



Cranberry Field Day

Noon—3:30 pm

Friday, Aug. 3rd

Eagle View Farms Ltd.

4199—88th St.

Delta, BC

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Cranberry Field Day—Friday, August 3rd—Don't Miss It!

The Field Day is from noon—3:30 pm at Eagle View Farms Ltd., the home of Clarence and Monica DeBoer and Family. The farm is located at 4199—88th St. in Delta BC (turn south off Ladner Trunk Road).

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:

- **Chicken BBQ Luncheon** (thanks to Wajax Industries for partial sponsorship of the luncheon)
- **Abbott Lee, our guest speaker from New Jersey** will share his experience about cranberry propagation and plug planting, in particular his experiences with the new cranberry variety releases Crimson Queen, Mullica Queen and DeMoranville. Growers will also have the opportunity to ask Abbott questions about his work.
- **On-Site Displays and Presentations** regarding cranberry production issues such as:
 - * Tipworm Damage – ES Crop Consult Ltd.
 - * Cranberry Dieback Disorder – Agriculture and Agri Food Canada and BC Ministry of Agriculture and Lands
 - * Dearnness Scale – D.M. Crop Consulting & Diagnostics Ltd.
 - * Decline in Bee Population
- **New and Innovative Grower Equipment Display** including:
 - * Ride-on Beater
 - * Ride on Sprayer
 - * Ruby Slipper
 - * In-Bog Fruit Pump with Boom Puller
 - * Pruner Head and Self-Propelled Wiper and Vine Setter
- **On-Site Displays and Presentations** regarding cranberry production issues such as Shelter Industries Inc.
 - * Wajax Industries - Hyster forklift and a JCB Telehandler
 - * Watertec Irrigation Ltd. – demonstration on fusion of high density polyethylene pipe
 - * Green Valley Fertilizer Ltd.
 - * Friesen Equipment
 - * Terralink
 - * Evergro Canada Inc.
- **On-Site Displays and Presentations** regarding cranberry production issues such as:
 - * Cranberry promotional information and Recipes – Geraldine Auston
 - * FARSHA
- **A Weed Spray Demo** in the cranberry bog by Kim Patten from Washington State University, will use 4 different types of applicators/booms/spray guns. Kim will also welcome your questions.
- **A Cranberry Bog Tour** by Clarence DeBoer and Brian Mauza will show the new plantings.

Connections, Colleagues Fun & Friends

The Field Day provides cranberry growers and other industry stakeholders with the opportunity to meet with each other in an informal setting.

To help with lunch arrangements, pre-registration is requested. Kindly note down your contact information and fax to 604-542-9735. If you require any further information about the Field Day please feel free to call me at 604-302-1046.

See you there!

Jack Wessel, Manager



Foreign Market Development Targets Korea

Korea Targeted with Foreign Market Development Funding

The foreign market development component of the funding agreement between the Investment Agriculture Foundation of British Columbia and the BCCMC will target Korea this year. A report prepared for the Commission by Sohn's Market Makers in April of this year explores the Korean market potential and the progress made in addressing this opportunity to increase sales to Korea.

Korea and Canada launched their 10th round of free-trade talks. Korea's sales of durable goods rose at the highest rate in five years in the first quarter of this year, suggesting the nation's consumer spending may be set to rebound and help fuel economic growth later this year. There is similar good news in other economic areas, such as consumer spending, that indicate this is a market full of opportunity for quality, healthful imported products such as British Columbian cranberries.

"On the heels of the first wave of health food products such as organic foods and olive oils that appeared in early 2000, a second generation of health foods is on the rise.. the first generation emphasized natural ingredients and food safety, the new wave of products is focused on results. Rather than saying they are simply good for you, the new products are marketed by what they can do for you..."

- Dunkin Donuts' 450 stores in Korea are running a promotion called the Berry Much Festival which includes cranberry and "double berry" (cranberry and blueberry) products including muffins and beverages
- Fruit peel body scrub services, including cranberry peel scrub is offered to brides as a skin care program in the Kangnam area.
- Life N Berry juice, a multi-berry juice including cranberries, was launched by a small Korean manufacturer/distributor.



The Korean media is catching on to the health benefits of cranberries and articles in Korean media included the University of Glasgow research team's results that cranberry and apples juices have good nutrients for our body. Another article discussed the health benefits to elderly people of eating fruits with bright colors, like cranberries, strawberries and plums.

As part of our Foreign Market Program, Sohn's Market Makers' Korea Office (CMC Korea) visited seven different companies including the Korean Bakers Association which represents 20,000 bakeries nationwide. CMC Korea is also developing a press kit by translating the nutrition and general information about cranberries.

Development Plan Update

Production Research The following projects are underway:

- Screen New Reduced Risk Pesticides for Tipworm
- Testing Varietal Purity
- Biology and Life Cycle of Cranberry Tipworm and the Relationship to Cranberry Plant Phenology and Degree Days
- Chemical Control of Tipworm
- Trials to Support Registration of Mesotrione and Callisto
- Development of Effective Strategies to control Girdler and Perennial Weeds
- Bio Control of Dearness Scale
- Investigation of the Causal Agents Associated with Cranberry Dieback
- Compendium of Cranberry Diseases
- Identification of an IPM Program for Creeping Buttercup and other Weeds

Production and Health Research Projects are Underway



Development Plan Update (continued)

Health Research Funding has been provided to the BCGGA for research into Cranberry Proanthocyanidins, Cranberry for Oral Candidosis and Cranberries Against Food Poisoning.

