



Risk Management & Risk Communication

BOSGA
BC Shellfish Growers Association

Background

- BCSGA represents about 65% of growers in BC with 150 members who grow 80% of the product
- Farmers grow shellfish in exposed farm sites
- Most all farmers have cell phones but some do not have coverage at their sites
- Farmers do not all access their emails daily although 95% of our membership have internet access



Tools to Communicate

From the BCSGA:

- Website
- Email server-list
- Fax

Other government agencies have the ability to reach a wider audience of shellfish farmers in BC as not all are members



Strengths

- Once BCSGA has information it goes out immediately- phone and email
- Growers are often first point of information for threat of disease outbreak
- Most growers are qualified at monitoring water quality on their sites; and have a vested interest in no product recalls!



Weaknesses

- Often information reaching BCSGA from external government agencies is slow or non-existent
- Difficult reaching non member growers
- Some members in extremely remote areas without even dial-up access to the internet
- Farmers traditionally spend more time out on their tenures than in the office
- Large Vietnamese population farms shellfish and have language barriers- translation services are slow and cost \$.22 per word

Solutions

- Develop inter-governmental/industry communication line for timely sharing of information including partners south of the border
- Develop tools for growers to share information with inter-governmental agencies/industry on concerns as they occur
- Improve the effectiveness of BCSGA's/ BC CDC's and Health Canada's Web sites as primary mechanisms for communicating with different stakeholders
- CFIA explore opportunity to provide West Coast testing site to expedite DSP test results
- Develop opportunities for Vietnamese shellfish farmers to participate in sharing of information through translation of opportunity and tools available