



BC Cherry Association 2024 AGM/Export and Horticulture Meeting Agenda

- 8:30 Registration & Check-In (Membership renewal) - **Coffee and snacks available**
- 9:00 President's Welcome – Sukhpaul Bal
- 9:10 Business meeting:
- Approval of Agenda and 2023 Minutes
 - President's Report – **Sukhpaul Bal**
 - Treasurer's Report – **Erin Carlson**
 - Market Access Committee Report – **Richard Isaacs**
 - Research and Extension Committee Report – **Gayle Krahn**
 - Membership Report – **Beth Cavers**
 - Export Programs Report – **Beth Cavers**
 - Vote for 2023/4 Board of Directors – Officiated by **Bill Wolk**, BCCA Research & Extension Committee
 - Adjournment
- 10:25 **Refreshment Break**
- 10:50 Facing our Challenges Together: Driving action through cross-commodity collaboration – **Kellie Garcia**, CCLSP
- 11:20 2024 Export Programs – Lessons Learned and Tips for Success – **Charlene Green**, Canadian Food Inspection Agency (CFIA)
- 11:45 CFIA Plant Business Line: Digitally Driven Transformation - with introduction from **Carolyn Bekkering**, CFIA
- 12:00 **Lunch and networking break**
- 1:00 Recognizing Valued Cherry Industry Contributors – **Sukhpaul Bal**
- 1:10 Leveraging Storytelling in Media for Maximum Impact in Marketing Canadian Cherries – **Corey Padveen**, T2 Marketing International
- 1:40 Using machine learning techniques to predict the post-storage fruit quality of sweet cherries – **Dr. Mehdi Sharifi**
- 2:00 Marketing Canadian Cherries in Korea – First Year Success and 2023 Campaign Review – **Janet Cho**, Trade & Invest BC
- 2:20 Agristability Update – TBA
- 2:45 Closing remarks and Adjournment