

CRANBERRY WEB

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

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THANK YOU TO JACK WESSEL

We would like to express our sincere thanks to Jack Wessel for his seven years of service as Manager of the BC Cranberry Marketing Commission.

Jack has truly been a visionary for the cranberry industry and has been, and continues to be, a respected colleague. Jack will stay with the Commission as its bookkeeper and will also continue his work with the development of the Research Farm. We welcome his continued involvement in the cranberry industry.



2012 BC CRANBERRY SCHOLARSHIP



The Commission is pleased to award its 2012 student scholarship to Miranda Harris of Delta, BC. Miranda's family operate Fraserland Farms and Crescent Island Cranberries. Miranda plans on attending UBC in September. She plans on studying kinesiology with an emphasis on nutrition. Congratulations, Miranda - we hope this helps achieve your goals!

BCCMC SCHOLARSHIP GRANT

The BC Cranberry Marketing Commission would like to remind you of the program to provide a \$2,000 scholarship grant for a family member of a grower licensee, towards the cost of post secondary education.

The scholarship grant is available for attendance at any recognized post secondary institution within BC or out of Province. Funds awarded must be used within an initial 12 month period. One award will be made each year. If you or a family member may be interested in applying for 2013, please contact the Commission for more information on how to apply.

BC CRANBERRY RESEARCH FARM



Work is progressing (in spite of the rain) at the BC Cranberry Research Farm. An Open House is planned for later this summer. Details to follow as plans become finalized.



SPARGANOTHIS FRUITWORM: CURRENT DISTRIBUTION AND MANAGEMENT PRACTICES

The BC Cranberry Research Committee received a report from Marybel Soto and Renee Prasad with E.S. Cropconsult Ltd. on the current distribution and management practices of Sparganothis fruitworm. The complete report and other research reports can be found on the Commission's website at www.bccranberries.com.

In 2011, there were no Sparganothis moths found in cranberry fields in Burnaby, East Delta, Delta, Duncan or South Surrey. In Langley, we found moths on farms that have had issues with this pest in the past three years. A single *S. Sulfureana* male was caught in a pheromone trap in Richmond on Sept. 26. No moths were caught in off-farm traps in East Delta, North Surrey, or Langley. From Sept 12 to 19 a total of eight moths were caught in off-farm traps in Port Coquitlam/Pitt Meadows; all of these moths were identified as *S. Sulfureana*. The vegetation growing around the traps where moths were caught included cultivated blueberry, strawberry, raspberry and uncultivated vegetation (red cedar, creeping

buttercup, horsetail, salmonberry, etc.). Overall, it appears that the only off-farm population of *S. Sulfureana* is concentrated in the Port Coquitlam/Pitt Meadows area.

Although all growers should include monitoring for Sparganothis as part of their regular scouting and pheromone trapping program, most fields appear to be at low risk for infestation. At this time, the high risk areas for Sparganothis infestations in cranberry fields appears to be in Maple Ridge, North Surrey, North West Langley and in Pitt Meadows. In these areas, fields adjacent to cultivated blueberry, strawberry or raspberry and natural areas (e.g. parks or walking trails) with wild hosts of *S. Sulfureana* should be monitored closely. In 2011, registrations of Intrepid and Delegate expanded the toolbox for Sparganothis. No live larvae were recovered following either Intrepid or Delegate sprays in 2011. With these new registrations growers now have effective tools for managing Sparganothis.

Funding provided by:

CRANBERRY CONSUMER EDUCATION - GERALDINE AUSTON




Calling all volunteers!

I am hoping to get a few interested farmers to provide me with weekly updates on what is going on in your particular area or on your farm so that I can engage the public more in what we do to grow cranberries in BC. I will be creating a facebook page for BC Cranberries and will be more active on our twitter account.

So, what I need from you is:

1. Volunteer ☺
2. I will send you an email a day before I need your quick update. Truly a few words are all I need - 140 characters for twitter!
3. Take a quick snapshot on your phone (and email to me) of something happening on the farm at the time, weeding, irrigation, cleaning equipment, cute children...it all works!
4. Wait for results!

Please send me an email (gauston@shaw.ca) if you would like to willingly participate, otherwise I may be calling for 'volunteers'.

A day IN the bog!

I know you are all aware of the fascination everybody has to see the cranberry harvest. I am going to leverage that interest.

I will be running a recipe contest amongst Jr Chefs for an opportunity to spend some time IN the bog. That's right, get out the waders! This will be an exclusive opportunity for some creative chefs to experience the harvest and at the same time supply the Commission with a fresh source for recipes.

We will also be turning the table on media this year. A select number of journalists/reporters will be invited to get into the harvest. This time they will be on the image end of the camera!

I am of course, looking for a few host farms at harvest who will allow a small number of people to experience the sensation of being in a sea of red. I will be calling farmers for assistance, but if you would be interested in hosting please let me know!

