



BC Fresh Vegetables Inc. dba

**BC fresh**

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July 17, 2007

TO: ALL CUSTOMERS  
ALL GROWERS  
ALL SUPPLIERS

FROM: MURRAY DRIEDIGER

RE: **COMPANY NAME CHANGE**

Following several months of planning, we are excited to announce that Lower Mainland Vegetable Distributors Inc. has completed a company name change. As of July 1, 2007 our company name has been changed to **BC Fresh**.

Our desire to operate as BC Fresh is consistent with the ongoing change to all of our marketing and packaging programs throughout the 2007 season in support of the 'BC fresh' logo.

Our phone and fax numbers will remain unchanged but we will be advising you shortly on any changes in our email, invoicing, accounts, and contracts as we transition to BC Fresh. It is our goal to have all accounts transitioned by the end of July. Our packaging will be transitioned through the growing season as current inventory winds down.

This is an exciting and invigorating change for our company and we will continue to work with all of you to make this change as smooth as possible. If you have any questions regarding how this name change may impact how we do business with you, please contact the following people for information and support at 604-946-3139 or at their new email addresses.

- Penny Breckon, *Controller* – [penny@bcfreshinc.com](mailto:penny@bcfreshinc.com)
- Rick Gilmour, *Senior Manager Operations* – [rick@bcfreshinc.com](mailto:rick@bcfreshinc.com)
- Greg Holmes, *Sales Manager* – [greg@bcfreshinc.com](mailto:greg@bcfreshinc.com)
- Murray Driediger, *President* – [murray@bcfreshinc.com](mailto:murray@bcfreshinc.com)

Thank you for your ongoing support in buying our BC grown product and your cooperation as we go through this transition.