

CRANBERRY WEB

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

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UPCOMING EVENTS

Nov. 21, 2014: COGA Program: Addressing Misinformation with an Evidence Based Perspective. For details about the program, please call Dianne at 604-897-9252

Dec. 3, 2014: Young Grower's Forum to be held at Mayfair Lakes Golf & Country Club

February 11, 2015: BC Cranberry Congress to be held at Mayfair Lakes Golf & Country Club

CHAIR'S REPORT

The BC Cranberry Research Society held the Official Opening of the BC Cranberry Research Farm on September 5th. The weather was perfect for the crowd of about 85 which included representatives from the Provincial Government, BC FIRB, IAF, Delta Council, researchers and scientists, agencies, allied trades, banks and many growers. It was my pleasure to welcome everyone to the event and then Todd May, Chair of the Research Society gave a brief history of the establishment of the farm, recognizing Jack Wessel's invaluable contribution. Todd introduced Nick Vorsa, a research scientist with Rutgers University. Nick gave a brief talk on the benefits of the farm and how proud he was to be involved. Kim Patton was then introduced and spoke about his role as the Scientific Director and the importance of the Farm for growers. A big thank you to Todd, Grant and everyone else for their hard work in making the day the success it was.

The volume regulation that we all have heard so much about is not going to happen this year as the US Secretary of Agriculture determined that due to concerns it would not move forward with the recommendation for a volume control program for the 2014-15 year. More on this decision can be found on Page 2 of this Newsletter.

The European Union has passed a ruling that that after the 2014 crop year the MRL for Bravo will be 0.01 PPM, this is the equivalent of zero tolerance. This is a very serious challenge for our cranberry growers. More of this ruling is included in this Newsletter.

The Commission held an initial meeting with some of its younger growers with the intent of forming a Young Cranberry Growers Group. The first meeting was held on August 26th with 10 young growers in attendance. There will be a Young Growers Forum on December 3rd at Mayfair Lakes for all young growers. It was great to see so many enthusiastic young people in attendance at this first meeting and we look forward to working with them to create this new group.

CHAIR'S REPORT - continued from Page 1

On September 19th, Todd May and myself had the privilege of providing a tour of the BC Cranberry Research Farm to the Honorable Kerry-Lynne Findlay. Delta-Richmond East MP Findlay was first on hand on October 11, 2011 when she announced just over \$200,000 in funding from the federal government's Western Economic Diversification fund which helped the Society purchase the land and begin work on the Farm. Minister Findlay showed a keen interest in the development of the Farm and had many questions about the work done to date and what we expect to do in the future. All of her questions were well founded. She also asked to be kept in the loop as to what is going on at the Farm. We thank Minister Findlay for her support for the cranberry industry in BC. We had a most enjoyable visit and are grateful for the support.

By the time this Newsletter is received, harvest will have started for some of you. I would like to remind everyone to be diligent and aware of safety issues during harvest.

I hope that everyone has a safe and bountiful harvest.

Jack Brown, Chairman

BC Cranberry Marketing Commission

BC CRANBERRY MARKETING COMMISSION - MARKETING ORDER

Earlier this year the Cranberry Marketing Committee made a recommendation to the US Department of Agriculture to implement a volume control authority for the 2014-15 crop year.

In a letter to the CMC dated August 13, 2014, R. Barnes, Associate Administrator with the USDA writes,

"Recently, we have developed some serious concerns on how the Committee formulated the recommendations." The letter goes on to outline how activities appeared to violate the guidelines for marketing order committees and boards."

Specifically concerns were raised that there might have been an appearance of improper

communications between US and Canadian stakeholders. In his letter Mr. Barnes points out that:

"the Committee is prohibited from entering into agreements or understandings, whether oral or written, formal or informal, with other groups that may limit commerce outside of the authority of the marketing order."

For your review, the letter referenced can be found on the Commission's website.

With the USDA's determination to not move forward with a recommendation for a volume control for 2014, a marketing order for BC growers will not proceed.

European Commission Action on Bravo - Update

The Cranberry Institute was able to confirm with the European Commission that according to European legislation, the 2013 and 2014 cranberry crop treated with Bravo (chlorothalonil) prior to the regulatory change in the European Union will be subject to the 2ppm MRL and not the new MRL of 0.01 ppm. Importantly, cranberry products produced from the 2013 and 2014 crop but processed after the EU transition, will still be subject to the 2ppm MRL. The MRL is expected to officially change in late October or November, and be applied six months after that. Thanks to the staff at the Cranberry Institute for their work on this issue.

YOUNG GROWER'S FORUM

**Are you interested in connecting with other young cranberry growers in BC?
Are you interested in learning how to be a leader and advocate for the cranberry industry?**

The cranberry industry in BC is fortunate that it is multi-generational with a strong contingent of keen young growers. To help us maintain a healthy industry in the years to come, a Forum is scheduled for Wednesday, December 3, 2014. The Forum will be an opportunity to encourage strong leaders and advocates for the coming generation of BC cranberry growers. Specifically, young growers will:

- be made aware of the role of the Commission and Association,
- learn the importance of leadership and being an industry advocate, and
- be made aware of some of the opportunities and challenges that exist for our cranberry growers.

