

CRANBERRY WEB

The Newsletter of the BC Cranberry Marketing Commission and BC Cranberry Growers Association

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CHAIR'S REPORT

We seem to be off to another slow start for summer, the little teaser that we had in May didn't last very long. In spite of the weather, I am hearing from growers that the crop prospects for 2013 are looking good. That in itself is a bit of a double edged sword. We all want to be more efficient and have better yields, but at the same time we are dealing with a significant surplus of cranberries. Perhaps mother nature will be helping out by not having every growing area to have a bumper crop in 2013.

We have had two planning meetings for the 2013 Cranberry Field Day. This year it will be held at Creekside Cranberries on August 21st. It's shaping up to be a great day with equipment displays and field tours. Be sure to mark this event on your calendar as it only happens every other year. This is a great opportunity to exchange ideas with other growers and see the latest in equipment and crop control products.

The Cranberry Marketing Committee (CMC) is meeting in Bellingham on August 22nd and 23rd. If you have an interest in attending you can go to their website and get further information about the meetings.

I had the pleasure of going to the Research Farm a week ago and witnessed the first planting being done. Many thanks to Todd, Grant and John for the tireless hours that they have put into getting this project off the ground. It was nice to see Dr. Nick Vorsa there supervising the test plot plantings. There will be an update of work at the Farm presented at the Field Day.

The Chairs and Managers of all the Boards and Commissions met in early June. This get together happens twice a year. It provides an opportunity for us to compare notes and discuss topics of common interest. We are all interested in the approach the new Minister of Agriculture will take and hope that we can have some input on issues that are important to us.

I'm looking forward to seeing all of you at the Field Day.

Jack Brown, Chairman
BC Cranberry Marketing Commission

UPCOMING EVENTS

- **July 31st: Using Social Media to Tell Your Cranberry Story** with Allison Markin, All She Wrote
Plan to attend this 1/2 day workshop at Mayfair Lakes Golf & Country Club. Details about the workshop to follow.
- **August 21st: BC Cranberry Field Day**
- **August 22 and 23rd: Cranberry Marketing Committee Meetings** in Bellingham, Washington. For details, please visit their website at www.uscranberries.com

BC CRANBERRY FIELD DAY - AUGUST 21, 2013



The BC Cranberry Marketing Commission and the BC Cranberry Growers Association are very pleased to host the 2013 BC Cranberry Field Day.

Date: **Wednesday, August 21, 2013**
Time: 9:30 am – 3:00 pm
Location: **CREEKSIDE CRANBERRIES LTD.**
Home of Jack DeWit and Family
27070 – 88th Avenue, Langley

Directions to the Field Day include: Off Highway #1 turn North on 264th Street (Exit #73). Stay on 264th Street (will take you to Glen Valley) and turn right on 88th Avenue.

It's difficult to choose what will be the highlight of the day as there are so many events you won't want to miss, including

Meet and Greet, coffee and doughnuts – sponsored by Farm Credit Canada

On-site displays and presentations regarding cranberry production issues such as:

- ❖ Emerging Pests: Cranberry Fruitworm – BC Ministry of Agriculture
- ❖ Distribution of Rusty Tussock on FV Cranberry Farms – E.S. Cropconsult Ltd.
- ❖ Cranberry Fruit Rot – BC Ministry of Agriculture
- ❖ Decision Making for Management of Cranberry Tipworm – Agriculture and Agri Food Canada

Guest Speakers:

- ❖ Scott Soare, Executive Director, US Cranberry Marketing Committee
- ❖ Louis-Michel Larocque, President, Quebec Cranberry Growers Association (APCQ)

BC CRANBERRY FIELD DAY - CONTINUED

Displays and Demonstrations from BC cranberry allied trades and related companies including

