



CRANBERRY WEB

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

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New Agencies Licensed

New Agency licenses have now been issued by the Commission for the firms approved this summer. Pacific Canadian Fruit Packers Inc in Pitt Meadows, Pacific Coast Fruit Products Ltd in Abbotsford, and Highbright Produce Inc in Langley are licensed to receive cranberries from Growers.

Growers are reminded that all deliveries to an Agency must be covered by a contract with that Agency and the contract must be approved by the Commission prior to any deliveries.

Agency designation by the Commission does not alter or negate any existing contractual arrangements between a Grower and an Agency.

Free Producer Information Program

Ever wonder how marketing boards and commissions really work, what their real powers, and responsibilities are? If you do, there is a free information program sponsored by the Council of Marketing Boards (the Cranberry Commission is a member) for all producers licensed by a Board or Commission. The program will run from 10:30 AM to 2:00 PM on November 28th at the Ramada in Abbotsford.

The program includes a panel of producers who are industry leaders, explaining the benefits and burdens of regulated marketing. Also the Hon John van Dongen, former Minister of Agriculture and current Solicitor General and Minister of Public Safety will provide an insight on the government expectations and intentions for regulated marketing.

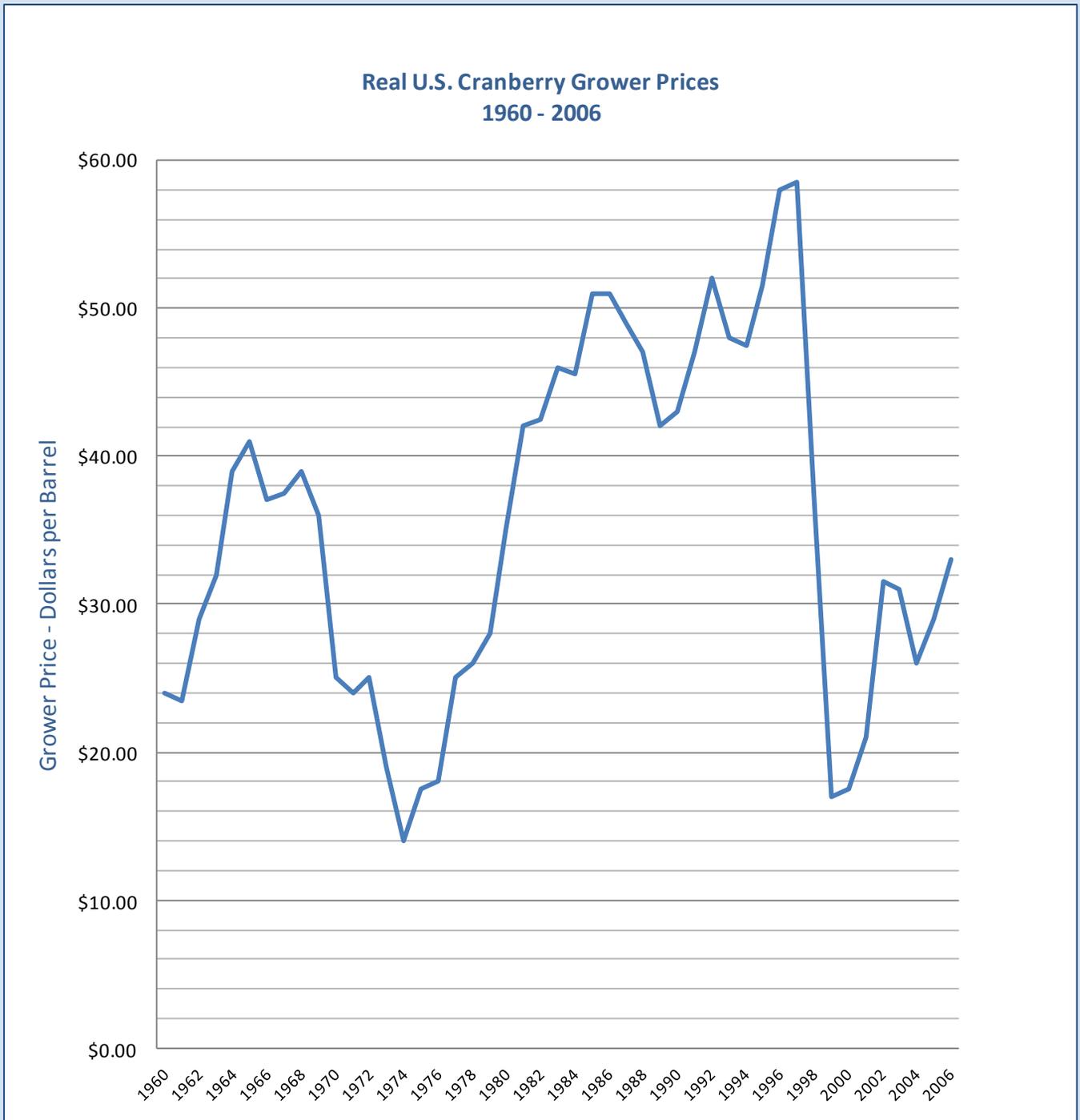
Contact the Commission for more information.

