



cranberries

2015 Annual Report
BC Cranberry Marketing Commission

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Agenda

Welcome
2015 AGM Minutes
Reports
BCCMC Financial Statements
BCCRS Financial Statements
Election
Other Business
Guest Speaker - Pat Tonn

2015 AGM Minutes

Chair: Jack Brown
 Commission Members: Todd May, Jack DeWit, Jeff Hamilton, Bob Mitchell
 Manager: Dianne Driessen
 Growers & Guests: 30 growers and guests attended
 Time and Place: 10:00 AM, February 26, 2015 Richmond BC

Item No.	Item	Discussion	Decisions
1	Welcome	Commission Chair, Jack Brown, welcomed growers, agency representatives and special guests.	
2	Minutes of the Feb. 25, 2014 AGM		Motion - That the Minutes be adopted as circulated. CARRIED
3	Reports		
	Report from the Chair	Chair, Jack Brown presented his report on the 2014 year.	
	Report from the Board	Board member Jack DeWit presented the report on behalf of the Board.	
	North American Cranberry Industry Report	Board member Jeff Hamilton recently attended a CMC meeting and presented a report on the North American Cranberry Industry which included current inventory numbers.	
	Research Report	Board member Todd May presented the Research report, including a summary of 2014 projects and research priorities for 2015.	
	Consumer Education Report	Commission contractor Geraldine Auston presented a report on activities undertaken in the Commission's 2014 consumer education program.	

Item No.	Item	Discussion	Decisions
			Motion - That all Reports be received. CARRIED
4	Financial Report	Agatha Cluff, CA, presented the 2014 audited Financial Statements for the BC Cranberry Marketing Commission and the BC Cranberry Research Society.	Motions - That the 2014 Financial Statements for the Commission and Society be received. CARRIED
5	Elections	Jack Brown read a letter forwarded by Independent Elections Officer, Jack Wessel, on behalf of the BC COMB, advising the meeting that as only one nomination was received Jeff Hamilton was re-elected to the Commission for a further three year term.	Jeff Hamilton was elected by acclamation for a further three year term.
6	Other Business	John Les, Chair of the BC Farm Industry Review Board addressed the meeting.	
7	Adjournment		The Chair adjourned the meeting at 11:35 AM.

From the Chair

Good morning everyone and thank you for attending this morning.

Let's start with the obvious. My term as Chairman was to conclude in March of 2015, needless to say, I was re-appointed and I am very pleased to be able to serve as your Chair for another 3 years.

At Commission meetings, directors regularly review the Commission's strategic priorities - the work completed, underway and work yet to be done. The Commission remains committed through SAFETI (Strategic, Accountable, Fair, Effective, Transparent, Inclusive) principles to demonstrate accountability and transparency to the industry as a whole as well as to the general public. Annual reports are, and will continue to be, posted to the Commission's website.

The Commission's strategic priorities guide our purpose and activities to:

- Maintain a regulated marketing system
- Support ongoing research and development within the industry
- Advance grower production knowledge through appropriate training and education
- Provide increased industry promotion and review diversification opportunities
- Enhance communications and cooperation
- Maintain industry initiatives and strategic focus by strengthening the Commission

Last year's Annual Cranberry Congress had the usual compliment of quality speakers covering a wide range of topics. There is a considerable amount of planning that happens to make this event the success that it is. The planning committee meets several times and our manager does a tremendous amount of work behind the scenes arranging for speakers, travel, accommodation and putting together the Handbook that everyone receives at the Congress.

I was able to attend all of the COGA sessions this past year. These sessions are of an educational nature and are attended by the members of the various Boards and Commissions. They always have top notch speakers. As well, the BC Council of Marketing Boards made arrangements so that Chairs and managers could meet two times last year to have a good round table discussion about any and all issues that are of concern to us.

Last April, all the Board Chairs met with the BC Farm Industry Review Board to discuss the issues of the day and in the afternoon we met with Minister Letnick and staff for a discussion around various issues concerning our commodities. It was good to be able to voice our opinions on issues concerning our commodities. In August our entire board met with the BCFIRB. This is an opportunity for your board to describe how we function and have a good dialogue with FIRB. We had a good exchange with FIRB, I thought that the meeting went very well. This meeting provides FIRB with the opportunity to evaluate our commission. Thanks to the members of the commission for their support at this meeting.

The Commission does a work plan every year as well. Conflict of Interest and Code of Conduct policies were also reviewed and completed.

In July last year we had a communication seminar. The main purpose of this event was to prepare the Commission on how to act in the event of a major event regarding our industry. We have established a protocol and spokesperson to be our go to person if ever needed.

Once again we offered a scholarship to the students who are part of our cranberry family. This year's scholarship was won by Amy Guliker. On the topic of young people, we are still working with the young growers to help them establish a young growers group. The plan is for it to become a reality this year.

The Cranberry Field Day was held in September at the Research Farm. There were several workshops conducted that day as well as the opportunity to have a good look at the farm. One of the highlights this year was the first harvest on the farm. Many thanks to the growers who provided the equipment and the man power to get the job done.

We are actively involved with the Cranberry Marketing Committee (CMC) as well as the Cranberry Institute (CI). We feel that it is important for us to maintain a presence at the international level of the industry. Jeff Hamilton and Todd May represent us at this level.

It has been my pleasure to serve as your Chairman this past year and I would like to thank the board and staff for their support and guidance, they make my job very easy.

Respectfully submitted:

Jack Brown, Chair
BC Cranberry Marketing Commission

From the Board

Good morning everyone and thank you for attending this Annual General Meeting of the BC Cranberry Marketing Commission. On behalf of the directors, I would like to welcome you here today.

In 2015 we issued 72 grower licenses, 6 producer vendor licenses and 4 agency licenses. Registered BC acreage was 6,483 acres and the crop delivery for 2015 was 988,803 barrels.

Grower Programs and Services

The Commission along with representatives from the Grower's Association, agencies and other industry stakeholders make up industry Committees. The results of the partnerships within the cranberry industry allow for the planning and delivering of programs and events for growers and others. We are always mindful of our fellow growers and other stakeholders for their continued support and advice. A strong feature is the co-operative nature of the cranberry industry and its willingness to work together. This has greatly assisted in the ability to deliver valuable programs and services.

The 2015 programs and services provided to our growers include:

- Cranberry Congress
- Research Projects
- Cranberry Industry Communications Plan
- Scholarship Program
- National Voluntary Farm-Level Biosecurity Standards
- Cranberry Field Day
- Young Grower's Forum
- Educational materials for classrooms
- Domestic Promotion
- Quarterly Newsletter
- Resource material for growers

These programs and services are outlined in further detail over the next few pages of this Report.

Governance

Your Board met 6 times in 2015. The workplan to achieve the goals and measures as outlined in the Strategic Plan is reviewed regularly at Commission meetings.

Commissioners are provided with a Governance Manual which is reviewed and updated as required. Directors and staff participate in ongoing educational programs sponsored by the Centre for Organizational Governance in Agriculture (COGA) and attend meetings with the BC Council of Marketing Boards and the BC Farm Industry Review Board.

