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## Pacific Coast Fruit Products Ltd Designated as an Agency

The Commission had conditionally approved the designation and licensing of Pacific Coast Fruit Products Ltd (PCFP) as an agency of the Commission. An agency license authorizes a person to receive the regulated product from a grower and to process, transport, market or store that product.

Anyone aggrieved by the Commission's decision to designate Pacific Coast Fruit Products Ltd may appeal that decision to the Farm Industry Review Board (FIRB). The appeal must be made by August 15 2008.

The FIRB may be reached by:

Telephone	205 356 8945
Email	firb@gov.bc.ca
Regular mail	PO Box 9129 Stn Prov Gov't Victoria BC V8W 9B5

Pacific Coast Fruit Products Ltd. operates two processing plants in the Abbotsford area and has recently completed 20 years in business. The company was originally formed to process and market red raspberries from local commercial growers but has since expanded to include Strawberries, Blueberries and Blackberries. The company produces single strength and concentrated juices and purees and IQF frozen fruit.

The company has also been processing and marketing Cranberries from US growers in recent years. Its target volume for cranberries in 2008 is 4 million pounds increasing to 10 million pounds within 5 years.

***Don't forget you can find PDF versions of all Cranberry Web newsletters on-line at the BC Cranberry Marketing Commission website: [www.bccranberries.com](http://www.bccranberries.com)***

The site also includes other information of interest to cranberry growers including:

- BCCMC General Orders; Election Policy; Marketing Scheme with Amendments
- Cranberry Industry Strategic Plan Summary
- Research reports
- List of BC cranberry growers
- Information for new growers
- On-line & printable Forms
- BCCMC AGM, Board and Chair Reports
- BCCMC acreage registration policy

Information useful to both growers and the general public includes the history of cranberries in North America, nutrition, cranberry storage & handling, special events open to the public, links of interest and recipes.

## Description of the BC Cranberry Regulatory System

### Jack Wessel, Manager, BCCMC

The BC cranberry industry is regulated by the BC Cranberry Marketing Commission. The Commission in turn, like the other 7 Boards and Commissions in BC, is granted broad regulatory powers by the Provincial government, through the Natural Products Marketing (BC) Act. By the delegated authority of the Act, the Commission's Orders have the same force and effect as if passed by the Government of BC and are enforceable in the Courts.

The benefits of regulation include: providing for the orderly growth and development of the BC cranberry industry; distributing costs equitably among all growers; working effectively and co-operatively as part of the North American cranberry industry; and, funding grower services. In support of the growth and development mandate, the Commission has secured additional annual funding from the Investment Agriculture Foundation of BC.

Grower services are planned and delivered in co-operation with the BC Cranberry Growers Association. Currently funding is granted for research into production issues (weed control and pest management), to the Canadian Cranberry Growers Coalition and the Cranberry Institute in support of health benefits research, for domestic and foreign market development, and for special events like the annual Cranberry Congress and the bi-annual field day.

The North American cranberry industry is fully integrated, product moves freely between Canada and the USA and production levels and usage in one area impacts the other. In the USA the cranberry industry is regulated by Order of the US government. The Order establishes the Cranberry Marketing Committee (CMC) and mandates it to maintain a favorable supply and demand equilibrium for the US cranberry industry and to promote the sale and use of cranberries and cranberry products. The BC Cranberry Commission works closely with the CMC and joins with it to promote cranberries in foreign markets.

Cranberry growers and agencies (handlers) are licensed by the Commission. Licensing enables the Commission to maintain complete records and to ensure that marketing plans are in place for all intended production. Before a new agency is licensed it must satisfy the Commission of its financial integrity so that growers delivering fruit to it are not taking undue financial risks.

Additionally the Commission may limit the amount of cranberries a grower may market. A limitation would only be imposed if there was an understanding that a surplus of product would likely stress grower returns. This step would normally be taken in co-operation with the US Cranberry Marketing Committee.