Cranberry Congress Notice

**The next Cranberry Congress will be held on
Thursday February 5 2009
at Mayfair Lakes.**

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





Prices are deflated by the Prices Received by Farmers All Farm Products Index (1990-92=100)
Source: NASS/USDA



The Commission has been working with the Farm Industry Review Board (FIRB) to bring some changes to the regulations that provide for the Commission's operations, powers and responsibilities. As part of those changes, the revised regulations when enacted, will mandate the establishment of an Industry Advisory Committee. Among other functions, one of the Committee's roles will be to appoint the independent member serving on the Commission.

As a starting point the Commission has determined that, subject to FIRB's approval, the Industry Advisory Committee should include a Processor, an independent Grower or a Grower licensed as a Producer Vendor, three 3 Ocean Spray Growers and such other persons who may be able to contribute to the industry. The Commission would like at least one of the Grower representatives to be a "young" farmer.

The Commission invites anyone who would like to serve on the advisory committee to let us know.

Carbon Trading

Carbon trading - is there anything in it for cranberry growers? Is there an opportunity for growers to generate an additional income source? These were the questions Commissioners pursued in a meeting with a representative of "Offsetters", a private company with an established carbon trading system. "Offsetters" assists firms to develop and implement strategies and processes that result in carbon emission reductions then sells those "credits" to firms that are increasing emissions.

To earn credits, a company must reduce its use of fossil fuels, electricity, or fertilizers in a sustainable manner. Commissioners felt that the pricing pattern in cranberry industry over the past several years had already caused growers to take steps to minimize their use of inputs. Understanding how the trading system works and the value of relatively modest emission reductions that could be readily achieved on cranberry farms, the Commission believes that at this time the potential benefits do not warrant an industry program.

This subject will be re-examined when the Government of the British Columbia provides more details on its provincial carbon "cap and trade" system.



*Grower Representatives
Sought to Serve on
Industry Advisory
Committee*

*Cranberry Growers
Already Taking Steps
to Reduce Inputs*



BC Cranberry Growers Association News & Information



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CLASSIFIED SECTION to be Added to BCCGA Website

The BCCGA website, www.bccranberrygrowers.com, will be adding a classified section that BCCGA members in good standing can advertise, at no cost, farm and cranberry related equipment and supplies for sale. Have a weed wiper, elevator or spare motor clogging up the barn? Why not list it on the website and clear up some space! Just contact the BCCGA by fax or email with details of the item(s) and your contact information and we will post the classified on the site.

The Classified Section of the BCCGA website will be up and running by mid October.

BCCGA Participates in “A Day at the Farm” at Westham Island Herb Farm

On a blustery, rainy Saturday September 20th, the BCCGA participated in “A Day at the Farm” held at Westham Island Herb Farm, sponsored and organized by the Delta Farmland and Wildlife Trust. This was the second year that the BCCGA participated with a booth. The purpose of the day is to introduce and educate the general public to farming and the origin of their food. The inclement weather reduced the number of attendees by 50% compared to the 2007 event. However, the die-hards that brought their families dressed in rubber boots and slickers were keenly interested in where cranberries come from and how they are harvested. Thankfully, this made the day pass quickly and thirty minutes before the end of the event the sun even came out! Many thanks to Westham Island Herb Farm and Delta Farmland & Wildlife Trust for their efforts.

