

# CRANBERRY WEB

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



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## UPCOMING EVENTS

**July 24, 2014:** Visit to BC - Ontario Farmers Group

**July 25, 2014:** Washington Cranberry Summer Field Day:  
Pacific Coast Cranberry Research Foundation, Long Beach,  
Washington

**August 19, 2014:** Cranberry Institute Meeting

**August 20 and 21, 2014:** US Cranberry Marketing  
Committee Summer Meeting

## CHAIR'S REPORT

Cranberries, cranberries, cranberries. At a recent Ocean Spray grower's meeting held in Richmond on June 13th, we were informed that there was a full year's supply of cranberries in cold storage without any of our 2014 production. There is a bit of good news in all of this, as Ocean Spray's marketing figures show improvement in market share and cranberry utilization. They are hoping that we have seen the bottom of the cycle and that things will continue to improve. Remember, these are only forecasts.

In light of the current supply situation, the US Cranberry Marketing Committee has requested the US Secretary of Agriculture endorse a Volume Regulation for the 2014 crop. This would only take effect if the 2014 crop exceeds a predetermined volume. In light of this action, the BC Cranberry Marketing Commission has taken the necessary steps to proceed with a Marketing Order for BC production that would mirror the US Volume Regulation. This would only come into effect if the crop size dictates it. On page 2 of this Newsletter there is a detailed explanation of the Marketing Order and the process to put it in place if necessary. All cranberry producing regions in North America are in agreement with the process.

Early indications are that the 2014 crop will not be as large as the 2013 crop was, but it is still very early and we all know how things can change.

All is not doom and gloom. The Research Farm is right on schedule with more planting planned at the earliest date that Nick Vorsa and Kim Patten are available to be here. There is also an Official Opening being planned for early September. Upon confirmation of this date, we will inform growers and others.

The Commission continues to be active with both the Cranberry Marketing Committee (CMC) and the Cranberry Institute (CI). Next meetings are scheduled for mid-August. Todd May will be attending the CI meeting and Jeff Hamilton will be attending the CMC meeting on behalf of the Commission. (Continued on Page 2)....

**CHAIR'S REPORT - continued from Page 1**

The Commission has approved several research projects which includes work around Cranberry Tipworm, Fruit Rot, Fruitworm, Dearness scale, Girdler as well as work regarding Sustainable Pest Management. An overview of all projects are included on the Commission's website. Research Projects have been 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.

In closing, I would like to congratulate our 2 scholarship winners - Natalie May and Lauren Kelly. All of the 2014 applicants were of outstanding quality.

Jack Brown, Chairman

BC Cranberry Marketing Commission

**BC CRANBERRY MARKETING COMMISSION - MARKETING ORDER**

At the winter meeting of the US Cranberry Marketing Committee (CMC) discussions revolved around volume regulation in an effort to address what was presented as a growing cranberry inventory. The recommendation to the USDA Secretary for a 2014 Volume Regulation included:

- The establishment of a Producer Allotment of 85%;
- Clarification that any handlers, at the handler's discretion, may receive all cranberries in excess of their grower's allotments;
- Clarification that excess cranberries held by the handler may be converted and disposed of as fresh or processed fruit and such a disposal may occur after March 1, 2015.

As of June 25, 2014, the US CMC is still waiting for approval from the USDA Secretary for a 2014 volume control regulation. Pending this approval, the Commission is releasing it's intention to issue a market order to BC cranberry growers and producer vendors.

The BC Cranberry Marketing Commission (the "Commission") has determined that volume of the regulated product (cranberries) may exceed the projected market requirements and intends to issue a marketing order specifying the amount of the regulated product that each grower and each producer vendor may transport from his cranberry bog in that period.

No producer may transport any amount in excess of the amount stated in the marketing order from his cranberry bog for the 2014 year.

When the Commission has determined the total projected market requirements for the regulated

product for the period, the Commission may make Rules to determine the individual marketing order and volume so that each grower and each producer vendor shares equitable in the projected market requirements.

As part of this process, the Commission is providing growers and other stakeholders the opportunity to provide written comments regarding the Commission's intention to issue a market order specifying the amount of the regulated product that each grower and each producer vendor may transport from his bog. The Commission sees stakeholder consultation as an important part of this process and welcomes your written comments.

Please submit your written comments to the Cranberry Commission by July 15, 2014.

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

Mail: PO Box 162 Stn A Abbotsford, BC  
V2T 6Z5

Fax: (604) 677-6058 (Vancouver local)

For your reference, the Commission's General Orders includes Part 10: Marketing Orders : <http://www.bccranberries.com/pdfs/Cranberry%20General%20Orders%202010.pdf>

Working within it's mandate, the Commission will be reviewing all comments and recommendations regarding a volume control regulation. Throughout the process, the SAFETI Accountability Framework will be applied. Those principles include: Strategic, Accountable, Fair, Effective, Transparent and Inclusive.

