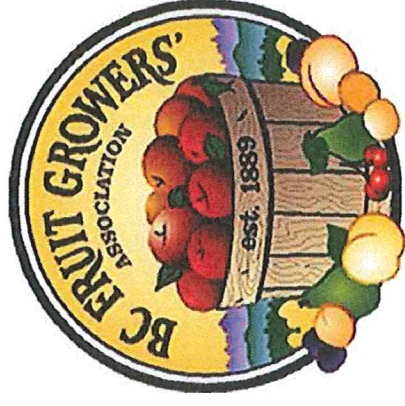
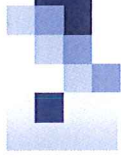


BC Fruit Growers' Association

Presentation to Municipalities
Fall 2010

Established 1889
Representing 801 commercial growers

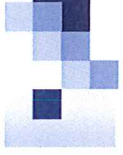




An Industry with a Future

- **An ideal growing environment**
- **Bringing federal and provincial resources to the Okanagan**
- **Economic contribution of the tree fruits industry**
- **Proudly producing a safe and healthy product**





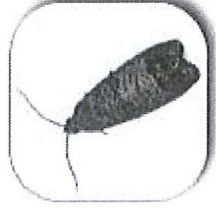
Industry Strategy – Five Pillars



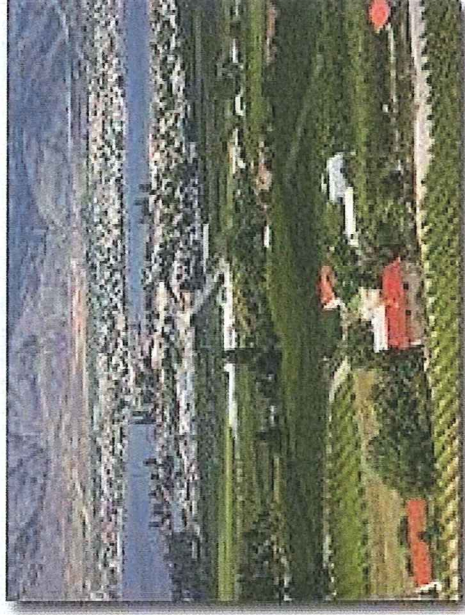
- **Co-operative Structure**
- **Quality**
- **Marketing**
- **Labour**
- **New Varieties**

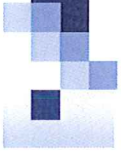


Municipal Partnership



1. **Sterile Insect Release (SIR)**
 - Positive environment impact.
 - “Area of Low Pest Prevalence”. Application to CFIA.
 - Add new invasive insect pests.
 - Municipal-Grower partnership.



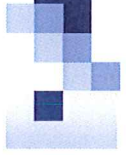


Municipal Partnership - Continued



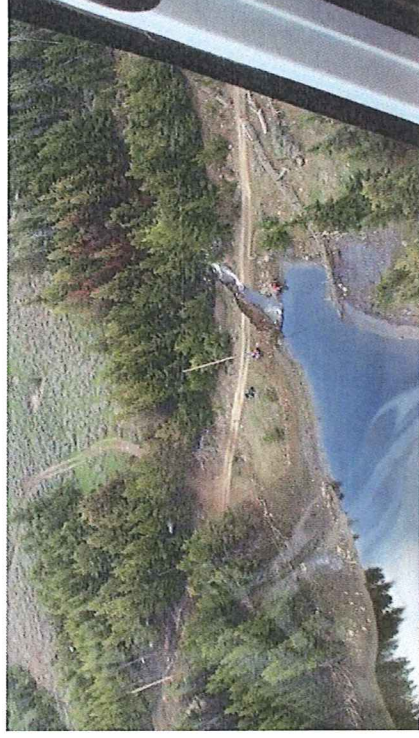
2. Labour

- 70% local & Quebec workers ,
30% Mexican/Caribbean
workers
- **Worker campsites:**
 - local service association,
hired manager
- **Transportation: valley-wide,**
rural areas during harvest

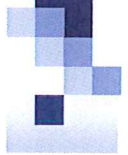


Municipal Partnership - Continued

- 3. Land and Water
 - The BCFGA supports the Agriculture Land Reserve.
 - Rural-urban conflicts - increase with development.
 - Re-think campsites within orchards.
 - Better support from province for agriculture.
 - A secure supply of affordable water for agriculture
 - Water storage investment needed by the province



*Breach in damn on Testalinda
Creek, Oliver*



Tree Fruit Industry



- **Contributes to the Okanagan economy and lifestyle**
- **Strong partnership with municipalities**
- **Need Province to strengthen agriculture**