

# CRANBERRY WEB

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

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## BC Cranberry Marketing Commission Chair

We are very pleased to announce the appointment of Jack Brown as Chair of the Cranberry Commission. Jack has served as the Special Advisor to the Commission for the past four years.

Jack brings to the cranberry industry many years of agricultural experience both as a producer as well as positions on many agricultural boards and societies. He was involved in the BC Federation of Agriculture for 10 years both as a Director and Chair. He has also served, and continues to serve, on a variety of associations.

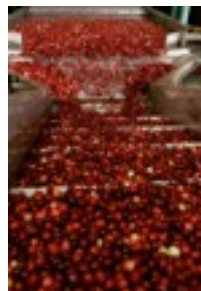


Jack and his wife Lorrie currently operate a grass feeder steer farm in North Langley.

**The BC Cranberry Marketing Commission’s Annual General Meeting was held on Tuesday, February 28th. Commission directors and staff presented a variety of reports. If you were unable to attend and would like to receive a copy of the AGM report please contact Jack at 604-302-1046.**

## BC Cranberry Production Update

The 2011 BC cranberry crop came in at just over 604,000 barrels.



YEAR	PRODUCTION	ACREAGE
2011	604,021	6,533
2010	643,987	6,508
2009	788,418	6,129
2008	693,290	5,916
2007	792,132	5,870

2012 FUNDING HAS BEEN GRANTED FOR THE FOLLOWING RESEARCH PROJECTS



- **Dr. Kim Patten** - Development of effective controls for Fireworm Management and new herbicides for cranberries in BC.
- **Dr. Sheila Fitzpatrick** - Field testing of Sex Pheromone of Cranberry Tipworm
- **Dr. Frank Caruso** - Fusarium as a potential mycoherbicide for management of yellow loosestrife.

**THANK YOU TO JOHN SAVAGE**



The cranberry industry would like to express its sincere thanks to John Savage for his 7 years as Chair of the BC Cranberry Marketing Commission.

John is a former BC Minister of Agriculture and Delta Municipal Councillor who was recognized in 2009 for his lifetime achievement in contributions to farming, business and overall community in Delta and beyond.

John has been, and continues to be, an outstanding leader in the agriculture community and stays with us as a member of the BC Cranberry Research Society. He was instrumental in the development of the BC Cranberry Research Farm and continues to work diligently to see the farm plans progress.

We wish John and Margaret all the best!

**JEFF HAMILTON RE-ELECTED TO THE COMMISSION**

Jeff Hamilton was re-elected for a three year term at the Commission’s 2012 Annual General Meeting. Jeff has been a Commissioner for many years and is responsible for Chairing the Congress Planning Committee as well as being the Board representative to the Cranberry Marketing Committee.



**WE ARE GOING ON LINE.....**

To save printing and mailing costs, we are forwarding the Cranberry Web Newsletter by email. Please note that if you have received this newsletter by mail it is because we do not have an email address for you. This will be the last printed copy mailed. To receive further Newsletters, kindly complete the contact information form enclosed. All future copies will be mailed electronically or may be viewed on the Commission and Association's websites. Thanks!

## BC CRANBERRY CONSUMER EDUCATION ACTIVITIES BY GERALDINE AUSTON

It is still early days yet for the 2012 harvest, but the consumer education activities are underway!

Our annual support of the Hot Competition at the BC Foodservice Expo continued this year, with young chefs making the most of cranberries as an ingredient in their competitions that happened over two days at the end of January. The BC Chefs Association continues to be a great partner for us as our loyal support of their activities has resulted in their use of cranberries on a regular basis at their events and in their restaurants.

The 20th Annual Wellness Show held in the middle of February was another great event for cranberries as Chef Ned Bell officially launched, and sampled, the Four Seasons Signature cookie - BC Cranberry & Dark Chocolate Power Cookie. This cookie will be given to all dining guests at the Four Seasons at the end of their meal as a reminder of the Four Seasons. What a great opportunity for BC cranberries as we gain exposure at this established venue.

