

# CRANBERRY WEB

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

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## CHAIR'S REPORT

We are off to a relatively busy start to the year with meetings. It was a pleasure to attend the AG Gala held in conjunction with the Pacific Ag show in Abbotsford. At the Gala, George Hamilton, a cranberry grower from Vancouver Island, received the BCAC Leadership Award for his many years of service to the agriculture. Also in January, Ocean Spray held a growers meeting at Mayfair Lakes to update growers on the status of the North American cranberry industry. The issue of a surplus of cranberries was addressed. This is further described in the newsletter. Ocean Spray is continually developing new products and market strategies. The meeting was well attended and there was good dialogue between the growers in attendance and the Ocean Spray representatives. We also attended a COGA seminar on "Building on our Strengths - Governance". Several of our groups gave presentations on different facets of their commodity's perspective towards the topic.

February continued to be busy with a Commission meeting followed by the Cranberry Congress. Once again the Congress was well attended. This year's speakers were excellent, which seems to the standard for the Congress. If you, as growers, have any topics that you would like to see addressed at the Congress, please let us know as we are always looking for topics that are current with industry needs. Jeff Hamilton and Todd May attended the US Cranberry Marketing Committee Winter Meeting. Our AGM, held on February 25th, was attended by the usual small crowd. Following the presentation of reports, we were fortunate to have Richard Bullock, Chair of the Agricultural Land Commission, give us an excellent update on the ALC and the goals and direction they plan to go in the future. Richard answered questions and everyone seemed pleased with having a guest speaker. We will endeavor to do the same thing again next year. The end of February saw another COGA seminar, this one focused on "Building for the Future". Topics discussed included sustainability, consumer trends, producer and public attitudes, and an economic outlook for Canadian agriculture.

I was fortunate to be able to attend the Canadian Horticulture Council's AGM in early March. (Continued on Page 2).....

## PESTICIDE APPLICATORS CERTIFICATE COURSE

FARSHA's next Punjabi Pesticide Applicators Certificate course has been scheduled for April 14th - 17th, 2014.

Course starts at 8:30 am and finishes at 4:00 pm each day.

The course will be held at the BC Ministry of Agriculture, 1767 Angus Campbell Road, Abbotsford - Room 215.

For further information, please contact David Nguyen, FARSHA's Agricultural Health & Safety Specialist

at cell # 604-996-0927.

**CHAIR'S REPORT continued (from Page 1)**

This organization is the best direct link that the horticulture industry has with the federal government. We spent 2 1/2 days deliberating over issues of importance to the horticulture industries. Further details about the happenings at the meeting is included in this Newsletter. Also in March, the BC Cranberry Research Committee met to review and recommend for funding research proposals received. As an aside to the Research Committee, we attended a presentation at Driediger Farms where federal government representatives presented the BC berry industries with \$2.8 million as part of the Growing Forward 2 Program. The BC Cranberry Marketing Commission will be receiving some of this funding for our research projects. Many "thanks" to the various levels of government that have come through with financial support for our industry.

With the warmer weather, it looks like spring might be just around the corner. Maybe, just maybe, this will be the year that everything works for our favour and we have a crop that is comparable to the last two years.

Jack Brown, Chairman  
BC Cranberry Marketing Commission

**BC CRANBERRY RESEARCH PROJECTS FOR 2014**

Once again this year, researchers were asked to submit project proposals to address industry research priorities. Priorities are identified by the Research Committee as "High", "Medium" and "Low". The Committee met recently to review submitted proposals. This year, projects recommended for full or partial funding include:

1. **Decision Making for Management of Cranberry Tipworm and Cranberry Girdler, Dr. S. Fitzpatrick**
2. **Integrated Research for Sustainable Insect Pest Management in Cranberries, Dr. C. Rodriguez-Saona**
3. **Insecticide Chemistries Compatible with Chemigation – Fireworm & Tipworm; Weevil Suppression, Dr. K. Patten**
4. **Emerging Pests: Cranberry Fruitworm, T. Hueppelsheuser**
5. **Exploring Control of Foliar Cranberry Pests, D. Henderson**
6. **Demonstration of Bumble Bee and Indicator Plant Gardens – R. Prasad**
7. **Evaluation of Fungal Populations in BC Cranberries as it Relates to Fruit Rot Incidence – Dr. F. Caruso**

As well, Dr. S. Sabaratnam has begun a project, **Surveillance of Cranberry Fruit Rot Pathogens and Grower Education**. Dr. Sabaratnam has obtained funding for this project under Growing Forward 2.



