



BC Fruit Growers' Association Municipal Update 2007

Established 1889

1,010 commercial growers

Summer 2007

An Industry with a Future

- An ideal growing environment:

- dry: low disease pressure
- cool fall nights: high colour apples

- Replant:

- \$8 million new funding announced on July 13
- New investment in valley
- Vitality-innovation in industry





Last Year's Presentation to Municipal Councils

- Municipal letters to federal and provincial ministers.
 - Sr. gov't did not agree to support payment
 - Did motivate new direction: Industry Strategy
 - Program funding, not special payment
 - National "Cost of Production" special payment



Industry Strategy – five pillars

- **Restructuring** (co-operative packinghouses)
- **Quality** – improving the quality of fruit and food safety
- **Marketing** – meeting consumer demands
- **Labour** – improving our desirability as a place to work
- **New Varieties**
 - 4 of top 5 new apple varieties developed in the Okanagan.
 - Okanagan 'late season' cherry varieties are Hot.
 - Patent = royalties = re-investment.



Municipal Partnership

1. Sterile Insect Release

- Huge environment impact
- Last year of 'clean-up', then maintenance
 - Urban trees a source of infestation
 - Urban trees result in urban cost
- Municipal-Grower partnership essential

2. Labour

- Seasonal farm labour housing
- 'Template'? Need for a forum/workshop?



Municipal Partnership (cont.)

3. Starlings

- Regional District proposal – October
- Approved by two of three RD's, contingent on all.
- Will be seeking approval again this fall

4. Water for Agriculture

- A secure supply of affordable water
- **Priority setting and drought disaster plan**

5. Agriculture – Urban Interface

- Request municipalities to apply same rules to their service developments as to commercial developers?
 - E.g. refer to Ag. Committees for comment

Tree Fruit Industry



- Bright future
- Partnership with municipalities
- Working on the Industry Strategy