## OVERVIEW OF THE BC CRANBERRY REGULATORY FRAMEWORK

The BC cranberry industry is regulated by the BC Cranberry Marketing Commission (the Commission). The Commission in turn, like the 7 other Boards and Commissions in BC, is granted regulatory powers by the Provincial government through the Natural Products Marketing (BC) Act. The BC Farm Industry Review Board acts as both an independent supervisory and appellate body for all 8 boards. Along with the other Boards and Commissions, the Commission has adopted principles-based regulatory and governance initiatives. Principles include (SAFETI): Strategic, Accountable, Fair, Effective, Transparent and Inclusive.

The British Columbia Marketing Scheme establishes the Commission and prescribes its rules and procedures. The Commission's Orders clarifies the Scheme.

Some 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, research and development mandate, the Commission has secured additional funding from the Investment Agriculture Foundation of BC and from the Growing Forward II Agri-Innovation Program.

Grower services and programs are planned and delivered in co-operation with the BC Cranberry Growers Association. Together, and with Committees, research projects into production issues are funded. Funding is also granted to the Canadian Cranberry Growers Coalition and the Cranberry Institute in support of health benefits research.

After receiving and reviewing information the Commission provides funding to the BC Cranberry Research Society for the development and work at the BC Cranberry Research Farm.

Cranberry growers and agencies are licensed by the Commission. Licensing enables the Commission to maintain records and to ensure that marketing plans are in place for intended production. Before a new agency would be licensed, a number of conditions would have to be met. One of those conditions would be that it must satisfy the Commission of its financial integrity so that growers delivering fruit to it are not taking undue financial risks.

Links to the Commission's regulations, reports and other resources can be found on the Commission's website: [www.bccranberries.com](http://www.bccranberries.com).



### LICENSING - 2014

All growers, producer vendors and agencies should now have received their respective license covering the period from April 1, 2014 - March 31, 2015. Along with your license, you were asked to confirm acreage. Please call, or email, Dianne if you have not received your license or if your acreage is incorrect. The 4 licensed agencies will be receiving a list of growers and producer vendors licensed with the Commission. Agencies will be reminded that they are not to accept cranberries from a grower unless that grower has a valid license issued by the Commission.

BC CRANBERRY RESEARCH FARM UPDATE - GRANT KEEFER



Spring has brought a flurry of activity to the Research Farm preparing Fields 3 and 4 for planting. Consultations with growers and ag scientists determined that a good representation of the prime BC cultivar, Stevens, would be the choice for Field 3. Selection for Field 4 was a split bed of Demoranville and Mullica Queen. Both fields will be examples of solid fruit production - they will also be available for fruit quality trials, pesticide screening, and potentially a long term Cranberry Girdler / Nematode project.

With direction from our Principle Scientific Director, Kim Patten, Renee Prasad from ES Cropconsult has been diligently monitoring the Rutgers (NJ) and Gryleski (Wisconsin) Varietal Selections in Field 2. As these plots were planted in June 2013, observations around the growth patterns of the vine have been the main focus. Vine vigor (ability to fill in quickly) and the propensity to grow uprights and set bud are the key criteria. Disease and insect infestation is also being monitored and compared between the cultivar selections.



Brian Mauza, Ocean Spray Ag Scientist is continuing his Slow Release Fertilizer trial in Field 1,

potentially demonstrating one application for season long nutrient feeding. Additionally, the results of his previous year herbicide trials were observed.

We hope to see you all at our Grand Opening in September - date to be announced. If you have any questions, please feel free to contact us.



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.



Canadian Horticultural Council

The Canadian Horticultural Council (CHC) represents producers across Canada primarily involved in the production and packing of over 100 fruit and vegetable crops. Members include provincial and national horticultural commodity organizations as well as allied and service organizations, provincial governments and individual producers.

As the voice of horticulture in Ottawa, the CHC represents members on key issues such as crop protection, access to a consistent supply of farm labour, food safety and traceability, fair access to markets, research and innovation and government programs to ensure for a more innovative, profitable and sustainable horticultural industry for future generations.

The CHC and its members are committed to ensuring that strong Canadian farms will continue to be able to provide safe, secure and healthy food for families in Canada, and around the world.

Earlier this year, Jack Brown attended the 92nd Annual Meeting of the CHC in Kelowna. This year's resolutions dealt with pesticide licensing issues, days to harvest harmonization, food safety issues, the seasonal workers program, Phytosanitary issues and the delivery of agricultural programs such as Growing Forward 2.