BC CRANBERRY GROWERS ASSOCIATION NEWS

I would like to thank all growers who have contributed to the BCCGA in 2012 and in past years. Without your paid membership our organization would not exist. We operate on a very tight budget. Several growers and industry members volunteer many hours to make this work. Our Executive Director, Mike Wallis has restructured his job and salary to make us more efficient and effective as an advocate and lobby for the BC and Canadian Cranberry Industry.

2012 has also given us several challenges. One issue that stood out was a Diazinon label change requiring us to contain water until detectable levels were less than 1 part / billion. This was a very vague requirement allowing for no clarification as to where, when and how the testing was to occur. Essentially, most growers would not be able to use this product in 2012.

To solve this problem, the BCCGA created the BC Cranberry Minor Use Working Group (BCCMUWG). We brought together John Wilson (CI), Dr. Kim Patten (WSU), Caroline Bedard (BCMA - PMRA liaison), Mark Sweeney (BCMA Berry Specialist), Dr. Sheila Fitzpatrick (AAFC - PARC Agassiz), Brian Mauza (OSC) and Mike Wallis (Exec. Dir., BCCGA). Todd May and myself sit on the WG as grower advocates.

The BCCMUWG worked hard to convince the PMRA that the label change was unreasonable and too onerous on the grower. We successfully argued for a more reasonable approach and were granted the current label requirement of 14 day water containment.

Another coup for the Minor Use Working Group was the Emergency Registration of Movento for Tip Worm on New Plantings or Non Producing Fields. Tip worm has been a serious issue for BC growers in the past several years. Yield reduction has resulted since the emergence of this new pest. As BC growers have been renovating fields and planting new high yielding (high cost) varieties, we needed a tool to protect the buds for future crops. Our ultimate goal is to achieve full registration for cranberry; however, we now have the advantage of protecting future crops and learning how to use this tool effectively. Ultimately, we should be prepared

for further label changes and the ultimate removal of Diazinon. In the past three years we have been granted four new insecticide registrations. These products are part of the negotiation to replace the OP's and the Carbamate class of chemicals. However, they may not work as quickly or as effectively as Diazinon. As growers, we need to gain experience with these new chemistries and learn how to make them work most effectively before the complete removal of Diazinon and possible other products.

This is where you can help. At the end of the summer we will be sending out a questionnaire asking about your 2012 insecticide applications. We would like to know what products were used and how effective they were against the target pest. The Growers Association will take this information and post the results of this survey on our website. Hopefully we will have some good information to share which will help growers to adapt and apply these new products most effectively.

I would like to thank the BCMUWG committee for their hard work this spring; there was a frenzy of email proposals and revisions amongst the group which resulted very positively. The open communication and cooperation within this group has been very productive. We look forward to working together in the near future.

If you have any questions or ideas you would like to share with us, please do not hesitate to contact Mike or any of the Directors. Enjoy the summer, hopefully it will come and the bees will work hard to pollinate our blossoms.

Grant Keefer, Chair, BCCGA

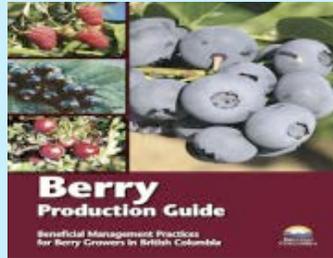


NEW ON-LINE BERRY PRODUCTION GUIDES

BC's new on-line berry and vegetable crop production guides are now freely accessible to all commercial growers in a new user-friendly format.

The Berry Production Guide contains the latest recommendations on varieties, pest management and culture for growers in BC for a diversity of berry crops.

The guides are on the "AgriFoodBC" website at <http://productionguide.agrifoodbc.ca>



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CANADIAN CRANBERRY GROWERS' COALITION 2012 RESEARCH PROJECTS VETTED BY THE CRANBERRY INSTITUTE BY MIKE WALLIS



The CCGC has agreed to fund the following research projects in 2012. BC's regional contribution for 2012 is \$15,000. Other provinces' contributions are as follows.

Quebec	\$23,000
Nova Scotia	\$1,811
New Brunswick	\$2,375
Ontario	\$250

Total CCGC research funding for 2012 is \$41,121 US.

Project: Effects of cranberries on postprandial metabolism in obese patients with Type 2 diabetes mellitus; **Project Duration:** May 1/12-Apr. 30/13; **Principal Investigator:** Arpita Basu, PhD, RD, Nutritional Sciences, Oklahoma State University; **\$19,921**

Project: Effects of cranberry derived materials and cranberry juice consumption against bacterial pathogenic properties; **Project duration:** June 1/12-May 30/13; **Principal Investigator:** N. Tufenkji, Dept. Of Chem. Eng., McGill University; **\$13,000**

Project: Status of horticultural and environmental cranberry research in North America: **Project duration:** Apr. 1/12-July 15/12; **Principal investigator:** John Wilson (under CI contract); **\$5,000**

Project: Dried Cranberry Public Relations Plan; Pollock Communications (under CI contract) will address recent attacks on the health and nutrition of dried cranberries. Tactics to include enhancement of CI website resources, engagement of media dietician, outreach to RD bloggers; **\$3,500**

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