

CRANBERRY WEB

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



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CHAIR'S REPORT

Since becoming the Chairman of the BC Cranberry Marketing Commission, the Commission has been very busy with the Research Society getting the Research Farm established. We had a sneak peek at the farm on September 19th. For those of you unable to be there, it was well attended with representation from both IAF and WED as well as the research community and growers. The weather couldn't have been better and everyone came away with a very positive feeling about the farm. The plan is to have it ready to plant next spring, which is somewhat of a miracle considering that a little over a year ago this was all bush. A huge THANK YOU to Todd May, Grant Keefer, John Savage and Jack Wessel for their unfettered support and determination to make this project work.

On the first of June, Jack Wessel retired as our Manager and remains as our treasurer and Dianne Driessen has taken over as our new Manager. We are fortunate to have such dedicated people working for us.

As we approach harvest there seems to be a bit of optimism about this year's crop, the size is better than last year and the fruit is starting to colour well. The new Ocean Spray receiving station will be up and running for this year's crop. We are very fortunate to have Ocean Spray make this large investment here for our industry, this will bode well for the future.

I look forward to seeing you all at the Cranberry Congress in early February, this event has become a cornerstone of our grower education and communications.

Good harvesting everyone,
 Jack Brown, Chairman
 BC Cranberry Marketing Commission

“SNEAK PEEK” AT THE BC CRANBERRY RESEARCH FARM - SEPTEMBER 19, 2012



The BC Cranberry Research Farm is proceeding wonderfully well. The site is cleared and leveled: development of the plots, including interior and perimeter dykes are completed; pipes for the irrigation and drainage systems are installed, the access road is completed; and the building site preload is in place. With all the work that has gone on, we thought it would be a great time to have a “sneak peek” of the BC Cranberry Research Farm on Sept. 19th. We were pleased to welcome representatives from our funding partners - both Western Economic Diversification Canada and Investment Agriculture Foundation of BC. It was a great afternoon - the weather was beautiful and we welcomed the attendance of growers and other industry stakeholders.



We would love to hear from growers and others on your ideas for the Research Farm. We would encourage you to share with us at any time the benefit of your experiences as planning continues. Planting plans are beginning and we will seeking grower input at the Cranberry Congress scheduled for February 7, 2013.



The Commission wishes to thank everyone for their hard work, countless hours of volunteer work and the continued support for this strong asset to our industry.

INNOVATION IN THE CRANBERRY INDUSTRY

Installing concrete pads and removable heads resolves a cranberry bog bother during harvest time.

When he added it all up, Clarence DeBoer, Eagleview Cranberry Farm, found that 40,000 square feet of cranberry bog had been lost during harvest because sprinkler heads got in the way of beaters.

So, last year small concrete pads were put under each sprinkler. Heads and risers were installed that can be unscrewed and removed during harvest so the beaters can just go to it without damaging risers or having to try and swerve around them.

To remove them all, a boat is used to go around once the field is flooded, so the heads can just be piled in the boat.

To re-install, the irrigation is run to flush out the leaves and bits after harvest, and that allows each one to be located by seeing where water is spurting up in the bog. Then workers go around and replace the risers after harvest is over.

Clarence admits it was a big job converting, and there is a cost to setting up removable sprinklers, but it's worthwhile he figures.

Reprinted in part from British Columbia Berry Grower Magazine, Fall 2012 – Judie Steeves
Photo – Judie Steeves



CRANBERRY TIPWORM - RESEARCH WORK

The BC Cranberry Research Committee received a report from Dr. Sheila Fitzpatrick, Research Entomologist, AAFC on the Identification and Field-testing of Sex Pheromone of Cranberry Tipworm. The complete report and other research reports can be found on the Commission's website at www.bccranberries.com.

Sheila and her collaborators at Simon Fraser University, namely G. and R. Gries and G. Khaskin, have identified and synthesized the pheromone of cranberry tipworm. Field tests conducted by J. Iwanski and Sheila confirmed the attractiveness of the blend of optical isomers shown in 2010 to be attractive and confirmed the identity of the major pheromone component. These results are a first in cranberry tipworm research.

The identities of the major pheromone component and other attractive compounds

are written in a scientific manuscript that is in preparation by S. Fitzpatrick, R. Gries, G. Khaskin, J. Iwanski, D. Peach and G. Gries. When the manuscript has been accepted for publication, the compounds' identities will be in the public domain. Further information can be obtained from S. Fitzpatrick

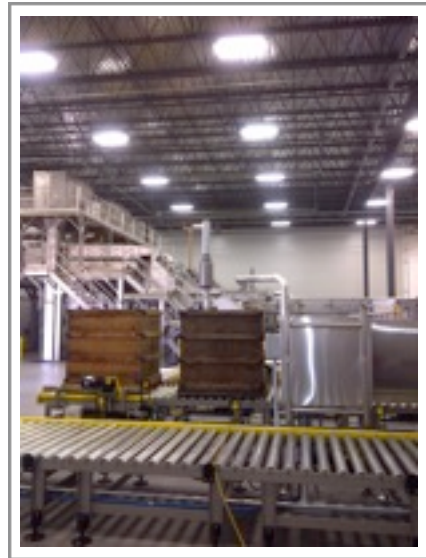
Another season's field research is required before an effective pheromone lure can be recommended and commercialized. The research would involve a comparison of the two most attractive lures on three cranberry farms throughout the growing season. The number of cranberry tipworm males (and females) caught in traps would be compared with the number of eggs and larvae detected by examining collected shoots under the microscope.