On behalf of my fellow directors, we would like to thank the many people and organizations who have supported and helped us throughout the year including

- Agriculture and Agri-Food Canada
- BC Ministry of Agriculture
- Investment Agriculture Foundation of BC
- BC Farm Industry Review Board
- BC Council of Marketing Boards
- BC Cranberry Growers Association
- BC Cranberry Research Society.

A special thanks to our agencies, producer vendors and growers for your continued support of the objectives your board tries to meet.

Finally, all Commissioners want to thank the Government of BC for re-appointing Jack Brown as our Chair. Jack's leadership skills and his dedication and support of Commissioners, staff and the industry are truly appreciated.

Respectfully submitted:

Jack DeWit, on behalf of the
BC Cranberry Marketing Commission

Board Structure

The Commission is currently comprised of Jack Brown, Chair appointed by the Lieutenant Governor in Council, Jeff Hamilton, Todd May and Jack DeWit, elected members who are registered growers and Bob Mitchell, non-grower, appointed by the Commission.

Commission Member Terms

Board Member	Position	Term Start	Term End
Jack Brown	Chair (Cabinet Appointed)	March 8, 2015	March 8, 2018
Jeff Hamilton	Elected Member	February 2015	February 2018
Bob Mitchell	Appointed Member	January 2016	January 2019
Jack DeWit	Elected Member	February 2013	February 2016
Todd May	Elected Member	February 2014	February 2017

The term for office is three years and the three elected members' terms are staggered. The BC Council of Marketing Boards acts as the Commission's Independent Elections Officer.

The BC Cranberry Election and Appointment Rules and Procedures were reviewed this year. BC FIRB approval was received for the revised election rules and procedures following this scheduled three-year review.

Chair and Board Evaluation

The Commission completed a Chair and Board evaluation through the services of the BC Council of Marketing Boards. Compilation of these evaluations was forwarded to the BC Farm Industry Review Board.

Training

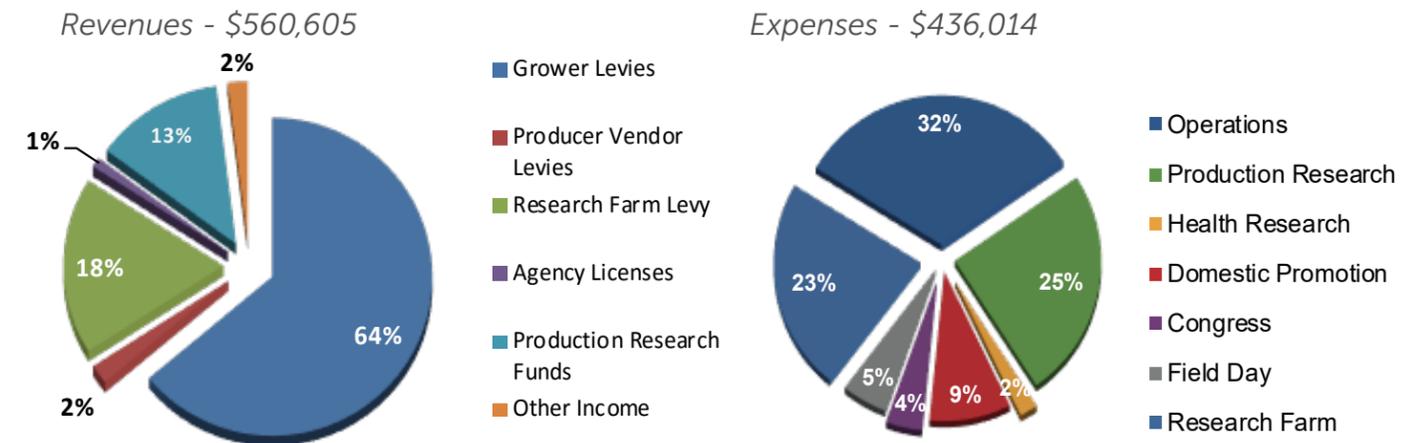
Directors and staff participated in ongoing educational programs sponsored by the Centre for Organizational Governance in Agriculture (COGA) and attended meetings with the BC Council of Marketing Boards and the BC Farm Industry Review Board.

Financial Accountability

1. Levy collection:

Levy collection is done as per the General Orders of the Commission. These Orders are included on the website. Licensed agencies submit these levies on behalf of growers. Producer vendors remit levies directly to the Commission. Regular levies are used to fund Commission activities and general operations. Current levy rate is \$0.0048 per pound. Levy rates are reviewed annually and are determined by historical costs and revenues along with projected costs and revenues.

The Financial Statements, included in this Report, will include the details of levy income and distribution. The chart below illustrates the percentage of levies used on various budget items.



2. Agreement between the BC Cranberry Research Society and the Commission:

The Commission and the BC Cranberry Research Society continues the requirement of the Society providing to the Commission:

- (i) Annual budget for funding required for the operations of the BC Cranberry Research Farm.
- (ii) Acknowledgment that funding forwarded to the Society from the Commission will be used only for the purpose(s) of the Society which includes:
 - To research the growing and farming of cranberries;
 - To operate as a cranberry research farm;
 - To perform such other lawful things as are incidental, necessary or conducive to the above purposes
- (iii) Minutes of Society meetings
- (iv) Quarterly and annual financial statements

Activities Committees Events

Research Committee
BC Cranberry Congress Planning Committee
Scholarship Review Committee

Key Advisory Committee Activities

Research Committee

This Committee is tasked with the responsibility of setting practical research priorities and reviewing and prioritizing research projects submitted. In February the Research Committee received, reviewed and approved projects for full or partial funding to the Commission. The research projects included:

- Best Management Practices for Cranberry Pests in Western Canada
 - Dr. S. Fitzpatrick
- Characterization of Cranberry Decline in BC Cranberry Beds
 - Dr. R. Harbut
- Assessment of New Pest Management Tools that Address Priority Needs of the BC Cranberry Industry
 - Dr. K. Patten
- Emerging Pests - Cranberry Fruitworm
 - T. Hueppelsheuser
- Surveillance of Plant Pathogens on Cranberry Fields in the FV
 - Dr. S. Sabaratnam
- Evaluating Varietal Performance
 - Dr. R. Prasad
- Demonstration of Bumble Bee and Indicator Plant Gardens - Year 2
 - Dr. R. Prasad
- Evaluation of Fungal Populations in BC Cranberries as it Relates to Fruit Rot
 - Dr. F. Caruso
- Cranberry Crop Monitoring and Early Stress Detection with Drone Imagery Analysis
 - M. Morellato

The Committee met again in December to review and accept the research project reports. As well, the Committee reviewed research priorities and the application format and procedures for 2016.

BC Cranberry Congress Planning Committee

On February 11, 2015 this Committee hosted the BC Cranberry Congress. This was the 9th Congress and was well attended by growers and others.