*Grower Services are Planned and Delivered in Co-operation with the BC Cranberry Growers Association*

*“Cranberry growers and agencies (handlers) are licensed by the Commission.”*



## Mike Wallis, Manager, BCCGA

### FARSHA Hires Spanish Speaking Health & Safety Consultant

In May of 2008, the Farm & Ranch Safety & Health Association (FARSHA) hired a new staff member to assist with delivering occupational health and safety awareness and training in Spanish to migrant farm workers in BC. Fluent in Spanish, Gregorio (Greg) Lopez, will assist employers with their Spanish speaking workers in all areas of occupational health and safety. This appointment is a 5 month full-time term position, May 1st to October 1st. Greg will perform health and safety related activities on site, such as new worker orientation, as well as basic health and safety awareness and training. Greg will also assist our Agricultural Health and Safety Specialist with more in-depth training, such as forklift.

Greg can also assist with the many Spanish health and safety resources FARSHA has now available.

To arrange for orientations and training, please contact FARSHA at 604-881-6078 or toll free at 1-877-533-1789.

### British Columbia Cranberry Growers Association's Goals and Objectives

Registered as a Society in British Columbia in 1989, the BC Cranberry Growers Association's goals and objectives are:

- To assist cranberry growers in resolving issues related to growing cranberries;
- To improve conditions of persons engaged in the growing of cranberries;
- To improve the grade of cranberries;
- To develop a higher degree of efficiency in the growing and harvesting of cranberries.

You can find the BCCGA web site at [www.bccranberrygrowers.com](http://www.bccranberrygrowers.com)

*New Staff Member  
Gregorio (Greg) Lopez  
Assisting With  
Spanish Speaking  
Workers*

*BCCGA  
Goals and Objectives*

*BCCGA Web Site  
[bccranberrygrowers.com](http://bccranberrygrowers.com)*



# Canadian Cranberry Growers Coalition

Mike Wallis, Coordinator, CCGA



## BC Cranberry Marketing Commission

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Email [cranberries@telus.net](mailto:cranberries@telus.net)

## Commission Directors

John Savage  
Chair

Jeff Hamilton  
Vice Chair

Allen May

Todd May

Special Advisor  
Jack Brown

## BC Cranberry Growers Association

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Abbotsford, BC V2T 1W5  
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Email [info@walicanada.com](mailto:info@walicanada.com)

## BCCGA Board

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Chair

Bob Hopcott  
Treasurer

Dave Duchek  
Secretary

Todd May

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## Cranberry Institute 2008 Health Research Proposal Funding Commitments Supported by the CCGC

The Canadian Cranberry Growers Coalition (CCGC) is once again supporting health based research projects reviewed and endorsed by the Cranberry Institute in East Wareham, MA. The following projects are currently underway for 2008 and collectively amount to \$77,500 US that the CCGC has funded.

This funding is made possible through annual contributions from regional cranberry associations, pro-rated by the region's percentage of annual National cranberry production. For 2007, the regional association's percentage of National cranberry production were as follows; BC: 52.39%; QC: 42.24%; NB:3.76%; NS:1.52%; PEI: 0.09%, respectively.

The health based research project titles are listed below following the name of the principle investigator.

**Tufenkji , McGill University:** "Investigating the influence of cranberry proanthocyanidins on bacterial cell metabolism and mammalian cell infection: Potential for protection against UTI's, pyelonephritis, and endocarditis.

**Lipson, St. Francis College:** "Investigation into the anti-viral effects of store purchased and pure cranberry juice drinks on the infectivity of rotavirus"

**Basu, Oklahoma State University:** "Cranberry flavonoid consumption and biomarkers of lipid peroxidation in subjects with Metabolic Syndrome"

The ability of fund these health based research projects is made possible by contributions from cranberry growers and grower associations across Canada and the CCGC gratefully acknowledges their support.

## This Issue's Recipe Cranberry Vinegar

1	cup	cranberries, fresh or frozen
1 1/2	cups	cider vinegar
1/3	cup	sugar

Place the cranberries in a bowl. Pour the vinegar over and let sit for an hour. Transfer to a saucepan, stir in the sugar. Bring to a boil. Reduce heat and simmer 20 minutes. Strain through a fine sieve, vinegar will be very thick. Keep refrigerated in a sealed bottle or jar for up to 3 months

