

CRANBERRY WEB

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

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CHAIR'S REPORT

Cranberry growers never cease to amaze me. This year the Cranberry Congress was another huge success - many thanks to Jeff for chairing another successful event. The speakers were excellent and the report on the Research Farm caught everyone's attention.

On the topic of the Research Farm, the Commission has approved several research projects for funding that were recommended by the Research Committee. This is the first step in a long process called research. There is no comparison in planting a commercial bog to planting a research bog. Everything at the Research Farm must be done in detail and every move recorded, this makes it a very time consuming task. I'm sure the long term benefits will make it all very worthwhile. Thanks again to the efforts of our very dedicated Research Committee.

The Annual General Meeting of the Commission saw the election of a new Commissioner to replace Allen May who retired. Many thanks to Allen for his wisdom and many years of service to the Commission. Congratulations and welcome to Jack DeWit, our new Commissioner. It would be remiss if I didn't thank Lynn Kemper for showing interest and standing for election - thank you Lynn, competition is always healthy.

The Commission finances are in good order and with the 2012 crop we will be able to reestablish our financial position.

I had the pleasure of attending the corporate day at the Ocean Spray AGM in Palm Desert earlier this month. Our Ocean Spray growers can be proud of the Co-op and the achievements they are making. The planning, marketing, research and overall management team is something we should all be very proud of. Ocean Spray is definitely an international operation.

The next major event will be our Field Day. As you know, this event is held every other year - the date and location is yet to be determined. I'm sure it will be another day worth attending.

Jack Brown, Chairman
BC Cranberry Marketing Commission

THANK YOU TO ALLEN MAY

The cranberry industry would like to express its sincere thanks to Allen May for his nine years as director of the BC Cranberry Marketing Commission. Allen stays with us as a director of the BC Cranberry Research Society.



BC CRANBERRY RESEARCH PROJECTS FOR 2013

Once again this year, researchers were asked to submit project proposals to address industry research priorities. Priorities are identified by the Research Committee as “High”, “Medium” and “Low”. The Committee met recently to review submitted proposals. This year, projects recommended for funding include:

- 1. Decision Making for Management of Cranberry Tipworm, Dr. S. Fitzpatrick**
- 2. Integrated Research for Sustainable Insect Pest Management in Cranberries, Dr. C. Rodriguez-Saona**
- 3. Reduced –risk Pest Management and New Herbicides for Cranberries in BC, Dr. K. Patten**
- 4. Emerging Pests: Cranberry Fruitworm, T. Hueppelsheuser**
- 5. Identification of Potential Mechanisms of Fruit Rot Resistance in Cranberry, Dr. J. White**
- 6. Distribution of Rusty Tussock on Fraser Valley Cranberry Farms, E.S. Crop Consult Ltd.**

As well, Dr. S. Sabaratnam will begin a project, **Surveillance of Plant Pathogens on Cranberry Farms in the Fraser Valley, their Impact on Pre- and Post-Harvest Fruit Rot and Grower Education**. Dr. Sabaratnam has obtained funding for this project under Growing Forward 2.

For your review, the objectives of the projects are outlined on the Commission’s website – www.bccranberries.com.

WELCOME TO JACK DEWIT Recently Elected Commissioner

At the Commission’s AGM held on February 20th, Jack DeWit was elected as a director to the Commission for a 3-year term.

Agriculture has been in Jack’s family for many years. In 1972, Jack and his brother took over their family’s dairy farm on Barnston Island. In 1982, Jack and his wife Joanne, started their own dairy operation in Glen Valley. After leaving the dairy industry in 1995 they began converting some of their farmland into cranberry production. They also, after 35 years, closed their hog finishing operation in 2010.

Today, Jack and Joanne farm about 65 acres of cranberries with their sons, Brian and Colin. Presently, Jack serves as Chair of the BC Pork Producers Association, is a director on the Canadian Pork Council and is also is a director of the Glen Valley Dyking District.

He looks forward to working with all involved in the cranberry industry.

BC CRANBERRY GROWERS ASSOCIATION 2013 AGM, MIKE WALLIS, EXECUTIVE DIRECTOR

The 2013 AGM was well attended and followed the BC Cranberry Marketing Commission’s AGM on February 20th, 2013 at Mayfair Lakes Golf and Country Club. The meeting opened with a presentation by Reg Ens, Executive Director of BCAC, explaining BCAC’s role in advocacy for BC agriculture.

