoes in small packages (<20kg) was resolved, removing a barrier to trade for seed potato export to some U.S. states.

The CPC continued its participation in the Potato Sustainability Initiative (PSI), which evaluates on-farm practices that contribute to sustainability. This evaluation is mandatory for growers that sell to processors who supply McDonald's. The PSI introduced grower audits of the program in 2018.

Looking ahead

The CPC looks forward to working with our research stakeholders (AAFC, funding organizations and scientists) as work progresses on Cluster3 projects in the areas of pest management, precision agriculture and variety evaluation. We are hopeful that additional research projects that have received funding commitment from industry partners will receive funding approval from AAFC.

To alleviate a trade irritant, the CPC will continue to work towards an agreement with U.S. stakeholders for the acceptance of science-based requirements for potato cyst nematode testing of seed potatoes for trade between Canada and the U.S.

The CPC will continue to advocate for changes to the PMRA re-evaluation and special review process with the goal of reasonable and balanced decisions that are science-based, protect human health and the environment, and provide Canadian potato growers with continued equitable access to crop protection tools compared to our international competitors.



Research

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

Canadian AgriScience Cluster for Horticulture 3

After nearly two years of preparation, including setting priorities, reviewing proposals and submitting the final application, Agriculture and Agri-Food Canada (AAFC) has awarded funding to CHC for the Canadian AgriScience Cluster for Horticulture 3. With an investment of nearly \$18 million (\$11 million by AAFC and \$7 million by industry), Cluster 3 brings expertise from academia, industry and government together on 15 projects across five commodity groups:

Apple 2 projects \$1.3 million	Berry 1 project \$1.3 million	Greenhouse 3 projects \$1.35 million	Potato 7 projects \$7.6 million	Vegetable 2 projects \$4.2 million
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The balance of funds is allocated to CHC-led activities: science coordination, knowledge transfer and administration.

Projects

Apple

- Sustainable Control Practices for Apple Pests in Canada (Suzanne Blatt, AAFC Kentville)
- Advancing Storage and Postharvest Practices to Improve Apple Quality and Reduce Loss (Jennifer DeEll, OMAFRA)

Berry

- The Canadian Berry Trial Network (Beatrice Amyotte, AAFC Kentville)

Greenhouse

- Integrated Management of the Pepper Weevil, an invasive pest of greenhouse pepper crops in Canada (Roselyne Labbe, AAFC Harrow)
- Evaluating biological control strategies for the tomato leaf mining moth (*Tuta absoluta*), a potential invasive greenhouse pest (Roselyne Labbe, AAFC Harrow)
- Reduced production cost and enhanced labour efficiency using the Guelph Intelligent Greenhouse Automation System (Medhat Moussa, University of Guelph)

Potato

- Development of Regional Management Strategies and Decision Making Tools for Control of Colorado Potato Beetle (Chandra Moffat, AAFC Fredericton)
- Generate and Evaluate Integrated Pest Management Tools for Wireworm Control in Potatoes in Canada (Christine Noronha, AAFC Charlottetown)
- Increasing profitability of Canadian potato production by controlling common scab (Claudia Goyer, AAFC Fredericton)
- Late Blight: Tracking pathogen strains and their characteristics (Rick Peters, AAFC Charlottetown)
- Enhancement of Canadian Potato Industry through Smart Agriculture (Athyna Cambouris, AAFC Quebec)
- Investigating the occurrence and distribution of potato tuber necrosis-inducing viruses in Canada and studies on varietal responses to the viruses for minimizing economic losses cause by the pathogens (Xianzhou Nie, AAFC Fredericton)
- Variety Evaluation (Virginia Dickison, AAFC Fredericton)

Vegetable

- Optimizing Delia pest monitoring and management in vegetable brassicas (Jade Savage, Bishops University)
- Development of All-Male Asparagus Hybrids with Improved Traits (David Wolyn, University of Guelph)

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
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The voice of Canadian fruit and vegetable growers



Outreach and Communication

The Canadian Horticultural Council (CHC)'s communications service strives to keep members informed of the organization's activities and important issues in Canadian horticulture. In addition, communications aim to enhance CHC's brand and support advocacy efforts by clearly articulating CHC's position on priority issues using a range of tools and strategic initiatives.



Fresh Thinking magazine

Fresh Thinking is CHC's free bilingual print publication. It is published twice a year and features high-level industry perspectives and useful tips for growers. Five thousand copies of the magazine are distributed across Canada, the U.S. and internationally. The magazine even generates a small amount of revenue for CHC.

