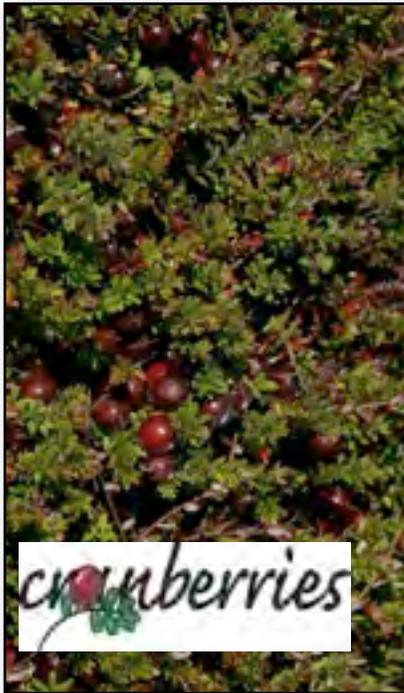


# CRANBERRY WEB

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

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## UPCOMING EVENTS

- January 22, 2015:** COGA Program – Effective Governance: Setting the Course with Accountability. For details about the program, please call Dianne at 604-897-9252
- Jan. 29 – 31, 2015:** Pacific Agriculture Show, Tradex, Abbotsford
- February 11, 2015:** BC Cranberry Congress to be held at Mayfair Lakes Golf and Country Club, Richmond, BC.
- February 19 and 20, 2015:** US Cranberry Marketing Committee Winter Meeting
- February 26, 2015:** AGM's for the BC Cranberry Marketing Commission and BC Cranberry Growers Association will be held at Mayfair Lakes Golf and Country Club

## CHAIR'S REPORT

Now that harvest is complete and another year draws to a close, there are a few things that the Commission has been busy with.

The Research Committee has been busy setting next year's research priorities, these projects along with the Research Farm will prove to be invaluable for the future of the cranberry industry in BC. The Commission along with a group of young cranberry growers planned and held a very successful Young Growers Forum in early December. The event was held at Mayfair Lakes and had over 40 young growers in attendance. During the evening there were speakers on such topics as regulated marketing, the role of the Growers Association, the role of the Commission, leadership and advocacy and challenges and opportunities for the industry. It was great to see that many younger people wanting to be involved in the industry.

Planning is well underway for the 2015 Cranberry Congress that will be held on February 11, 2015. Also, please mark your calendars for February 26, 2015 for the Commission and Association's AGM. John Les, the Chair of the BC Farm Industry Review Board will be our guest speaker.

With the Holiday Season upon us, it is a great time to reflect on the positive things that we all take for granted. We live in the best place on earth (it may not be perfect, but just look around the world). A huge thank you to the Commission members for their support and wisdom during the past year and to Dianne for always being there and ready to respond to whatever the issue is. It has been an honor to be your Chairman this past year.

My behalf of Lorrie and I, we wish you all the best for the Holiday Season and a Happy and Healthy New Year.

Jack Brown, Chairman  
BC Cranberry Marketing Commission



**BC CRANBERRY RESEARCH FARM UPDATE - GRANT KEEFER**

With the 2014 year drawing to a close, the BC Research Farm has plenty to celebrate. September 5th was the date of the official Farm Opening. We were joined by our funding partners, local and provincial politicians, Ministry of Agriculture representatives, cranberry researchers from both Canada and the US, but



most importantly by many BC cranberry growers. It was a very successful day for all involved, with many accolades given by the various groups in attendance.

Some of the 2014 highlights were the planting of Field 3 (Mullica Queen and Demoranville) and Field 4

(Stevens). While these fields had only been planted for three months at the date of the Farm opening in September, there were noticeable differences for growers to observe between the varieties. Additionally, a



multitude of data has been collected on the varietal trials in Field 2. This information is currently under review and was an important first step for developing long term protocols required to ensure this farm meets the needs of the BC cranberry growing community.

As we move into 2015, the Research Team, under the

guidance of our Principle Scientific Advisor, Dr. Kim Patten, will be planning for the future. There is no shortage of ideas or projects. The key will be to focus on what will be best for the BC cranberry growers to ensure a strong industry for many generations to come.

