

CRANBERRY WEB

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

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UPCOMING EVENTS

- **November 15th:** COGA Program – **Building on our Image Using Social Media** with Andrew Campbell, Fresh Air Media, Bruce Vincent, Bruce Vincent Speaking and Megan Ward, BC Egg Marketing Board. For details about the workshop, please call Dianne at 604-897-9252.
- **February 4, 2014:** **BC Cranberry Congress** to be held at Mayfair Lakes Golf and Country Club, Richmond.

CHAIR'S REPORT

There are moments when one can be proud to be part of the BC cranberry industry and this year's Field Day was certainly one of them. We were privileged to have about 35 people from the US Cranberry Marketing Committee attend as well. The CMC was holding its Summer Meeting in Bellingham and we were pleased to have them join us. Scott Soares, Executive Director of the CMC provided a summary of the Committee's activities and invited us to attend their Summer Meeting. We also had the President of the Quebec Cranberry Grower's Association in attendance, Louis-Michel Larocque who spoke about the Quebec cranberry industry. Many thanks to our suppliers for their support and draw prizes. Last, but not least, a big Thank You to the DeWit Family for being some gracious hosts.

Your Commission, except for Bob Mitchell who was away at the time, attended the CMC meeting on the Thursday following the Field Day. The BC Cranberry Marketing Commission is a financial supporter of the CMC's international market development efforts. The CMC is currently undertaking a study regarding the Economic Impact of the Cranberry Industry in North America. BC will participate in this study.

At our recent Commission meeting we dealt with some issues that have been raised by the BC Farm Industry Review Board regarding the operation of the Commission. For many years the Commission has conducted a Review Engagement Review at the end of each year for its financial statements. According to the Natural Products Marketing (BC) Act Regulations, all boards and commissions are required to have an Audit Report. This will happen for 2013 and the audited statement will be presented as part of the 2013 Report to you at the AGM in 2014. This matter will be brought up at the AGM for discussion and grower input.

With harvest upon us, it would appear that this will be another good crop year. This seems to be a good-news/bad-news story - we all want a great crop, but then comes the challenge of marketing.

Jack Brown, Chair, BCCMC

BC CRANBERRY FIELD DAY - AUGUST 21, 2013



Approximately two hundred growers, researchers, suppliers and guests attended the 2013 Cranberry Field Day at Creekside Cranberries Ltd. in Langley, home of Jack and Joanne DeWit and Family.

The day featured researchers providing information on current projects and results and allied trade representatives displayed and were on-hand to talk about the newest and latest equipment, products and supplies for the cranberry industry. As well, growers displayed some of their own equipment they have found to be very useful.

Lunch time addresses featured Councillor Bev Dornan, Township of Langley, Louis Michel Larocque, President, APCQ (Quebec Cranberry Growers Association) and Scott Soares, Executive Director with the US Cranberry Marketing Committee.

After lunch there was an opportunity to view the cranberry bogs.

The Planning Committee led by Jack DeWit and Bob Mitchell did a great job of organizing an enjoyable and informative day. Cranberry Field Days are held every other year - the next one will be planned for the Summer of 2015.

Photos and a video of the Field Day will be added to the Commission's website - check them out at www.bccranberries.com.

On-Farm Food Safety Program

Heather Carriere, Program Manager, with BC ARDCorp., writes that thanks to the generous funding by the BC Ministry of Agriculture, the On-Farm Food Safety Program Implementation is once again able to accept funding applications.

Please feel free to call Vic Martens, Program Coordinator, at the ARDCorp office (604-854-4483) on Tuesday or Thursday mornings or by email at vmtechservices@shaw.ca if you have any questions.

BUY LOCAL PROGRAM

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Earlier this year, the Commission received funding from the BC Government as part of the Buy Local program, to promote the BC cranberry industry.