- ❖ UAP Canada
- ❖ Terralink Horticulture
- ❖ Direct Solutions
- ❖ PrairieCoast Equipment
- ❖ FARSHA
- ❖ Lange Installations
- ❖ The Bug Factory
- ❖ Riverside Welding
- ❖ Corix Water Products
- ❖ Watertec Irrigation Ltd.
- ❖ Psi Fluid Power
- ❖ Avenue Machinery
- ❖ ARDCorp
- ❖ Agrium Advanced Technologies
- ❖ Dupont Canada
- ❖ And others to be confirmed

❖ Grower Equipment Display

❖ Update on BC Cranberry Research Farm

❖ BBQ Lunch

❖ You will also have the opportunity to speak with invited guests, including

- Directors, members and staff of the Cranberry Marketing Committee
- Representatives with the BC Ministry of Agriculture
- Representatives with the Cranberry Institute
- Representatives with Agriculture and Agri-Food Canada
- Representatives with the Quebec Cranberry Growers Association (APCQ)

❖ Draw prizes

❖ Opportunity for Cranberry Bog Tours



Funding is available

Producers who have a valid Environmental Farm Plan are eligible to apply for cost-shared incentives to reduce environmental risks, become a better steward of the land and improve farm vitality!

Call the ARDCorp office or visit our website for a current list of ARDCorp recognized Planning Advisors.

Phone 604-854-4483 Toll Free 1-866-522-3447 www.bcefp.ca

**Projects must be completed by December 31, 2013
SO DON'T DELAY!**



BC CRANBERRY RESEARCH FARM - UPDATE



We are very pleased to report on the progress being made at the BC Cranberry Research Farm.

These past few months have seen an irrigation and drainage sump chamber installed and connected to the farm drainage system. This infrastructure will facilitate drainage water containment, recirculation capacity and farm irrigation. All irrigation laterals with turn on/off taps have been installed for selective irrigation purposes.

The farm reservoir construction is well underway and should be completed in early July.

Electric service connection to the farm is in progress and expected to be completed by the end of July.

The test varieties grown at Rutgers under the supervision of Dr. N. Vorsa were shipped to the Research Farm. Dr. Vorsa was able to attend and supervise the planting of the cranberry plugs in June. The planting trial consists of 20 varieties, fifteen advanced selections and five standard cultivars. There are two replicate plots, 15' x 20', per variety planted in a complete randomized block design giving a total of 40 plots for the trial. Each plot was established with approximately 288 plants at a one plant/ft² spacing.

The standard varieties include 'Stevens' and recent Rutgers releases 'Crimson Queen®', 'Demoranville®', 'Mullica Queen®', and 'Scarlett Knight™'. The fifteen advanced

selections represent the most recent promising 'elite' selections in the Rutgers/New Jersey Agricultural Experiment Station cranberry breeding program from a diversity of genetic backgrounds. Four selections represent third generation breeding and selection cycle hybrids. Of the standards, only Stevens and Crimson Queen, have been trialed in BC previously. Thus this trial provides the opportunity to evaluate Demoranville, Mullica Queen and Scarlett Knight. Scarlett Knight is currently being recommended for fresh fruit production. A very sincere thank you to Dr. Vorsa for all his assistance and work with the trials.



The BC Cranberry Field Day planned for August 21, 2013 will include a story/picture board of the work to date that has taken place at the Research Farm. A date will also be planned for late summer/early fall for a Preview of the Cranberry Research Farm.

In the meantime, if you have any questions or would like to see the happenings at the Farm, please give Mike Wallis a call at 604-309-9868.

Funding for this project has been provided by Agriculture and Agri-Food Canada through the Canadian Agricultural Adaptation Program (CAAP). In British Columbia, this program is delivered by the Investment Agriculture Foundation of BC.