Each issue of *Fresh Thinking* is themed to strategic issues. Our Spring 2018 issue focused on legacy and introduced readers to young farmers from across Canada. Our Fall 2018 issue focused on labour, introducing readers to international farm workers, and providing readers with useful information regarding rules and inspections under the Temporary Foreign Worker Program. The "Labour" issue also served to support the start of our labour awareness campaign in celebration of international farm workers.



Labour Awareness Campaign

Filming for our awareness campaign in celebration of international farm workers occurred between June and November 2018, and took place in B.C., Ontario, Quebec, Nova Scotia, and Jamaica. Eighteen farms participated in the production. In all, 20 short videos were produced, in addition to a long form documentary.

While filming was taking place, CHC got an early start on the campaign by creating and promoting its Facebook page, launching a new section on its website (featuring key facts and messages), and posting stories of workers across its social media channels. These activities helped to “prime the pump” in anticipation of our short videos.

Our first video was posted on November 2, 2018. Since then, the response on social media to all our content has been overwhelmingly positive. Interestingly enough, when the rare criticism pops up about international farm workers or the programs, it is actually other social media users who come to the defense of the workers and the programs. CHC continually monitors and encourages these conversations, providing facts and other information as required to nurture healthy engagement.

Our awareness campaign is on track to reach over 2 million social media users within a year of its launch. It has also reached people via traditional news media, as we have received positive coverage by the Toronto Star, and CBC Daybreak Montreal that featured an interview with farmer Phil Quinn.



Filming at Lingwood Farms, ON.

20 short videos will have been released by spring 2019, with a long form documentary ready for release in March 2019. In addition to the campaign’s success in reaching a wide range of people across the country, telling the positive stories that needed to be told, the project has also given CHC an important set of tools that it can use when advocating to government on labour issues.

Thank you to our project sponsors:

- Association des emballeurs de pommes du Québec
- Association des producteurs de canneberges du Québec
- BC Blueberry Council
- BC Fruit Growers’ Association
- BC Greenhouse Growers’ Association
- Brookfield Gardens
- Canadian Produce Marketing Association
- Fondation des Entreprises en Recrutement de Main-d’œuvre agricole Étrangère (FERME)
- Foreign Agricultural Resource Management Services (FARMS)
- Horticulture Nova Scotia
- Norfolk Fruit Growers’ Association
- Nova Scotia Fruit Growers’ Association
- Ontario Fruit and Vegetable Growers’ Association
- Ontario Ginseng Growers’ Association
- Peak of the Market
- Western Agricultural Labour Initiative (WALI)
- Westech AGRI Services

Filming at SunTech Greenhouses, ON.



Response to our videos on social media has been overwhelmingly positive.

Canadian Horticultural Council - Conseil canadien de l'horticulture
 December 28, 2018 · 🌐

Shervin, a Jamaican who has been coming to Canada since 2009, wants to set the record straight about Canada's temporary foreign worker programs.

And I want to let you guys know that this program is a life changer for a lot of people.

50,801 People Reached 3,334 Engagements [Boost Post](#)

👍❤️👏 378 14 Comments 224 Shares 31K Views

[Like](#) [Comment](#) [Share](#)

Most Relevant ▾

[Write a comment...](#)

Conchi Triviño So grateful to have these hardworking people in our country. Thank you for your work!
 Like · Reply · Message · 6w 15

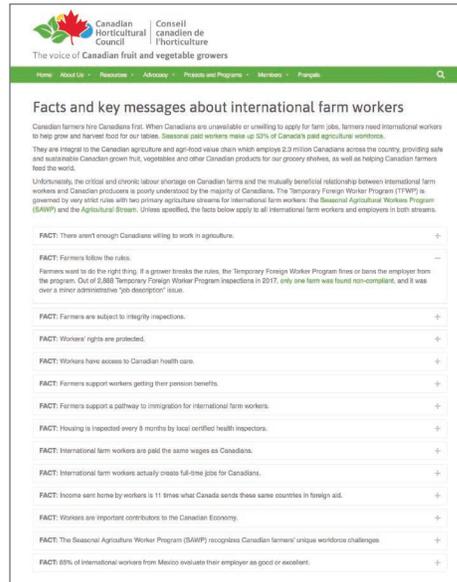
Kamla Ramalingum I am so glad you find the temporary work program in Canada helpful. We are so grateful for your hard work in our fields to give us safe and healthy food. You have my gratitude and love. Wish I could give you a hug.
 Like · Reply · Message · 6w 10

[View 12 more comments](#)



Other social media engagement

It is often said about social media that “the conversation is happening, whether or not you’re part of it”. With this in mind, CHC developed a social media notification system in July 2018 to automatically learn about conversations happening on Twitter and Reddit that contain keywords specific to Canada’s temporary foreign worker programs. It has become an effective and efficient grassroots way of finding out what is being said on the issue, and provides frequent opportunities to direct attention back towards our awareness campaign.



