

THE STRAWBERRIES YOU ARE EATING TODAY WERE GROWN ON A BC FARM. MOST OF THE FARMS IN BC ARE FAMILY-RUN AND HAVE BEEN IN THE BUSINESS OF GROWING AND SELLING FOOD CROPS FOR GENERATIONS. THESE FAMILIES HELP TO FEED YOUR FAMILIES.

## MEET THE KRAUSE FAMILY OF SOUTH ALDER FARM...

Our family farm is in the heart of the Fraser Valley in Aldergrove, BC, where we grow and harvest over 1,000 acres of berries every year – that adds up to over 5 million kg. Our main crops are blueberries, raspberries and blackberries –and of course, strawberries.



The Krause family of farmers – youngest to oldest!

Summer, when harvest is in full gear, is our busiest season. Not only do we work from dusk to dawn harvesting our berries for stores, markets and processors, we have visitors arriving bright and early to our u-pick fields. Strawberries are our first crop. A few years ago, our strawberry season lasted for just three weeks, starting in June. Now, it extends to the end of September for an entire summer of fresh, sweet strawberries. What changed? Like many BC berry farmers, we've extended our season by growing two types of strawberries: June-bearing and Everbearing.

**JUNE-BEARING VARIETIES** produce one crop a year, in early summer. The plants reproduce quickly by sending out a lot of runners – these are branches that shoot out from the roots to become new, 'daughter plants'. We pinch them off so that the 'mother' plant can concentrate its energy on producing fruit. June-bearers give us lots of berries all at once, but the season is short.

**EVERBEARING VARIETIES** have a much longer season. These are 'day-neutral' plants. That means they don't respond to changes in sunlight and day length. They flower and start producing fruit in early summer, and then continue through to the fall until it gets too cold. If you're enjoying a local strawberry in the late summer, it's one of the everbearing varieties.

Strawberry plants only produce fruit for a few seasons. After two or three seasons we pull the plants out of the fields in the fall, and replace them with new ones the following spring.

Once picked, strawberries start to lose their sweetness. We shipped the strawberries you're eating today directly from our farm to your school so that you can taste that just-picked freshness. That's the next best thing to coming out to our farm and hand-picking them yourselves.



A LONGER GROWING SEASON ON OUR FARM MEANS MORE FRESH LOCAL STRAWBERRIES FOR YOU!

The Double Scoop on  
this Week's Snack!

Strawberries

# WILD ABOUT STRAWBERRIES

3 native species of WILD STRAWBERRIES in BC...

BERRIES GROWN ON FARMS ARE CALLED 'CULTIVATED BERRIES'. THE CULTIVATED STRAWBERRIES WE GROW TODAY ARE HYBRIDS OF EARLY WILD STRAWBERRIES.



Wild strawberries grow in woodlands, roadsides and open fields throughout BC. Like many fruits, wild strawberries belong to the rose family of plants.

All groups of BC First Nations peoples knew and enjoyed wild strawberries. Sometimes they mixed and dried strawberries with other berries, or made a medicinal tea (to treat sore throats) using the leaves, but mostly they enjoyed them fresh off the vine.

## WILD FACTS...

Coastal and wild strawberries are ancestors of our modern cultivated strawberry. Early settlers took these delicious new world wild fruits back to Europe with them and planted them. Once grown together, they formed a natural hybrid much larger, and more productive, with the same sweet flavour of both of its wild parent plants. This new berry was soon cultivated around the world, and eventually returned to Canada.

Cultivated strawberries are now grown in every province in Canada and throughout BC, from the Peace River area to southern BC and Vancouver Island. Most commercial growers, like South Alder Farms, are in the rich, fertile Fraser Valley where the weather is moderated by the Pacific Ocean.

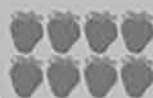
## DO THE MATH...



Strawberries are the only fruit that wear their seeds on the outside. So, they aren't true berries, like blueberries or grapes. Each seed on a strawberry is considered by botanists to be its own separate fruit. On average, a strawberry is adorned with between 150 and 200 seeds. Say you have a bowlful of 25 strawberries. Estimate how many seeds you would have in your bowl in total. \_\_\_\_\_

South Alder Farms harvests over 1,000 acres of berries every year for a total of @ 5 million kg. How many kg of berries does 1 acre produce each year? \_\_\_\_\_

With 6 acres planted with strawberries, @ how many kg of berries would they produce? \_\_\_\_\_



= more vitamin C than \_\_\_\_\_