Some of the projects that are in the works or are completed include:

- ◆ Educational Unit for Primary Students – this fun resource about the BC cranberry industry introduces Superberry to students through reading, industry facts, recipes and more.
- ◆ New Recipe Cards – check out the delicious Cranberry-Lime Cream Cheese Tart, Cranberry Southwest Cornbread and Cranberry Mexican Wedding Cakes.
- ◆ Videos about the Cranberry Industry which include Blossoms and Bees and Learning about the BC Cranberry Harvest.
- ◆ Social Media: On July 31st, Alison Markin with All She Wrote, led a workshop for us about Social Media. For those of you wanting to learn more about social media tools, Sharon Goatley, has written a terrific article about ‘Using Social Media to Tell the Story of Cranberry Farming in BC’ – you can find it on the Commission’s website – www.bccranberries.com. Also on the website are links to Facebook, Twitter, Pinterest and Instagram.
- ◆ Website: The Commission’s website is also being updated – watch for the changes!

If you would like to receive any of these new resources or recipes, please give Dianne a call (604-897-9252) or email at cranberries@telus.net.

Funding support provided, in part, by the BC Government’s Buy Local Program; delivered by the Investment Agriculture Foundation of BC with funding from the BC Ministry of Agriculture.

US Cranberry Marketing Committee

On August 22 and 23, Commissioners had the opportunity to sit in at the Summer Meeting of the CMC held in Bellingham. Discussion included the Domestic and International Promotion Program, Trade Policies, Inventory Reports and Marketing Policy. It was good to meet with so many cranberry stakeholders. Updates including inventory reports are all posted to the CMC’s website. To view a variety of statistical reports, go to www.uscranberries.com. Navigate to the tab: The Cranberry Story and choose Data and Reports.

BC CRANBERRY RESEARCH FARM UPDATE - MIKE WALLIS

Since the last Newsletter, continued progress has been made at the BC Cranberry Research Farm.

Construction of the main reservoir was completed at the end of June.

The variety trials planted in June have established as well as could be expected in the virgin peat.

Weed pressure through the summer was minimal. Weeds in the majority were made up of birch, blackberry and the odd spruce sprig, with a smattering of grass and sedge species.



In mid September, a quarter acre plot of Wilapa Red plugs were planted, completing the variety trial planting in Bog 1. At the same time, 7 different varieties were planted to duplicated small plots in Bog 2, in addition to the 20 varieties established earlier in the summer.

Electrical service connection continues to move forward and road/building apron completion continues as material becomes available.

If you have any questions or would like to see the happenings at the Farm, please give Mike Wallis a call at 604-309-9868.



Funding for this project has been provided by Agriculture and Agri-Food Canada through the Canadian Agricultural Adaptation Program (CAAP). In British Columbia, this program is delivered by the Investment Agriculture Foundation of BC



Funding provided by:



Agriculture and Agri-Food Canada

Agriculture et Agroalimentaire Canada

CONSUMER EDUCATION - GERALDINE AUSTON

Fraser Valley Food Show – October 4th – 6th



Dianne and I will be going back to the bog again this Friday. Ocean Spray has kindly donated Craisins in its brand new packaging for distribution to the public – a perfect chance to let the public know about the new packaging and what to look for at the grocery store. This event is the perfect opportunity for us to talk to the public about the BC cranberry industry.

Take a Bite of BC

Fresh cranberries will be delivered to high school teaching kitchens throughout the Lower Mainland and Fraser Valley the week of October 21. It is always great to see the chef instructors and the student's creativity with our product!

“Blog from the Bog”

The BCCMC has arranged to host key BC food bloggers to experience the cranberry harvest this fall. We are very excited to see what they write about their experience and the BC cranberry industry.

Harvest Media Release and Drop

This week key media will be receiving our harvest release as well as a special gift from the bog. So exciting to share our harvest with the public!

Cranberry-Lime Cream Cheese Tart

For this delicious recipe and more – please go to the Commission's website www.bccranberries.com or email cranberries@telus.net.



Your industry representatives

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