

SOUTHWEST BRITISH COLUMBIA CHRISTMAS TREE ASSOCIATION

The Mandate of the SWBCCTA is to:

Bring together those involved in the Christmas tree industry for their mutual benefit;

Sponsor education and public relations programs which help develop public understanding of the industry;

Promote, assist and engage in research of value to all members;

Promote production of high quality marketable trees;

Develop, collect and dispense statistical information and data of value to all members;

Develop and expand the market for trees grown in the coastal region of British Columbia;

Improve marketing procedures and provide support on both the wholesale and retail level;

Provide a unified voice for the industry in the coastal region of British Columbia.

