

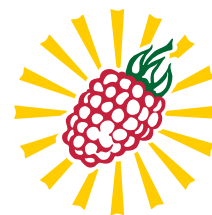


BC Raspberries: Some quick facts

In just 4,200 acres, Fraser Valley growers harvest over 12 million kilograms of the finest quality raspberries each year for shipment across Canada and around the world.

- BC is the largest raspberry producer in Canada, producing 30,455,000 pounds of raspberries in 2000
- Total world production for 1999: 530 million pounds. That's 1.4 oz of raspberries for every person in the world!
- Only 3% of raspberries are sold fresh – 97% are processed into jams, jellies, drinks, canned and frozen retail & wholesale packs and bakery products.
- The raspberry crop is valued at \$31,485,000 at the farm gate.
- There are about 275 raspberry growers in BC, mainly on small family farms with total raspberry production acreage of 4200 acres.
- Close to 98% of the raspberries in BC are grown in the Fraser Valley; the remainder are grown on Vancouver Island and in the Interior.
- Harvesting of raspberries will begin about the first week of July and peak about July 15th. Raspberries should be available till mid-August. Frozen raspberries are available year round.
- There are about 10 different varieties of raspberries grown in the Fraser Valley. The most common variety is 'Meeker' followed by 'Willamette' 'Qualicum' and 'Malahat'. 'Heritage' is a variety harvested in fall.
- All fresh market raspberries are hand-harvested. Raspberries destined for the process market are hand-harvested or machine harvested.
- Raspberries must be picked every 2-3 days throughout the harvesting season. A grower with a 20-acre hand-harvested field will need 80 pickers to pick for about one month to completely harvest the crop. That's about 20,000 man-hours of work to pick the raspberry crop from one farm.
- Fresh raspberries are quickly chilled in plastic and fiber containers, covered and shipped fresh to stores and markets all over North American and the Pacific Rim.
- Raspberries destined for processing are washed cleaned and sorted. They are then frozen singly (IQF), in blocks with juice, processed into purees (with or without seeds) or made into juice or juice concentrate. These primary processed products are then packed & frozen in boxes, pails and drums in many sizes. These raspberry products are then shipped all over the world to restaurants, commercial bakeries and processors.
- There are seventeen primary processors and packers of raspberries in BC.
- There are no genetically modified raspberries grown in BC!

Health information, recipes, fruit stand locations and more information about BC Raspberries can be found at bcraspberries.com.



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