

# CRANBERRY WEB

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



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## CHAIR'S REPORT

In the last newsletter you were informed that Dianne was retiring as our manager, she will retire on June 30<sup>th</sup>. I am pleased to announce that the Commission has engaged Heather Carriere to be our new manager. Heather has a background in Agricultural organizations, coming to us from the position as manager of COMB. Please welcome her to our organization.

As is required by FIRB the Commission has developed a new Strategic Plan, this will be reviewed on a regular basis and will be revised at the end of three years. The new Plan is much more concise than before which makes it more of a working document.

I had the pleasure of attending the 20 year celebration for IAF. This organization was very instrumental in the funding to create the Research Farm and we continue to work with them for funding in other areas. IAF in BC is one of the most successful funds in Canada. Needless to say, there were a few key people that made the right decisions 20 years ago that has led to the success of IAF as it is today. We are very pleased to be able to be a participant with IAF.

The Chairs and Managers of the all the regulated commodity boards meet twice a year, this meeting took place on June 8<sup>th</sup>. We welcomed the new manager of COMB, Kathleen Zimmerman, and had a very useful discussion on how all Boards and Commissions function within regulations.

The Ocean Spray grower meeting was held on June 27 in Richmond. One of the main issues is the abundance of cranberries which is creating an oversupply of cranberry concentrate. The company is doing a lot of work in the area of new

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## UPCOMING EVENTS

- July 7, 2016: **CHC Summer Tour - BC Lower Mainland**
- July 16, 2016: **Agassiz Research & Development Centre - Open House - everyone welcome**
- July 25, 2016: **Drop-in session at the BC Cranberry Research Farm**
- August 8 & 9, 2016: **US Cranberry Marketing Committee Meetings - La Crosse, Wisconsin**

markets and achieving a relative good degree of success in Asia and Latin America.. The battle over sugar continues, some areas in the USA have already imposed a tax on beverages with added sugar. This would appear to be a revenue source rather than a health issue. We all need to be vigilant and promote the health benefits of cranberries rather than the sugar content. Cranberry juice has less sugar than orange juice but oranges create sugar naturally. At this time, Canada seems more receptive to accepting cranberry products separately from other sweetened beverages than the US.

In closing, the Board met on June 28<sup>th</sup>, and as part of the day we had a small gathering to celebrate Dianne's retirement. On behalf of the Board and all the growers we wish her all the best in her retirement.

Jack Brown, Chair, BC Cranberry Marketing Commission.

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### **DROP-IN SESSION - BC CRANBERRY RESEARCH FARM - MONDAY, JULY 25, 2016**

#### **BC Cranberry Research & Demonstration Farm**

The BC Cranberry Research Society will be hosting a Drop In Session at the BC Cranberry Research & Demonstration Farm.

**Date: Monday, July 25th**

**Time: 9 - 11 am**

**Location: 5455 - 72nd Street, Delta**

We will be joined by the different researchers supported by the Cranberry Commission to hear updates on this year's research projects. This will be an informal session, with short updates and hands-on demos from 9:30 to 10:15. There will be time to chat and view varieties before and after the updates.

### **CHANGE OF CONTACT INFORMATION**

As we welcome Heather Carriere as the BC Cranberry Marketing Commission's new General Manager, effective July 1st, please update your contact information to:

**BC Cranberry Marketing Commission**

**36376 Stephen Leacock Drive, Abbotsford, BC V3G 02C**

**Telephone Number: 604-557-8717**

**Email: [info@bccranberries.com](mailto:info@bccranberries.com)**

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### **THANK-YOU!**

As you know, my last day with the Commission will be June 30th. I would like to take the opportunity to thank all you for your assistance, giving of your time and willingness to help me these past years. Thanks to all of you for supporting the Commission's work and attending events such as Field Days, the annual Congress, AGM's, etc. It's been your industry's positive way of supporting each other and being so cohesive that made you such a wonderful sector of agriculture for me to work with. I've been so lucky to have had the opportunity to get to know you and work with you. All the best to you, your families and the industry.

