

BC CRANBERRIES: HOW THEY GROW

DID YOU KNOW?

FRESH BC CRANBERRIES ARE AVAILABLE AT LOCAL FARMERS' MARKETS AND GROCERY STORES IN THE FALL

NATIVE TO NORTH AMERICA

Cranberries are native to North America and grow on a low, woody plant that has long-running vines up to 2 m long. Each fruit bud may contain as many as seven flowers.

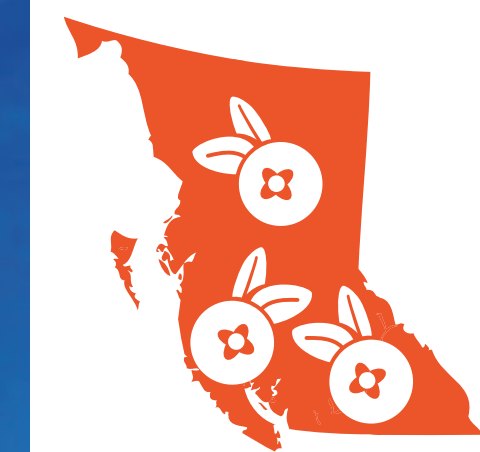
NOT BOGGED DOWN

It is a common misconception that cranberries grow in water. Wild cranberries grow in soft, marshy grounds. BC growers plant the vines in sunken beds called "bogs" and flood them when it's time to harvest the berries.

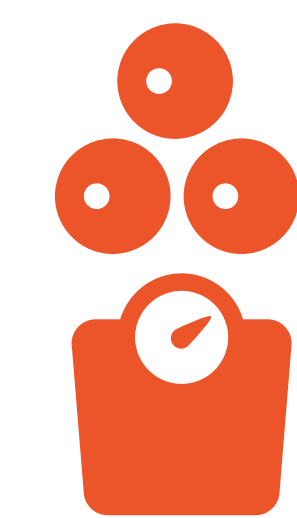


FRESHLY MOWED

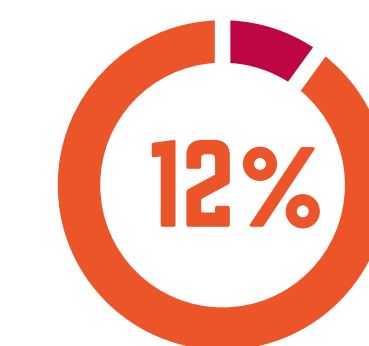
The fresh bagged cranberries you buy from the produce aisle at your local grocery store for Thanksgiving are usually harvested using a dry method. Cranberry growers simply use a machine that looks like a large lawnmower to harvest the berries off the vine.



80
CRANBERRY
GROWERS
LIVE IN BC



MORE THAN
45.9
MILLION KG OF
CRANBERRIES
WAS PRODUCED
IN BC IN 2018



THAT'S
ABOUT
12%
OF NORTH
AMERICAN
PRODUCTION
EVERY YEAR

BC CRANBERRIES: HARVESTING PROCESS

DID YOU KNOW?

98% OF BC FARMERS USE THE WET HARVEST METHOD TO COLLECT THEIR CRANBERRIES



1

FLOODING

The night before the cranberries are ready to be harvested, the bog is flooded with up to 18 inches of water.



2

BEATING

The fruit is then “beaten” off the vine using a special harvester. Because cranberries contain little pockets of air, they float to the top!



3

GATHERING

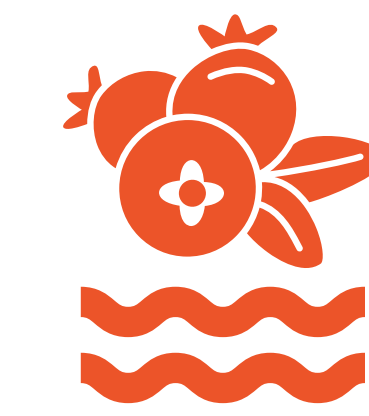
The surface is then corraled with booms to collect the floating cranberries and then pumped into trucks for processing.