Communications & Co-operation The website is operational and the basic “look and feel” established with more content being developed. The 3rd issue of the Cranberry Web newsletter is being distributed. The next issue will include a report on the Cranberry Field Day to be held August 3rd (see cover page for details). There will be a cranberry conference held in 2008—more information will be provided as plans develop.

Market Development As noted on the previous page, this year Foreign Market Development funds are targeting Korea. Health Professional market development in Canada and the US is underway. We are working with the Richmond Nature Park on a fall Program. Independents and PVs will be visited in the fall as part of the Food Safety program component.

Training & Education/Strengthening Organizations The Council of Marketing Boards will be holding seminars this fall and winter. This fall, the BCCMC will be discussing how to proceed with training workshops.

COMB Seminars

to be Held

Fall & Winter 2007

Consumer Education

Consumer Education Materials Ready To Go!

The logo is receiving positive feedback from the public and is a useful branding tool for our educational and promotional materials. A BCCMC Presentation Folder and an Industry Information Sheet have been completed. The health information materials have received approval.

Dieticians of Canada

The BCCMC has a banner ad on the Dieticians of Canada Website (www.dietitians.ca) under their job database. This part of their website receives about 22,000 visits per month. The BCCMC ad will run until April 2008 and can hope to have over 260,000 health professionals see the ads over that period.

Dieticians of Canada & Canadian Society of Clinical Nutritionists

Geraldine Auston, our Director of Marketing, attended the June 9 National Conference at the Hyatt in Vancouver. This was the first opportunity to use our new banner stand – great reception to our booth display. She spoke with, and distributed, presentation folders with industry and health information to 275 health professionals at this event and, as with the March, event she was surprised by the amount of education that still is required of the health industry on the benefits of cranberries. Overall the reception to have the BCCMC involved at this event was excellent and this group is very interested in using cranberry products and learning more about cranberries.

Recipe development - for local consumers, health professionals with a West Coast “flair”

Geraldine and a recipe developer have been busy getting creative with cranberries and have settled on creating a recipe brochure that would enable the cranberry lover to create a feast with cranberries from the beginning to the end of the meal. The recipes use more than one cranberry product in each recipe from fresh/frozen, dried, juice and wine. Geraldine's hope is to have these completed and printed to give to growers at the August Field Day so they may have them to distribute to consumers that visit their farms. We will also post them on the website.

Proposed Menu:

- Cranberry Sweet Potato Soup
- Cranberry Salad – with goat cheese, bacon and candied walnuts
- Cranberry-Hazelnut Stuffed Pork Tenderloin (Includes a recipe for cranberry vinegar)
- Cranberry Coffee Cake (Brunch item)
- Cranberry Caramel

Getting Creative

with Cranberries



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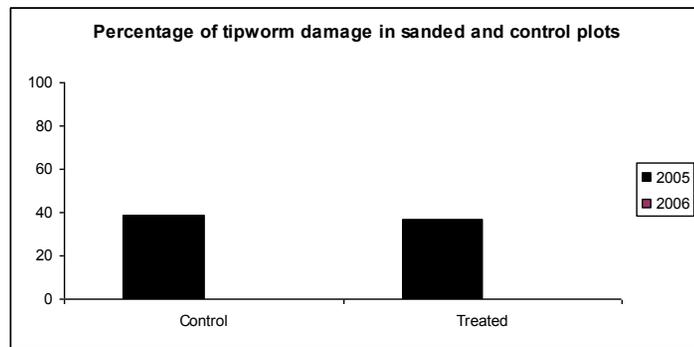
Tipworm

Initial Assessment of Tipworm Damage & Sanding

A preliminary report has been received from Shannon Buckshaw of E.S. Cropconsult Ltd. on the assessment of tipworm damage throughout the season and how sanding affects tipworm populations and tipworm damage.

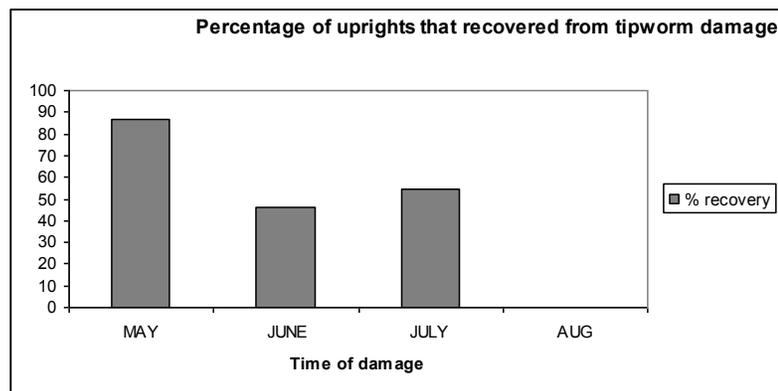
Two cranberry fields in Pitt Meadows were sanded in April 2006 for bog rejuvenation and tipworm control in spring of 2006. Five plots were set up in each of the sanded fields and five control plots were set up in unsanded neighboring fields. Weekly monitoring has been conducted and in two other fields in Pitt Meadows tipworm damaged uprights were marked to record if uprights recovered and whether likelihood of recovery differed with time of damage.

Preliminary results showed that damage levels in all plots pre-sanding were at similar levels (see chart below). Damage levels between control plots and sand treated plots will also be compared after damage assessment is complete.



Sanding does not appear to have made a difference in the number of tipworm found in the sanded and control plots within the first two generations.

Uprights damaged earlier in the season appear to have a higher percentage of recovery than uprights damaged later in the season (see chart below).



Final assessments and statistical analysis will be summarized in a future issue of Cranberry Web.

Cranberry Web newsletter design & lay-out by
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Sanding does not appear to make a difference...

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