**BC CRANBERRY GROWERS ASSOCIATION ADDS NEW DIRECTOR AT AGM - M. WALLIS**

The BCCGA AGM was once again held in conjunction with and followed the BCCMC AGM on Tuesday February 25, 2014 at Mayfair Lakes Golf & Country Club. Grower turnout was not outstanding but enough to satisfy quorum requirements.

Heavy snowfall on the Island prevented Grant Keefer from presenting his Chair Report, which was read by Todd May. Mike Wallis, Executive Director, gave the 2013 Board Report.

Issues addressed in 2013 that continue to require industry input and monitoring include policy changes regarding the Agricultural Waste Control Regulation (AWCR), Water Modernization Act, Minor Use Priorities and more recently, Occupational Health and Safety. The Chair noted that none of these issues could be addressed without grower support which the BCCGA is very appreciative of.

The Director Report also noted the end of an era for Dan Keefer as Chair of the Canadian Cranberry Growers Coalition. Under Dan's leadership, hundreds of thousands of dollars were collectively raised from regional cranberry production areas (BC, QC, NS, NB, ON) to fund health based research vetted through the Cranberry Institute. Blake Johnston of Bezason & Chase Cranberry Co. Inc. located in Nova Scotia is the new Chair of the Coalition moving forward.

The BCCGA would also like to thank Bob Hopcott and Todd May for their participation on the board. Both decided not to seek reelection and stepped down after many years of service. In their place, Kyle Botkin of Botkin Farms was elected, as were Kristina de Strake (nee May) of Mayland Farms Ltd., Darsh Banns of Highland Redi-Green Turf Ltd. (another long serving board member) and Grant Keefer of Yellow Point Cranberries.

**CRANBERRY FARM SAFETY SEMINAR - M. WALLIS**



The fall of 2013 saw increased scrutiny of the cranberry industry from WorkSafe BC following a tragic worker incident at a cranberry farm. In response, the BCCGA formed the Cranberry Farm Safety Working Group to meet and work with representatives from WorkSafe BC and FARSHA. This initiative is to raise the awareness of Occupational Health and Safety (OH&S) regulations and their application in the cranberry industry.

The initiative kicked off on March 5, 2014 at Mayfair Golf & Country Club with a half day Cranberry Farm Safety Seminar hosted by the Association. Twenty seven industry active attendees representing eighteen cranberry farms attended the seminar and heard presentations from Wendy Bennett, Executive Director of FARSHA and Occupational Safety Officers from WorkSafe BC. Handouts were provided to assist employers and supervisors to identify and document hazard assessments in their operations and many questions regarding regulations and procedures were asked and answered.

Paul Slattery from Mustang Survival also gave a presentation on life jacket and personal floatation device (PFD) use, care

and maintenance, with examples on hand for growers to view.

The take home message is that farm employees need to do their due diligence and take all reasonable care to protect the well being of employees and co-workers. This includes, but is not limited to, maintaining records of hazard analysis, worker orientation and an effective OH&S Program.

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**CRANBERRY FARM SAFETY SEMINAR - CONTINUED FROM PREVIOUS PAGE**

Since the safety incident mentioned earlier occurred during harvest, the Cranberry Farm Safety Working Group will be working with WorkSafeBC and FARSHA to ensure there is clarity and consistency in the interpretation and application of PFD/life-jacket regulations.

WorkSafeBC stated at the seminar that they will be undertaking a Cranberry Harvest Initiative in 2014 to raise awareness and knowledge of the use of PFD's or life-jackets.

A WorkSafeBC Occupational Safety Officer will be visiting every cranberry farm in the province in 2014 and will focus on:

- Conduct planned inspections to verify cranberry

farms have the required buoyancy equipment;

- Ensure personal flotation device (PFD) provided by employer and being used by workers;
- Worker instruction, training and supervision;
- Prime contractor and contractor safety;
- Working alone requirements;
- First aid;
- Risk assessment - rescue and evacuation procedures;
- Toolbox guide; (fact sheets on the proper use of personal protective equipment (PPE))

The list looks daunting if you don't have an Occupational Health & Safety (OH&S) Program or don't realize you need one. So, rather than ignore the issue, seek help. FARSHA is the agricultural health and safety educational arm of WorkSafeBC and FARSHA Regional Safety Consultants are available to help you set up an OH&S Program for your farm. You as an employer already pay for this service through WorkSafeBC payments, so take advantage and be proactive rather than reactive. FARSHA can be reached at 604-881-6078 or [farmsafe@farsha.bc.ca](mailto:farmsafe@farsha.bc.ca)

-Mike Wallis

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**CFIA - FRUIT AND TREE NUT BIOSECURITY ADVISORY COMMITTEE**

The Canadian Food Inspection Agency, under Growing Forward 2, is accountable for the development of voluntary National Farm-Level Biosecurity Standards. These standards are designed to assist producers in their effort to proactively manage risks through minimizing the introduction and spread of pests and diseases. The Fruit and Tree Nut Industry has been identified as one of the priorities for development of a voluntary biosecurity standard and producer guide.

