

CRANBERRY WEB

The Newsletter of the BC Cranberry Marketing Commission

March 2007

Volume 1, Issue 2

Investment Agriculture Foundation of BC grant provides for almost \$600,000 over a 5 year period to pursue development initiatives.

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The end of a productive year and the beginning of another

2006 achieved significant progress on our three priorities; to reach a funding arrangement with the Investment Agriculture Foundation of BC to pursue the Development Plan, to secure amendments to the Scheme, and to receive a delegation of powers from the federal Government.

Details of an agreement with the Foundation that provides for almost \$600,000 to the Commission over a 5 year period to pursue a number of development initiatives is explored in another section of this newsletter. This agreement is a generous and welcome addition to our ability to provide leadership and services.

The Scheme amendments should be passed shortly. It is a long arduous process to have a federal cabinet order passed so we need to be patient. When passed, the order will strengthen and clarify the Commissions' powers on the regulated product moving to interprovincial and export markets.

The levy rate on the 2006 crop was increased to 28 cents (USD) per barrel, consistent with the CMC's policy. Most of the money raised by the increase has been committed to foreign promotion with the CMC and in 2007 we will be contributing the same amount per barrel as do US cranberry growers. The

USDA provides additional funding which greatly extends the impact of foreign promotion initiatives. This is a rapidly expanding segment of the market and consumes 25% of all North American cranberry production. In 2006, we worked closely with our US counterparts throughout the year. Jeff Hamilton attended CMC meetings.

Jack Brown has been added to the Commission, in anticipation of the Scheme change. Jack has a broad experience in BC Agriculture including farming in the Cloverdale Area for many years. Jack will provide an independent voice at the Commission table and will ensure the Commission fulfils its "public interest" mandate.

Commissioners continued to upgrade their skills and knowledge by attending the educational seminars sponsored by the Council of Marketing Boards. To act effectively, responsibly, and within our mandates, it is most important that we understand the Act, and all applicable regulations.

John Savage
On Behalf of the Board of the
BC Cranberry Marketing Commission

Workshop 10 am — 3 pm, Wednesday April 4th Don't Miss It!

Workshop Topics & Presenters:

BC Seasonal Agricultural Worker Program
Canadian Environmental Farm Plan Project: History & Update
FARSHA: Farm Safety Program - Template and Introduction

Mike Wallis
Jyl Singh
Richard Newton

This workshop, presented by the BCCMC and by the BC Cranberry Growers Association (BCCGA) is open to all producers and producer vendors. Please register for this workshop by Friday, March 30. You may register by calling the BCCGA office at (604) 854-6050 or email a message to Mike Wallis at bccga@telus.net.

The workshop has been funded by the BC Cranberry Development Plan and there will be no charge.

Cranberries Logo Says It All

A cranberries logo has been developed and will be featured on Commission and promotional materials.



Consumer Education Program

Geraldine Auston is developing the Consumer Education Program and progress is steadily being made. The cranberries logo can be seen on the front page of this newsletter and the web site is evolving into a tool for cranberry promotion as well as a BCCMC member resource.

Also in progress are a BCCMC Presentation Folder, a Health Information Sheet and a Industry Information Sheet.

Progress being made on
Consumer Ed Project

Sponsorships

Dieticians of Canada – BC Regional Conference – Friday, March 2, 2007

We will sponsor the Walk-About Lunch and cranberry items will be on the menu. Geraldine will attend and distribute health information.

Wellness Show – Saturday, March 3, 2007

Acclaimed international speaker and best selling cookbook author, Sally Errey (*Staying Alive! Cookbook for Cancer Free Living*, Belissimo Books, 2006) will be presenting a cranberry bar recipe, from her cookbook, in a presentation sponsored by the BCCMC (see more below).

Sponsorships include
Dieticians of Canada
Events

Dieticians of Canada – 12 Month banner ad

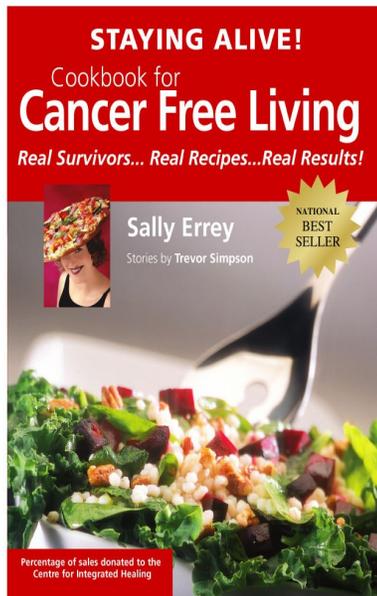
A set of three banner ads with kick-off during National Nutrition Month (March 2007)

Dieticians of Canada & Canadian Society of Clinical Nutritionists – June 2007

We will have exposure at both the national conference in Vancouver and the Nutritionists conference in Winnipeg – all for the same sponsorship fee for one conference!!

