



CRANBERRY WEB

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

April 2008

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Cranberry Web Evolves

Cranberry Web is now the newsletter of both the BC Cranberry Marketing Commission (BCCMC) and the British Columbia Cranberry Growers Association (BCCGA). This communications partnership will allow Cranberry Web to provide more news and information to the BC cranberry industry.

On-line copies of current and back-issues of Cranberry Web are available on the BC Cranberry Marketing Commission's web site, www.bccranberries.com, along with a wealth of information for the industry including copies of research reports, on-line forms and recipes developed by the BCCMC to help promote cranberry consumption.

Commission Designates Two New Agencies

The Commission has conditionally approved the designation of two new Agencies;

Pacific Canadian Fruit Packers Inc of Pitt Meadows
Highbright Produce Inc of Langley

The Commission decisions were made after public hearings were held on March 28, 2008. Final designation and ability to operate as Agencies now awaits a decision from the Farm Industry Review Board (FIRB). The FIRB has received the Commission decisions and will now evaluate them for process and for consistency with the general criteria for agency designation. A FIRB decision is expected within 45 days.

A designated Agency may contract with licensed growers to receive the regulated product. Growers in turn must have a contract with a designated Agency. The designation of new Agencies does not negate existing contracts between growers and current designated agencies.

Pacific Canadian Fruit Packers Inc (PCFP) has been licensed for several years as a Producer Vendor meaning they have been able to market their own production. Additionally they have marketed their own blueberry production for several years and intend to carry on using the same customers for both commodities in the future. PCFP produces and markets whole frozen, frozen sliced, and sweet and dried cranberries.

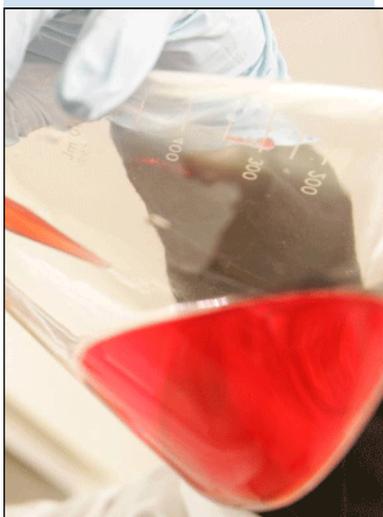
Highbright Produce Inc is a newly established processor of fruits and vegetables, located in the Gloucester Industrial Estate, Langley. They have produced and marketed frozen fruits and vegetables and intend to expand their product mix to include frozen cranberries. Current customers are primarily in Western Canada, with a focus on the food service and retail sectors.

Highbright is also licensed by the BC Vegetable Marketing Commission.



2008 Research Priorities Identified

7 Research Projects Approved



The Research Committee identified solutions to combat the problems caused by tipworm; dieback (CDD); girdler; perennial weeds; and sparganothis fruitworm, as its highest priorities for the forthcoming year. Researchers were asked to submit project proposals which could provide growers with some practical answers to these problems - several were received and the committee approved 7 with a budget of \$125,000.

The approved projects are:

1. Development of effective management strategies for tipworm, fireworm and perennial weeds. Principal Investigator - Dr Kim Patten

Project Objectives:

- a. Evaluate reduced-risk chemicals for control of tipworm
- b. Evaluate alternative monitoring techniques for tipworm and their relationship to timing of pesticide applications
- c. Evaluate reduced-risk chemicals applied through chemigation for control of fireworm
- d. Evaluate chemical control strategies for priority weed species

2. Investigation of the Causal Agents Associated with Cranberry Dieback Disorder (CDD) in British Columbia. Principal Investigators - Dr's Sabaratnam, Forge and Fitzpatrick

Project Objectives:

Determine the causal agent(s) of cranberry dieback disorder. Probable agents include the insect cranberry girdler (*Chrysoteuchia toparia*); plant pathogens, including those in the genus *Phytophthora*; and the stubby root nematode *Paratrichodorus minor*.

3. Investigating the use of cranberry plant development stages as a tool to improve timing of monitoring and control of the cranberry tipworm. Principal Investigator - Shannon Buckshaw of ES CropConsult Ltd

Project Objectives:

- a. Timing for tipworm monitoring and or treatment based on cranberry plant development
- b. A third year of tipworm monitoring data to investigate tipworm life cycle and timing in B.C. cranberry beds.
- c. Tipworm monitoring data from another region (Richmond) to compare with Pitt Meadows data.

