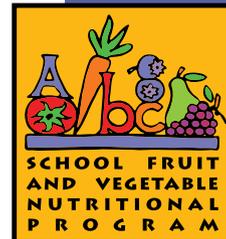


BLUEBERRIES DON'T FALL FROM THE SKY. SOMEONE HAD TO GROW, PICK, PACK AND SHIP THEM TO YOUR SCHOOL. THAT BERRY FARMER MIGHT EVEN BE YOUR NEIGHBOUR.



SMILE MR. KRAUSE, WE LOVE YOUR BLUEBERRIES!



The Double Scoop on
this Week's Snack!

MEET THE KRAUSE FAMILY OF SOUTH ALDER FARM...



Harvey Krause, South Alder Farm

Growing berries is a family tradition for the Krause family at South Alder Farm. In fact, we've been berry farmers for decades. Our business is berries. Since BC is the top blueberry producer in Canada – 95% of the Canadian production – we take our job pretty seriously.

Did we grow and pick all of the blueberries for your School Fruit and Vegetable nutritional program? No way. We grow a lot of berries on our farm, but not that many. We work together with other growers in the region who harvest and send us their crop so we can process and ship blueberries to schools all over BC.

The blueberries you are snacking on today came from northern highbushes we planted in 2005. Each bush spent its first year in a greenhouse before we planted it in early spring in a neat row in our field. At 8 years old these are prime berry plants. If we do our job right we'll be picking berries from these bushes for another 20 years.

Although we've been blueberry farmers for a long time, we weren't the first. Blueberries are one of the few edible berries native to Canada. For centuries, wild blueberries were gathered from forests and bogs by First Nations peoples and consumed fresh or dried in the sun. The first blueberry farmers were the Johnston brothers, who planted native highbush seedlings on the peat bogs of Lulu Island in the early 1920's.

Harvest starts in early July when the berries are a deep blue colour. Every blueberry you're snacking on was hand-picked, one-by-one! After picking, the berries are quickly sent to packing houses, chilled, washed and then shipped right away to market. If we're lucky, we'll harvest one bush 2 to 4 times in one season.



Pick, Pack,
Ship & Snack

Blueberries

YOU CAN FIND THE KRAUSE FAMILY'S SOUTH ALDER FARM IN THE FRASER VALLEY. OVER 800 BC FRASER VALLEY FARMERS GROW AND SHIP BERRIES ACROSS CANADA AND ALL OVER THE WORLD.



DO THE MATH.



WANT TO KNOW THE FRASER VALLEY FARMERS' SECRET TO GROWING THE WORLD'S FINEST BLUEBERRIES?

Rich, fertile, acidic soil + extended growing season
+ lots of sun + mild climate (that's the Fraser valley)

SOUTH ALDER FARMS ADDS...

The finest berry varieties + decades of experience
+ modern technology.

MAP IT OUT...

99% OF BC'S BLUEBERRY FARMS ARE IN THE FRASER VALLEY IN **Richmond, Pitt meadows, Matsqui prairie, Abbotsford and Surrey**. THERE ARE A SMALL NUMBER OF FARMS IN **Saanich** AND THE **Comox valley** ON VANCOUVER ISLAND.

USE YOUR CLASSROOM GROW BC MAP FOR THE FOLLOWING:

-  FIND **4 other** LOCATIONS IN BC WHERE BLUEBERRIES ARE GROWN.
-  FIND THE NAME OF BC'S PROVINCIAL BIRD.
Hint: IT HAS THE SAME COLOURING AS BLUEBERRIES.
-  WHAT KIND OF LANDFORM BEST GROWS BLUEBERRIES?

1. Highbush blueberries are perennial, long-lived, deciduous, woody shrubs. If one blueberry bush produces 3,000 berries in one season and produces berries for 30 years, how many berries would it produce in its lifetime? _____

2. There are about 1,400 schools enrolled in the BC School Fruit and Vegetable Nutritional Program. This month, South Alder Farm is providing blueberries for around 500,000 students. Each gets 1/2 cup of blueberries. (First, look at your portion and estimate how many blueberries are in a 1/2 cup serving?) _____

Estimate how many blueberries the Krause family had to ship for your classroom? _____

How many blueberries did the Krause family have to provide for all BC kids in the program? _____

3. 10,500 athletes from 205 national Olympic committees participated in the 2012 summer Olympic Games in London. How many blueberries would the Krause family need to provide to feed a 1/2 cup serving of this super food to these super athletes? _____

I'M A STAR!

