

# CRANBERRY WEB

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



## Inside This Issue

BCCMC Chair's Report .....1

Upcoming Events.....1

2015 BC Cranberry Field Day.....2

Young Grower's Forum .....3

2016 BC Cranberry Congress.....3

Research Farm Update.....4

Consumer Education Activities.....5

## CHAIR'S REPORT

The Commission has had a busy summer and since our last newsletter there have been several activities to keep us busy. In August, we met with the Chair, directors and staff of the BC Farm Industry Review Board and had a very good dialogue about the cranberry industry, our goals and how we are able to work within our legislated authority. I have found the BCFIRB to be very supportive of our Commission and we certainly appreciate that support.

In conjunction with the BC Cranberry Growers Association, a Communications Plan was developed and a media training day was scheduled. An update about the Communications Plan is included in this Newsletter.

For those of you who attended the Cranberry Field Day at the Research Farm, I hope you were as impressed as I was with the progress of the farm. The weather was a bit on the cool side, but we had a great turn out and everyone had the opportunity to explore the Farm and learn from the experts that were invited. A big thank you to the organizing Committee and all the others who made the Day the success it was!

Planning is now underway for the Cranberry Congress scheduled for Tuesday, February 2, 2016. Jeff and his Committee have met and speakers and the Agenda are now being arranged.

With harvest getting underway and Thanksgiving just around the corner, it is a good time to pause for a moment and take stock of where we are in this world of ours. Canada, with it's imperfections, looks pretty good to me compared to other places on the globe!

Happy Thanksgiving Everyone!  
 Jack Brown, Chair  
 BC Cranberry Marketing Commission

## UPCOMING EVENTS

- ◆ October 21, 22 and 23, 2015: Western Forum on Pest Management, Abbotsford, BC For further information, contact Siva Sabaratnam, BC Ministry of Agriculture
- ◆ Monday, November 30, 2015: COGA Seminar - Details to be confirmed.
- ◆ Tuesday, February 2, 2016: BC Cranberry Congress, Mayfair Lakes Golf & Country Club, Richmond, BC

## BC CRANBERRY FIELD DAY - SEPTEMBER 8, 2015



Approximately one hundred and seventy five growers, researchers, suppliers and guests attended the 2015 Cranberry Field Day at the BC Cranberry Research Farm in Delta.

Our thanks to Farm Credit Canada for the morning coffee and muffins!

The day featured researchers providing information on current projects and allied trade representatives were on-hand to talk about the newest and latest equipment, products and services for the cranberry industry.

Lunch time addresses featured Kim Patten: The Research Farm - Progress to Date and Plans for the Future and Nick Vorsa: The Genetic Potential of Cranberry Cultivars for the 21st Century.

### Field Day Demonstrations included:

- 1. Biobest Canada Ltd. - Amanda Brown:** Having a look at an established western bumblebee hive to see the activity going in and out and learning about bumblebee biology and behaviour. If growers are interested in hives for next season, you are reminded to contact Amanda.
- 2. Hortau Inc. - Caroline Letendre:** Hortau's newest generation Smart station ST4 was installed in the cranberry field. Caroline explained the unit's main sensors for irrigation monitoring, soil tension, frost temperature and humidity probes.
- 3. Campbell's Gold Honey Farm and Meadery - Mike and Judy Campbell:** Growers were able to observe the bee activity of the hives and were able to discuss with the beekeepers hive pollination potential and contract essentials.
- 4. Crop Sensors - Mike Morellato:** The process of collecting data using unmanned aerial vehicles was demonstrated. Maps created from flights over the Farm were shared.
- 5. Riverside Welding and Fabrication - Todd and Parker Strukoff:** The sprayer, designed for low impact on cranberry plants, 25' coverage and air induction nozzles for low drift was demonstrated.
- 6. Alfalfa Leaf Cutter Bees - Dominic Hauck:** Growers learned about the alfalfa leaf cutter bee and its potential as an alternative/complimentary pollinator of cranberries
- 7. Field Tours - Nick Vorsa and Kim Patten:** Detailed tours of the cranberry fields were scheduled to discuss the varieties and trials.

The Planning Committee led by Jack DeWit and Bob Mitchell did a great job of organizing an enjoyable and informative day. Cranberry Field Days are held every other year - the next one will be planned for the Summer of 2017.