4. Study of Reproductive Behaviour of Cranberry Tipworm: Prelude to Identification of Pheromone for Monitoring This Insect Pest. Principal Investigator - Dr Sheila Fitzpatrick

Project Objectives:

- a. Determine how soon after emergence and at what time of day or night female cranberry tipworm midges show pheromone-release behaviour
- b. Confirm preliminary observations (by another researcher) that male tipworm midges are attracted to female tipworm midges that are "calling" (showing pheromone-release behaviour) in the lab and in the field
- c. Determine what pheromone trap type is best suited to monitoring cranberry tipworm

5. Assessing distribution, lifecycle, damage, and potential plant hosts of Sparganothis Fruitworm in BC cranberry bogs. Principal Investigator - Shannon Buckshaw of ES CropConsult Ltd

Project Objectives:

- a. Conduct a survey of potential host plants for Sparganothis fruitworm in areas surrounding bogs.
- b. Study the lifecycle of Sparganothis fruitworm in B.C.
- c. Study trends regarding the location of pest populations within cranberry bogs.
- d. Assess the damage inflicted on cranberry vines and fruit by Sparganothis fruitworm.

6. British Columbia Insecticide and Herbicide Screening Trials in Support of Canadian Registration Requirements for Cranberry Crops. Principal Investigators - Grant McMillan and Brian Mauza

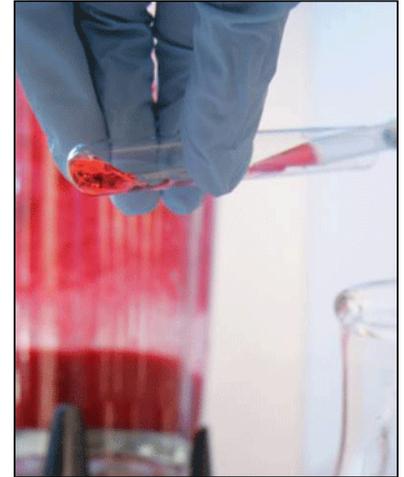
Project Objectives:

- a. To generate efficacy data consistent with the requirements to register a product for use on cranberries in Canada, for the control of cranberry tipworm and black-headed fireworm, and
- b. To test control products for potential registrations for British Columbia broad-leaved weeds such as creeping buttercup, yellow loosestrife, vetch species, sheep sorrel, bedstraw and grasses in cranberries.
- c. To extend the use pattern for Callisto.

7. Tools for cranberry girdler management: Comparing the efficacy and application timing of *Metarhizium anisopliae* (strain MET52) to entomopathogenic nematode (*Steinernema carpocapsae*). Principal Investigator - Shannon Buckshaw of ES CropConsult Ltd

Project Objective:

Evaluate the efficacy of a new potential organic product *Metarhizium anisopliae* strain MET52
Compare the efficacy of this product and entomopathogenic nematodes applied at different times.



Commission Records

You should have received your Grower License in the last few days covering the period from April 1 2008 to March 31 2009. Along with the license you are asked to confirm your acreage and provide the Commission with some other information including an email address. If you have not already done so please complete the form and mail it in the envelope provided. Your timely co-operation will help to minimize our operating costs.



*Grower's Licenses
Sent*

*Acreage Information
Requested*



BC Cranberry Growers Association AGM Report

2008 BCCGA
AGM Held
February 21st



BCCGA
Board Members

Mike Wallis, Manager, BCCGA

The BC Cranberry Growers Association held its Annual General Meeting following the BC Cranberry Marketing Commission's AGM on February 21, 2008. Members who attended in spite of the AGM falling on a beautiful sunny day, were updated on the year's past activities of the BCCGA Board, including but not limited to pesticide minor use issues, emergency registrations, participation in the Canadian Cranberry Growers Coalition and cooperative efforts with the BCCMC / BCCGA Research Committee. Darshan Banns, outgoing Chair of the BCCGA also presented an informative slide show on Cranberry Production in Chile.

The proposed 2008 BCCGA Budget was accepted as presented and remains similar to the 2007 budget. Membership fees remain at \$5.00 per producing acre of cranberry, based on the previous year's acreage.

Three Director's terms of service were completed in the 2007 BCCGA fiscal. They included: Grant Keefer of Yellow Point Cranberries, Darshan Banns of Highland Redi-Green Turf Ltd. and Bob Hopcott of Meadows Feedlot, respectively. All three gentlemen agreed to let their names stand for another term in office and with no further nominations from the floor, were elected by acclamation.

The Board announced that Leanne Remington had resigned from the BCCGA Board just prior to the AGM in conjunction with the successful sale of their cranberry farm. We wish you well Leanne and thanks for your efforts on behalf of the cranberry industry and the BCCGA.

At the April 7, 2008 BCCGA Director meeting, Board positions for 2008 were determined as follows;

NAME	FARM	NAME	FARM
Lisa May Chair	Maybog Farms Ltd.	Todd May Director	M&M Cranberry Co. Ltd.
Dave Duchek Secretary	Fraserland Farms	Darshan Banns Director	Highland Redi-Green Turf Ltd.
Bob Hopcott Treasurer	Meadows Feedlot	Grant Keefer Director	Yellow Point Cranberries

If you haven't done so already, don't forget to submit your 2007 membership fees to the BCCGA office. Your contribution ensures that BC cranberry grower's voices are heard on important issues facing the industry.