Funding provided by:



Agriculture and
Agri-Food Canada

Agriculture et
Agroalimentaire Canada

CCGC HEALTH RESEARCH FUNDING FOR 2013 - MIKE WALLIS

At the Cranberry Institute's March 2013 Research Meeting, the Canadian Cranberry Grower's Coalition (CCGC) committed to fund two health related research projects for a total of \$45,000 (US). They are:

"Efficacy of Cranberry Compounds in Reduction of Developing and Established E. Coli Biofilms"

Project Duration: June 1, 2013 - Dec. 31, 2014

Principal Investigators: Terri Anne Camesano, Worcester Polytechnic Institute, Worcester, MA and Catherine Neto, Department of Chemistry and Biochemistry, University of Massachusetts-Dartmouth, North Dartmouth, MA

and

"Cranberry polyphenols enhance the innate immune defense of oral mucosa by inducing antimicrobial peptide secretion and MUC1 expression: a new strategy for the prevention/treatment of oral diseases"

Project duration: June 1, 2013 - May 31, 2014

Principal Investigator: Daniel Grenier, Laval University, Quebec City, Quebec

The CCGC's objective is to contribute to the financial support of health research projects vetted by the Cranberry Institute that advance the marketability of cranberries. CCGC funding is established through contributions from all Canadian cranberry growing regions through their respective grower associations and agencies.



SNAPSHOT OF CONSUMER EDUCATION ACTIVITIES - GERALDINE AUSTON

BC Foodservice Expo – Jr Chefs Hot Competition

Cranberries have become a mainstay of this annual competition of Vancouver's up and coming Chefs. It is great that the BC Chef's Association continues to come to us for their events as they know they can rely on us which in turn becomes a high degree of loyalty. For the 2013 JR Chefs Hot Competition, cranberries were a mandatory ingredient for all team competitions.

21st Annual Wellness Show

Twenty-eight thousand people attended the 21st Annual Wellness Show in Vancouver in February this year and cranberries continue to be a hit with Chefs at the Wellness Show. Executive Chef Wayne Harris of Shangri-La Vancouver, Chef/Owner of Gorilla Food Aaron Ash, and Executive Chef Jason Harris of Fraiche all used cranberries on the celebrity cooking stage. This event gives BC Cranberries a lot of exposure for the amount of funding we provide

Bakery Congress

Fifteen hundred bakers and bakery buyers attended the Bakery Association of Canada National Bakery Congress. This event only comes to Vancouver every four years and we were there to speak about BC cranberries, cranberry products and the cranberry industry. We also sampled a brand new recipe for BC Cranberries – Cranberry Mexican Wedding Cakes – which is really a cookie (long story). They went over incredibly well with many bakers taking the recipes and coming back more than once for samples. By the way, there were a few Mexican people in attendance and our recipe must have been good because one of them offered to purchase our samples!



Dietitians National Conference

The Dietitians of Canada National Conference was held in Victoria on June 14. The conference attracts about 600 registered Dietitians from all over Canada, in fact, we had representation from Coast-to-Coast! It was an excellent opportunity to speak to Dietitians one-on-one about their questions around the health benefits of cranberries, different cranberry products, “sugar” and of course our wonderful industry in BC.



Recipe Development and Food Photography

We have begun to develop some new recipes BC cranberry recipes. To date, we have the following new recipes:

- Cranberry Mexican Wedding Cakes
- Cranberry Southwest Cornbread
- Cranberry-Lime Cream Cheese Tart

We are also going to begin to photograph all recipes and use the images on our website and wherever else they may be required. It is going to be a yummy few months! Taste testers anyone???

Take a Bite of BC

The Take a Bite of BC program will grow starting in September 2013 from 37 high-school teaching kitchens to 57 as it extends into the Okanagan. While the number of participating teaching kitchens has increased the program will not burden the contributing organizations as they will “split” the numbers and schools will participate in alternate years rather than every school receiving product every year. Ocean Spray kindly works with us to ensure the teaching kitchens will receive cranberries in October.

Fraser Valley Food Show

Dianne and I will be going back to the bog again this Fall. The dates have changed and will be the weekend before Thanksgiving – perfect timing for cranberries! More to come on this as our plans evolve...

Your industry representatives

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BCCGA Board

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Treasurer, Bob Hopcott

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