Joining us will be **Clayton Botkin** - BC Ministry of Agriculture, **Kerry Froese** - BC Chicken Marketing Board and Young Farmers of Canada, **Sarah Hopcott** - Hopcott Farms and the 4-H Program, **Rebecca Harbut**, Kwantlen Polytechnic University and representatives from the BC Cranberry Marketing Commission and BC Cranberry Growers Association.

An opportunity will then follow for networking among like-minded young growers.

YOUNG GROWER FORUM DETAILS

Date: Wednesday, December 3rd starting at 7:00 pm

Location: Mayfair Lakes Golf & Country Club, 5460 No 7 Road, Richmond

Participants: Open to all cranberry growers, between 19 - 40 years.

More information: Contact Dianne at 604-897-9252 or at cranberries@telus.net

Registration: For planning purposes, could we please ask that you call or email Dianne by November 28th if you will be attending. Thanks.

AG-MENT PROGRAM

As follow-up to the 4-H Future Leaders Program Survey this year, the British Columbia Ministry of Agriculture is working with B.C. 4-H to develop the 4-H AgMent Program for youth aged 19 to 25. AgMent (the new name) is an abbreviation for agricultural mentoring, which will "augment" the skills and knowledge gained by program participants.

B.C. 4-H is currently seeking participants for a pilot project that will commence this fall. The pilot project will involve the formation of one or more clubs that plan activities such as agribusiness tours, financial workshops, business planning seminars, communication skills training and volunteering for community events. Members will work with mentors

to complete individual projects related to career exploration, trades training, business start-up, skills development or community service.

Those who participate in the pilot project will be trailblazers for the 4-H AgMent Program. Although there will be some hurdles to overcome such as membership fees and meeting logistics, everyone will make new friends and have lots of fun.

The pilot project is scheduled to start this fall. If you, or anyone you know, are interested in this opportunity, please send a message to Scott Miles, Program Coordinator at BCAgMent@gmail.com or call Scott at [\(604\) 832-3929](tel:604-832-3929). He looks forward to hearing from you.

OPENING OF THE BC CRANBERRY RESEARCH FARM



On Friday, September 5th, the official opening of the BC Cranberry Research Farm took place.

The weather was perfect and we had a great crowd out for the afternoon.



Growers and others were able to tour the farm and find out what varieties are being grown. Plantings in the five bogs include new varietal releases, unnamed varietal releases as well as standard varieties grown by BC growers such as Stevens.

On hand to explain the progress of the Farm were Todd May and Grant Keefer, with the BC Cranberry Research Society, Dr. Nick Vorsa, Rutgers University and Dr. Kim Patten the Farm's Scientific Director.



Pictures and videos of the Research Farm and the Opening are posted on the Commission's website.

Thanks to everyone who attended and made the day the special event it was.



ECONOMIC IMPACT OF THE NORTH AMERICAN CRANBERRY INDUSTRY

Report prepared by Julian M. Alston, Josue Medellin-Azuara and Tina L. Saitone for the Cranberry Marketing Committee

The study reports on the economic impact of the NA cranberry industry and is available on the Commission's website.

BC CRANBERRY RESEARCH FARM UPDATE - GRANT KEEFER



The 2014 spring and summer provided excellent growing conditions for last year's plantings in Fields 1 and 2, as well as for the two new fields planted in June. Field 3 is a split field planted with Demoranville on the west side and Mullica Queen on the east side. Field 4 is all Stevens selected from a local farm.

After much consultation with growers, industry and scientific advisors, it was determined that having one complete field of local Stevens was prudent as the majority of BC's production is from this cultivar. The split field of Demoranville and Mullica Queen were selected based on the majority of new plantings which have occurred in the past few years throughout BC cranberry growing regions.

One of the most interesting observations which have arisen from the planting of Field 3 and 4 is the contrasting growth rates between the varieties. These two fields were planted within two days of each other. They have been treated the same with regards to irrigation and fertilizer. After three months of growth,

Field 3 with the Demoranville's and Mullica Queen's look to be a year ahead of the Stevens in Field 4. This is not to say the Stevens look bad, but there is definitely a vigor associated with the new cultivars allowing them to cover the field sooner than the traditional varieties. Time will tell how this translates into upright densities, bud set and ultimately fruit production.



Our Ag Technician/Crop Scout Renee Prasad (E.S. Crop Consulting) has been busy all summer keeping track of bumblebees and other pollinators. The Bee Garden is complete along the south side of the building. It provides food and habitat for the pollinators with different plants coming into bloom throughout the year. At the same time, it demonstrates that a landscape feature which is fairly easy to create can be beneficial to the pollinators we count on for our crops.

