



K R O E K E R
F A R M S

Innovation, sustainability and prudent risk taking are key concepts in our vision statement.



AA Kroeker modeled these qualities when he founded the farm. There were raspberries then...



...and now there are raspberries again!



Brought to market under the farm's original name.

Through the hard work and ingenuity of a host of people overseen by: Jakob Olfert in the field, Anna Scherich in production and Tom Janzen in marketing.



Spring on the Farm.



Short sleeves or long:
It's slow tedious work.





But not anymore.



Production room at the Food Development Centre in Portage la Prairie. Look! No berries!

A little Water. A little Pectin.



Then we stir
and stir and
stir while we
whistle a
happy tune.

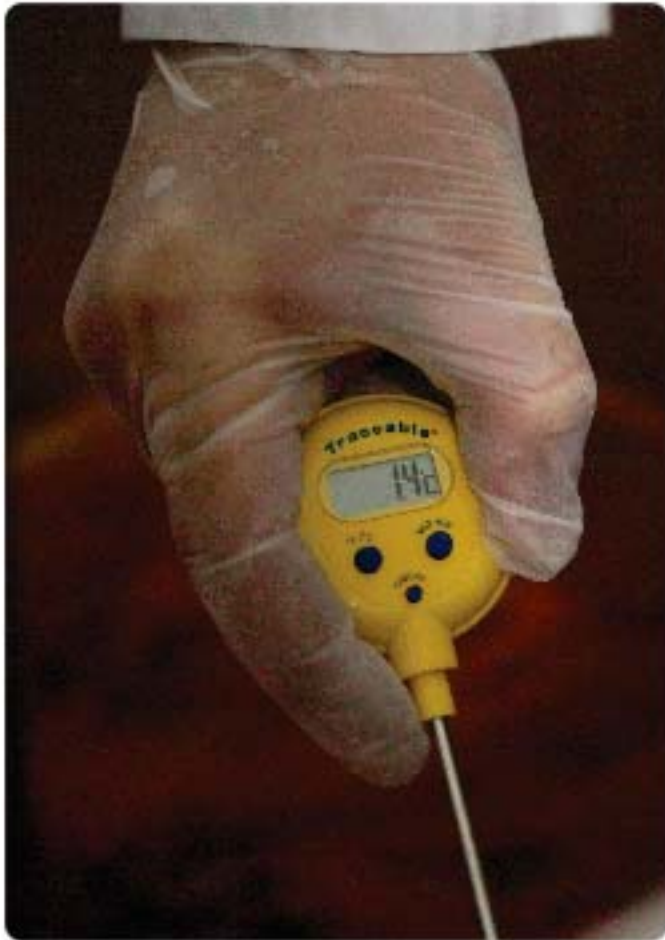




Lets add some colour!

Add a little of Grandma's good old fashioned sugar. Then stir it all together again!





The time and temperature must be precise. Detailed record keeping is essential.



Everybody ready!



Fill 'er up, please.





We just captured summer in a jar!



...and a jar, and
a jar, and a jar...

Hey!!! When are
you guys gonna
stop!



A job well done!

On to the shelf...



...at 21 Lunds and Byerly's stores in Minneapolis and 10 stores back home in Winnipeg.





A demo at
Lunds & Byerly's

Minneapolis Farmer's Market where we employ some fine Twin City folks at our stand.

These customers are judges in the triathlon of berry spreads. You wouldn't want to take a loser home!





Leading the pack...

...close behind in
second place...





...our third star - and an essential part of the team!



Great with yogurt and granola.

A wonderful topping for breakfast oatmeal or a fancy dessert.





...continuing our tradition of innovation and fresh taste.