Speakers and Topics included:

- Demonstration Bumble Bee Garden:
 - Dr. Renee Prasad, University of the Fraser Valley
- Declining Pollinators: Why is it Happening and What it Means for You
 - Dr. Elizabeth Elle, Simon Fraser University
- Cranberry Institute on Horticultural Research and Regulatory Activities
 - John Wilson, Cranberry Institute
- Interaction of Chemigation Timings with Efficacy of Reduced-Risk Pesticides
 - Dr. Kim Patten, Washington State University
- Best Management Practices for Cranberry Tipworm: Use of Movento
 - Dr. Sheila Fitzpatrick, Agriculture and Agri-Food Canada
- Update on Cranberry Fruitworm Monitoring in BC
 - Tracy Hueppelsheuser, BC Ministry of Agriculture
- Sparganothis Fruitworm Developmental Thresholds and a Predictive Model for Treatment Timing & Multi-Species Mating Disruption in Cranberries
 - Dr. Shawn Steffan, USDA and University of Wisconsin
- Evaluation of Fungal Pathogens as it Relates to Fruit Rot Incidence in BC
 - Dr. Frank Caruso, Black Veil Consulting and University of Massachusetts, Emeritus
- Update on Pesticide Registrations
 - Caroline Bédard, BC Ministry of Agriculture
- Pesticide Evaluations for Controlling Tipworm and Dearness Scale
 - Brian Mauza, Ocean Spray of Canada
- Control of Foliar Cranberry Pests with New Natural Neem Formulations
 - Dr. Deborah Henderson, Kwantlen Polytechnic University
- Precision Agriculture Methods & Cranberry Crop Monitoring with Drones
 - Mike Morellato, Crop Sensors

Scholarship Review Committee

The Committee met to review all applications received for the 2015 Scholarship grant. Directors agreed to the Committee's recommendation that a full scholarship be awarded in 2015 to Amy Guliker. Amy's family operate Tr R Cranberries in Chilliwack.

Activities Committees Events

Young Growers Committee
Communications Committee

Newsletter
Industry Partners
Cranberry Bounce

Young Growers Committee

The cranberry industry in BC is fortunate that it is multi-generational with a strong contingent of keen young growers.

To help maintain a healthy industry in the years to come this Committee was tasked to plan a Forum for our young growers. The planning in 2015 led to a Forum held on January 20th of this year. The Forum encouraged the coming generation of growers to be strong leaders and advocates for the industry and provided an opportunity for networking among like-minded young growers.

Speakers and topics included:

- Leadership: What is Leadership? Why does agriculture matter? What can you as a young grower do to contribute to the industry or agriculture as a whole?
~ Jillian Robbins, BC Young Farmers
- How to Deal with Urban/Rural Conflicts
~ Orlando Schmidt, BC Ministry of Agriculture
- Regulated Marketing: Focusing on Outcomes that Matter through SAFETI
~ Jim Collins, BC Farm Industry Review Board
- Inter-Generational Farm Transfers - Major Tax Issues to Consider
~ Denise Parker, MNP

Communications Committee

This Committee completed the task of preparing a Communications and Crisis Management 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.

As well, a Communications workshop on media training was held with the Committee and other industry stakeholders.

Newsletter

The Commission communicates with industry partners via the quarterly Newsletter. The Newsletter contains reports, industry events and updates and information about programs that growers may be interested in learning more about. Past Newsletters can be accessed on the Commission's website.

Industry Partners

The Commission's directors participate and attend meetings with:

Canadian Horticultural Council: The CHC represents producers across Canada primarily involved in the production and packing of over 100 fruit and vegetable crops. As the voice of horticulture in Ottawa, the CHC represents members on key issues such as crop protection, access to a consistent supply of farm labour, food safety and traceability, fair access to markets, research and innovation and government programs to ensure for a more innovative, profitable and sustainable horticultural industry for future generations.

US Cranberry Institute: The Cranberry Institute is dedicated to supporting research and increasing awareness about the health benefits of the cranberry.

US Cranberry Marketing Committee: The Cranberry Marketing Committee (CMC) was established as a Federal Marketing Order in 1962 to ensure a stable, orderly supply of good quality product. The Marketing Order has been amended several times since its inception to expand the CMC's ability to expand market development projects in domestic and international markets.

Cranberry Bounce

In 2015 two new classroom resources were added to the website for primary students. One of the resources featured fall time at a cranberry farm and included "10 Cool Things about Cranberries" and the other resource featured the cranberry harvest.



Reaching Out

BC Ag in the Classroom and Take a Bite of BC

BCAg in the Classroom Foundation is an organization that works with educators through various programs to bring BC's agriculture to students. Students learn about where their food comes from, how to grow their own food and why farms and agriculture play such an important role in our society.

Take a Bite of BC program is a program that increases awareness and exposure of BC products, including cranberries, to over 4,300 Culinary Arts Students learning to cook in a commercial kitchen in 35 secondary schools. 14 cases of cranberries were delivered in 2009; in 2015 that number was 35 cases. Our thanks to Ocean Spray for providing the cranberries to these schools. Following is their report.

BC Agriculture in the Classroom's Take a Bite of BC Program Objectives



- Build awareness of the variety of BC products
- Build relationships with local growers
- Gain an appreciation of the value of local farms and farmland in their community
- Develop new food preparation skills that might not otherwise be available to them
- Encourage students in other disciplines to lead marketing campaigns within the schools that create a "buzz" around BC products and encourage them to Take a Bite of BC
- Support the BC government mandate of providing only healthy food to BC students

Pictures and comments from the Students and Chefs

Through donations from Take a Bite, I am able to give samples of local foods to students who would not otherwise have tasted them. Those students return to purchase the foods they now know they enjoy!! This Program is truly making a difference!

- Chef Randle, Maple Ridge Secondary.



Reaching Out

We are finding creative uses for these cranberries - fruit compotes, berry tarts, cranberry sauce. We quickly realized that we don't use cranberries as often as we should, and have now looked up recipes to put them in our repertoire more regularly.

- Kelsey Kwong, Windermere Secondary



What do the culinary arts students make with fresh cranberries? Dried cranberries?

Orange and Cranberry Scones, Cranberry Stuffing, Candied Cranberries
 Pear and Cranberry Crisp. Apple and Cranberry Pie, Cranberry Aioli, Cranberry Bread
 Cranberry and Lemon Pound Cake, Cranberry, Walnut and White Chocolate Cookies
 Brussel Sprout and Cranberry Slaw, Cranberry Bread Pudding



We created a "Take a Bite of BC Menu" for which we charged \$3. The special was promoted throughout the school by students and staff. The menu featured a 1/4 herb roasted chicken, mushroom risotto, roasted root vegetables, and cranberry sauce. COMPLETELY SOLD OUT!!

- Brian Smith, Thomas Haney Secondary

Many Thanks to the BC Cranberry Marketing Commission, the BC Cranberry Growers Association and Ocean Spray

Consumer Education Report

Wellness Show



The BC Cranberry Marketing Commission again sponsored the Celebrity Cooking Stage at the 23rd Annual Wellness Show in Vancouver.

The BCCMC is guaranteed one cooking stage and we were fortunate to have two chefs select cranberries to present at three cooking stage events, which were emceed by Kate Gajdosik of Global TV and Tanya Fletcher of 1130 News:

- Chef Alana Peckham Executive Chef-Alligga™ Flax Oil Roasted Pork Tenderloin, Charred Brussels Sprouts with Cranberry Port Chutney
- Chef Karen McAthy Executive Chef-Graze Restaurant Squash and Mushroom Stew with Toasted Hazelnut and Flax, Fig and Walnut Cracker
- Chef Alana Peckham Executive Chef-Alligga™ Red Velvet Cupcakes with Cream Cheese Frosting and Cranberry Orange Cookies

BC Chefs and local authors shared tips and information on how to integrate healthy cooking into everyday meals. Over 31,000 people attended the Vancouver Wellness Show over the 2 ½ days of this event.



