

BRITISH COLUMBIA VEGETABLE MARKETING COMMISSION

VEGETABLE VALUE CHAIN ROUND TABLE

The purpose of this document is to communicate as widely as possible the results of a project funded by the Investment Agriculture Foundation (IAF).

Vegetable Value Chain Round Table – October 20, 2010

The inaugural session of the Vegetable Value Chain Roundtable (VVCRT) was held October 20, 2010. The VVCRT is the result of an initiative of then Minister of Agriculture, S. Thomson, for the creation of an on-going forum for facilitating communication and information exchange among vegetable sector stakeholders representing the scope of the supply and value chain in the Province. Among others, the VVCRT would address near and long term issues affecting the sector's performance and competitiveness. The intended results of the VVCRT are listed below.

- increase awareness of the issues that challenge the BC vegetable sector;
- identify opportunities to add value to vegetables;
- develop ideas for projects and programs to advance the BC vegetable sector;
- investigate the level of interest to establish more regular collaborative planning meetings for the sector to build on the momentum established at the round table

So that the inaugural session would be of interest to the selected participants, the work for delivering the session was assigned to a steering committee (see over).

Funding provided by:



The steering committee proceeded to identify and engage a “facilitator” whose purpose was to prepare background information to be circulated to participants in advance of the round table session. The facilitator’s other principal tasks were to: canvass invited participants to learn about concerns and interests prior to attending the round table session; lead discussion at the round table session; and to prepare a summary report of the session.

Twelve industry leaders that represented all segments of the vegetable value chain attended the inaugural round table session. The key finding of the session was the recognition that there is potential to form strategic alliances or other forms of collaboration that can serve as a catalyst for advancing and enhancing the BC vegetable sector. And, these alliances can only be accomplished with a change in current communication practices throughout the supply and value chain to one which is more open and inclusive.

Steering Committee

Don Low, BC Ministry of Agriculture
Julie Dickson, Overwaitea Food Group
Susan Smith, BC Ministry of Agriculture
Christine Koch, BC Agricultural Council
David Woodske, BC Ministry of Agriculture
Tom Demma, BC Vegetable Marketing Commission