



BC Fruit Growers' Association

Summerland Varieties Corporation

www.bcfga.com / www.summerlandvarieties.com



Summerland Varieties Corporation management change

June 26, 2014

Summerland, BC – The Summerland Varieties Corporation (SVC, formerly PICO) announced a change in its senior management. Keith Carlson, is resigning as CEO in order to pursue his other business interests.

Nick Ibuki is promoted to Acting General Manager and Ken Haddrell will be Special Advisor to the Board of Directors during the interim period.

SVC is a wholly-owned subsidiary of the BC Fruit Growers' Association. The operation of the two organizations will remain independent. Office operations of SVC are located in Summerland, BC.

SVC was established in 1993 to be an agent for owners of new varieties of tree fruit and berries. SVC administers technical, legal and contractual items for the owners of the new varieties and assists in ensuring the commercial success of promising new varieties of tree fruits and berries. It also operates a budwood orchard that provides growers with true-to-type, virus indexed budwood for grafting and supports scientific research and development in support of the tree fruit industry.

SVC is agent for some of the most successful varieties in the world, including the Ambrosia apple and Staccato cherries. SVC is also agent for promising new varieties such as the Salish apple (released in 2012) and the Sentennial cherry varieties.

The BCFGA is an agriculture association with a membership of 550 commercial tree fruit growers in BC. It celebrates its 125th anniversary in 2014.

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Further information:

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