Speakers spoke on topics such as the Modernization of Food Safety, Financial Protection for Primary Food Sellers and Bee Health.

The resolutions that were presented to the CHC were first reviewed by each provincial caucus. From there they went to the appropriate committee for the same judgement. Finally, on the last day of the meeting, they came before the Committee of the Whole and had their final disposition. If the resolution was carried, they became part of policy. The resolutions dealt with a variety of issues facing the horticultural industry. The CHC will, on behalf of industries, take these issues forward to the federal government. No other organization representing our interests can provide this service.

**BCCGA - UPDATES ON TEMPORARY FOREIGN WORKER PROGRAM AND FARM SAFETY - MIKE WALLIS****STRUCTURAL CHANGES TO THE TEMPORARY FOREIGN WORKER PROGRAM**

On Friday, June 20, 2014, the Canadian government announced an overhaul of the Temporary Foreign Worker Program in regards to low-skill or low wage positions. Employment Minister Jason Kenny, announced structural changes to the TFWP for employers in accommodation, food service and retail trade sectors that essentially terminates the program for low wage positions in regions of the country with more than 6% unemployment. In regions where the program is still accessible, employers will be subject to increased fees, hiring caps (% of TFW at a site compared to Canadians employed), 2 year terms reduced to 1 year and also a reduction in the time a low-wage temporary foreign worker can remain in Canada. Minister Kenny also announced tougher penalties and increased inspections for employers who are found to be abusing the TFWP.

However, On Farm Primary Agriculture, including the Seasonal Agricultural Worker Program (SAWP) and Ag. Stream are exempt from the following measures as there are proven acute labour shortages in this industry and the unfilled jobs are truly temporary:

- LMIA (LMO) fees
- Cap on low-wage temporary foreign workers
- 1-year LMIA duration
- Reduction in the period that a low-wage temporary foreign worker will be allowed to remain in Canada (SAWP only).

All other measures including stronger enforcement and tougher penalties apply to on-farm primary agriculture (Ag. Stream) and SAWP.

**CRANBERRY FARM SAFETY REMINDER**

The BCCGA has been working with FARSHA and WorkSafeBC to inform growers of their obligations and responsibilities to their employees and co-workers under the BC OH&S Regulations. The CFSWG has been involved in drafting a Cranberry Harvest Bulletin and a Harvest Toolbox Meeting Guide to address employer requirements during cranberry harvest. These tools should clarify life-jacket and pfd requirements and be released/ available shortly.

WorkSafeBC stated at the Cranberry Farm Safety Seminar held in March 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 above looks daunting if you don't have an 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 a 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)

**CONSUMER EDUCATION - GERALDINE AUSTON**

Cranberries made another great impression at the Dietitians of Canada National Conference in Ottawa on June 13. Approximately 650 Registered Dietitians visited our booth over the course of 4 hours. Ocean Spray kindly donated Craisins for sampling and the new packaging went over extremely well with all in attendance. The Dietitians are very supportive of cranberries as a great product, but as usual had some questions about sugar and healthy attributes. The Cranberry Institute remains a great resource for us at these events and gave permission for us to print and distribute some of their materials. We are looking at engaging a BC based Registered Dietitian to assist us with creating some messaging around the "sugar issue". While there is lots of US-based information on different subjects it would be good to have BC and Canadian messaging too from the Dietitians that are one of our main audiences.

**BCCMC 2014 STUDENT SCHOLARSHIPS**

The Commission is pleased to award two 2014 student scholarships. Congratulations to Natalie May and Lauren Kelly - we hope this helps achieve your goals! Both Natalie and Lauren are involved in their family's cranberry farm, are active in their communities with sports and volunteer work and have achieved scholastically.

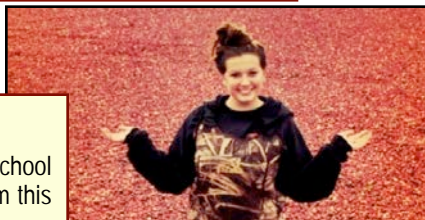


Natalie's family operate Mayfield Farms Ltd. and Cranwest Farms Ltd. Partnership.

Natalie is graduating from UBC this year with a degree in Human Kinetics. She will be attending BCIT this fall enrolling in the program of Prosthetics and Orthotics.

Lauren's family operate Brent Kelly Farms Inc.

Lauren is graduating from Seaquam Secondary School this year. She will be enrolling in a nursing program this fall and hopes to specialize in neonatal care.



**2014 PESTICIDE CHARTS NOW AVAILABLE**

The Cranberry Institute Pesticide Charts have been completed and have been mailed to growers. Printable versions of the Canadian Pesticide Chart are available online by contacting Anne Cote ([acote@cranberryinstitute.org](mailto:acote@cranberryinstitute.org))

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