All the best to you and your families over the holidays. We hope to see everyone out at the Research Farm for the Field Day in 2015.



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.



**FEBRUARY 26, 2015 BC CRANBERRY MARKETING COMMISSION - ELECTION**  
**The BC Council of Marketing Boards will serve as the Independent Election Officer. All election information will be issued by regular post to registered growers in mid-January by the IEO. The Commission's Election Policy can be found on the website: [www.bccranberries.com](http://www.bccranberries.com)**

## BC CRANBERRY RESEARCH COMMITTEE

In 2014, 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. **Insecticide Chemistries Compatible with Chemigation, Dr. K. Patten**
4. **Emerging Pests: Cranberry Fruitworm, T. Hueppelsheuser**
5. **Exploring Control of Foliar Cranberry Pests with New Biological Pests \_ Neem, Dr. 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 – Dr. F. Caruso**
8. **Publication of a Translated Weed Identification Guide – Dr. H. Sandler**
9. **Pesticide Evaluations for Controlling Tipworm and Dearness Scale – B. Mauza**

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 8th. Reports are now posted to the Commission's website – [www.bccranberries.com](http://www.bccranberries.com).

This Committee, under the Chairmanship of Todd May, also established priorities for 2015. 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**: Cranberry Field Decline, Girdler, Tipworm, Varietal Development, Blackheaded Fireworm, Chemigation Design/Delivery and Perennial Weeds.

**Medium Priorities** included: Irrigation Design/Delivery Parasitoids, Industry Innovations, Pollinators, Sparganothis Fruitworm, Cranberry Dieback Disorder and Pesticide Delivery Systems.

**Longer Term objectives** include: Cranberry Fruitworm, Dearness Scale, Rodent Controls, Nutrient Management, Parasitoids, Weevils and Organic Production.

Request for Proposals have been sent out to Researchers and others with the deadline to receive proposals by February 5, 2015.

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## 2014 RESEARCH REPORTS -SUMMARIES

The following is a brief summary of three 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, Dr. K. Patten , Dr. D. Henderson and R. Prasad have confirmed their attendance to share their research work at the BC Cranberry Congress scheduled for February 11, 2015

### Demonstration of Bumble Bee and Indicator Plant Gardens - R. Prasad

A bumble bee garden was planted over the the course of the 2014 field season at the BC Cranberry Research Farm. Plants were sourced from local nurseries and wholesalers. Plants used were from lists developed either specifically for cranberries or for the Fraser Valley. A complete list of plant species, planting dates and bloom phenology is included in the Report received from R. Prasad. The goal of the garden was to provide growers with a single site where they could observe the growth and appearance of various plants and to collect data on the activity of bumble bees in the garden before and after cranberry bloom.

A secondary objective of the study was to determine if any of the species planted in the demonstration garden could be used as indicator plants to help time monitoring and/or sprays for some cranberry pests.

Bumble bee activity in the demonstration garden was observed weekly. The total number of bee visits to each of the different plant species during a continuous 15 minute interval was recorded. In addition to bumble bees the activity of other pollinators was recorded. Bumble bee activity in the closest cranberry field during bloom was also recorded and in the adjacent margins of the farm site when they were in bloom.

The complete Report includes the number of bumble bee visits to the demonstration garden plants during pre-bloom, during cranberry bloom and post cranberry bloom. Observations included that several plant species that bloom after cranberries may be very beneficial fro cranberry growers to consider adding to the landscape surrounding fields.

### Exploring Control of Foliar Cranberry Pests with a New Natural Pesticide (Neem formulation)

Preliminary experiments with two newly formulated neem-based botanical insecticides (TER 447 and TER 397) which are in development by Terramera Inc. were conducted at Kwantlen Institute of Sustainable Horticulture.

Neem essential oil contains compounds which have been shown to have insecticidal properties. The products used in the experiments were new neem formulations created by Terramera which contained additional ingredients to facilitate the application and effectiveness of these products.

The products were tested on three common cranberry pests from cranberry fields in the Fraser Valley. The pests included: Black-headed Fireworm, Dearness Scale and Cranberry Tipworm.