Grant Keefer’s Report from the Chair, emphasized the importance of BCCGA participation in the process of minor use prioritization and the benefits industry has realized over the years. Grant also thanked the membership for their continued support in 2012.

The 2013 budget presented by the BCCGA Board included an increase in membership fees by adding a \$5.00/non-bearing acre fee to the \$10.00/harvested acre, the latter of which has been in place for many years. This modest

increase in fees was considered and proposed by Directors following a suggestion by a member at the 2012 AGM. The increase was adopted by the membership and amounts to an increase of approximately 10% in revenue to the association.

2013 saw the completion of the terms of the following directors: Todd May, Dave Duchek, Scott May and Lisa Enfield. Lisa decided to step down and was thanked for her participation. Todd May, Dave Duchek and Scott May agreed to let their name stand for nomination, as did Kristina May and Kyle May. Lynn Kemper of the Dhillon Group of Companies was nominated from the floor and all nominees were elected by acclamation. Todd May and Kristina May agreed to one-year terms as Directors in order to even out annual Director elections.

BC CRANBERRY RESEARCH FARM UPDATE



At the BC Cranberry Congress held on February 7th Todd May presented a slide show of the work done to date on the BC Cranberry Research Farm in Delta. An amazing amount of work has been done in the last year under the coordination of Todd May, Grant Keefer, John Savage and the other Directors of the BC Cranberry Research Society. A 50 x 70 foot shop is now in place, in addition to drainage tile, mainline and irrigation laterals in all five fields.

A slide was also presented outlining the organizational schematic of the

Research Farm. The Board of the Research Society will be advised by two committee groups - the Grower Advisory Committee (GAC), made up of growers from different growing areas and the Scientific Advisory Committee (SAC), made up of industry research stalwarts including Dr. Vorsa, Dr. Fitzpatrick and Dr. Patten. The Society Board will then balance the needs of the grower community with the technical requirements of the scientific committee and direct implementation of confirmed objectives through Mike Wallis, the BCCGA’s Executive Director.

The first meeting of the Research Farms’s GAC was held following the February 20th AGM. The results of this meeting will then form part of the agenda for the soon to be scheduled SAC meeting.

Development activities currently at the farm are focused on design and installation of the drainage collection system, shop yard groundwork and hydro and city water connection.

Updates on activities at the Research Farm will become a regular feature in Cranberry Web newsletters.

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



2013 SCHOLARSHIP GRANT

The Commission is pleased to award its 2013 student scholarship to Curtis May. Curtis' family has been affiliated with the cranberry industry for 50 years. Curtis is currently in his third year of UBC where he is pursuing an undergraduate degree in kinesiology.



Congratulations, Curtis - we hope this helps achieve your goals!

BC MINISTRY OF AGRICULTURE – HANDBOOKS AVAILABLE

BC's Berry Production Guide, containing the latest recommendations on varieties, pest management and culture for growers in BC is available at:

<http://productionguide.agrifoodbc.ca>

The Guide to Developing a BC Agriculture Employee Handbook is available at:

[http://www.agf.gov.bc.ca/busmgmt/
labour_mgmt.htm](http://www.agf.gov.bc.ca/busmgmt/labour_mgmt.htm)

REGISTERING NEW ACREAGE

All Growers and Producer Vendors are reminded that you must register any additional intended acreage with the Commission prior to planting. A copy of the Commission's "Registration of New Cranberry Acreages" form can be found on the Commission's website.

The BC Cranberry Marketing Commission and BC Cranberry Growers Association's Annual General Meetings were held on February 20th. Directors and staff presented a variety of reports. If you were unable to attend and would like to receive a copy of the AGM report, please call Dianne at 604-897-9252.

BC CRANBERRY CONGRESS – February 7, 2013

The Congress Planning Committee would like to thank all of the cranberry growers and other industry stakeholders for attending the recent Cranberry Congress. A special thanks to our speakers, which included:

- **Dr. Frank Caruso**, University of Massachusetts - Management of Fruit Rot Diseases and Fusarium as a Potential Mycoherbicide for Yellow Loosestrife
- **Caroline Bédard**, BC Ministry of Agriculture - Update on Minor Uses Registration
- **Tracy Hueppelsheuser**, BC Ministry of Agriculture - Update on Cranberry Fruitworm Monitoring in BC
- **Dr. Rebecca Harbut**, University of Wisconsin-Madison - Understanding Bud Development and the Role in Yield Production and Improving Water Use Efficiency with Soil Moisture Probes
- **Dr. Sheila Fitzpatrick**, Agriculture & Agri-Food Canada - Identification and Field Testing of Cranberry Tipworm Pheromone
- **Dr. Kim Patten**, Washington State University - Interaction of Chemigation Timings with Efficacy of Reduced-Risk Pesticides

A copy of the 2013 Congress presentations are now included on the Commission's website:
www.bccranberries.com.