New Recipe Development

We worked with Patricia Chuey, RDN to create recipes that were more health conscious, and incorporated whole or dried cranberries in unique ways.

- Cranana Smoothie
- Refreshing Cranberry Mint Slaw
- Cornmeal Crusted Cranberry Salmon Cakes



A cool, crunchy side that's perfect with grilled fish or a burger.

These patties can be made extra small and served with a dollop of cranberry sauce as an appetizer or made into burger sized patties and enjoyed with side salad or on a wholegrain roll.

In fall 2015, our new recipes were featured in the Province newspaper.

Because It's All About Taste

Ask a group of people to list every factor they can think of that influences food choices. Mood, time, convenience, cost, intolerances, traditions, seasonality, advertising, location and many other things will come into play. The biggest driver of all? Taste. Regardless of life stage, food philosophy or health goals, everyone shares the desire to eat food that tastes great.

Noting that consumers are being bombarded by mixed messages on the food they eat, we worked with Patricia Chuey to develop a piece that would talk practically about consumption and rather than avoidance, to focus on making balanced food choices. This piece was translated into French and we took it to the Dietitians of Canada National Conference in June 2015.

Because cranberries are naturally very tart tasting, dried cranberries are sweetened with sugar. Eaten in smart portions and as part of well-balanced meals and snacks they can be enjoyed worry-free for powerful health benefits including fibre, antioxidant nutrients and vitamin C.

It's critical to know that not all sugar-sweetened foods are equal. Some, like cranberries, offer tremendous nourishment value. Others merely provide empty calories.

Consumer Education Report

Cranberry Industry Communications Plan

In 2015, a communications advisory team 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

Social Media

Our Twitter and Facebook presence continues to grow. We are working on ensuring that there are daily tweets and/or Facebook posts.

Our followers include farms, agricultural organizations, restaurants, chefs, bloggers, and more.



Dietitians of Canada Annual Conference Attendance

Over 500 Registered Dietitians from across Canada attended the 2015 National Conference in Quebec City. Cranberries are a well-loved product by Dietitians and they are as interested about the harvest as they are about the nutritional benefits that cranberries provide.

At this conference we sampled the reduced sugar Craisins and received valuable feedback from Dietitians on this new product. We also provided English and French versions of our new general information piece "Because it's all about Taste."



Update to Cranberry Industry Piece

Our industry information piece "A North American Tradition, Proudly Grown in BC" was updated this year and reprinted.

This generic publication is perfect for handing out at trade events, at farm tours, or anyone else where you would like people to take home more information on the BC cranberry industry.

Appreciation

I would like to thank all of you for your support in our work to educate consumers on the BC cranberry industry and cranberry products. It has been an absolute privilege to work with all of you.

With gratitude,

Geraldine Auston

Cranberry Research Projects



The BC Cranberry Industry has a well established, producer-orientated process to identify issues that are limiting production and then to financially support projects that will deliver information, techniques and tools required by growers to address those limitations.

Research priorities are established each year based upon what is actually happening on BC cranberry farms. Those priorities are then segmented into High, Medium and Longer Term and circulated to cranberry researchers across North America with an invitation to address the problems.

In 2015, research projects that were recommended from the Research Committee and were approved for full or partial funding included:

- Best Management Practices for Cranberry Pests in Western Canada - Dr. S. Fitzpatrick
- Characterization of Cranberry Decline in BC Cranberry Beds - Dr. R. Harbut
- Assessment of New Pest Management Tools that Address Priority Needs of the BC Cranberry Industry - Dr. K. Patten
- Cranberry Crop Monitoring and Early Stress Detection with Drone Imagery Analysis - M. Morellato
- Surveillance of Cranberry Fruitworm - T. Hueppelsheuser
- Evaluating Varietal Performance - Dr. R. Prasad
- Demonstration of Bumble Bee and Indicator Plant Gardens - Year 2 - Dr. R. Prasad
- Evaluation of Fungal Populations in BC Cranberries as it Relates to Fruit Rot - Dr. F. Caruso

As well, Dr. S. Sabaratnam continues a project, Surveillance of Cranberry Fruit Rot Pathogens and Grower Education.

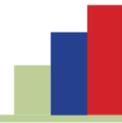
Researchers are required to submit timely reports of the results achieved by the project. Those reports are reviewed by the Committee who may request clarification or further information.

Reports of Project results are then presented to growers at the Cranberry Congress, via Newsletters and on the website.

Our thanks to Investment Agriculture of BC, Agriculture and Agri-Food Canada and Ocean Spray for their financial support of these research projects.

Respectfully submitted,
Todd May





BC

Year	Growers	Producer Vendors	Agencies
2015	72	6	4
2014	72	6	4
2013	72	7	4
2012	73	8	4
2011	72	7	4

BC

Year	Production (barrels)	Acreage
2015	988,803	6,483
2014	837,538	6,541
2013	941,277	6,566
2012	944,051	6,539
2011	607,520	6,505

US

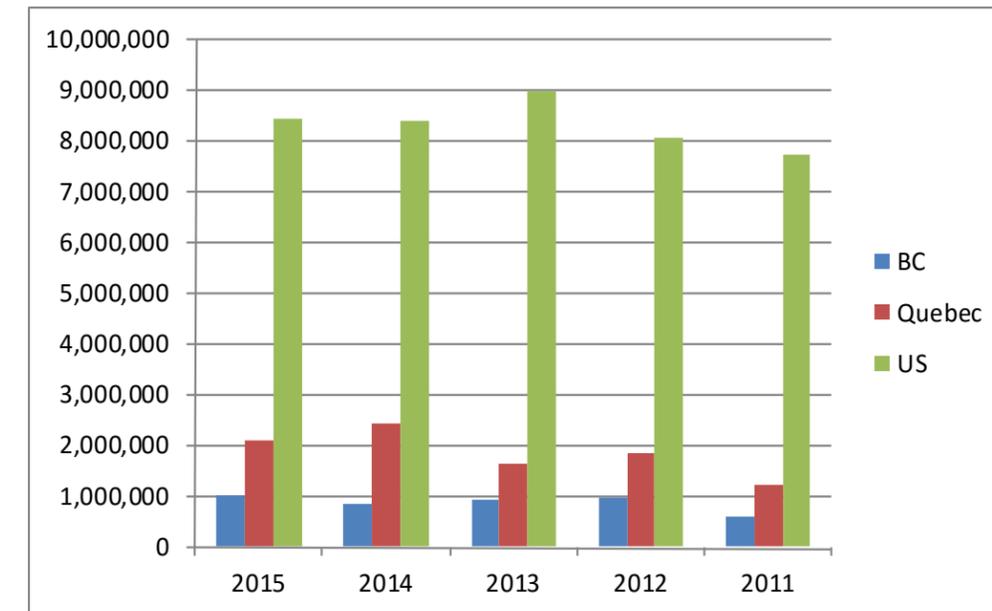
Year	Production (barrels)	Acreage
2015	8,412,700	*40,600
2014	8,400,000	40,600
2013	8,957,400	42,000
2012	8,045,000	40,300
2011	7,713,700	38,500