Two types of efficacy trials were conducted - Tier 1 (direct contact) and Tier 2 (on cranberry foliage). The report received from D. Henderson includes detailed information about pest information, followed by methodology, results and discussion for the trials conducted on the 3 insects.

As a result of these preliminary trials with the two neem formulations, it appears that both products are toxic to all three cranberry pests studied in this project, with higher efficacy likely with one of the formulations (TER 447). Observations included not only mortality but also negative effects on development of immature stages of all three insects. In addition to these results, improvements in methodology were made to conduct product testing on fireworm, scale and tipworm pests. Methods developed for holding these pests and applying treatments should aid in future product testing with these diverse insects.

**Assessment of New Pest Management Tools that Address Priority Needs of the BC Cranberry Industry - Dr. K. Patten**

The objectives of the research project was to assess new pest management chemistries compatible with chemigation to address priority needs of the BC cranberry industry - in fireworm and tipworm; and weevil suppression. Activities undertaken by Dr. Patten included:

**Objective #1: Screening new herbicides for weed control in cranberries.**

The goal was to obtain efficacy and crop phytotoxicity data for MBI-005 and MBI-011. The registrant was unable/unwilling to provide research product for this project in 2014. Dr. Patten will make another request in 2015. Agriculture & Agri-Food Canada in Saskatchewan was not able to supply Phoma™ to the US. Dr. Patten writes that in 2015 efforts will be made to get cranberry plants to Dr. Bailey in order to obtain crop phytotoxicity data.

**Objective #2: Screening new insecticide chemistries for efficacy with chemigation.**

Numerous studies were conducted by Dr. Patten to assess insecticide efficacy against cranberry tipworm and blackheaded fireworm.

Tipworm efficacy: Replicated field trials were conducted on grower beds to test the efficacy of new and existing chemistries against tipworm. Across all times, studies and farms, Sevin and bifenthrin provided the greatest and most consistent efficacy against tipworm. Grandevo, Venerate, Altacor and Pyganic had moderate efficacy on sites where applications were made at the early larval stage, but otherwise that had poor efficacy. Based on these studies, two well-timed applications of Sevin or Pyrethroid B to control first generation tipworm prior to bloom could provide reasonable suppression of subsequent generations of tipworm populations and their effects on cranberry apical meristems.

Blackheaded fireworm efficacy: Replicated field trials were conducted on grower beds to test the efficacy of new and existing chemistries against fireworm. Treatment timings focused on first and second generations. Efficacy was based on assessing 5 sweeps per plot. Altacor, Pyrethroid B and IKI-3106 provided excellent control - >99%. Entrust and Pyganic provided good efficacy ~ 80 - 90%. Grandevo, Venerate, and DiPel provided moderate control ~ 50%.

**Objective #3: Blackvine weevil control with Metarhizium**

MET at the 100 lb/ac rate of the granular was very effective on controlling BVW larvae. Control was noted in both reduction of larvae and adult emergence in the summer. The level of field efficacy ranged from 65 to 89%. The infectivity period in the soil was 87% after 3 weeks and 57% after 2 months.

**Funding for these three projects was provided by Agriculture and Agri-Food Canada and the BC Ministry of Agriculture through the Canada-BC Agri-Innovation Program under *Growing Forward 2*, a federal-provincial-territorial initiative. The program is delivered by the Investment Agriculture Foundation of BC.**



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**Cranberry Field Decline**

Many of you have now received an email from Brian Mauza with Ocean Spray about work currently underway on a problem growers are seeing in fields being called 'cranberry field decline'.

A working group of researchers and growers have provided information which is now posted to the Commission's website at:

<http://www.bccranberries.com/bccmc-cranberry-field-decline.html>

Further information will be posted when available.