Best regards, Dianne

## LICENSING - 2016

All growers, producer vendors and agencies should now have received their respective license covering the period from April 1, 2016 - March 31, 2017. Along with your license, you were asked to confirm acreage. Please call, or email, Dianne if you have not received your license or if your acreage on record is incorrect. The 4 licensed agencies will be receiving a list of growers and producer vendors licensed with the Commission. Agencies will be reminded that they are not to accept cranberries from a grower unless that grower has a valid license issued by the Commission.

### **The Commission Orders include:**

A grower's license authorizes a person to market the regulated product grown on his registered acreage or an amount of regulated product as may be determined from time to time by the Commission, to a designated agency.

Specifically, Part 4 and 5 of the Commission's General Orders outlines license requirements and classifications:

#### *License Classes*

1. All persons engaged in the production, processing, packing or marketing of the regulated product are required to register annually with the Commission and obtain a license annually issued by the Commission.
  - (a) Persons engaged in production of the regulated product must obtain a Grower's License;
  - (b) Persons engaged in production and marketing of the regulated product other than to a designated agency, must obtain a Producer Vendor License;
  - (c) Persons engaged in processing, packing or marketing the regulated product produced by a grower must obtain an Agency License.

#### *License Qualifications*

2. To qualify for a license:
  - (a) A grower must have registered his acreage of regulated product with the Commission, he must have a valid contract with a designated agency and he may be required to demonstrate compliance with a recognized food safety plan
  - (b) A producer vendor must have registered his acreage of regulated product with the Commission, he must submit a marketing plan satisfactory to the Commission and may be required to demonstrate that all aspects of producing, transporting, processing, storage and marketing the regulated product are consistent with recognized food safety standards.
  - (c) An agency must be in compliance with all applicable provisions of Part 8 of these Orders.

#### *Authorities and Limitations of Licenses*

1. *Grower License:* A grower's license authorizes a person to market the regulated product grown on his registered acreage or an amount of regulated product as may be determined from time to time by the Commission to a designated agency. A grower's license does not permit the holder to process or store the regulated product.
2. *Producer Vendor License:* A producer vendor license authorizes a person to market the regulated product grown on his registered acreage or an amount of regulated product as may be determined from time to time by the Commission. A producer vendor license does not permit the holder to receive, transport, process, market or store, the regulated product, unless that regulated product was grown by the licensee.
3. *Agency License:* An agency license authorizes a person to receive the regulated product from a grower and to process, transport, market or store that product.

## BC WATER SUSTAINABILITY ACT UPDATE - MIKE WALLIS, P. AG., BCCGA



As we are now a few months along since the implementation of the new BC Water Sustainability Acts (WSA), it is a good time to review your water use and potential water user fees for 2016.

Kathleen Zimmerman, P.Ag., provided an excellent summary of changes to the WSA and water licensing/rental fees in the March 2016 edition of the Cranberry Web: [http://bccranberries.com/pdfs/BCCMC\\_News\\_vol10\\_issue1.pdf](http://bccranberries.com/pdfs/BCCMC_News_vol10_issue1.pdf)

At the time of the March 2016 Cranberry Web Newsletter, a water demand calculator was still under development by the BC Ministry of Environment. This tool is now available to help you estimate how much water to apply for. The Water Rent Estimator link provides an estimate of provincial water rentals, which are annual payments for the diversion and use of water. This tool provides a water use estimate for a given volume and purpose and can be found on the BC Ministry website: <http://www2.gov.bc.ca/gov/content/environment/air-land-water/water/water-licensing-rights/water-licences-approvals/water-application-fees-rental-rates>

The water rent estimator uses a detailed database, designed around your field address and allows you to estimate water demand and adjust

the soil, crop and irrigation parameters for your site. The website also has a Help Topics link to assist with definitions and conversion factors.

Keep in mind the following posted disclaimer: “This calculator provides an estimate of peak irrigation flows and annual water demand for irrigation systems in the province of BC. While every effort has been made to ensure the accuracy and completeness of the information, the information should be considered as an estimate and not a final number”.

If you find that your water use estimate using this tool is way off the mark, or you have trouble registering your license, please let the BCCGA know of your experience or concern.

