

OUR FRUIT DOESN'T FALL FAR FROM OUR TREES

**SOMETIMES,
IT PAYS TO
BE LATE.**

When Father Charles Pandosy planted the first apple trees at his Catholic mission in 1859, little did he know the agricultural powerhouse his spindly cuttings would grow into—and all because of good timing.

The agriculture sector in the Central Okanagan is known for its moderate temperatures and higher altitudes. For several of our fruit varieties, that translates into longer harvests. When fruit from other parts of the world have completed their season, we are still going strong.



For more than 150 years, our farming operations have been a world leader in feeding people and innovating farming production and varieties. Today, the Central Okanagan is home to many different types of farm operations, including tree fruits (apples, cherries, plums, pears, peaches, and apricots), vegetables (fresh and greenhouse), and cattle ranching, of course.

From one apple tree to a multimillion-dollar industry, our agriculture sector is as timely as ever.

870+

**FARMS EMPLOYING
4,467 PEOPLE**

299+

**FRUIT AND TREE NUT
FARMING BUSINESSES**

\$130M

**IN WHOLESALE REVENUE
GENERATED AND \$900M
IN ECONOMIC ACTIVITY**

SUCCESS IN THE CENTRAL OKANAGAN



In the late 1890's, Ephraim Day homesteaded property in the heart of Kelowna, and over the five generations since, the family holdings have now expanded to encompass over 136 acres.

This includes the largest pear orchard in the province (and the best pear-growing land in Canada), distributing Bartlett, Bosc, Green and Red D'Anjou pears across North America. The family also sells freshly picked vegetables, fruit and sweet corn in their own farm market.

While keeping the family ties to the land, the Day's have made substantial investments in packing and shipping to create more efficiency in their operations. In 2019, they installed a state-of-the-art packing machine and a high-resolution optical pear-sorting system, the first of its kind in Canada. Using next-generation technology, the next generation of Day's is pushing innovation forward.



Growing cherries can be risky. The fruit is a high-value crop and if the harvest is bad, it's bad in a big way. Luckily, Jealous Fruits knows what they're doing.

Owned by the Geen family, Jealous Fruits has been growing cherries in the Okanagan Valley since 1903 and is seen as one of the best cherry producers in the world. Today, the company is the only vertically-integrated cherry grower in Canada, meaning they have the capacity to grow, process and package their crops in-house.

To compete internationally, Jealous invested heavily in infrastructure, opening a new 140,000 square-foot facility in 2020, with automated sorting and packaging lines that ensure 100% weight accuracy per pallet and removes the need for human contact with the cherries. In 2021, they produced their largest crop to date: nearly 7,000 tonnes, a 250% increase from the previous year.



Since the mid 1950s, the SunRype brand has been a household name in Western Canada, leading the way with Blue Label, their trusted apple juice. Fueled by society's greater emphasis on health and nutrition, the company has been steadily introducing a host of new snack products made from simple, wholesome ingredients including fruit, grains, seeds and coconut.

The company aims to help people live healthier lives and support community initiatives that promote an

active lifestyle across the Central Okanagan.

While they are renowned in Canada and the United States, their core is still in Kelowna. SunRype employs more than 300 employees at their 19-acre production facility near Okanagan Lake, many of whom have been with the company for more than 20 years. It's a testament to the health of their products and their company.



INDUSTRY PLAYERS

SunRype
sunrype.ca

Days Century Growers
dayscenturygrowers.ca

Jealous Fruits
jealousfruits.com

Farming Karma
farmingkarma.ca

BC Cherries Association
bcccherry.com

Bylands Nurseries
bylands.com

AgriForest Bio-Technologies
agriforestbiotech.com

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