

Values are at the Core of Our Apples

Bringing the best to Canadians
for generations

*Providing a sustainable local
apple crop through
Integrated Fruit Production
will ensure Canadians
can enjoy the
world's best
apples now and
in the future.*



CHC / CCH

**Canadian Horticultural Council
Conseil canadien de l'horticulture
www.hortcouncil.ca**

A rich Canadian tradition

As Canadian as hockey and maple syrup, apples have been grown in Canada since the early 1600s. Canadian settlers in New Brunswick, Nova Scotia, Quebec, Ontario and British Columbia first planted apple orchards to feed their families. From there, some more industrious entrepreneurs began to grow apples destined for markets in major centers across Canada, the United

States and the United Kingdom.

Careful stewardship of this valuable resource by generations of apple growers has resulted in a vibrant industry producing some of the best apples in the world. Today as then, the same five provinces represent the major apple growing regions in Canada, producing a wide array of nutritious, great tasting and exciting varieties.



Bountiful production

Long before the term 'environmentalist' was used to describe people who protected natural resources, Canadian apple growers understood that caring for the land meant it would remain viable. Today's growers are dedicated to providing consumers with the best fruit possible while maintaining a healthy and environmentally responsible industry. This has been achieved through the adoption of standardized practices of Integrated Fruit Production (IFP).

IFP was developed from the key concepts and practices of Integrated Pest Management, first implemented in Nova Scotia more than 75 years ago. IFP represents a long-term goal to make farming more economically viable, environmentally sound and socially responsible. Farmers employing an IFP program help conserve our environment and produce top quality crops, while maintaining farm profitability. The principal components of an IFP



program include:

Best Management Practices (BMPs)

BMPs are practical, affordable approaches used by Canadian apple growers to conserve and enhance their farm's soil, water and wildlife, without sacrificing productivity or profits.

BMPs are applied to practices such as soil and crop nutrition, irrigation, pruning, pest management, and harvesting and storage of apples.

Integrated Pest Management (IPM)

IPM is a knowledge-driven system of managing pests that incorporates different methods including: biological, horticultural and chemical means, in a manner that is economically and environmentally responsible. As part of an IPM program, Canadian apple growers monitor for pests and use preventative measures only if economic levels of damage are imminent. This means the least amount of chemicals used and only those with a low environmental impact.

on with a caring touch

Environmental Stewardship

Environmental stewardship is the careful and responsible management of our natural resources and the environment. Apple growers, as stewards of the land, provide “ecological services” to Canadians by conserving soil, water, and wildlife habitat on their farms, and respecting the diversity of nature.

On-Farm Food Safety

On-farm food safety programs help apple growers identify concerns for the safe handling of food from farm to fork. The diligent use of these practices directly addresses consumer concerns for safe and healthy food, and promotes the local consumption of our fabulous crunchy and mouth-watering Canadian apples.

Marketing

The implementation and use of an IFP program allows our apple growers to access new markets and promote Canadian apples, which are grown under environmentally sustainable conditions. IFP meets the stringent demands of Canadian consumers for safe, healthy, and locally grown produce.

Life-long Learning

Farming is a life-long learning process. Canadian apple growers are students of horticulture, continually upgrading their knowledge and skills in IFP practices. They gain new information and technology from attending workshops and horticultural conferences, on-farm demonstrations, through grower discussion groups, on-line research, and from trade and government publications.

Of the varieties grown in Canada, **MacIntosh, Red Delicious, Spartan, Empire** and **Gala** account for the majority of commercial apple crops. Over the past decade however, Canadian apple growers have planted varieties like **Honeycrisp, Ambrosia, Gingergold** and **Aurora Golden Gala**, which have all become popular in their own right.



To learn more about Integrated Fruit Production, contact your provincial apple growers' association:

British Columbia Fruit Growers' Association

1473 Water Street, Kelowna, BC V1Y 1J6

Telephone: 250-762-5226

E-mail: info@bcfga.com

Web site: www.bcfga.com

Ontario Apple Growers

PO Box 100, Vineland Station, ON L0R 2E0

Telephone: 905-688-0990

Web site: www.onapples.com

Fédération des producteurs de pommes du Québec

555, boul. Roland-Therrien, bureau 365,

Longueuil, PQ J4H 4E7

Téléphone: 450-679-0540

Courriel: pommes@upa.qc.ca

Web site: www.laommeduquebec.ca

Nova Scotia Fruit Growers' Association

Kentville Agricultural Centre, 32 Main Street,

Kentville, NS B4N 1J5

Telephone: 902-678-1093

Web site: www.nsapples.com

Apple Growers of New Brunswick

259 Brunswick Street, Suite 104,

Fredericton NB E3B 1G8

Telephone: 506-452-8100

Email: nbapple@nbnet.nb.ca

Why Buy Local?

When you buy Canadian apples grown under IFP guidelines you are getting more than great tasting and nutritious fruit for your family. You are making a responsible choice for a strong, local, ecologically-based agriculture community. You are supporting apple growers and their families whose homes and farms are within a few hundred kilometres of where you live and work, and whose farm practices help protect our wildlife and biodiversity, and our drinking water and air quality.

This information was brought to you by the Canadian Horticultural Council and Canada's apple growers.



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