

CRANBERRY WEB

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

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UPCOMING EVENTS

January 17, 2014: COGA Program – Building on our Strengths – Governance. For details about the program, please call Dianne at 604-897-9252

February 4, 2014: BC Cranberry Congress to be held at Mayfair Lakes Golf and Country Club, Richmond, BC.

February 10 and 11, 2014: US Cranberry Marketing Committee Winter Meeting

February 25, 2014: AGM's for the BC Cranberry Marketing Commission and BC Cranberry Growers Association will be held at Mayfair Lakes Golf and Country Club

March 4 – 6, 2014: The 92nd Annual General Meeting of the Canadian Horticultural Council takes place in Kelowna, BC.

CHAIR'S REPORT

As another year draws to a close, I am proud of the accomplishments of your Commission. This year saw the plantings of cranberry vine at the Research Farm. We have a ways to go, but this facility will be invaluable in the future as the markets become more challenging. Without the financial assistance of Western Diversification Canada and Investment Agriculture Foundation of BC we wouldn't have achieved nearly as much as we have.

The 2013 crop will be similar in yield to the previous year. In discussion with Rick Ball, the new Ocean Spray receiving station in Richmond ran very smoothly this year. There appears to be issues with the quality of some of the fruit this year, this is something we have to work on as an industry. The big challenge is yet to come with an abundance of fruit. It's noted that Wisconsin had a record crop this year and Quebec is still increasing their production.

Your Commission has been an active participant at the Cranberry Institute and Cranberry Marketing Committee. We are helping to fund an Economic Impact Study being conducted by the CMC. The results will be of great value when dealing with other agencies.

During the course of the year we have a new Minister of Agriculture and a new Chair of the BC Farm Industry Review Board. We welcome both of these gentlemen to their new posts and look forward to working with them in the future.

I would be remiss if I didn't thank my fellow Commissioners for their time, effort and wisdom during the past year. These fellows really have the interest of the growers at heart. I would like to thank Dianne for her unwavering support of the work we do and always being there when we need her. Thank you to all the members of the various Committees for your time and contribution. Thanks to Geraldine and Dianne for attending the FV Food Show in October standing in a mini-bog, handing out Craisins and answering questions about the industry.

My wife Lorrie and I would like to wish each of you a very Merry Christmas and a Prosperous New Year.

Jack Brown, Chairman
BC Cranberry Marketing Commission

BC CRANBERRY RESEARCH COMMITTEE

In 2013, research projects that received funding included:

1. **Decision Making for Management of Cranberry Tipworm, Dr. S. Fitzpatrick**
2. **Integrated Research for Sustainable Insect Pest Management in Cranberries, Dr. C. Rodriguez-Saona**
3. **Reduced-risk Pest Management and New Herbicides for Cranberries in BC, Dr. K. Patten**
4. **Emerging Pests: Cranberry Fruitworm, T. Hueppelsheuser**
5. **Identification of Potential Mechanisms of Fruit Rot Resistance in Cranberry, Dr. J. White**
6. **Distribution of Rusty Tussock on Fraser Valley Cranberry Farms, E.S. Crop Consult Ltd.**

As well, Dr. S. Sabaratnam submitted a project, **Surveillance of Plant Pathogens on Cranberry Farms in the Fraser Valley, their Impact on Pre- and Post-Harvest Fruit Rot and Grower Education**. Dr. Sabaratnam has obtained funding for this project under Growing Forward 2.

Reports were received and reviewed by the Commission's Research Committee on December 11th. Reports are now posted to the Commission's website – www.bccranberries.com.

This Committee, under the Chairmanship of Todd May, also established priorities for 2014. This priority list is designed to identify some of the difficult production issues facing growers and to encourage the research community to propose projects to find solutions to those problems.

The Committee listed as **High Priorities**: Girdler, Tipworm, Varietal Development, Blackheaded Fireworm, Cranberry Dieback, Perennial Weeds and Chemigation.

Medium Priorities included: Parasitoids, Weevils, Sparganothis Fruitworm, Dearness Scale, Pesticide Delivery Systems, Fruitworm and Irrigation Design and Delivery.