Renee has also been collecting data with the guidance of our Scientific Director, Dr. Kim Patten. Observations and compilations ranging from vine and upright density; timing of

flowers and fruit set, fruit size, weight and colour; bud set and vegetative growth patterns have been some of the items which give us a starting data set for replicated plots in Field 2 and the larger 1/4 acre plots in Field 1. There are nineteen named and numbered varieties in replicated trial plots. Additionally, Renee has been monitoring the fields for disease and insect pressure and collecting plant and soil nutrition data throughout the farm.

Additionally, I would like to give thanks to Kyle Botkin for being the boots on the ground this summer. He helped oversee the planting of Field 3 and 4, took care of the dykes and weed control and fertilizing. Most importantly, he ensured the irrigation was operating when it should be during this long and hot summer.



Also, special thanks to our funding partners, Investment Agriculture Foundation of BC. Their ongoing financial support is truly appreciated.

(continued on next page)

BC CRANBERRY RESEARCH FARM UPDATE (CONTINUED)- GRANT KEEFER

(continued from previous page).....The hard work and dedication from everyone involved has provided the BC cranberry growers with a fantastic Research and Demonstration Cranberry Farm. It is one of only four in North America and the first and only one in Canada. The Farm will help keep the BC cranberry industry growing strongly into the future.

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.



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**Chair, Jack Brown,
Directors**

Jeff Hamilton

Todd May

Bob Mitchell

Jack DeWit

Manager, Dianne Driessen

Upcoming Cranberry Promotion and Communications

The BC Cranberry Marketing Commission is heading to the bog this weekend, when we attend the Fraser Valley Food Show at the Tradex in Abbotsford. The Cranberry Bog is a highlight of the show and we have many visitors that come to see us every year. About 15,000 people will attend the show this weekend from all over the region and it is an excellent opportunity to showcase our industry! This year, Ocean Spray has generously donated the reduced sugar Craisins to sample to the public. Due to increased interest and consumer pressure on sugar, we will also have Fact Sheets from the Canadian Sugar Institute, so that attendees can take away the real facts on sugar. We think this is an excellent opportunity to give consumers that chance to “try before they buy” and we are happy to be able to sample a new product.

In the lead up to Thanksgiving and its traditional relationship with the cranberry harvest, we will be doing our annual media drop next week to regional print and visual media. There may be requests for media interviews, so you may hear from me to host a “photo op” and interview.

~Geraldine Auston

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The BC Agricultural Research & Development Corporation (ARDCorp) is a wholly owned subsidiary of the BC Agriculture Council (BCAC). Working with BCAC and the provincial and federal governments, ARDCorp delivers effective, affordable programs and services to improve the long-term profitability of BC farmers and ranchers and grow BC into the most dynamic and robust agricultural province in Canada. ARDCorp delivers funding and provides assistance for a variety of producer-focused programs for which eligible BC farmers and ranchers are free to apply. Funding for the following programs is provided by **Growing Forward 2**, a federal-provincial-territorial initiative.

Environmental Farm Plan Program

call today!

Consumers increasingly base their buying decisions on a desire to support environmental sustainability. Over 4,000 BC farmers and ranchers have an Environmental Farm Plan.



"Now is the time."

Ken Clark
General Manager Fresh
at Overwaitea Food Group

Visit www.bcefp.ca to book a confidential, no charge on-farm appointment with your local Planning Advisor today.



Gillian Robbins
K&M Farms
Program Participant

no charge & confidential

Traceability Adoption Program

apply now!

Are your products traceable?

Consumers want assurance that their food is produced using good practices and, if there are issues, that defective products can be taken off the market promptly. The Traceability Adoption Program supports agri-food and seafood businesses by assisting with



specific costs relating to the purchase and installation of product traceability systems.

Apply online at www.bcac.bc.ca/ardcorp. Funding is limited, don't delay!

up to 75% cost shared funding available

On-Farm Food Safety Program

apply now!

Enjoy increased confidence in your product safety and access to new markets through the On-Farm Food Safety Program! The objective of the On-Farm Food Safety Program is to ensure that foods produced in BC are among the safest nationally and internationally by encouraging agri-food producers' adoption of good agriculture practices for food safety and recognized Hazard Analysis Critical Control Points (HACCP) based on farm food safety assurance systems. Through this cost-sharing program, eligible farmers and ranchers receive an on-farm food safety site assessment and work plan, access to funding to implement eligible good agriculture practices and reimbursement for the cost of their first on-farm food safety audit.

Visit www.bcac.bc.ca/ardcorp for more information.

up to 90% cost shared funding available

Share your Success Story!

ARDCorp is looking for past and current program participants to feature in upcoming promotions. Let us celebrate your success, phone 604-854-4483 today.

Growing Forward 2 is a renewed commitment by the federal, provincial and territorial governments to ensure a coordinated national approach towards attaining productivity and profitability for Canada's agricultural sector.

For more information on **Growing Forward 2**, please visit www.agr.gc.ca or www.gov.bc.ca/agi

