

Congratulations on your golf triumph @ the BCPMA Spring Golf Tournament

Date: June 7th, 2024

Longest Drive Award



Sponsor: (left) Lui Stefanucci, the President and General Manager of the **Produce Terminal**
Winner: Jill Anderson (**Anderson Watts Ltd.**)



Sponsor: **Sunkist Growers**. (left) Zan Chow, the President of BCPMA presented the trophy on behalf of Jeff Gaston, the Managing Director of Sunkist Growers
Winner: John Kwan (**Produce Terminal**)

Closest to Pin Award



Sponsor: (left) Mac Riggan, VP Sales and Business Development of **Chelan Fresh**
Winner: Devon Kennedy (**Highline Mushrooms**)



Sponsor: **USA Pears**. (left) Zan Chow, the President of BCPMA presented the trophy on behalf of Prentice Dent, the Regional Manager Canada of USA Pears
Winner: Raymond Cen (**New Empire Supermarket**)
(pictured is his son, Vincent Cen)

Lowest Scores Team Award



Sponsors: (far left) Murray Driediger, the President and CEO of **BC Fresh**;
(far right) Ryan Cherry, the Director of Sales of **Windset Farms**

Winners: (from 2nd left) Devon Kennedy (**Highline Mushrooms**), Rob Mackay (**Highline Mushrooms**), David Crispo (**The Star Group**), Bill Robbins (**The Star Group**)

Dear Hole Exhibitors,
Thank you for making our event truly amazing!



BC Fresh

Windset Farms



BC Lions

Oppy



Great Little Box Company
Ideon Packaging

THANK YOU

TITLE SPONSORS



PRIZE HOLE SPONSORS



HOLE SPONSORS



At the Fall Golf Tournament this year, sponsors exhibiting at holes have the chance to win the prestigious "Best Hole Exhibit" award and a grand prize.
Join us and be part of something extraordinary!

Valued Sponsors, your continued support means the world to us.

Thank you for your generous sponsorship and unwavering support in making our Spring Golf Event a success. Your contributions and participation were invaluable and played a crucial role in the event's success.

Sincere thanks to those who went the extra mile to support our event:

- BC Fresh: For providing delicious Warba potatoes that enhanced our dinner and gave everyone a tasty treat to take home!
- Windset Farms: For contributing vibrant and fragrant basil plants as centerpieces, adding a touch of freshness and beauty to our dinner!
- Chelan Fresh: For supplying refreshing and nutritious Sugarbee apples that kept everyone hydrated and energized throughout the event!

Thank You

BC Children Hospital Race For the Kids



Dear members, thank you for your commitment to making a difference!



2024

BC Children Hospital Race for the Kids

We are sincerely grateful for your incredible support and participation in the BC Children's Hospital Race for the Kids event. Your dedication and generosity have made a significant impact on the lives of children and families in our community.

Thank you for joining us in this important cause and helping to make a difference. Together, we are bringing hope and healing to those who need it most. This year, there were over 9,700 runners took part at the run across BC and BC Children's Hospital raised more than \$1.9 million!

With heartfelt appreciation!

Best Regards,
BCPMA Team





“BELIEVE YOU CAN AND YOUR ARE HALFWAY THERE.”

THEODORE ROOSEVELT

From Corporate Finance to Organic Vegetable Farmer

“When I relocated from Venezuela to Canada in 2015, my extensive background in financial and manufacturing industries accompanied me. With a focus on strategy and turnarounds, I had overseen the restructuring of assets totaling over \$1 billion across sectors ranging from pharmaceuticals to textiles. Despite these achievements, retirement was not my intention at 56, driven instead by a desire to provide my children with a stable future away from Venezuela's economic downturn, where GDP plummeted dramatically.

Securing Permanent Resident status in Canada, facilitated through connections with immigration lawyers and annual visits to Vancouver's Whistler, eventually led my family to settle in the city. In 2015, we acquired a 20-acre property in Pemberton, initially intended for vacationing, yet eventually becoming the foundation for a new venture in organic farming.

Despite lacking experience in agriculture, I saw an opportunity in the burgeoning trend towards organic vegetables. With the guidance of Andrew, our farm manager, and a meticulously crafted business plan, we initially encountered challenges with market saturation. However, a pivot to broccolini in 2018, driven by local demand and favorable feedback from larger distributors in Vancouver, marked a turning point. Securing organic and food safety certifications accelerated our growth, propelling sales to \$172,000 by 2019, with promising future prospects.

The journey has not been without its challenges. Land constraints and dependency on agricultural cycles, compounded by environmental factors such as heatwaves and wildfires, posed significant obstacles. Government support programs like AgriStability provided some relief, although bureaucratic inefficiencies occasionally hindered progress.

Joining the BCPMA proved instrumental in navigating these challenges, providing a supportive network and insights into BC's market dynamics. Becoming a board member further integrated us into the local community and underscored the province's preference for high-quality, locally sourced produce despite higher production costs.

Looking ahead, Blue House Organics remains committed to innovation and sustainability. Our focus on meeting market demands while enhancing production efficiencies positions us well for future growth. We are dedicated to continuing our journey of providing BC consumers with superior organic produce, contributing to both the local economy and community well-being.”

----- Alejandro Sucre -----



If you are interested in contributing an article to the BCPMA newsletter, please email ashley.kwan@bcpma.com. All submissions must be original and will be reviewed, subject to approval and editing.