BC CRANBERRY MINOR USE WORKING GROUP - UPDATE

As the spring growing season is fast approaching, we would like to update the BC cranberry growers of an exciting development with the insecticide Movento for use on Cranberry Tip Worm. Some of you had the opportunity to use this product on non-producing fields in 2012. This was the result of an emergency registration granted due to the hard work by the BC Cranberry Minor Use Working Group (BCCMUWG).

The BCCMUWG is made up of representatives across the cranberry industry and various levels of government – BC Cranberry Growers Association, BC Cranberry Marketing Commission, Ocean Spray Cranberries, Pacific Coast Cranberry Research Foundation/Washington State University, the Cranberry Institute, Agriculture and Agri-Food Canada and the BC Ministry of Agriculture. Together we have been working with the BC Pesticide Minor Use Co-ordinator, Caroline Bédard, to get this much needed product registered for Cranberry Tip Worm.

Earlier this year, we had heard that the Movento registration was way-laid under review at the Pesticide Management Centre in Ottawa. At that time, we discussed the need for an additional year of emergency registration on non-producing fields. In preparation for the Pesticide Minor Use meetings in Ottawa, we asked Caroline to investigate its registration status.

Caroline's reply, as follows, was very exciting.

Due to the strong commitment and discipline from the entire cranberry industry in Canada and the US, there is a very good chance we will have a Full Registration (Label) for Movento on Cranberry Tip Worm by the end of May 2013. Normally we would not want to seem overly optimistic about this, but we felt that you, the growers, should be aware of this development in your planning for the coming growing season. Rest assured that if this does not pass the BCCMUWG will press for Emergency

Registration as we did last year – in fact, the Pesticide Management Centre is already aware of our intentions.

This registration will also be exciting because it is one of the first products under Joint Review between Canada and the US. The success of this registration will lead to a more streamlined approach to bring new products to the growers. Working together and open communication are two very important factors that have made this announcement possible. The BCCMUWG will continue to come together on this very important issue, Pesticide Registration.

Again, while we are not guaranteed this product for 2013, the chances are very good. We look forward to announcing the full registration for Movento in the coming months. In the meantime, if you have any questions, please do not hesitate to call.

I would like to take this opportunity to thank all those who have contributed to the BCCMUWG: Dr. S. Fitzpatrick, Mark Sweeney, Dr. K. Patten, John Wilson, Brian Mauza, Mike Wallis, Todd May, Grant Keefer and most importantly our PMUC, Caroline Bédard.

Grant Keefer and Todd May for the BC Cranberry Minor Use Working Group.



UPCOMING CRANBERRY PROMOTION AND COMMUNICATIONS

We are gearing up for a few busy months of consumer, trade and health professional education.

The Baking Association of Canada holds its Bakery Congress every four years in Vancouver. We will be attending the Baking Congress in early May to demonstrate a newly developed cranberry baking recipe and to offer product information for both consumers and foodservice. Ocean Spray has kindly donated Craisins so that we can sample them to baking professionals.

We will then be off to the Dieticians of Canada’s annual national conference which will be held in Victoria in June. This is always an excellent opportunity to share up to date health information on the benefits of consuming cranberries in all forms. Over 700 Registered Dieticians from all over Canada attend this annual conference.

Also in the works is a recipe contest with Jr Chefs to encourage creative new ways to use cranberries. This will be an excellent way to build on recipes and build a strong relationship with our young and talented chefs.

Planning for the Fall 2013 Take a Bite of BC program is underway. This program has now grown to include 57 high school teaching kitchens from Vancouver to the Okanagan! In order to supply all schools, the program will be divided into odd and even calendar years with 28 teaching kitchens being supplied with cranberries this fall and 29 teaching kitchens to be supplied in the fall of 2014.

Going back to the bog at the Fraser Valley Food Show is also confirmed. The weekend of the show has been changed to coincide more closely with cranberry harvest as it is now being held the weekend before Thanksgiving. We will be working with the Fraser Valley Food Show to discover new ways to promote cranberries at this annual consumer food show.

~Geraldine Auston



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- Scott May**
- Kristina May**
- Kyle May**
- Lynn Kemper**
- Executive Director (Staff)**
- Mike Wallis**