

HOPCOTT FARMS - Travis Hopcott



The Hopcott family has farmed in BC for generations, first in Delta and then 3 more generations at their current 120 acre farm in Pitt Meadows where they purchased raw land in 1932. They started with cattle and many in the area may remember their first venture into tourism, the Corn Maze.

Hopcott farms is a family affair and includes, cattle, produce and cranberry production as well as a butchery meat market, a farm market with local produce and specialty items and a bistro. They even host weddings and special events.

Travis Hopcott is responsible for the produce and cranberry production. His father Bob started growing cranberries in the late 90s in partnership with another cranberry grower. Travis ran the Corn Maze as part of his management training

in his teen years. After high school, he went to school, worked for UFV recruiting students then worked for Haygrove Ltd. England and travelled extensively. This experience was invaluable in seeing what other farms were doing and how they operated. When ready, he came back to the farm.

Travis likes the variety, choice and outdoor lifestyle that farming provides. He notes that every day is different and there are so many opportunities in farming. In terms of cranberries, while they are somewhat intensive to manage, they are less so than other berries and have good health benefits. Cranberry growing in BC is a small industry and is connected to the Ocean Spray Cooperative. Hopcott Farms is a member of the Ocean Spray Cooperative and so they deliver most of their cranberries to Ocean Spray, although they also direct sell their fresh cranberries through their farm market.

When we visited the farm, one of the cranberry fields was being renovated to a newer variety that was found to be promising in our area at the BC Cranberry Research Farm. It's anticipated that this variety will significantly increase the yield in that field although it will take a few years to get fully mature.

When asked, what one thing about being a cranberry grower would you tell the public? He answered, "For farming in general, you have to love what you are doing to be good at it." It is a lifestyle but can be very demanding such as having to check every 2 to 3 hours all night on the weather through April and June to



protect the berries from frost damage. That is what being a farmer is about – being dedicated to nurturing their products to bring the highest quality, safe and sustainable products to our local BC markets as well as markets further afield.

Hopcott Farms provides cranberry tours during harvest in either English or Mandarin. For more information click [HERE](#).

Beautiful Hopcott Farms at harvest.