*estimated

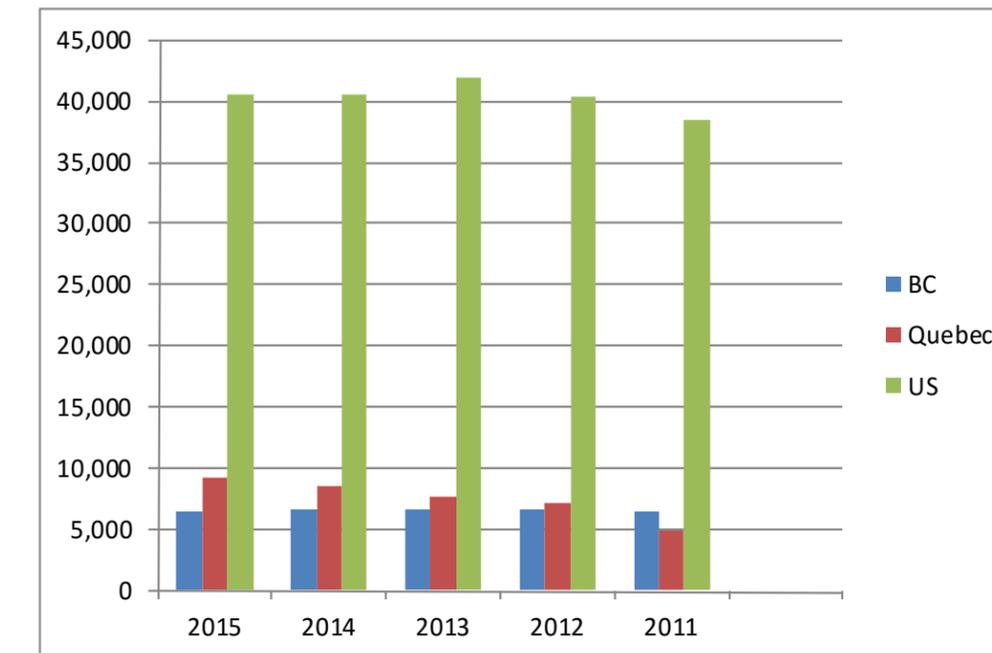
QUEBEC

Year	Production (barrels)	Acreage	Growers
2015	2,085,387	9,247	82
2014	2,410,472	8,516	84
2013	1,621,764	7,657	81
2012	1,854,680	7,070	80
2011	1,193,306	5,880	76

Barrels



Acreage





Website stats

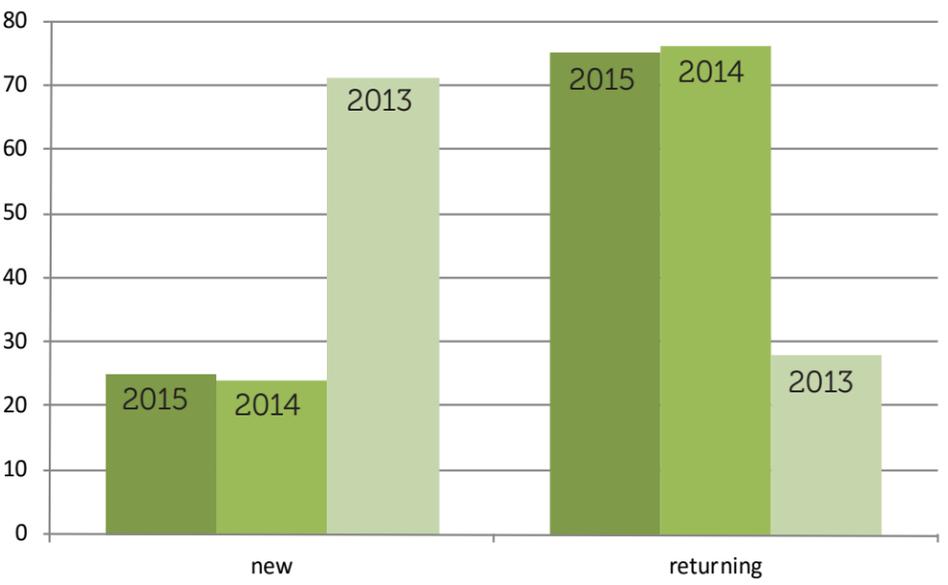
bccranberries.com

As you can see by the graphs, in 2013 we had lots of new visitors to the website after making major updates to our content. As expected, in 2014 & 2015 the majority of visitors are returning to view updated information, which tells us that we are providing ongoing, relevant information to both growers, consumers and educators.

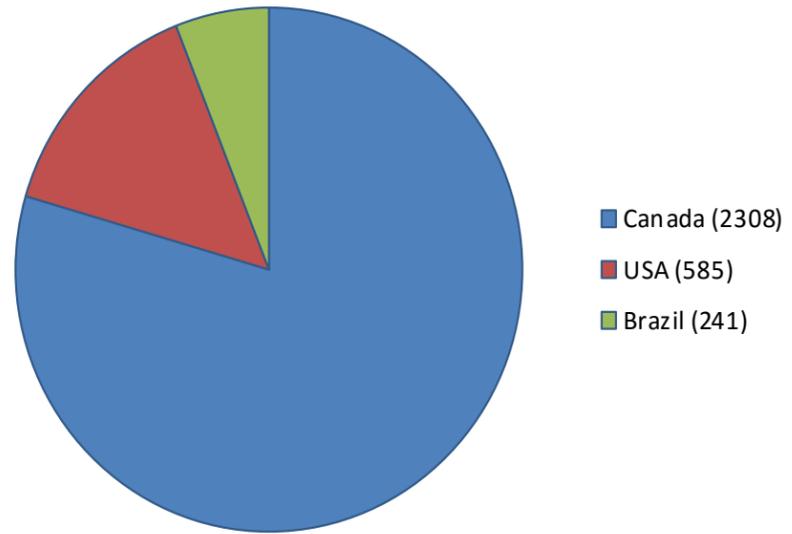
In this world of software programs that visit websites it's always difficult to decipher the data we collect on site visitors. The number of views of pages on the site has been increasing steadily:

2013	9,686
2014	10,531
2015	11,191

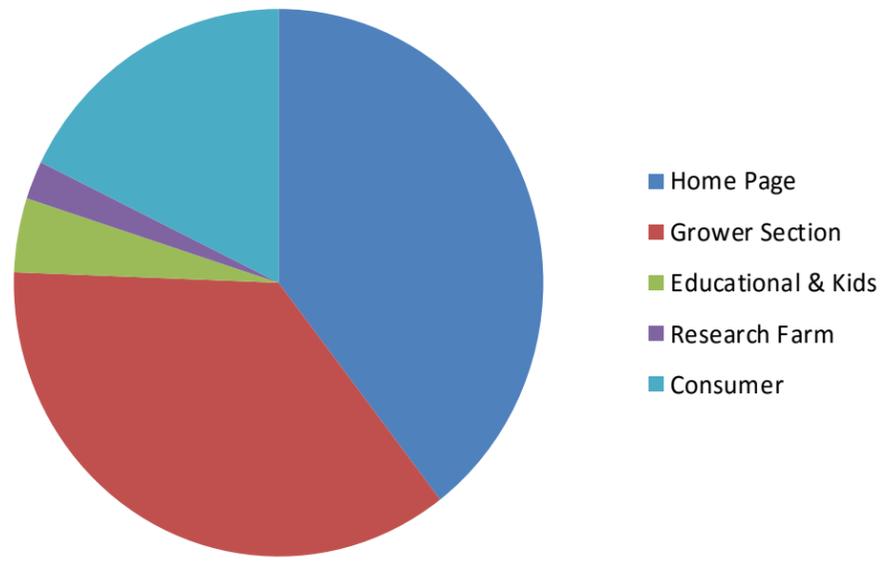
% New vs Returning Sessions



2015 Origination of Visitors by Country



2015 - Visits to Major Website Areas



BCCMC Financials

BRITISH COLUMBIA CRANBERRY MARKETING COMMISSION
Financial Statements
Year Ended December 31, 2015

BRITISH COLUMBIA CRANBERRY MARKETING COMMISSION
Index to Financial Statements
Year Ended December 31, 2015

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INDEPENDENT AUDITOR'S REPORT

To the Members of British Columbia Cranberry Marketing Commission

I have audited the accompanying financial statements of British Columbia Cranberry Marketing Commission, which comprise the statements of financial position as at December 31, 2015 and December 31, 2014 and the statements of revenues and expenditures, changes in net assets and cash flow for the years ended December 31, 2015 and December 31, 2014, and a summary of significant accounting policies and other explanatory information.

Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with Canadian accounting standards for not-for-profit organizations, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

Auditor's Responsibility

My responsibility is to express an opinion on these financial statements based on my audits. I conducted my audits in accordance with Canadian generally accepted auditing standards. Those standards require that I comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

I believe that the audit evidence I have obtained in my audits is sufficient and appropriate to provide a basis for my audit opinion.

Opinion

In my opinion, the financial statements present fairly, in all material respects, the financial position of British Columbia Cranberry Marketing Commission as at December 31, 2015 and December 31, 2014 and the results of its operations and its cash flow for the years then ended in accordance with Canadian accounting standards for not-for-profit organizations.

	2015	2014
ASSETS		
CURRENT		
Cash	\$ 74,626	\$ 6,424
Term deposits (Note 3)	343,245	274,166
Accounts receivable	3,838	3,771
Prepaid expenses	-	5,851
	<u>\$ 421,709</u>	<u>\$ 290,212</u>
LIABILITIES AND NET ASSETS		
CURRENT		
Accounts payable and accruals	\$ 4,576	\$ 3,500
Goods and services tax payable	2,431	1,342
Deferred revenue	4,741	-
	<u>11,748</u>	<u>4,842</u>
NET ASSETS		
General fund	<u>409,961</u>	<u>285,370</u>
	<u>\$ 421,709</u>	<u>\$ 290,212</u>

ON BEHALF OF THE BOARD

Director

Director

See notes to financial statements

BRITISH COLUMBIA CRANBERRY MARKETING COMMISSION

Statement of Revenues and Expenditures

Year Ended December 31, 2015

	2015	2014
REVENUE		
Levies and licences	\$ 374,968	\$ 389,183
Base Levy - Research Society	101,150	97,055
Research Grant - Ocean Spray	46,280	-
Production Research Grant - IAF	13,608	10,521
Interest and other income	7,612	6,257
Production Research Grant - LMHIA	14,281	-
Event sponsorship	2,116	663
Administration income	500	-
Sundry income	90	-
Temporary Levy - Research Society	-	271,755
	<u>560,605</u>	<u>775,434</u>
EXPENSES		
Administration fees	64,500	60,396
Advertising and promotion	5,350	7,000
Association dues	9,291	11,701
Communications	6,464	3,249
Governance	46,691	36,447
Interest, bank charges and foreign exchange	(815)	(844)
Legal fees	-	1,605
Office	2,536	1,497
Professional fees	3,500	3,500
	<u>137,517</u>	<u>124,551</u>
OTHER EXPENSES		
IAF grant for BC Cranberry Research Centre	(49,950)	(16,650)
IAF grant for BC Cranberry Research Centre	49,950	16,650
Grant to BC Cranberry Research Centre	101,150	368,810
Development and production expenses (Note 4)	197,347	152,566
	<u>(298,497)</u>	<u>(521,376)</u>
EXCESS OF REVENUE OVER EXPENSES	\$ 124,591	\$ 129,507

See notes to financial statements

BRITISH COLUMBIA CRANBERRY MARKETING COMMISSION

Statement of Changes in Net Assets

Year Ended December 31, 2015

	2015	2014
NET ASSETS - BEGINNING OF YEAR	\$ 285,370	\$ 155,863
Excess of revenue over expenses	<u>124,591</u>	<u>129,507</u>
NET ASSETS - END OF YEAR	\$ 409,961	\$ 285,370

See notes to financial statements

BRITISH COLUMBIA CRANBERRY MARKETING COMMISSION

**Statement of Cash Flow
Year Ended December 31, 2015**

	2015	2014
OPERATING ACTIVITIES		
Excess of revenue over expenses	\$ 124,591	\$ 129,507
Changes in non-cash working capital:		
Accounts receivable	(67)	9,107
Accounts payable and accruals	1,076	(31,700)
Deferred revenue	4,741	-
Prepaid expenses	5,851	(5,851)
Goods and services tax payable	1,089	(563)
	<u>12,690</u>	<u>(29,007)</u>
Cash flow from operating activities	<u>137,281</u>	<u>100,500</u>
INVESTING ACTIVITY		
Term deposits	<u>(69,079)</u>	<u>(100,963)</u>
INCREASE (DECREASE) IN CASH FLOW	68,202	(463)
Cash - beginning of year	<u>6,424</u>	<u>6,887</u>
CASH - END OF YEAR	\$ 74,626	\$ 6,424

See notes to financial statements

BRITISH COLUMBIA CRANBERRY MARKETING COMMISSION

**Notes to Financial Statements
Year Ended December 31, 2015**

1. DESCRIPTION OF OPERATIONS

The Commission is established under the Natural Products Marketing (BC) Act for the purpose of regulation, marketing and promotion of the BC cranberry industry.

2. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

Basis of presentation

The financial statements were prepared in accordance with Canadian accounting standards for not-for-profit organizations (ASNFPO).

Cash and cash equivalents

Cash and cash equivalents consist primarily of cash and cashable term deposits. Because of the liquidity of these investments, their carrying amount approximates fair value.

Deferred revenue

Unearned income represents growers levies received in advance.

Revenue recognition

The Commission follows the deferral method of accounting for contributions. Restricted contributions are recognized as revenues in the year in which related expenses are incurred. Unrestricted contributions such as dues and grants are recognized as revenues when received or receivable if the amount to be received can be reasonably estimated and collection is reasonably assured.

Government grants

Government grants are recorded when there is a reasonable assurance that the Commission had complied with and will continue to comply with, all the necessary conditions to obtain the grants.

