



The British Columbia Fruit Growers' Association

1473 Water Street, Kelowna, BC V1Y 1J6
Ph: (250) 762 – 5226 • Fax (250) 861 – 9089
E-mail • info@bcfga.com

For Immediate Release

LET'S CELEBRATE FALL AND BC APPLE HARVEST

October 4, 2010 (Kelowna) – This fall, with the extension of summer weather and cooler nights, consumers can expect a mouth-watering treat of a wide variety of beautifully- coloured apples.

"I believe that the 2010 apple harvest is proof that the Okanagan Valley is ideally suited to producing spectacular apples. Growers are anticipating that the high quality fruit coming out of their orchards will trigger the taste appeal of loyal consumers of BC apples", proudly announced Joe Sardinha, President of the BC Fruit Growers Association.

One of the new varieties grown by BC growers is the Ambrosia apple. Simply translated from ancient Greek, Ambrosia is the "food of the gods". This apple is gaining in popularity because of its excellent flavour and appearance and, especially for growers, its productivity. BC growers are proud to call the Ambrosia apple one of their own and are dedicated at working hard to ensure the highest possible quality and success of the Ambrosia. Growers take great pride and care in producing their apples so consumers can enjoy a healthy, yet delicious treat.

This fall, the BC Fruit Growers Association is calling out all apple lovers to bring friends and neighbours, and take a bite into the season's heavenly fruit. Whether it is at your local farmers' market and retailer, or at events such as the Vancouver UBC Apple Festival and Regina's Canadian Western Agribition, our apples will be there!

-30-

For more information, visit our website www.bcfga.com or contact:

Glen Lucas

General Manager
BC Fruit Growers Association
Ph: (250) 762-5226 ex 23
Email: glucas@bcfga.com

Josée Larocque

Public Relations & Events Coordinator
BC Fruit Growers Association
Ph: (250) 762-5226 ex 24
Email: jlarcque@bcfga.com