



BOARD REPORT: JAN 31, 2025

1450 K.L.O. Road, Kelowna, BC, V1W 3Z4

P: 250-469-6187, 1-800-363-6684

www.oksir.org

2025 OKSIR

Directors

Voting Directors

Shirley Fowler,
2025 Chair
RDNO

George Bush
2025 Vice Chair
RDOS

Tim Lavery
CSR D

Rick Webber
RDCO

Kevin Kraft
RDCO

Joginder Dhand
Fruit Grower, North

Tarsem Goraya,
Fruit Grower, Central

Walter Makepeace
Fruit Grower, South,
Organic

Non-voting Directors

Dr. Susanna Acheampong
BC Ministry of Agriculture

Taras Pojasok
Agriculture and
Agri-food Canada

2025 Chair and Vice-Chair Elected

The SIR Board is pleased to announce that Director Shirley Fowler, RDNO (Armstrong) and Director George Bush, RDOS (Cawston) were elected on January 31, 2025 as the SIR Board Chair and Vice-Chair, respectively.

OKSIR Welcomes New RDCO Director to the Board

New to the Board for 2025 is Director Kevin Kraft (RDCO).

The Board anticipates welcoming new grower representatives at the upcoming April meeting.

OKSIR Board Recognises 2025 Staff Service Awards

Chair Fowler and the Board thanked SIR staff for their service, highlighting Penticton Field Staff Bruce Garska's 30-year milestone. The SIR Board expressed their appreciation to all the staff recognized for service awards in 2025.

Operations Update

Winter renovations were completed on time and on budget at the Osoyoos rearing facility. Moth production is ramping up and seasonal hiring is now starting for 2025 moth production needs.

Washington Growers Expected to Buy More SIR Moths in 2025

Codling moth control is becoming increasingly challenging, especially for organic US growers who are no longer getting good control with the current management tools available in the US. OKSIR will be making 1/3 of moths produced at their facility in 2025 for sale to Washington growers for the upcoming growing season, as SIR's commercial production becomes more successful. Okanagan growers will always come first and profits from sales of SIR facility's excess capacity help offset program costs.

Recent joint marketing efforts by SIR and US distributor M3, have included successful publication of articles featured in Good Fruit Grower, Dec 2024 edition. SIR's sterile moths will also be featured numerous times in 2025 in a social media campaign M3 is working on with apple influencer @applegirlkait.

The SIR Board discussed that a potential 25% US tariff on all Canadian goods could include SIR's sterile moths. US tariffs could severely impact sales revenues, though no tariff has been announced yet.

The next regular meeting of the OKSIR Board will be 10:30 a.m. on **Friday, April 4, 2025**, in the RDCO Woodhaven Boardroom, with option for online participation.