Foreign currency translation

Accounts in foreign currencies have been translated into Canadian dollars using the temporal method. Under this method, monetary assets and liabilities have been translated at the year end exchange rate. Non-monetary assets have been translated at the rate of exchange prevailing at the date of transaction. Revenues and expenses have been translated at the average rates of exchange during the year, except for amortization, which has been translated at the same rate as the related assets.

Foreign exchange gains and losses on monetary assets and liabilities are included in the determination of earnings.

(continues)

BRITISH COLUMBIA CRANBERRY MARKETING COMMISSION

**Notes to Financial Statements
Year Ended December 31, 2015**

2. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES *(continued)*

Measurement uncertainty

The preparation of financial statements in conformity with Canadian generally accepted accounting principles requires management to make estimates and assumptions that affect the reported amount of assets and liabilities, disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenues and expenses during the period. Such estimates are periodically reviewed and any adjustments necessary are reported in earnings in the period in which they become known. Actual results could differ from these estimates.

3. TERM DEPOSITS

	2015	2014
Term deposits held	\$ 343,245	\$ 274,166

The term deposits are held by Envision Credit Union. The term accrues interest at 0.85% to 2.65% annually, with a maturity dates ranging from August 26, 2016 to August 26, 2018.

4. DEVELOPMENT AND PRODUCTION EXPENSES

	2015	2014
Production research	\$ 110,753	\$ 57,561
Foreign market development	-	38,095
Domestic promotion	37,984	35,663
Congress	17,143	11,535
Health Research	7,500	7,500
Grower programs	372	2,212
Field Day	23,595	-
	\$ 197,347	152,566

The Investment Agriculture Foundation of British Columbia (IAF) is providing additional financial support for the BC Cranberry Research Society. Effective January 1 2014 and extending to March 31 2016, the IAF will fund up to 50%, to a maximum total of \$166,500 (\$83,250 each) of the costs of developing and operating the research farm.

5. RELATED PARTY TRANSACTIONS

During the year the Commission gave a grant of \$101,150 (2014 - \$368,810) to the BC Cranberry Research Society (BCCRC). The organizations have members in common. These are measured at the exchange amount which approximates fair value.

BRITISH COLUMBIA CRANBERRY MARKETING COMMISSION

**Notes to Financial Statements
Year Ended December 31, 2015**

6. FINANCIAL INSTRUMENTS AND RISK MANAGEMENT

Credit Risk

Credit risk arises from the potential that a counter party will fail to perform its obligations. The Commission is exposed to credit risk from customers. An allowance for doubtful accounts is established based upon factors surrounding the credit risk of specific accounts, historical trends and other information. The Commission's accounts receivable historically consists of government funding for specific programs and accrued interest on cashable term deposits, and poses minimal collections risk.

Interest Rate Risk

Interest rate risk is the risk that the value of the financial instrument might be adversely affected by a change in interest rates. The Commission is exposed to interest rate risk primarily through term deposits held.

Currency Risk

Currency risk is the risk to the Commission's earnings that arise from fluctuations of foreign exchange rates and the degree of volatility of these rates. The Commission holds \$37,886 US (\$52,434 Canadian) Funds at December 31, 2015.

Fair Value

The Commission's carrying value of cash, term deposits, accounts receivable, and accounts payable and accruals approximates its fair value due to the immediate or short term maturity of these instruments.

7. ECONOMIC DEPENDENCE

The Commission receives approximately 95% of it's growers' dues from one customer. Should this customer substantially change it's dealings with the Commission, management is of the opinion that this change would affect operations and programs provided.

BCCRS Financials

B.C. CRANBERRY RESEARCH SOCIETY
Financial Statements
Year Ended December 31, 2015

B.C. CRANBERRY RESEARCH SOCIETY
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Year Ended December 31, 2015

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INDEPENDENT AUDITOR'S REPORT

To the Members of B.C. Cranberry Research Society

I have audited the accompanying financial statements of B.C. Cranberry Research Society, which comprise the statements of financial position as at December 31, 2015 and December 31, 2014 and the statements of revenues and expenditures, changes in net assets and cash flows for the years ended December 31, 2015 and December 31, 2014, and a summary of significant accounting policies and other explanatory information.

Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with Canadian accounting standards for not-for-profit organizations, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

Auditor's Responsibility

My responsibility is to express an opinion on these financial statements based on my audits. I conducted my audits in accordance with Canadian generally accepted auditing standards. Those standards require that I comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

I believe that the audit evidence I have obtained in my audits is sufficient and appropriate to provide a basis for my audit opinion.

Opinion

In my opinion, the financial statements present fairly, in all material respects, the financial position of B.C. Cranberry Research Society as at December 31, 2015 and December 31, 2014 and the results of its operations and its cash flows for the years then ended in accordance with Canadian accounting standards for not-for-profit organizations.

Report on Other Legal and Regulatory Requirements

As required by the Society Act of British Columbia, we report that, in our opinion, the accounting principles in Canadian Accounting Standards for not-for-profit organizations have been applied on a consistent basis with that of the preceding year.

Surrey, British Columbia
February 5, 2016

Agatha Cluff Inc.
CHARTERED PROFESSIONAL ACCOUNTANT

B.C. CRANBERRY RESEARCH SOCIETY
Statement of Financial Position
December 31, 2015

	2015	2014
ASSETS		
CURRENT		
Cash	\$ 38,400	\$ 6,108
Term deposit (Note 3)	100,000	130,000
Interest receivable	487	1,961
Goods and services tax recoverable	313	-
	139,200	138,069
CAPITAL ASSETS (Note 4)	813,190	767,769
	\$ 952,390	\$ 905,838
LIABILITIES AND NET ASSETS		
CURRENT		
Accounts payable	\$ 3,501	\$ 3,500
Goods and services tax payable	-	3,928
	3,501	7,428
DEFERRED INCOME	171	-
	3,672	7,428
NET ASSETS		
General fund	948,718	898,410
	\$ 952,390	\$ 905,838

ON BEHALF OF THE BOARD

Director

Director

See notes to financial statements

B.C. CRANBERRY RESEARCH SOCIETY
Statement of Revenues and Expenditures
Year Ended December 31, 2015

	2015	2014
REVENUE		
Grant - BCCMC	\$ 101,150	\$ 368,810
IAF funds	49,950	16,650
Interest income	2,612	1,992
Fruit sales	5,617	-
	159,329	387,452
EXPENSES		
Administration and services	14,655	12,536
Amortization	13,011	12,381
Audit fees	3,500	3,500
Consulting - Industry Experts	-	1,913
Gateway Project expenses	1,712	-
Insurance	3,612	929
Interest and bank charges	6	703
Legal fees	35	60
Property taxes	1,560	1,559
Reporting	1,112	-
	39,203	33,581
EXCESS OF REVENUE OVER EXPENSES FROM OPERATIONS	120,126	353,871
FARM OPERATIONS		
Fertilizer	(7,406)	575
Plants	(5,955)	492
Demonstration	(3,758)	(1,606)
Pest Control	(505)	(1,902)
Field planting	(9,900)	(5,650)
Freight	(517)	(5,674)
Monitoring	(8,899)	(7,200)
Weed control	(6,530)	(7,230)
Irrigation	(26,348)	(11,901)
	69,818	(40,096)
EXCESS OF REVENUE OVER EXPENSES	\$ 50,308	\$ 313,775