CHC’s facts and key messages about international farm workers is a helpful resource for discussing the labour issue.



The Farm Game comic

In June 2018, CHC released a playful comic to help illustrate the fact that Canadian farmers are under an ever-increasing amount of pressure due to changing government regulations and competition from U.S. and Mexican growers.



The comic’s message was simple: government needs to recognize the mounting challenges facing growers and how difficult Canada’s \$75 billion agriculture exports target is going to be to meet under these conditions. In other words, it’s time to start offering more help than hurdles!



CHC Board and guests at Ferme Avicole Orléans, during the 2018 Summer Tour near Quebec City.

Farm tour near Quebec City

In July 2018, CHC's Board of Directors welcomed industry and government representatives on its summer tour of several berry and vegetable farms, as well as an apple orchard near Quebec City. Throughout the day, key topics of discussion centered on labour, small business tax deductions, and crop protection issues. At each location, group participants also learned directly from the farmers about the kinds of innovative practices that are being implemented in their operations.

Participating farms:

- Canneberges Bécancour
- Productions horticoles Demers
- François Gosselin farm
- Onésime Pouliot farm
- Ferme Avicole Orléans.

Summer tour sponsors:

- Association des producteurs maraîchers du Québec
- L'Union des producteurs agricoles, and its affiliates in the horticultural sector:
 - Association des producteurs de fraises et framboises du Québec
 - Fédération québécoise de fruits et légumes de transformation
 - Les Producteurs de pommes du Québec
 - Les Producteurs de pommes de terre du Québec
 - Syndicat des Producteurs de Bleuets du Québec
- Mirabel
- Lassonde

Thank you to our participating farms and sponsors!

Fall Harvest advocacy meetings on Parliament Hill

In November 2018, industry leaders representing the Canadian Horticultural Council (CHC) and the Canadian Produce Marketing Association (CPMA) met with over 50 Parliamentarians and their staff, including the Prime Minister, to discuss key issues currently affecting the Canadian fresh fruit and vegetable sector. Read more about Fall Harvest 2018 on page 44.



Letters to ministers and other VIPs

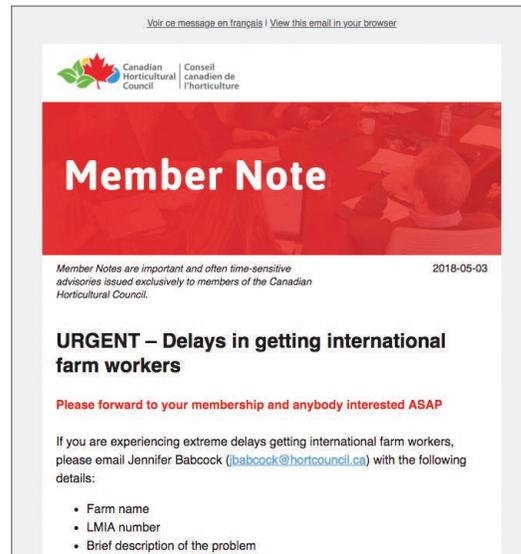
CHC sent out 13 official letters to Ministers, MPs and other key individuals in 2018. These letters served to brief targeted individuals on specific topics, to congratulate them on a recent appointment, and to request meetings, among other objectives