Longer Term objectives include: Rodent Controls, Nutrient Management, Organic Production and Industry Innovations.

Request for Proposals will be sent out to Researchers before the 31st of December.

2014 SCHOLARSHIP

The BC Cranberry Marketing Commission has once again approved the funding for a \$2,000 scholarship grant for a family member of a grower licensee towards the cost of post secondary education.

The scholarship grant is available for attendance at any recognized post secondary institution within BC, or out of Province. Funds awarded must be used within an initial 12 month period. If you, or a family member may be interested, contact the Commission for more information on how to apply.

Deadline to apply is **January 31, 2014**.

2013 RESEARCH REPORTS -SUMMARIES

The following is a brief summary of two research projects that received funding from the Investment Agriculture Foundation of BC this past year. The complete reports are posted on the Commission's website: <http://www.bccranberries.com/research3.html> As well, both Dr. K. Patten and R. Prasad have confirmed their attendance to share their research work at the BC Cranberry Congress scheduled for February 4, 2014

Reduced-risk Pest Management and New Herbicides for Cranberries in BC Dr. K. Patten

Weed control: A comprehensive study on the value of the herbicide indaziflam to cranberry weed control was conducted. The study's parameters included efficacy and crop safety for different rates and timings. Indaziflam has the potential to become a very useful long-lasting pre-emergent herbicide for cranberries. It appears to provide season long control of several of BC's most problematic cranberry weeds without risk to the crop. Subsequent research would be the residue work required to secure a registration. Since Bayer recently put its cranberry project on hold, no additional work will be required at this time.

Insect control: New chemistries were tested on fireworm, tipworm and blackvine weevil. Additional studies were conducted to understand the nuances of how to most effectively use Intrepid and Altacor for fireworm control. A few new insecticides might have potential for fireworm or tipworm. This research will help growers obtain better efficacy from Altacor and Intrepid on fireworm. It will provide useful efficacy data for cyazypyr label on tipworm.

Distribution of Rusty Tussock on Fraser Valley Cranberry Farms E.S. Cropconsult Ltd.

The findings of this research project confirm that the distribution of rusty tussock has changed. Growers should be aware that new infestations continue to be detected outside of the previously noted areas of North Richmond and Delta. However, this pest continues to be an occasional pest and growers can rely on visual sampling for detection of rusty tussock infestations in fields. Sweep sampling is only necessary if larvae are detected visually. A specific sweep sampling for rusty tussock, in fields with no prior history does not appear to be necessary. A caveat to the researchers findings however is that all sweep sampling was done during the day. Maurice et al. (2000) recommend timing sweep sampling for rusty tussock in the evening. As a follow up, researchers plan to do targeted sweeps for rusty tussock in fields to further confirm that this particular pest wasn't overlooked during regular crop monitoring.

Funding for these projects has been provided by Agriculture and Agri-Food Canada through the Canadian Agricultural Adaptation Program (CAAP). In British Columbia, this program is delivered by the Investment Agriculture Foundation of BC.



OTHER NEWSLETTER INFORMATION

Kim Patten and Washington State University publish a Newsletter "Cranberry Vine". Many of you may receive this Newsletter via email. If you aren't receiving a copy, but would like to, please email Mary Garvey at mgarvey@wsu.edu and she will be sure to put your name on her email list.

As well, the Cranberry Institute publishes a Newsletter which you may be interested in reading. Here's a link: <http://www.cranberryinstitute.org/news/newsoverview.html>.

BC CRANBERRY RESEARCH FARM UPDATE - MIKE WALLIS

Since the last Newsletter, continued progress has been made at the BC Cranberry Research Farm.

Infrastructure continued to be installed and activities included:

- The south dyke road has been brought up to grade to west dyke road of Bog 2 which facilitated power pole installation.



- 10 inch HDP pipe from sump chamber to reservoir has been connected and installed.
- Sump pump pipe manifold installed on sump chamber.

This will facilitate field drainage and reservoir level management and water containment, recirculation as required.



- Shop roof drainage connected to sump chamber
- Pole pilings for pump-house foundation installed in reservoir over mainline connection point.



An update of the progress taking place at the Research Farm will be part of this year's Cranberry Congress.