The BC cranberry industry was invited to participate in the Fruit and Tree Nut Advisory Committee and Neal Hamilton, agreed to be the BC cranberry grower representative.

The Advisory Committee held its first meeting on February 18th which Neal attended. The objectives of the meeting were to have an initial face-to-face meeting of this Committee.

Representatives included many provincial commodity groups as well as federal representatives. Topics discussed included: project management, results of the industry readiness assessment, selection of committee co-chairs and finalization of the terms of reference, standard development processes, and decisions on next steps.

Discussion revealed the important challenges facing the development of the standard to be: outreach and promotion, identifying industry risks, creating and maintaining industry ownership, developing a resource that is not redundant and creating a product that is voluntary, outcome based and achievable.

Going forward, monthly teleconferences and bi-fiscal face-to-face meetings are being planned.

## BC CRANBERRY RESEARCH FARM UPDATE - GRANT KEEFER



Before we move forward, I thought it best to provide a brief review of the past three years. The initial year was spent planning, clearing the farm and shaping the fields and roads. The second year was spent installing irrigation, drainage tile, grading the fields and getting set up for the building site and service and planting. Then building was erected and then last year we put vine in the ground. Field 1 was planted with ten - 1/4 acre sections of the new Rutgers releases as well as a Wisconsin and Washington variety. Field 2 was planted with small Plot Varietal replications (10'x15'). Each year we will continue to add new small plot

trials to that field. All the while we were continually meeting, discussing and planning.

Winter/Spring 2014 brings us more of the same - Planning for the Future. This is a common thread at the BC Cranberry Research Farm. It is important to get the best input we can. For this reason, we have asked Dr. Kim Patten to head up the scientific end of the project and asked him to be the Principle Scientific Director for the BC Cranberry Research Farm. We have been seeking input from Kim since the beginning, but this position allows us to ensure we have the continuity and practical research being performed that will benefit the cranberry growers in the coming years.

To aid Dr. Kim Patten with technical assistance at the Research Farm will be Renee Prasad with E.S. Cropconsult who will ensure the scientific ground work gets completed. We have also had discussions with a local young farmer to help through the growing season

with some of the day to day aspects that may be required - irrigation, fertilizing, pest control, etc.

That brings us back full circle to planning. We will be having a Grower Advisory Committee meeting in the coming weeks. We will be reviewing and seeking input from growers on the future direction of the farm. Following that, a Scientific Advisory Committee meeting will take place between cranberry researchers across all growing regions. In June, we will have Kim's team assembled at the Research Farm for a planting day. We will be inviting growers out to visit with us and see the great progress we have made. For more information, do not hesitate to call - we look forward to seeing you in June.

This project was funded in part by the Investment Agriculture Foundation of BC through programs it delivers on behalf of Agriculture and Agri-Food Canada and the BC Ministry of Agriculture.



## BC CRANBERRY CONGRESS - February 4, 2014

The Congress Planning Committee would like to thank all of the cranberry growers and other industry stakeholders for attending the recent Cranberry Congress. A special thanks to our speakers, which included:

- **Dr. Jean Caron**, Université Laval - (1) Drainage Uniformity and Effects on Cranberry Yields; and (2) Main Research Topics and First Results - Cranberries
- **Andrew Petersen**, BC Ministry of Agriculture - Keys to Efficient Irrigation Management in Cranberries
- **Ted van der Gulik**, BC Ministry of Agriculture - Changes to the Water Sustainability Act and Agriculture Waste Control Regulations - What Cranberry Growers Need to Know
- **Dr. Paul van Westendorp**, BC Ministry of Agriculture - How Healthy are our Bees and What are the Implications for Cranberry Growers?
- **Dr. Sheila Fitzpatrick**, Agriculture & Agri-Food Canada - Decision Making for Management of Cranberry Tipworm
- **Tracy Hueppelsheuser**, BC Ministry of Agriculture - Update on Cranberry Fruitworm Monitoring in BC
- **Renee Prasad**, E.S. Cropconsult/UFV Chilliwack - Distribution of Rusty Tussock on FV Cranberry Farms
- **Dr. Kim Patten**, Washington State University - Interaction of Chemigation Timings with Efficacy of Reduced-Risk Pesticides

A copy of the 2014 Congress presentations are now included on the Commission's website: [www.bccranberries.com](http://www.bccranberries.com).