Photos and videos of the Field Day will be added to the Commission's website - check them out at [www.bccranberries.com](http://www.bccranberries.com).

Thanks to everyone for their support and making the day the success it was!

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## **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 Young Grower's Forum will again be planned. If you are a grower between the ages of 18 - 40 and would like to be part of the Planning Committee, please call or email Dianne. The goal is to have a Planning Meeting in late November/early December and we welcome your involvement and suggestions as we plan for the Forum.

## **CRANBERRY CONGRESS NOTICE**

**The next Cranberry Congress will be held on  
Tuesday, February 2, 2016  
at Mayfair Lakes Golf & Country Club, Richmond, BC.**

A Committee, chaired by Jeff Hamilton, is working on developing an exciting and informative program. Please note the date and plan to attend.

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## **US Cranberry Marketing Committee**

On August 17 and 18, Jeff Hamilton and Todd May had the opportunity to sit in at the Summer Meeting of the CMC held in Wareham, Massachusetts. Updates included the Domestic and International Promotion Program, Trade Policies, Inventory Reports and Marketing Policy. Updates including inventory reports are all posted to the CMC's website. To view a variety of statistical reports, go to [www.uscranberries.com](http://www.uscranberries.com). Navigate to the tab: The Cranberry Story and choose Data and Reports.

## **Cranberry Institute**

On August 18 and 19, Todd May also attended the Cranberry Institute's Board of Directors meeting held in Plymouth, Massachusetts.

## BC CRANBERRY RESEARCH FARM UPDATE - THE BC CRANBERRY RESEARCH TEAM



The hot dry summer is over and we have been soaked with a few early fall rains. The reservoir levels are back up to where they should be and as the weather is cooling down we can soon expect to be sprinkling to protect the fruit.

Fruit in all the plots and trials has grown and sized very well this year and now is the time for data collection. Numerous samples have already been taken for plant nutrition levels, pathogen detection, fruit size, colour and preliminary yield data. More data collection will occur on yield, colour and keeping quality by our Field Technician, Dr Renee Prasad and her ES Crop Consulting team. Additionally, the new transplant plots from this spring were observed for vine vigor, health and how quickly they have covered the ground and set roots. In some cases, uprights have been observed.



Many visitors have stopped by the BC Cranberry Research Farm this summer.

Dr. Hannah Wittman from the UBC Faculty of Land and Food Systems brought an international contingent of agrologists and geographers to observe the development of the Research Farm.

Ocean Spray Ag Scientists from different growing areas spent time in BC this summer observing our unique growing conditions and observing our localized issues on crop health and fruit product. It was a great opportunity to get their input and support for the future role of the BC Cranberry Research Farm.



The BC Cranberry Field Day brought us many visitors from across the country. Researchers, agrologists, government administrators, politicians and of course growers were in attendance. It was a great educational day for all with Kim Patten and Nick Vorsa leading the spectators down the path for the future of the BC Cranberry Research Farm.

Additionally, in the past week, many Ocean Spray Directors from

other growing regions visited the Research Farm.

Word of our Cranberry Research Farm has made its way through the North American cranberry industry. There is much optimism at the potential the Farm will give us to keep BC's cranberry industry strong and progressive as we look to the future. Harvest is fast approaching and we hope everyone has a safe and bountiful season ahead.



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

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.



## Cranberry Industry Communications Plan

Over the past few months a communications advisory team has worked on the development and implementation of a BC Cranberry Communications Plan. This comprehensive plan covers internal and external communications and is an important tool in ensuring that we are not only connected as an industry, but also to be sure the public has current and correct information on the BC cranberry industry.

A communications plan is only as good as the process and the contributors. To that end, we are asking that if you are conducting any media interviews or holding public events to tell us about it. If you get questions from the public or media and you are not sure about how to respond, let us know. We would love to help you! The BC Cranberry Marketing Commission and BC Cranberry Growers Association have the tools and information to manage a variety of questions, with the goal of making sure the most up-to-date information is available. We also have issues management tools to put into action should the need arise.

If you have public or media inquiries they can be directed to Mike at the BC Cranberry Growers Association or Dianne at the BC Cranberry Marketing Commission who will make sure the right person from our industry responds in a timely fashion.

**-Geraldine Auston**

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Kyle Botkin

Executive Director,

Mike Wallis

**FIELD  
DAY  
2015**

