

BC Fruit Growers' Association Municipal Update 2008

Established 1889
940 commercial growers
Summer 2008



An Industry with a Future

- An ideal growing environment:
 - Dry climate: low disease pressure
 - Northern edge of the fruit growing region: high colour, high quality apples, late season cherries
 - \$130 million in sales
- Bringing federal and provincial resources to the Okanagan:
 - \$8 million replant/removal/strategic funding over 4 years
 - \$1.5 million in Innovation Fund
 - \$1 million remaining in Industry Development Fund





Industry Strategy – five pillars

- **Restructuring** (co-operative packinghouses) – DONE.
- **Quality** – improving the quality of fruit and food safety – Projects initiated for 2008 – 2009.
- **Marketing** – meeting consumer demands - projects initiated for 2008 – 2009.
- **Labour** – improving our desirability as a place to work
 - seasonal farm worker orientation program for 2008-09
 - bylaw template ready for comment
 - on-farm housing funding by fed-prov next
- **New Varieties** – need to develop strategy and develop replant funding proposal for province



Municipal Partnership

1. Sterile Insect Release

- Huge environment impact
- BCFGA seeking to implement a marketing strategy – “Area of Low Pest Prevalence”. First step: economic analysis
- New invasive insect pests
- Municipal-Grower partnership essential

2. Labour

- Seasonal farm labour housing bylaw template
- Need to reflect Okanagan reality – small holdings (less than 10 acre parcels)
- Provincial-federal funding next
- Transportation – valley-wide, rural areas during harvest



Municipal Partnership (cont.)

3. Environment

- A secure supply of affordable water for Agriculture / BC Water Plan
- Priority setting and drought disaster plan
- Rural-urban conflict
- Buffers, Agriculture Advisory Committees, Starling control program

4. Industry Strategy

- Economic development – once a plan of action is developed, BCFGa will seek municipal support.

Tree Fruit Industry



- ❑ Contributes to Okanagan economy and lifestyle
- ❑ Partnership with municipalities
- ❑ Working on the Industry Strategy