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## AGRICULTURE WASTE CONTROL REGULATIONS - MIKE WALLIS, P. AG., BCCGA

On June 17, 2016, the Ag Waste Control Regulations (AWCR) Working Group had a productive meeting with broad industry representation. MoE is incorporating the recommendations that were made into the summary document. Issues affecting cranberries include use of wood shavings and nutrient management. Nutrient Management should not be an issue as long as growers are fertilizing to satisfy crop demands and compensate for nutrients removed by the harvest of the crop. Sawdust use in the industry has been recognized and accepted, although there is still some concern over possible leachate arising from temporary storage piles. BCCGA continues to participate and provide input to the Working Group. Industry is now awaiting a list of definitions from MOE for greater clarity moving forward.

**BC CRANBERRY RESEARCH FARM - GRANT KEEFER**

Spring weather in 2016 has been a bit of everything in the BC South Coast. It was very mild early on in April with few frost control events. The end of April through May was very warm and pushed the cranberry development much ahead of past years. This was especially noticeable in the new varieties from New Jersey (Rutgers) and Wisconsin (Valley Corp). There were reports of possible hail and micro frost events at several farms throughout the region in early May. Even though the frost protection thermostats were set for the appropriate temperature, the sensors may have missed by being in the wrong location or were perhaps buried in the vine. If there is grower interest, perhaps this could be a topic for a future Research Farm Workshop.

On Friday May 27, the BCCRS hosted a Grower Drop in session with Dr. Nick Vorsa (Rutgers) and Dr. Kim Patten (WSU). This was a great opportunity for growers to walk through the Research Farm as the fields were coming into blossom. We had an attendance of over 40 growers and industry representatives including Caroline Teasdale BCMAF - Berry Specialist, Dr. Rebecca Harbut KPU, and Brian Mauza OSC. The general thoughts, ideas and observations on growing cranberries for the future from outside perspectives was very well received. Growers were able to ask questions about plant nutrition, pathogen / quality control and insect management in an informal educational setting.

On that day we also had Renee Prasad and her ES Cropconsult team out planting the next series of varietal selections from Rutgers. The 2016 plot selections are very exciting as these are rot resistant cultivars. As we look to the future, with the industries changing needs, we hope to see better fruit quality, yield and the appropriate colour / Tacy and Brix from the cranberries we grow.

One very special aspect of the Field 2 Variety Plots at the BC Cranberry Research Farm is that this is the only location in any cranberry growing region assessing both the new Rutgers varieties and the Valley Corp varieties side by side. This gives the BC growers contemplating field renovation a unique opportunity to observe and select the best new varieties suited for their own farm and the growing conditions in BC.

We hope to see you at the next Grower Drop in Session at the BCCRF on July 25th. Demonstration topics will include IPM management - specifically Tipworm and Cranberry Girdler / Nematode control; an update on the Cranberry Decline, and of course the opportunity for growers to walk and observe the farm, ask questions, and give us your feed back on future projects.

**BC CRANBERRY RESEARCH FARM - DR. K. PATTEN**

I have been involved in running directly or indirectly a Cranberry research farm for the past 26 years. In my opinion, they are more difficult to manage than a regular farm. The objectives are not production, but to obtain the maximum amount of valuable information for growers. Furthermore, obtaining this data is often in conflict with obtaining good production. Aside from difference in objectives, management of an university research farm is a nightmare. There is never any funds to do anything, and if you need something done on the weekends, late at night or early morning – good luck with that. I was fortunate that WSU sold the station to the Pacific Coast Cranberry Research. The PCCRF now operates this research station, and it has been a blessing. It is still not without problems. With no paid manager, we still need to oversee the daily operation. Moreover, after 20 years, volunteers tend to be less enthusiastic than at the beginning. After spending a fair bit of time working with the BC cranberry research farm, I am very envious. The BC Cranberry Demonstration and Research Farm, is not only completely independent, but also has Kyle Botkin, the Farm's "boots on the ground" person, to make sure things are done when then need to be done. In addition to management, there is the problem of data collection. The BC Cranberry Demonstration and Research farm is also very fortunate to have Dr. Renee Prasad. She is doing an outstanding job of collecting and analyzing all the data being generated from the Farm.

