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How Many Cranberries Can You “Handle”?

Algood Caster World returned to normal business hours on January 5, 2015. I am sure like many of you we all shared the events of the holidays. We reveled in the humorous banter of lighter wallets and larger waist lines, the last-minute shopping adventure for that obscure gift, the marvel of the activity, and speed at which it all occurred.



This season my wife Adrienne and I decorated a Noble tree for our home that we bought from this little place we return to each year. On the day we bought it, as we stood in the rain behind the store awaiting our turn for the chain saw wielding trunk trimmer, I began to wonder, how many trees across Canada were awaiting the same fate? I mean we all know that the holiday season greatly stimulates retail activity. That’s a given; but specifically what about for example the agricultural sector?



According to Statistics Canada, Christmas tree production generates revenues of \$ 55 million and export revenues (mainly to the US) of \$28 Million. That’s a lot of trees isn’t it? So I thought; what other agricultural sectors are closely tied with the holiday season? For example, cranberry production in 2013 reached \$94 Million in revenues. Apparently popularity for this little dwarf shrub has been on the rise since 2007 due to its health benefits. What about the Christmas Turkey you ask? I would share the numbers with you but...

This activity exposes opportunities that help define our roles amidst the intricacies of these sectors swirling within our economic soup bowl. How do cranberries get processed and handled do you ask? I am sure you have some ideas. It all sort of ultimately affirms the importance of building solid relationships with customers and suppliers doesn’t it? How we service demands, how we are influenced in our conduct and efficiency.

At Algood Caster World we are very proud of the relationship we’ve built with our customers. It’s allowed us to share in innovative approaches and realize great opportunities. So to toast the opening of 2015 with all of you we’d like to share some new developments in our product line; wishing you all a very healthy, happy and prosperous 2015 from all of us at Algood Caster World.



For the ultimate in maintenance free performance try the new "Freedom Wheel":
http://casterworldbc.com/products/pdf/Wheels_FREEDOM.pdf.

These wheel features a very special Urethane tread with Aluminum Core. Testing with remarkable results in tow line and shock load applications, the wheels feature the added value in maintenance free radial bearings.

Expanding on our Moldon Urethane Wheels we have also added a crown tire design. Have a look at our "URC": http://casterworldbc.com/products/pdf/Wheels_MoldonUrethane.pdf.