



BC Fruit Growers' Association  
Presentation to the  
Centre for Organizational Governance  
in Agriculture

# Our Vision



*A growing, vibrant tree fruit sector,  
a respected contributor to the regional  
and BC economies,  
seen as a world leader in horticulture  
and marketing practices.*

*Sunrise Apples, developed at the AAFC  
Summerland Research Station*

# BC Grown

The Ambrosia Apple



Late Season Cherry Varieties

# Statistics Canada 2016 Agricultural Census

## - Okanagan Tree Fruit Sector

	Farm Gate (\$ millions)		
Farm Gate (\$ millions)	2011	2016	Percentage change
Apples	37.81	50.95	35%
Apricots	0.50	1.30	160%
Cherries, sweet	30.84	52.25	69%
Nectarines	0.87	1.59	83%
Peaches	5.04	7.55	50%
Pears	2.50	3.40	36%
Plums/Prunes	0.88	1.51	72%
<b>Total tree fruit</b>	<b>78.44</b>	<b>118.55</b>	<b>51%</b>
Grapes (table and wine)	41.30	57.00	38%

# Statistics Canada 2016 Agricultural Census

## - Okanagan Tree Fruit Sector

	Acres		
	2011	2016	Percentage change
Apples	8,287	8,800	6%
Apricots	197	190	-4%
Cherries, sweet	3,233	3,580	11%
Nectarines	188	145	-23%
Peaches	1,055	1,130	7%
Pears	511	478	-6%
Plums/Prunes	311	330	6%
<b>Total tree fruit</b>	<b>13,782</b>	<b>14,653</b>	<b>6%</b>
Grapes (table and wine)	8,606	9,343	<b>9%</b>

# National Apple Scene

	Farm Gate (\$1,000's)	Share of Canadian Apple-Producing Provinces	Revenue	Share of Canadian Apple-Producing Provinces	Revenue per Acre
British Columbia	52,759	23.0%	9,689	22.6%	\$5,445*
Ontario	97,947	42.7%	15,893	37.1%	\$6,163
Quebec	58,438	25.5%	12,791	29.9%	\$4,569
Nova Scotia	20,161	8.8%	4,418	10.3%	\$4,563

Compared to Ontario, BC has an estimated 15% of acreage that is not in production due to replant.  
Adjusting BC's average revenue by acre to full maturity production, BC productivity \$8,168 per acre.

# Mini-SWOT

## **Strengths**

- Climate, abundance of water
- Labour availability (Seasonal Agricultural Worker Program)

## **Weaknesses**

- Ability to adjust to climate change, competition for water, land
- Execution of our competitive strategy (Packinghouse and Marketing)

## **Opportunities**

- Quality, niche varieties
- Science, automation

## **Threats**

- Trade (access)
- Invasive pests
- Public trust

# Research - Highlights


- **National Research Priorities Established for Hort Sectors**
  - National Apple Research Cluster - storage, plant growth
- **National Plant and Animal Health Strategy**
  - Pest monitoring and control, but largely unfunded
- **Value of Apple and Cherry Breeding Program**
  - CAP project (SVC) - 9 research projects at Summerland Research Station
- **Sydney Centre for Plant Health Project**
  - Faster virus screening for imported hort material
  - Genomics

## But...

- No home grown Automation / Information Technology.
- Lack of multi-disciplinary approach to invasive pests.



# Where are we?

- Tree Fruit Sector is nationally and provincially significant. Cherries are eclipsing apples in value, due to strong growth of the cherry sector.
  - Replant is important to the future of the industry, increasing productivity.
  - Apple and cherry production in BC has natural advantages, but industry needs to step up its packing and marketing game.
  - Investment in research is important, but key areas are yet to be addressed.
  - A relatively small sector by world standards, BC has carved out a specialized niche in apple and cherry production.
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# Questions?

Thanks

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