## NORTH AMERICAN CRANBERRY INVENTORY SUPPLY

**Excerpt from the US Cranberry Marketing Committee Press Release dated February 11, 2014**

At the US Cranberry Marketing Committee (CMC) Winter Meeting, discussions revolved around volume regulation in an effort to address what was presented as a growing cranberry inventory. The CMC members discussed various scenarios and voted in favour for a Producer Allotment percentage of 85% for the 2014 cranberry crop. The Committee further recommended that the regulation issued by the Secretary of the United States Department of Agriculture shall include clarification that any handlers at the handler's discretion may receive all cranberries in excess of their growers' annual allotments on acres for which each growers will deliver to such handler. Further it was recommended that the regulation issued by the Secretary shall include the clarification that excess cranberries held by handler may be converted and disposed of as fresh or processed fruit and such a disposal may occur after March 1, 2015. The Committee recommended that a subcommittee be

formed to review the allowable outlets for excess cranberries and allowances be made for the conversion of excess cranberries for sale into non-competitive outlets. Finally, the Committee further recommended that organic cranberries be exempt from volume regulation.

**What does the US Cranberry Marketing Committee's decision mean for BC growers?**

Working within its mandate, the Commission will be reviewing all recommendations regarding Volume Regulation. Meetings with growers and agencies will be arranged to provide an opportunity for discussion and receiving information. Throughout the process, directors will apply the SAFETI Accountability Framework as set out by the BC Farm Industry Review Board. Those principles include: Strategic, Accountable, Fair, Effective, Transparent and Inclusive. Please feel free to call directors or staff if you have any questions.

The BC Cranberry Marketing Commission and BC Cranberry Growers Association's Annual General Meetings were held on February 25th. Directors and staff presented a variety of reports. If you were unable to attend and would like to receive a copy of the AGM report, please call Dianne at 604-897-9252.

**REGISTERING NEW ACREAGE**

All Growers and Producer Vendors are reminded that you must register any additional intended acreage with the Commission prior to planting. A copy of the Commission's "Registration of New Cranberry Acreages" form can be found on the Commission's website.



## January to March 2014 Consumer Education Report - Geraldine Auston

### Wellness Show

The 22<sup>nd</sup> Annual Vancouver Wellness Show took place on February 14, 15 & 16, 2014. The Vancouver Wellness Show continues to grow in popularity with a 10% increase over 2013 and total attendance of 30,720 people. As sponsors of the Celebrity Cooking Stage at the 22<sup>nd</sup> Annual Wellness Show in Vancouver, the BCCMC is guaranteed one cooking stage at this popular event. As we did last year, more than one chef chose to work with cranberries.

This year's celebrity chef creations included:

- Chef and Owner of The Acorn created a BC Cranberry, Beet and Strawberry Smoothie
- Executive Chef Mark McEwan of Black + Blue Restaurant made Grilled Mushroom Stuffed Pork Loin with Cranberry Apple Glaze
- Executive Chef Karen of Graze Restaurant made a Lemon Cranberry Mousse & Watercress and Cranberry Coulis to top off her Roasted Chestnut Sage Bread and Lemony Cashew Cheese

### Upcoming events & projects

#### Dietitians of Canada

The BCCMC will be attending the Dietitians National Conference in Ottawa in June. We are working on content for dietitians with the Cranberry Institute as well as sampling for the event.

#### Fraser Valley Food Show

We will be attending this very popular public event in October this year. More to come on how we are going to take something new and different to the public this year.

#### Producer Profiles

In 2013, we started the development of profiling our producers for the public. This year we will grow that process and will be contacting producers about telling their very own Cranberry Story.

#### Recipe Development

Always popular, recipes provide people with new and exciting ways to think of cranberries. This year we will create 3 new recipes to showcase our berry. If you have any recipe request ideas, feel free to share!

### Your industry representatives

#### BC Cranberry Marketing Commission

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#### BCCGA Board

Chair, Grant Keefer,

Vice-Chair, Scott May

Treasurer, Lynn Kemper

Dave Duchek

Darsh Banns

Kristina deStrake

Kyle May

Kyle Botkin

Executive Director (Staff)

Mike Wallis