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# News Release

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For immediate release

## **Governments of Canada and British Columbia Continue to Lend a Hand to Orchards and Vineyards**

**Penticton, British Columbia, November 30, 2010** – British Columbia's fruit growers received another instalment to help with removal and disposal costs of tree fruits and grapes from Agriculture Ministers Gerr Ritz and Ben Stewart on Saturday. The cheque for more than \$533, 000 was delivered to President Joe Sardinha of the B.C. Fruit Growers Association at a farmer roundtable hosted by local Member of Parliament (Okanagan – Coquihalla) and President of the Treasury Board Stockwell Day.

"With just one sip of wine or a handful of cherries, you'll know that the orchards and vineyards in British Columbia are world-class," said Minister Ritz. "Our Government is proud to continue in its support of B.C.'s fruit growers as they work to maintain their high quality land."

This was the second instalment this year from the Orchards and Vineyards Transition Program, a federal program being complemented by a provincial replant program, to help fruit growers in British Columbia adapt to industry pressures and changing markets. The federal government contributed \$4.98 million towards strategic plans and removal costs and the province provided \$3 million through a grant to the Investment Agriculture Foundation for an orchard replant program. The term of the agreement is for four years from fiscal 2007-08 to 2010-11.

"Fruit growers in B.C. produce fruit of exceptional quality and we continue to work closely with farmers and producers to find innovative ways to increase profitability and ensure the long-term success of the industry," said Minister Stewart. "Adapting to market and economic trends is critical, therefore choosing to plant the right variety of fruit can mean a significant difference in revenue for growers."

In April, former provincial Agriculture Minister Steve Thomson and Member of Parliament (Kelowna – Lake Country) Ron Cannan presented a cheque to the B.C. Fruit Growers Association in the amount of \$673,574 for the Orchards and Vineyards Transition Program.

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