As always, the BCCGA appreciates your support.



Canadian Cranberry Growers Coalition 2007 Report—2008 Outlook

April 2008

Mike Wallis, Coordinator, CCGA

The Canadian Cranberry Growers Coalition (CCGC), incorporated under the Canada Corporations Act on July 9, 2002, has been actively funding health based research, clinical trials and communications projects vetted by the Cranberry Institute for the past five years. This would not be possible without the continued financial support from cranberry grower associations across Canada. The founding associations were the BC Cranberry Growers Association, Nova Scotia Cranberry Growers Association and the Prince Edward Island Cranberry Growers Association. Founding Directors were Byron Mehl, Blake Johnston and Murray Johnston, respectively.

Current Directors represent BC, QC, NB, NS, PEI cranberry growers associations. Meetings are conducted by conference call which number 3 -4 /year. The calls provide an opportunity for national communications on industry issues such as Minor Use and PMRA regulation/discussion initiatives, as well as a forum to fulfill the Coalition's objectives which include:

To assist cranberry growers in resolving issues related to growing cranberries;

To develop a higher degree of efficiency in the growing and harvesting of cranberries;

To improve conditions of persons engaged in the growing of cranberries;

To improve the grade of cranberries

The Coalition's budget is based on regional cranberry production of the previous year. Total 2007 Funding contributed by the CCGC to health based research and communications was \$86,970 (Cdn). This funding supported scientists based in the US and Canada. All regional cranberry association members should be proud of the fact that from 2002-2007, the CCGC has contributed a total of \$328,545 (Cdn) towards health based research and communications efforts!

The ability to help facilitate research, vetted by the expertise available at the Cranberry Institute, pays huge dividends per dollar invested. Sound, credible, health based research directly supports marketing activities by providing health and marketing professionals, food technologists and ultimately consumers, relevant information. This in turn creates confidence in the commodity researched and increases market share.

Another advantage from this approach to research funding is the direct, tangible demonstration of the Canadian grower commitment to the North American cranberry industry.

For 2008, the CCGC has committed \$100,000 Cdn. towards health research funding evaluated by the Cranberry Institute. Research project summaries and funding levels will be published in the next issue of Cranberry Web.

*CCGC Supported by
5 Cranberry
Grower Associations*

*Funding Supports
Research and
Communication*



Cranberry Salsa

(Yields 2 Cups)

2	cups	cranberries, fresh or frozen
1/4	cup	cranberry cocktail
1	Tbsp	sugar
1/2	cup	dried cranberries
1/2	cup	chopped red onion
1		medium jalapeno pepper, diced
2		medium oranges
1	tsp	lime peel, grated
1	tsp	orange peel, grated
1/4	cup	lime juice
2	Tbsp	honey
2	Tbsp	orange juice
		Salt & pepper

In a medium sauce pan, combine the cranberries, cranberry cocktail and sugar. Bring to a boil over med-high heat, reduce the heat and simmer 5 minutes. Add the dried cranberries and simmer 2 min. longer. Remove from heat.

While the cranberries are cooling, peel and segment the oranges, cutting between the membranes over a small bowl to catch the juice. Dice the orange segments. In a medium bowl, combine the cranberry mixture with the remaining ingredients. Season to taste with salt and pepper. Refrigerate until ready to serve.



Photo by Keira Bishop



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BCCGA Board

Lisa May
Chair

Bob Hopcott
Treasurer

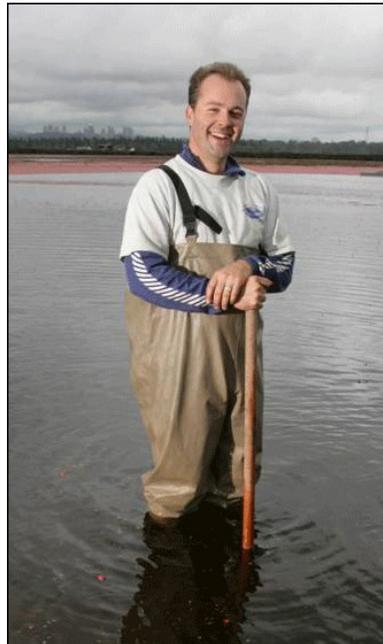
Dave Duchek
Secretary

Todd May

Darshan Banns

Grant Keefer

Manager
Mike Wallis



Commission Election

Commissioner Todd May was re-elected for a three year term at the February 2008 AGM.

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