OCEAN SPRAY CRANBERRIES - NEW RECEIVING AND CLEANING STATION

Congratulations to Ocean Spray Cranberries along with their growers on their recently completed cranberry receiving and cleaning station in Richmond.

Along with a ribbon cutting ceremony, attendees were treated to a tour of the new \$26 million dollar station.



Take a Bite of BC

Fresh cranberries will be delivered to 37 high school teaching kitchens throughout the GVRD & FVRD this October. This has become an excellent opportunity to get young people with an interest in cooking and perhaps to become chefs exposure to cranberries and their limitless opportunities.

BC CRANBERRY CONGRESS

Mark your calendars to attend the BC Cranberry Congress scheduled for **Thursday, February 7th, 2013** at Mayfair Lakes Golf & Country Club, Richmond.

The Planning Committee has a great line-up of speakers confirmed. Plan to attend the educational day of the year.

NEW ARDCorp WEBSITE

In an effort to streamline communications and improve accessibility to information, ARDCorp has redesigned their website at www.ardcorp.ca. Browsers are now able to easily see all programs with ARDCorp, news and success stories, and updated contact information. When you have a moment, Heather Carriere, Program Manager, invites you to check out the site.

DAY AT THE FARM – A BIG SUCCESS - MIKE WALLIS, P.AG., BCCGA EXECUTIVE DIRECTOR

The start of harvest season once again heralds the annual “Day at the Farm” event, organized by the Delta Farmland & Wildlife Trust. This year, the 7th Annual “Day at the Farm” was held on a beautiful summer day – Saturday, September 8th, hosted on the Ellis Farm and Westham Island Herb Farm. The event highlights the diversity of foods grown in our region and educating the public about how food crops are produced. Riverside Welding once again provided a cranberry beater for display (thank you, Todd) and the BC Cranberry Growers Association had a booth with cranberry information and displays provided by the Cranberry Commission (thank you, Geraldine). Bulk Craisins (thank you, Ocean Spray) were sampled by the inquisitive and hungry

public. The day flies by with close to 2,000 visitors enjoying the day filled with lots of agriculture displays accompanied by good live music.



Agriculture Waste Control Regulation Consultation

The BC Cranberry Growers Association participated in the first consultation session regarding proposed changes to the Agriculture Waste Control Regulation Policy, held with the Ministry of Environment (MoE), Ministry of Agriculture and a cross section of industry on April 25, 2012. The BCCGA, along with many other agriculture sectors, raised concerns about changes in policy wording and adjustment of environmental “goal posts”.

On May 31, 2012 the BCCGA submitted a response to the MOE Policy Intentions Paper, requesting clarification and commenting in several areas of concern: definition of agricultural operations and agricultural wastes; storage and use of wood waster; nutrient management planning; monitoring and testing; as well as additional considerations. If you would like to read the response, please contact the BCCGA and we will send you a copy.

The next meeting of the MOE, BCMA and sector organizations is scheduled for sometime in November. We will keep you updated as to how things progress.

Consumer education report - Geraldine Auston

Fraser Valley Food Show

Dianne & I headed back to the bog in September in order to give the public a taste of what cranberry harvest is all about. It is a perfect opportunity to educate the public on our industry, our farmers and how to support us. Dianne and I are often compared to that Ocean Spray which is great want to be two certainly don't dumb one"! how well those how well-loved Cranberries were the Celebrity during the show and I was able to speak to large groups about cranberry farming and the healthy attributes of cranberries.



A new feature at our bog was the opportunity for visitors to 'get in the bog' with us by standing behind our cut-out banner stand. It was great fun and a real hit with lots of pictures being taken. In all, over 3,000 people visited our 'bog and went away with a snack pack of delicious Craisins.

Media release

We will be delivering our annual season media release very soon. This year to engage the media, we are going to do something a little different and turn the cameras on them! Special invitations will be going out inviting a select number of media to get into the bog to experience the harvest first hand. We think this will be a fun way to continue the interest in our industry.

Recipe Contest for Jr. Chefs

As with the media, we are running a cranberry recipe contest with our BC Jr. Chefs with five lucky winners getting a chance to experience the harvest first hand. This will also enable us to have new and creative cranberry recipes for our website and distribution to the public.

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