After getting establishment and management taken care of, the next steps is figuring out what work to do at the Research Farm that will have the greatest long-term benefit to the BC growers. This takes a fair bit of thought and second guessing on what data will be needed 2, 5, 10 and 15 years from now. If I were a grower in BC, I would be concerned on how to remain viable for the long term, when farm land is expensive and the market is over-supplied. This sets the stage for figuring out the research priorities. In the way the Farm has been set up, I think we have gotten off to a good start to addressing many of those research needs. Aside from figuring out what will be the best varieties for BC – for yield, quality and incentives, we are well positioned to address the needs of variety management, fruit rot, and pest management. The Farm has been very aggressive in making sure we have the most extensive collection of new varieties in North America. We have also designed the plot layout so we can address very specific management questions for these new varieties such as:

- How much nitrogen do they need to continue to produce a big crop?
- Does too much nitrogen result in over-growth and increased fruit rot of certain varieties?
- How do different varieties response to different fungicides and fungicide timings?
- Can we mitigate for the varieties that are more prone to fruit rot by using additional fungicide application during bloom?
- Do these fungicide treatments increase yield?
- Will supplemental sanding or sawdusting new / young planting prevent the die-back of established beds BC is experiencing now?
- Can an annual supplemental use of low dosage of nematode prevent girdler damage?

One problem with field research is that the results are inherently variable and it takes a long time to develop good data sets. Finding answers to questions takes years. We expect a fairly constant flow of new information and observations from the BC Cranberry Demonstration and Research Farm. An important next step is to make sure that growers are well informed of those results. Field days, research reports, newsletters and the Cranberry Congress are only some of the ways to provide that information. We will be developing more as things progress.

## BC Cranberry Demonstration and Research Farm Variety Trials: Objectives, Approach and Anticipated Outcome - Nicholi Vorsa

**Native and first breeding cycle cultivars:** The cranberry industry over the last 70 years has relied on cultivars from native cranberry stands such as the cultivars Ben Lear and McFarlin, or first breeding and selection cycle hybrids, e.g., Stevens, Bergman, Pilgrim that were developed by the USDA and New Jersey (NJAES) and Massachusetts Agricultural Experiment Stations (MAES) initiated in 1929. One of the principal objectives of this first cranberry breeding program was to develop varieties resistant to a devastating disease called ‘false-blossom’ which is caused by a phytoplasma pathogen. Besides false-blossom resistance, selection criteria included yield, vine vigor, fruit rot susceptibility, fruit size. Along with their horticultural characteristics, e.g., vine vigor and crop productivity, these cultivars were initially selected for their use in making cranberry ‘sauce’ and fresh fruit. The breeding program was based in New Jersey coastal plain at Whitesbog. The cultivars Stevens, Bergman and Pilgrim were all originated from these plots. Interestingly our DNA fingerprinting has found that Bergman and Pilgrim were likely contaminated very early on, possibly by neighboring breeding plot vines.

**Identifying cultivars to meet emerging challenges:** Since the 1920’s the cranberry has undergone a number of horticultural developments and product development. Horticultural changes include water harvest, introduced in the 1950’s and the evolution of products from sauce, to juice and juice blends and now to sweetened-dried-cranberry product as a major product. Climate change, for whatever reason, appears to be becoming more erratic and generally warmer. Cultivars selected over 70 years ago may not be the best suited to meet these challenges. Monsanto CEO Hugh Grant in a January 29, 2013 Wall Street article by Ian Berry stated “There’s enough evidence to suggest that it’s getting warmer. For agriculture that’s going to absolutely present challenges, at the very time we need to produce more, it’s an environment that’s heated. In the much longer term, we’re going to have to focus on breeding to accommodate those temperature shifts”. Moreover, fruit quality parameters have shifted for the needs of the sweeten-dried-cranberry product with fruit firmness, round shape, a larger fruit size, a color range, and fruit-to-fruit uniformity becoming requirements.



**The objective of variety trials is to offer the opportunity to identify genetics for improved adaptation for the current climate, soils, management systems, current disease and insect pressures and fruit quality traits for sweetened-dried-cranberries.** Unanticipated pressures, e.g., new diseases or disease strains and insect pests, can emerge. Variety trials offer the opportunity to evaluate for genetic backgrounds that are better suited for emerging pressures.

