

# RICHMOND REVEALED

## Agricultural Spectacle

An unparalleled series of visual spectacles will introduce Richmond, BC, Canada to the world during the Vancouver 2010 Olympic Winter Games. Each spectacle will tell the story of Richmond's local economy, people, heritage and natural environment.

## 13 million cranberries reveal Richmond to the world



*The Canadian Olympic Committee logo, created with 13 million locally grown cranberries, will be on display at Richmond's Brighthouse Park as a tribute to the 2010 Olympic Winter Games.*

- This spectacular display of the Canadian Olympic Committee logo, created using 13 million locally grown cranberries, is a tribute to the 2010 Olympic Winter Games.
- The Canadian Olympic Committee logo, featuring the Olympic rings, a maple leaf and flame, will be on display at Richmond's Brighthouse Park for the duration of the 2010 Olympic Winter Games.
- The spectacle will be so large that cranberries will cover approximately 4,275 square metres (46,000 square feet) of surface—that's big enough to be seen from up to 1,500 metres (5,000 feet) from the ground!
- All berries for the installation will come from Richmond cranberry farms.



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- Filling the structure will require 13,600 kilograms (30,000 pounds) of fruit—that's approximately 13 million cranberries. It's so many cranberries that if you strung them together they would wrap around the Richmond Olympic Oval's speed skating track approximately 550 times!
- All berries used in the installation will be gathered and composted at the conclusion of the 2010 Olympic Winter Games.



## Cranberries and Richmond

- Cranberries are one of British Columbia's top berry crops, reaching approximately \$34 million in revenue a year.
- Nearly 809 hectares (2,000 acres) of land in Richmond are dedicated to growing cranberries.
- There are approximately 60 family owned cranberry farms in Richmond. Some Richmond families have been growing cranberries for four generations.
- Nearly half (47 per cent) of BC's cranberry production is in Richmond.
- Over 50 per cent of British Columbia's cranberries are used to make sweetened dried cranberries and 40 per cent are used for juice products.