

Development of National Integrated Fruit Production Guidelines for Apples



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Canadian Horticultural Council
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Integrated Fruit Production

IFP is a systems approach to apple production which promotes environmental sustainability, economic viability and social responsibility






Important Principles

- IFP emphasizes pesticide reduction
- IFP is a process
- IFP provides measureables and traceability (= credibility)
- IFP is dynamic
- IFP requires strong partnerships





Objectives of the National IFP Guidelines for Apples

- **Supply packers with quality fruit produced under world-class, nationally endorsed IFP standards**
- **Assure retailers and consumers that Canadian apple producers are leaders in integrated pest management, food safety, and environmental responsibility**
- **Increase consumption of Canadian apples and ensure continued access to export markets**



Components of the National IFP Guidelines

- Integrated Pest Management
- Land Stewardship
- Best Management Practices
- Record Keeping
- On-Farm Food Safety
- On-going Learning





On-Farm Food Safety Component

To reassure and maintain a high level of consumer confidence through:

- Awareness
- Implementation of GAPs
- Identification of potential hazards
- Documentation





Development of Provincial IFP Protocols Underway



- Nova Scotia – AAFC and NSFGA
- Québec – IRDA
- British Columbia – BCFGA
- Ontario – OAMC and WWF



National Steering Committee

- **Grower Representatives from British Columbia, Ontario, Quebec, Nova Scotia and New Brunswick**
- **A packinghouse and marketing representative**
- **World Wildlife Fund Canada's agricultural consultant**
- **PMRA representative**
- **AAFC representative**



National IFP Project Development Timetable

- Develop draft guidelines (2001-2002)
- Consultation process with provinces (Spring 2002)
- Pilot project (growing season 2002)
- National IFP conference (Feb 2003)
- Full implementation (2003)





Funding Partners for National IFP Project

- AAFC (CARD program)
- World Wildlife Fund
- Canadian Apple Industry





National IFP Conference

February 3-4, 2003

- **The first day of the event is geared towards growers and focuses on the latest production methods.**
- **The second day is tailored to the marketing interests of the entire supply chain, from growers and packers to distributors and retailers.**



National IFP Conference

February 3-4, 2003

- **There will be panel discussions by leading experts on growing, labelling and marketing ecologically-produced fruit.**
- **Location: Delta Centre-Ville Hotel
Montreal, Quebec**

**For more information:
www.hortcouncil.ca**