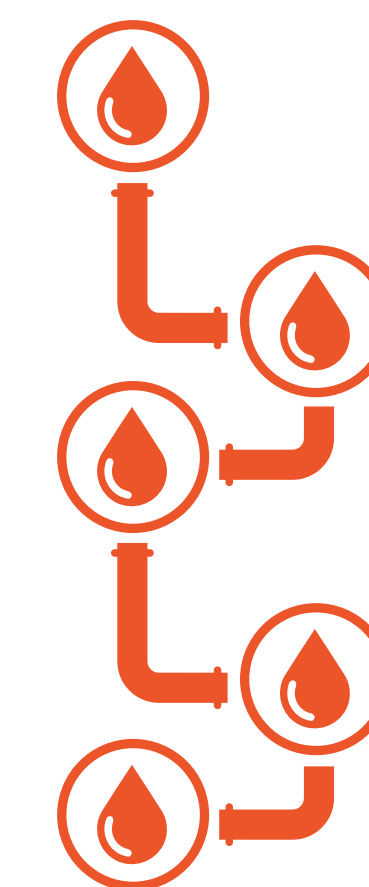
4

FLOOD, BEAT AND PUMP

It takes a few days for the harvest process to flood, beat, and pump fruit out of a field—water is pumped from one field to another until all the fields of a farm are harvested and the berries can finally be pumped into trucks for processing.



CRANBERRIES CAN FLOAT AND BOUNCE BECAUSE THEY HAVE **4** LITTLE POCKETS OF AIR



BC CRANBERRY GROWERS RECYCLE FLOOD WATER PASSING FROM BOG TO BOG, AND GROWER TO GROWER, THROUGH A SERIES OF CANALS, GATES AND HOLDING PONDS

BC CRANBERRIES: FROM FARM TO TABLE

OVER 95% OF BC CRANBERRIES ARE PROCESSED INTO SAUCES, JUICES AND DRIED FRUIT

1

THE BOUNCE TEST!

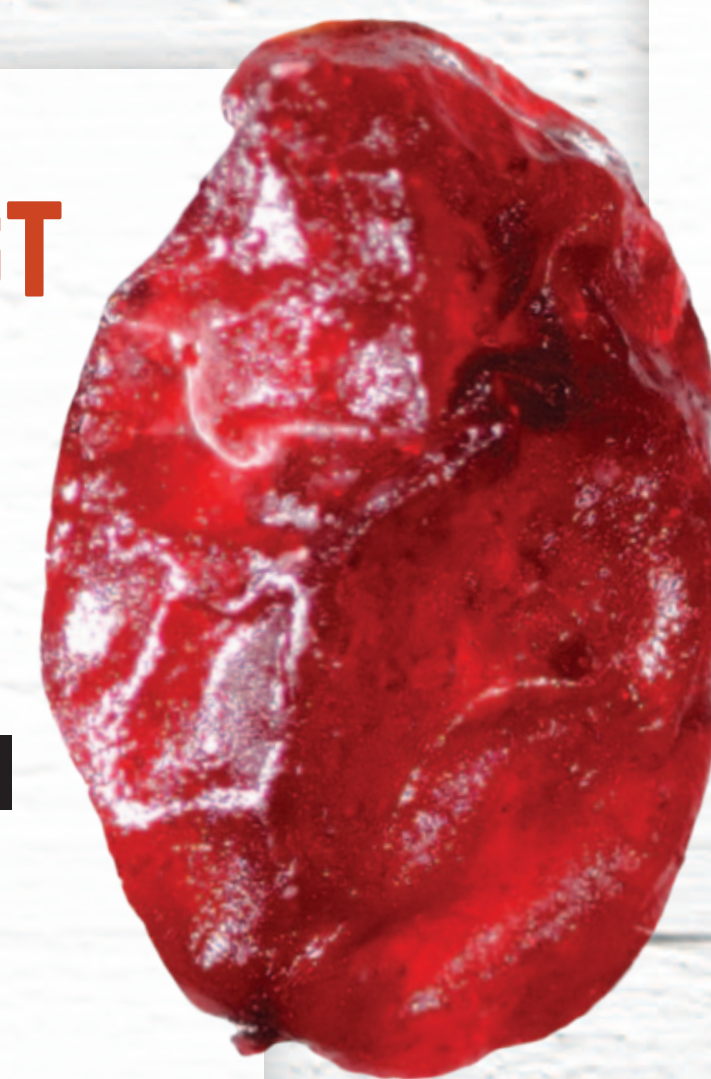
At the plant, the berries get cleaned and inspected and have to pass the “bounce test”. Fresh berries are firm and will bounce, while the softer, overripe berries will not and are discarded.



2

STORING THE BEST

After the “bounce test”, most berries then go to a frozen storage facility until they are ready for processing.



3

THE BREAK DOWN

Around 97% of BC cranberries go to Ocean Spray to be processed. They are then made into juice and craisins.



4

FRESH TO MARKET

About 2-5% of BC's cranberries are sold fresh, which are immediately bagged and sent to market. Fresh berries can be refrigerated for a few months without losing their deep red gloss and clean tart taste.