As always, if you have any questions or would like to see the happenings at the Farm, please give Mike Wallis a call at 604-309-9868.

Funding for this project has been provided by Agriculture and Agri-Food Canada through the Canadian Agricultural Adaptation Program (CAAP). In British Columbia, this program is delivered by the Investment Agriculture Foundation of BC.



IRRIGATION AND DESIGN WORKSHOP

This very informative workshop took place on December 5th and was sponsored by Ocean Spray of Canada Ltd. and the BC Cranberry Marketing Commission. If you missed it, presentations will be posted to the Commission's website:

www.bccranberries.com

Special thanks to Brian Mauza for arranging to have the presentations sent for posting.

CRANBERRY CONGRESS - FEBRUARY 4, 2014

Preparations are well underway for the 2014 BC Cranberry Congress. The Congress takes place on **Tuesday, February 4th at Mayfair Lakes Golf & Country Club**. The day begins at 9:00 am and concludes with a Meet and Greet with the Speakers. The Congress Planning Committee has a very informative day planned for you. Speakers include:

Jean Caron, Université Laval
 Andrew Petersen, BC Ministry of Agriculture
 Ted Van der Gulik, BC Ministry of Agriculture
 Sheila Fitzpatrick, Agriculture and Agri-Food Canada
 Tracy Hueppelsheuser, BC Ministry of Agriculture
 Renee Prasad, E.S. Cropconsult/UFV Chilliwack
 Paul Van Westendorp, BC Ministry of Agriculture
 Kim Patten, Washington State University

Watch for your invitation in early January!

CHECK US OUT AT WWW.BCCRANBERRIES.COM

bccranberries.com has a new look and some exciting new resources.

Of special interest to Growers is the new Growers' home page which features important new information, upcoming events, a recap of recent events and what's new on the website that is of special interest to you. The sidebar also highlights Grower News and Events.

Recent updates include the addition of a Kids Zone featuring Superberry's Recipe Book for Kids (and Adults too!) Resources are all part of the Discover BC Cranberries Education Kit for Teachers and Parents. This educational kit was developed by Carol Minchin, MEd (Curriculum Development) and we are already getting lots of visitors to this section of the website.

Be sure to check out our Blossoms and Bees, Dry Harvest, Wet Harvest and Field Day 2013 videos. A big thank you to Keith Dobie

of Pathfinder Productions and everyone who gave of their time to make these videos possible. Thank you also to the Keefer family for being our first Grower Profile.

Last, but not least, three new recipes have been added - they are delicious!

These are only a few of the many new updates and pages. You will also find links to the Commission on Facebook, Pinterest, Instagram and Twitter.

Thanks to Sharon Goatley, Goatley Studios Inc. for all her work updating the website.

Funding support provided, in part, by the BC Government's Buy Local Program; delivered by the Investment Agriculture Foundation of BC with funding from the BC Ministry of Agriculture.



Consumer Education – GERALDINE AUSTON

Fraser Valley Food Show

The Fraser Valley Food Show was another success for Cranberries, with thousands of visitors to our bog, plus lots of blogger and media attention. Dianne informed that there was a spike in visitors to our website during and after the show. Thanks again to Ocean Spray for donating Craisins in their new packaging (consumers loved them!) and for getting us fresh cranberries to float in our bog.

Harvest Media Release and Drop

This year’s media release “Cranberries...Grown in BC? You bet!” focussed on our farmers, local availability and the size of our crop, in addition to celebrating our relationship with Ocean Spray. A tiny “flooded field” was delivered to media outlets of a cranberry plug submerged in water with cranberries floating above. “Get into the harvest” was our tag line this year and images of key media personnel were super-imposed on one of our harvest scenes. It was enough to attract good attention for harvest time and our wonderful farmers in BC.



“Blog from the Bog”

Our “Get into the Harvest” then continued with an invite to food bloggers/writers for a special opportunity to visit a cranberry field and don waders. It was a great and positive event with food writers having an experience they won’t forget and a better understanding of the cranberry industry in BC.



Your industry representatives

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- Lynn Kemper
- Executive Director (Staff)
- Mike Wallis