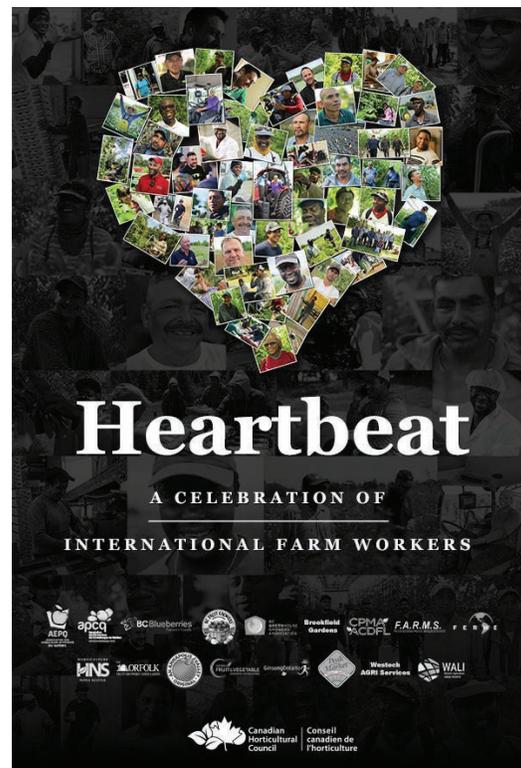
Member communications

CHC issued 86 Member Notes in 2018 that were opened over 51,440 times in total. Thank you to our members who consistently share our communications. The information we provide is only of value to growers if their associations do their part and recirculate our communications to them.

Our most impactful note was distributed in May 2018 and dealt with urgent delays in accessing international farm workers. This note was opened over 3,700 times.



CHC distributed 86 member notes in 2018 that were opened over 51,440 times.





Fall Harvest 2018

Over November 5-7, industry leaders representing the Canadian Horticultural Council (CHC) and the Canadian Produce Marketing Association (CPMA) met with over 50 Parliamentarians and their staff, including the Prime Minister, to discuss key issues currently affecting the Canadian fresh fruit and vegetable sector. As this year's meetings were focused on increasing the industry's competitiveness, discussions involved innovative solutions to facilitate international trade, improve the health of Canadians, improve the administration of labour programs, and support the regulation of crop protection products.



Canadian fresh produce industry leaders following a meeting with the Rt. Hon. Justin Trudeau.

Remarks by Chantal Hébert

Participants were treated to a keynote presentation on Day 1 by renowned political analyst Chantal Hébert, national affairs writer for the *Toronto Star*, guest writer for the magazine *L'Actualité*, and regular commentator on CBC's *The National*'s weekly "At Issue" panel.



Ms. Hébert's insight on environmental issues, millennials, and the current political landscape helped to prepare and inspire industry representatives, and ensured a productive week of meetings on the Hill.

Reception

As part of the advocacy effort, CPMA and CHC hosted a reception with Parliamentarians and their staff. The event featured three top local chefs running live cooking stations and attracted over 220 attendees. The Honourable Ginette Petitpas Taylor, Minister of Health, and Parliamentary Secretary Jean-Claude Poissant, representing the Honourable Lawrence MacAulay, Minister of Agriculture and Agri-Food, delivered remarks to highlight the importance of the Canadian produce industry. The evening provided all attendees a more informal environment to network and build positive relationships.



The Hon. Ginette Petitpas Taylor, Minister of Health, provided remarks in support of the fresh produce industry.

Wayne Easter's statement in House of Commons

In recognition of the produce industry's advocacy efforts, the Hon. Wayne Easter, Member of Parliament for Malpeque, Prince Edward Island, and Chair of the House Standing Committee on Finance, stood in the House of Commons on Tuesday, November 6, and delivered the following statement:

"Mr. Speaker, members of the fresh fruit and vegetable industry are with us today to celebrate Fall Harvest days on the Hill. The economic impact alone of the fresh fruit and vegetable supply chain is \$14 billion in GDP. This industry is a huge employer for local economies, employing Canadians in both rural and urban Canada.

These farmers sustain our people and others around the world. Their work can be gruelling, often fighting against the uncertainty of the elements to get the crop from the field to the fork, but we know that for many it is a labour of love and we here should appreciate all that goes into their efforts.

I thank the people in the industry for what they do, providing fresh fruit and vegetables for the nutrition of all and keeping us all in good health."

CHC and CPMA were grateful to Mr. Easter for his public show of support.



Jean-Claude Poissant, Parliamentary Secretary to the Minister of Agriculture, spoke to the importance of Canada's horticultural sector.



Produce industry representatives came from across Canada to participate in Fall Harvest 2018.



Chef Kyle Mortimer-Proulx serves his dish of pickled pears and sous-vide apples to guests.

We would like to thank our generous sponsors for their leadership and support of Fall Harvest 2018

FALL HARVEST MOISSON D'AUTOMNE
Meetings on the Hill
Rencontres sur la colline

Thank you to our 2018 sponsors!
Merci à nos commanditaires pour 2018!

Thank you to our contributors
Merci à nos contributeurs

Canadian Corrugated Containerboard Association
Les Producteurs de Pommes de Terre du Québec
P.E.I. Potato Board
Potatoes New Brunswick
Raspberry Industry Development Council



Canadian Horticultural Council

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