Cranberry Bar Recipe

These yummy little bars pack a whole host of vitamin C, minerals and plenty of fibre. The coconut butter is a more natural form of the traditional lard or shortening and adds to richness of the bar. Coconut butter is available from most health food stores. Use in moderation.



Cranberry Filling

3 cups (750 ml) frozen cranberries
1/4 cup (60 ml) raisins
1/4 cup (60 ml) dried apricots, chopped
1/4 cup (60 ml) crystallized ginger, chopped
1/2 cup (125 ml) sucanat or honey
1 cup (250 ml) apple juice

Base and Topping

2 cups (500 ml) whole wheat or spelt flour
1/4 cup (125 ml) sucanat or brown rice syrup
1 1/2 tsp (7ml) ground ginger
1/4 tsp (1 ml) salt
3/4 cup (185 ml) coconut butter
1 cup (250 ml) rolled oats

Heat oven to 350 F (180 C). For the filling, combine cranberries, dried fruits, honey and apple juice in a medium saucepan. Bring to the boil over medium heat. Stir until the mixture thickens and the cranberries pop, about 5 to 10 minutes.

In a large bowl mix together all of the base ingredients, blending in the coconut butter with the tips of your fingers. The mix should look like moist crumbs. Set aside 1 and 1/2 cups of this mix for the topping. Grease a 9"x13" baking pan, and press the crumb mixture into the base. Bake at 350 F (180 C) for 15 minutes.

Remove the base from the oven, spread the cranberry mix over it and cover with the remaining 1 and 1/2 cups of topping mixture.

Bake for another 30 minutes. Allow to cool before serving.

Makes 12 bars



Welcome to Geraldine Auston, our Consumer Education Program Co-ordinator

March 2007

Geraldine Auston has been involved in the agriculture industry for 15 years.

She began with the raspberry industry and was most notably involved in the blueberry industry for the past 12 years as the executive director of the BC Blueberry Council.

Geraldine now works as a consultant predominantly offering services in communications and promotions to the BC agri-food sector. Current clients include the Mushroom Industry Development Council, Investment Agriculture Foundation of BC, Fraser Valley Strawberry Growers Association and most recently the BC Cranberry Marketing Commission.

*Delicious and
Nutritious
Cranberry Bars*

More on the Development Plan

Year 2 Plans: April 1 2007 to March 31, 2008

Production Research Projects

Biology and life cycle of tipworm

Provide funding for ES Crop consultants to investigate degree-day modeling opportunities

Management of cranberry tipworm

Provide funding for Dr Dan Mahr to test efficacy of various chemicals to control tipworm

Reduced risk insecticides to control tipworm

Provide funding for Anne Averill to test reduced-risk compounds for tipworm control in the lab and in the field

Control of tipworm, girdler, and perennial weeds

Provide funding for Kim Patten to test reduced risk insecticides and biological controls

Causal Agents of cranberry dieback

Provide funding for Sheila Fitzpatrick, Tom Forge and Siva Sabaratnam to determine the causal agents of the dieback disorder

Insecticide and herbicide screening trials in support of registration

Provide funding for Glen Sampson, Grant McMillan and Brian Mauza to test efficacy of chemicals to control tipworm, Fireworm, and perennial weeds and grasses

Dearness Scale

Provide funding for DM Crop Consulting to test bio and chemical controls for Dearness Scale

Herbicide use compatibility with IPM

Provide funding for Glen Sampson to identify and evaluate herbicides compatible with IPM and to expand the number of tools available for weed management

Varietal Purity

Provide funding for Nahla Bassil to continue defining genetic "fingerprints" of cranberry types

Production Research Publication

Provide funding for Frank Caruso to publish an updated Compendium of Blueberry Cranberry and Lingonberry diseases

*Development Plan:
Production Research*



... continued on page 4



Commission Directors

John Savage
Chair

Jeff Hamilton
Vice Chair

Allen May

Todd May

Special Advisor

Jack Brown

More on the Development Plan (continued from page 3)

Year 2 Plans: April 1 2007 to March 31, 2008

Health Research

Provide funding to the Association to identify and expand the knowledge base on the health benefits of cranberry consumption

Newsletter and Website

Continue and expand on the work begun in Year 1

Growers Workshop

Sponsor a one-day growers workshop on the Foreign Worker program, Environmental Farm Plans, and FARSHA

Cranberry Congress

Sponsor the Cranberry Congress in February 2008

Growers Field Day

With the Association, hold a summer field day to share research project results and industry innovations

Consumer Education

Continue and expand the program working with Health Professionals and others to emphasize the health benefits of cranberry consumption

Foreign Market Development

Provide funding to Bryant Christie (the CMC) to introduce cranberries to a foreign market

2010 Olympics

Explore cranberry promotion opportunities before and during the 2010 Olympics

Interpretation Centre

Work with Richmond and / or Pitt Meadows to develop a public interpretation centre to promote the cranberry industry

Food Safety

Provide Food Safety advisory services to Producer Vendors and independent growers.

Strengthening the Commission

Continue to work with the Federal and Provincial governments to bring legal amendments to the Cranberry Scheme

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