## CRANBERRY CONGRESS - FEBRUARY 11, 2015

Preparations are well underway for the 2015 BC Cranberry Congress. The Congress takes place on **Wednesday, February 11th 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:

Elizabeth Elle, Simon Fraser University  
 Renee Prasad, E.S. Cropconsult/UFV Chilliwack  
 John Wilson, Cranberry Institute  
 Shawn Steffan, USDA and University of Wisconsin  
 Sheila Fitzpatrick, Agriculture and Agri-Food Canada  
 Tracy Hueppelsheuser, BC Ministry of Agriculture  
 Frank Caruso, Black Veil Consulting and University of Mass., Emeritus  
 Kim Patten, Washington State University  
 Caroline Bédard, BC Ministry of Agriculture  
 Deborah Henderson, Kwantlen Polytechnic University  
 Brian Mauza, Ocean Spray  
 Mike Morellato, West Coast Geospatial

**Watch for your invitation in early January!**

## BC YOUNG CRANBERRY GROWERS FORUM

On December 3rd, just over 40 young cranberry growers gathered together at Mayfair Lakes for our first ever Young Growers Forum. The Forum's objective was to strengthen their understanding of regulations and the role of the Commission and Association, the importance of being an 'ag-vocate' for the industry, the challenges and opportunities young growers face and to ensure that our future leaders of the industry get to know each other.

The event included Clayton Botkin from the BC Ministry of Agriculture talking about regulated marketing in BC. Jack Brown talked about the role of the Commission and Mike Wallis talked about the role of the Association.

Kerry Froese with the Canadian Young Farmers and BC Chicken Marketing Board continued by presenting on the importance

of leadership and ways to be an ag-vocate for agriculture and the cranberry industry.

Rebecca Harbut with Kwantlen Polytechnic University then provided young growers with a presentation about the challenges and opportunities facing cranberry growers.

Allied trades were very generous with door prizes – great gifts were drawn throughout the evening. Thanks to our industry partners!

The event was well received and participants appreciated the knowledge provided by our speakers and networking opportunities.

Our next event (in early 2015) will be a workshop on Board Governance which will deal with topics such as the roles and responsibilities of directors. Details to follow.

## Consumer Education – GERALDINE AUSTON

As I listen to Christmas Carols in my office (driving my adult children crazy, while I wonder at how my children became adults so quickly!) writing this communications update, it seems appropriate that it would be the cranberry update that I am composing.

Every year, without fail, I make a batch of BC Cranberry Mincemeat – it really is the best – for my family and friends, our very own BC Cranberry recipe! It is gratifying to think that the promotions and communications that we have undertaken over the last eight years (another moment of ... how did 8 years go by so fast?) has crossed the country from coast-to-coast and even gone international from time-to-time. It is amazing what a proud farm organization can achieve by sharing its story!

You have received a few updates throughout the year on some activities, this time I will touch on a few activities from harvest to now.

**Cranberries at the Fraser Valley Food Show** – Dianne and I went back to the bog for this popular three day event held at Tradex in Abbotsford. This year we sampled the new Reduced Sugar Craisins and handed out gorgeous cranberry shopping bags, which turned out to be the hit of the show! Thank you to Brian Mauza for making sure we had beautiful cranberries to float in our bog and to Ocean Spray Canada for generously donating the Craisins for sampling. The show is an excellent opportunity to talk about the cranberry industry to the public, and it is always interesting to discover how many people are unaware of our industry.

**Cranberry harvest release** – our release was distributed to mainstream media and resulted in good coverage as well as the usual requests for media to visit the farm. As always, I appreciate so much your gracious attitude in opening your farms to media during this hectic time. Likely the most popular visit this year was with Ann Luu of CTV and her new feature “Ann Luu’s In Your Shoes”. It was obvious that she was completely captivated by the harvest, as so many are. If you missed it, you can find it here: <http://bc.ctvnews.ca/video?clipId=464369>

**Sugar** – Why is it that when I mention sugar with cranberries I think there should be an ominous soundtrack playing in the background? It is scary to me to think that so much distorted messaging about sugar is getting out to the public and that we have to be so guarded in speaking about it. Well, I hope to change that in 2015! I am going to work with a respected registered dietitian so that we can start having a conversation about sugar with concerned consumers. Look for more on this in the New Year.

There are so many things to share about how our little crimson berries are appreciated, but that can wait for another day. For now, I wish all of you and your families a wonderful Christmas and all the very best for the New Year!

### Your industry representatives

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Kyle May

Lynn Kemper

Executive Director (Staff)

Mike Wallis