**The approach of a variety trial** is to test as diverse genetic background as possible in cranberry to identify the superior genotypes (varieties) for today’s needs. For example, Mullica Queen’s ancestry is derived from Howes (MA), Searles (WI) and Lemunyon (NJ), whereas, Stevens has McFarlin (MA) and Potter’s (WI) ancestry, which represents two completely genetic backgrounds available in cranberry. There is the potential in the future that fungicides will be restricted or pathogens will develop resistance to fungicides, e.g., Quadris. (continued on next page)

**Varieties include Rutgers selections and varieties,** Valley Corp varieties and Willapa Red. Bed 1 at the BC Cranberry Demonstration and Research Farm currently has recently released Rutgers cranberry cultivars, e.g. Haines™, Welker™, Mullica Queen®, Crimson Queen®, Demoranville®, Scarlet Knight®, which were selected in New Jersey. Also in this bed are ‘Willapa Red’ and ‘Best Grygleski’ (BG’s). Willapa Red, tested as ‘DF-5’ selection from the 1929 USDA/NJAES program and has performed well in the Washington State University Long Beach Cranberry Experiment Station. BG’s, selected in Wisconsin, is a Valley Corp release. The large plots in Bed 1 offer the opportunity to overlay management treatments, e.g., fertilizer and fungicide experiments, to ‘fine tune’ management specific to the cultivar. Bed 2 consists of a series of 5 variety trials. Currently, three Rutgers have been trials established. Rutgers trial consists of 20 varieties, 15 advanced selections and five standard cultivars. There are two replicate plots, 15’ x 20’, per variety planted in a complete randomized block design giving a total of 40 plots for the trial. Each plot was established with approximately 288 plants at a one plant/ ft<sup>2</sup> spacing. The standard varieties are ‘Stevens’, the current predominant cultivar being grown in British Columbia, and recent Rutgers releases ‘Crimson Queen®’, ‘Demoranville®’, ‘Mullica Queen®’, Haines™, Welker™ and ‘Scarlett Knight®’. The 15 advanced selections represent the most recent promising, ‘elite’, selections in the Rutgers/New Jersey Agricultural Experiment Station (NJAES) cranberry breeding program from a diversity of genetic backgrounds. The second trial in Bed 2 was established in 2014 with Valley Corp selections and releases. The second Rutgers trial (3<sup>rd</sup> trial in Bed 2), established May 2015, is evaluating 17 selections representing the third breeding and selection cycle. Many of these selections have Mullica Queen ancestry. The third Rutgers trial (4<sup>th</sup> Bed 2 trial) was established with fruit rot resistant selections.

**Traits to be evaluated include:**

- 1) horticultural traits including vine vigor, vine establishment, bloom date, yield, fruit size, fruit color, fruit shape, percent fruit rot,
- 2) fruit chemistry total anthocyanin content (Tacy), fruit firmness and soluble solids (BRIX),
- 3) ) fruit quality in response to harvest practices (beating and delayed harvest post-flooding),
- 4) cultivar susceptibility/attractiveness to insect pests, e.g., cranberry tipworm and cranberry girdler.

**The anticipated outcome** is to identify productive genotypes (varieties) adapted to shifts in British Columbia’s cranberry environment, as it relates to soils, climate, water, disease and insect pests, and harvesting and processing needs.



**Research Project Update**  
**Rebecca Harbut, KPU, Sustainable Agriculture**  
**Cranberry Field Decline**

The cranberry field decline project is well into the second season and we are continuing on with some of the work started last year and will be exploring new concepts to further our understanding of the BC cranberry production system. Taku Someya, who worked on the project last year has taken on a new role in the project as a graduate student and will be dedicating the next two years to cranberry research as he completes his master's degree at UBC under the supervision of Rebecca Harbut and Les Lavkulich. His research will build on last year's work on cranberry field decline and will also include an extensive component focused on carbohydrate dynamics. We are now well into the season and Taku is knee-deep in samples and data coming from the field trials...and it's only June! When he is not in the field he is in the lab processing all those samples!

There are three major components to the project this year that are related to cranberry field decline and management trials:

- 1) Continued monitoring of the test sites and evaluation of the use of field soil probes to diagnose field conditions that may be early indicators of risk.

Based on the data collected last year, soil characteristics such as pH and Redox were correlated with the occurrence of cranberry field decline. Dr. Lavkulich is overseeing the testing of a field probe that can more rapidly test the soil conditions in the field. Over the course of the season, we will be taking measurements on several beds in order to determine the potential of using these types of measurements to identify beds that may be at high risk for developing cranberry field decline.

