



# Delta Chamber of Commerce Monthly Series

The Delta Chamber of Commerce is pleased to be presenting this informative luncheon regarding agriculture in Delta. This luncheon will feature three panelists in 3 business areas of the food chain: Farmers, Food Processing and the Retail - each of them sharing the challenges and opportunities of this 100 million a year industry in Delta.

## Farm Gate to Consumer Plate: The Food Chain Business in Delta



**Murray Driediger, President, CEO -BC Fresh:** Murray Driediger has served in this position for the past 3-years. BCfresh is a grower owned limited company operating in Delta. BCfresh markets and distributes 70,000 tons of root vegetables annually on behalf of 52 individual growers.

Prior to working with BCfresh, Murray was President of the Golden Eagle Group of Companies in Pitt Meadows, an agri business consisting of 5000 acres and 9 divisions. He was also General Manager of BC Vegetable Marketing Commission for 8-years. In that capacity he handled inter-Provincial and International Trade matters on behalf of the BC industry along with information gathering and analysis.



**Travis Drew, Manager Lucerne Foods** - Lucerne Foods is a Division of Canada Safeway. Lucerne has two frozen fruit and vegetable plants located in Western Canada. The Abbotsford facility receives fresh fruits and vegetables from growers located between Delta and Hope. These include beans, peas, strawberries, blueberries, raspberries, cranberries, and Cole crops. The products are cleaned and frozen. The plant packages the products into poly bags, cases, bulk totes, and drums. The frozen product is distributed across North America to both retailers and the food services industry. The plant processes and packages 65 million pounds annually.



Andy Carter,  
Store Manager

**Andy Carter, General Manager, Thrifty Foods** - A member of the Thrifty Foods Team for 15 years. A Master Baker by trade having owned and operated a chain of both retail and wholesale outlets in the UK. Andy has managed retail for Thrifty Foods in Victoria and in Campbell River and now in Tsawwassen. Thrifty Foods success to date has been founded on relationships with local growers and suppliers and by providing customers with a clear commitment to top-quality products, competitive pricing and outstanding customer service. It is also clearly understood that Thrifty Foods' success is due, in significant part, to the company's unstinting support of charitable causes and its high level of community involvement.

**Sponsored by:**  
Cloverdale Cold  
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**Feb. 25, 2010**

**Delta Town and Country Inn**  
**Doors Open 11:30am • Lunch 12:00-1:30pm**  
**\$30 Members or \$40 Non-members**

**Registration & Prepayment required. Preferred method; register online. "No shows" will be billed. Minimum 24hr cancellation notice otherwise No refunds. NSF cheques subject to service fee.**

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Name

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Company

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Phone/Fax

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E-mail \*Required

Member

Non-Member

# of Tickets \_\_\_\_\_

Method of Payment

Visa

Mastercard

Cheque/ Cash

\_\_\_\_\_  
Credit Card #

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Expiry Date

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