See notes to financial statements

B.C. CRANBERRY RESEARCH SOCIETY
Statement of Changes in Net Assets
Year Ended December 31, 2015

	2015	2014
NET ASSETS - BEGINNING OF YEAR	\$ 898,410	\$ 584,635
Excess of revenue over expenses	50,308	313,775
NET ASSETS - END OF YEAR	\$ 948,718	\$ 898,410

See notes to financial statements

B.C. CRANBERRY RESEARCH SOCIETY
Statement of Cash Flows
Year Ended December 31, 2015

	2015	2014
OPERATING ACTIVITIES		
Excess of revenue over expenses	\$ 50,308	\$ 313,775
Item not affecting cash:		
Amortization of capital assets	13,011	12,381
	<u>63,319</u>	<u>326,156</u>
Changes in non-cash working capital:		
Accounts receivable	-	1,469
Interest receivable	1,475	(1,961)
Accounts payable	-	(150,445)
GST/HST payable (receivable)	(4,241)	4,644
Deferred income	171	-
	<u>(2,595)</u>	<u>(146,293)</u>
Cash flow from operating activities	<u>60,724</u>	<u>179,863</u>
INVESTING ACTIVITIES		
Land improvements	(38,679)	47,589
Buildings	(19,753)	-
Irrigation System	-	(4,700)
Term deposits	30,000	(130,000)
Cash flow used by investing activities	<u>(28,432)</u>	<u>(87,111)</u>
FINANCING ACTIVITIES		
Operating line	-	(50,000)
Grants received for property improvements	-	(55,729)
Cash flow used by financing activities	<u>-</u>	<u>(105,729)</u>
INCREASE (DECREASE) IN CASH FLOW	32,292	(12,977)
Cash - beginning of year	<u>6,108</u>	<u>19,085</u>
CASH - END OF YEAR	\$ 38,400	\$ 6,108

See notes to financial statements

B.C. CRANBERRY RESEARCH SOCIETY
Notes to Financial Statements
Year Ended December 31, 2015

1. DESCRIPTION OF BUSINESS

The Society was incorporated under the Society Act of British Columbia September 10, 2010 for the purpose of owning and operating a cranberry research farm.

2. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

Basis of presentation

The financial statements were prepared in accordance with Canadian accounting standards for not-for-profit organizations (ASNFPO).

Revenue recognition

The Society follows the deferral method of accounting for contributions. Restricted contributions are recognized as revenues in the year in which related expenses are incurred. Unrestricted contributions such as dues and grants are recognized as revenues when received or receivable if the amount to be received can be reasonably estimated and collection is reasonably assured.

Grants

Grants are recorded when there is a reasonable assurance that the Society had complied with and will continue to comply with, all the necessary conditions to obtain the grants. Grants received for the purchase and development of property will be deferred and amortized to income on the same basis as the related assets are depreciated.

Measurement uncertainty

The preparation of financial statements in conformity with Canadian generally accepted accounting principles requires management to make estimates and assumptions that affect the reported amount of assets and liabilities, disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenues and expenses during the period. Such estimates are periodically reviewed and any adjustments necessary are reported in earnings in the period in which they become known. Actual results could differ from these estimates.

Capital assets

Capital assets are stated at cost less accumulated amortization. Capital assets are amortized over their estimated useful lives at the following rates and methods:

Buildings	4%	straight-line method
Irrigation system	10%	straight-line method

The Society regularly reviews its capital assets to eliminate obsolete items. Government grants are treated as a reduction of capital assets cost.

B.C. CRANBERRY RESEARCH SOCIETY
Notes to Financial Statements
Year Ended December 31, 2015

3. TERM DEPOSIT

	<u>2015</u>	<u>2014</u>
Term Deposit	\$ 100,000	\$ 130,000

The term deposit is a casheable term deposit earning interest at 1.2% per annum and maturing August 5, 2016.

4. CAPITAL ASSETS

	Cost	Accumulated amortization	2015 Net book value	2014 Net book value
Land	\$ 411,218	\$ -	\$ 411,218	\$ 411,218
Land improvements	188,806	-	188,806	150,127
Buildings	184,082	19,494	164,588	151,803
Irrigation system	60,429	11,851	48,578	54,621
	<u>\$ 844,535</u>	<u>\$ 31,345</u>	<u>\$ 813,190</u>	<u>\$ 767,769</u>

The Society received a Western Economic Diversification Canada (WD) Grant of \$203,000 and an Investment Agriculture Foundation (IAF) Grant of \$150,000 for the development of the property. \$351,274 was allocated to land improvements. \$1,726 was used for consulting costs. The grants were extended on a 50:50 matching of expenses. All WD funds were matched/expensed to December 31, 2013.

5. RELATED PARTY TRANSACTIONS

During the year the Society received a grant of \$101,150 (2014 - \$368,810) from the BC Cranberry Marketing Commission (BCCMC). The organizations have members in common. These amounts are measured at the exchange amount which approximates fair value.

6. FINANCIAL INSTRUMENTS AND RISK MANAGEMENT

Interest Rate Risk

Interest rate risk is the risk that the value of the financial instrument might be adversely affected by a change in interest rates. The Society is exposed to interest rate risk primarily through term deposits held.

Fair Value

The Society's carrying value of cash, term deposits, accounts receivable, and accounts payable approximates its fair value due to the immediate or short term maturity of these instruments.

BC Cranberry Research Farm

Spring 2015 came to BC warmer and drier than normal and summer appeared to hold steady with the same weather pattern.

Fruit in all the plots and trials grew and sized well over the year. Numerous samples were taken for plant nutrition levels, pathogen detection, fruit size, colour and preliminary yield data.

Observation and data collection on phenology and development of varieties took place over the year by Dr. Prasad and UFV students.

Regular site visits and data collection took place over the growing season.

Activities in Field 1 included:

- Phenology - bud development
- % bloom
- Fungicide spray trial
- Pre-harvest assessment
- Nutrient trial

Activities in Field 2 included:

- Crop phenology
- % bloom
- Fireworm and Tipworm activity
- Berry ripening
- Yield assessment



BC Cranberry Research Farm

We welcomed Dr Hannah Wittman from the UBC Faculty of Land and Food Systems who brought with her 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 - it was a great opportunity to get their input and support for the future role of the Farm.

The BC Cranberry Field Day brought us many visitors from across the country. Researchers, agrologists, government representatives, politicians, allied trades and growers were in attendance. It was a great educational day for all with Kim Patten and Nick Vorsa providing detailed tours to discuss the varieties and trials as well as sharing with attendees the progress to date of the Farm and plans for the future and the genetic potential of cranberry cultivars for the 21st century.

The Farm experienced its first harvest this year. Harvest proceeds are now available to be put back into the Farm for future projects.

A thank you needs to be extended to the Kelly and Harris families for all their help harvesting at the Farm in October.

Thank you also to Kyle Botkin who did a great job keeping the Farm healthy and taking care of the day to day issues which we all take for granted.

As always, special thanks to our funding partner, Investment Agriculture Foundation of BC for their ongoing financial support.

For continuing information on the BC Cranberry Research Farm visit www.bccranberries.com



BC CRANBERRY MARKETING COMMISSION

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