

Organic harvest branches out!

Plump, juicy, spectacularly beautiful, bursting with flavour

Not what you'd immediately think of to describe organic produce? Well, think again.

Today's certified organic fruits and vegetables aren't the same as those in granny's day.

Organic produce now reaches the high standards of taste, appearance and cleanliness demanded by consumers.

This year's harvest offers increased volumes of 16 varieties of organic apples, including favourites such as Royal Gala, McIntosh, Fuji, Ambrosia and Spartan. And don't forget those other fall favourites, Bartlett and Anjou pears.

"Growing organic crops is very labour intensive," says Bryan Key, strategic account manager for B.C. Tree Fruits Ltd. This fact is reflected in higher prices for the consumer; 20 to 40% more for organic apples as an example.

"The growing trend toward perceived healthier food choices is driving the

organic category. Consumers are willing to purchase organics for themselves and their families."

All B.C. Brand organics are packed under strict controls into specially designated cartons and bags. Each shipping carton is marked with a Pacific Agriculture Certification Society (PACS) number that identifies the packing facility. In addition, shipping cartons are also marked with the British Columbia Certification Organic Program Symbol. Retailers appreciate the consistent quality they've come to expect with the B.C. Brand.



When it comes to produce, freshness is key! B.C. Brand apples and pears arrive at your store tree-fresh. "We ship organics through our own packinghouses," says Rick Austin, international sales director for B.C. Tree Fruits. "We have an excellent distribution system already set up. And we have the ability to move small or large quantities on a daily basis throughout North America."

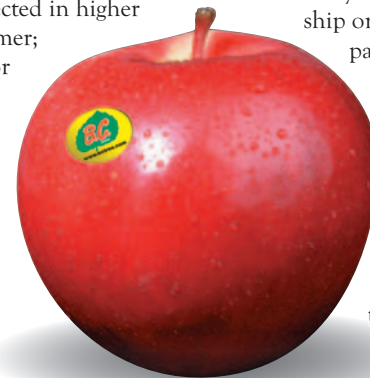
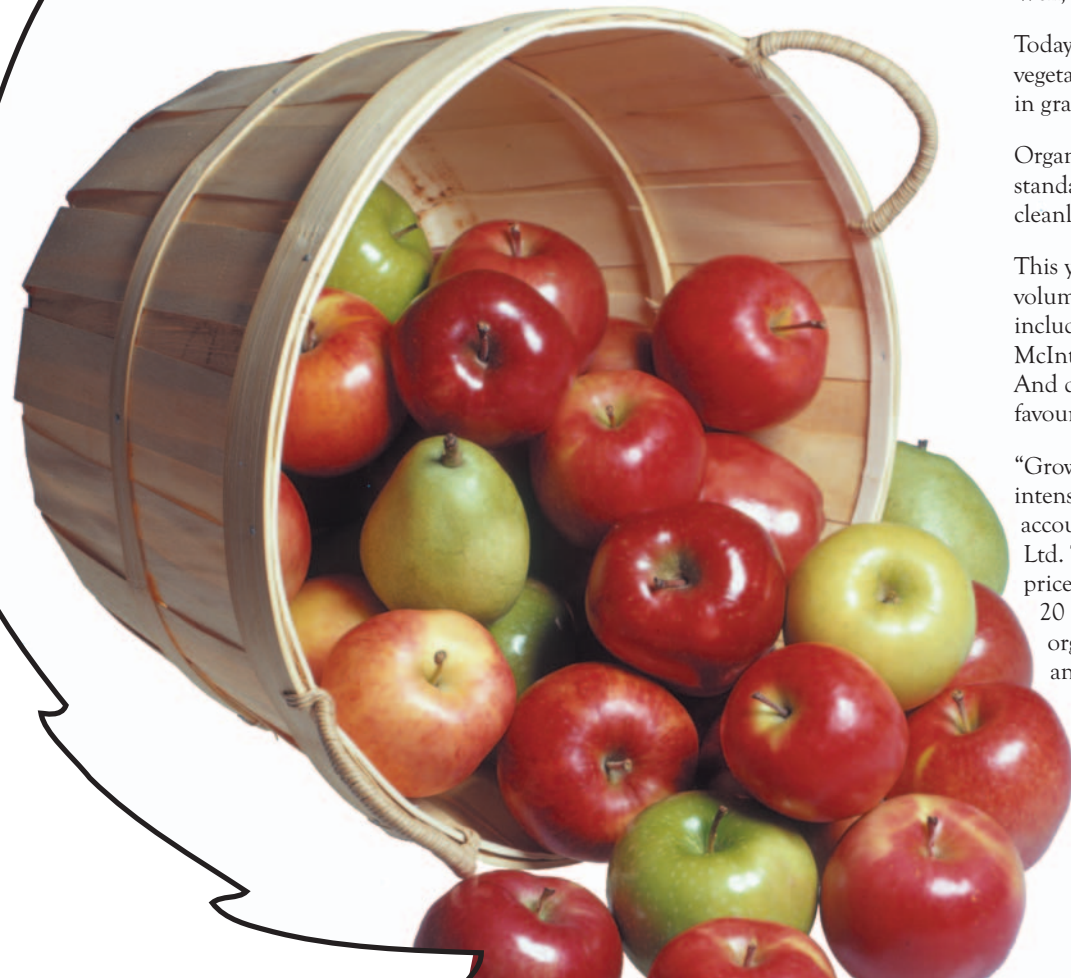
The organic section of the retail environment has been growing at 20 percent per year for the past decade and shows no signs of slowing. Savvy retailers now offer both organic and conventional produce.

At B.C. Tree Fruits, we will continue to keep pace with emerging trends as we deliver the rich harvest of Okanagan fruits to you.

What does Organic mean?

"Certified organic" indicates that an independent agency has certified that the fruit has been grown in compliance with strict guidelines of organic farming, which uses natural methods and processes.

B.C. Brand certified organic fruit is marked with special PLU stickers that are bright yellow. A "9" precedes the usual variety number and indicates that the fruit was organically grown. For example, a certified organic McIntosh apple carries PLU #94153.



bc tree fruits