- 2) Evaluation of the impact of sanding and aeration on canopy characteristics and rooting capacity.

There are currently two field trials that are being carried out to identify the impact of sanding at two depths (1/2" and 1") on the cranberry canopy, rooting and soil characteristics. There is also a grower trial that is evaluating the impact of aeration and sanding. These plots will be monitored throughout the 2016 and 2017 season.

- 3) Characterization of carbohydrate status of cranberry vines throughout the growing season.

The research carried out last year resulted in the development of a canopy characterization method that divided the cranberry canopy into two components; the green canopy, which is the photosynthetically active part of the canopy and the brown canopy, which consists of older wood. The separation of these two canopy components is important as they serve different physiological functions. As with other woody perennial crops, the 'wood' or brown canopy is an important source of carbohydrate and nutrient reserves. These reserves are critical to meet the

**Research Project Update (continued)****Rebecca Harbut, KPU, Sustainable Agriculture**

carbohydrate and nutrient demands during peak growth periods and contribute to the plants resilience in dealing with external stress. The CFD study carried out in 2015 has shown a trend of reduced brown canopy health (as indicated by depth and brittleness of tissue) prior to observing CFD symptoms in the green canopy. Beds affected by CFD may remain relatively asymptomatic in the green canopy until the reduction of the brown canopy becomes significant enough to affect the green canopy. It is important to develop a better understanding of carbohydrate and energy dynamics in the BC cranberry canopy in order to understand and develop appropriate practices. This project is focused on characterizing the carbohydrate and nutrient status of the brown and green canopy in affected and non-symptomatic tissue through the growing season. Taku has been collecting monthly samples from several fields which will be analyzed for carbohydrate status throughout the growing season and during dormancy.

**Use of drones to characterize cranberry bed conditions**

Partner: Aerobotika Aerial Intelligence Ltd.

In addition to the cranberry field decline project, we also have a project that is focused on the use of imagery to characterize field conditions. We have partnered with Aerobotika, a local company to carry out drone flights throughout the season to capture images of the changing canopy. We are using three types of cameras and are combining the image data with field data collected by our field research team. The aim of this project is to evaluate the use of imagery to detect field conditions more efficiently and perhaps earlier than we could with the naked eye. It is an exciting project that will hopefully provide some valuable information on how to effectively utilize technology to improve our crop management.

Be sure to stop and say hello if you see us out in the field and feel free to send us an email if you have any questions or want more information about the projects: [Rebecca.harbut@kpu.ca](mailto:Rebecca.harbut@kpu.ca) . Hope to see you at the Drop In session at BC Cranberry Demonstration & Research Farm on Monday, July 25th!

**BC Cranberry Communications Update**  
**April to June 2016 – Geraldine Auston**



**Dietitians of Canada National Conference**

The BC Cranberry Marketing Commission had a prominent position at the Dietitians of Canada Annual Conference in Winnipeg at the beginning of June. Over 400 Registered Dietitians visited our booth and had the opportunity to ask questions on cranberry products and health information. Most importantly, there was an opportunity to discuss the emerging controversy of

sugar as an added ingredient and the Commission was able to convey the importance of cranberries as a beneficial product over a single ingredient in value-added products. The good news is that many Dietitians understand the importance of balance in the diet and are not focussing on the recent controversies of added sugar.

**New informational piece**

A new two-page information piece "Enjoy the Goodness of Wholesome Cranberries" has been developed and printed by the Commission. This piece speaks to the beneficial aspects of whole food products versus the focus on ingredients individually. It is intended to speak to the public's potential concerns over ingredients in a practical fashion. The launch of this two-pager was at the Dietitians conference and they very much appreciated the practical, easy-to-read format and saw the value it would have in communicating with the public.

**Three new recipes**

Spring three new recipes were developed and posted to the [bccranberries.com](http://bccranberries.com) website. Marbled Coconut Cranberry Creamsicles, Flourless Cranberry Black Bean Brownies and Honey Roasted Cranberry Orange Compote have all been offered to the recipe bank with a view to encouraging year-round use of cranberries. They, along with the recipes developed last year, have been printed onto individual recipe cards for distribution at public events.



**Your industry representatives**

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