Take a Bite of BC, the high school teaching kitchen program continues to grow as more high schools add their names to the list of lucky recipients of local BC products. BC cranberries have been involved from the very beginning when only 5 high school teaching kitchens were involved. This year, 39 high schools are receiving products. A big thank you to Ocean Spray for working with the BC Cranberry Marketing

Commission in their continued support of this program!

Cranberries were present at the BC Agrifoods Strategy Launch on Friday, March 16th. This was a key media event with Minister McRae speaking at the launch.



## FARSHA'S NEXT PUNJABI PESTICIDE APPLICATORS CERTIFICATE COURSE HAS BEEN BOOKED

**Contact:** Jasbir Mann at 604-996-0927 or [Jasbir.mann@farsha.bc.ca](mailto:Jasbir.mann@farsha.bc.ca) to register

**Duration:** This is a four day course including 3 days of training and 1 day to write the exam

**Dates:** March 27 - 30, 2012, Tuesday to Friday, 9:00 am to 4:00 pm daily

**Location:** BC Ministry of Agriculture, 1767 Angus Campbell Road, Abbotsford, BC

**Cost:**

★\$325 per person and includes the cost of books, exam fee and instructor time.

★Pre-payment is required to guarantee your seat in the course.

★Pre-payment can be accepted in cash or cheque made payable to FARSHA, and can be mailed to FARSHA, c/o PUNJABI Pesticide Certificate Course Pre-Payment, #3111 - 9440 202 Street, Langley, BC, V1M 4A6

An ENGLISH Pesticide Applicators Certificate course is also available. Please contact David Nguyen at 604-996-0927 or [david.nguyen@farsha.bc.ca](mailto:david.nguyen@farsha.bc.ca) for more information.

## **BC CRANBERRY GROWERS ASSOCIATION NEWS BY MIKE WALLIS**



The BC Cranberry Association's Annual General Meeting was held once again in conjunction with the Commission's Annual General Meeting on Tuesday, February 28, 2012 at Mayfair Lakes Golf & Country Club. Although the format and venue were similar to the 2011 AGM, grower turnout was rather dismal compared to last year.

In the break between the two AGM's, Dave Gill with the BC Ministry of Agriculture, Risk Management Branch, gave a presentation on AgriStability and Production Insurance, answering many questions from the audience.

The business portion of the meeting saw Grant Keefer, Chair, present the Chair's Report, Mike Wallis, Executive Director, present the 2011 Director's Report, followed by the Review Engagement and Election of Directors. The Chair report included the announcement of the newly formed Cranberry Minor Use Working Group, a committee bringing together industry and government representatives to proactively investigate,

communicate and maintain efforts in minor use chemical registration already underway.

The Review Engagement revealed the Association operates under a very tight budget, showing a bank balance at December 31, 2011 year end of \$456.00. Consequently, it is imperative that all growers pay their membership dues, and to the majority of the BCCGA members we thank you for your generous and continued support!

The election of Directors resulted in Grant Keefer, Darsh Banns and Bob Hopcott being re-elected for another two year term.

An interesting discussion was conducted under New Business when it was suggested that perhaps the Association should look at charging membership fees on a producer's total cranberry acreage, rather than just producing (harvested) acreage. This suggestion was from a member in response to the Review Engagement mentioned earlier. The point raised was that minor use activities and industry representation benefits all cranberry acreage, not only those acres that are harvested. Food for thought for next year's AGM.

The evening wound down with a social networking session where growers could enjoy refreshments, discuss details with the guest speaker and catch up on the latest news with friends and acquaintances.

### **BC Cranberry Marketing Commission**

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#### **Commission Directors**

Jack Brown,

Chair

Jeff Hamilton,

Vice Chair

Allen May

Todd May

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Langley, BC V1M 2E6  
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#### **BCCGA Board**

Grant Keefer,

Chair

Bob Hopcott,

Treasurer

Dave Duchek,

Secretary,

Todd May

Darshan Banns

Lisa Enfield

Scott May

Executive Director (Staff)

Mike Wallis