

CRANBERRY WEB

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



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CHAIR'S REPORT

What a difference a year makes when it comes the weather. Last year we were concerned about water shortages and the way this year started it looked like it was going to be the same thing again. In spite of the weather the crop looks like we could set a new record in total production.

In July the Canadian Horticultural Council held their mid-year meeting in Richmond. I was able to join the farm tour on the 7th of July. We toured a Greenhouse operation, a potato processing plant, lunch at Krause Farms, a Blueberry processing plant and a topsoil operation. The day concluded with a Barbeque at Bill & Sandy Zylman's home in Delta. It was a very full day but worthwhile. It was a great opportunity to visit with farmers from all across Canada.

The Commission participated in a conference call with the Minister of Agriculture, this was just before a meeting of all the ministers and deputy ministers for all of Canada. It was nice to be included in this sort of call as the minister wanted a fresh update on BC issues to take with him to the conference.

We held another successful BC Cranberry Research Farm open house on July 25th. This was well attended and we heard from several of our researchers who gave updates on their projects.

The planning for the 2017 Cranberry Congress is well under way. Once again the speaker list is very impressive. I'm sure it will be well worth attending.

I would like to report that the transition to our new manager has gone very well, Heather has assimilated a great deal of information in a very short time. I look forward to working with her well into the future. On the same note the Commission will be reviewing all of our programs and guidelines as we move forward.

On the eve of harvest, good luck everyone. I look forward to seeing you at the next open house at the Research Farm.

Jack Brown, Chair
BC Cranberry Marketing Commission

Upcoming Events

Wednesday, November 3, 2016:
COGA Seminar – "Growing for Tomorrow: Making the Transition under the New BC Societies Act", Abbotsford, BC

Tuesday, February 7, 2017:
BC Cranberry Congress, Mayfair Lakes Golf & Country Club, Richmond, BC

March 28-30, 2017:
Berry Health Benefits Symposium (Cranberry Institute), Pismo Beach, California

BC Cranberry Research Farm Update

The 2016 growing season has come to an end, harvest is just beginning and another series of data collection is ongoing at the BC Cranberry Research Farm (BCCRF).

Renee Prasad, our Field Technician from UFW and ES Crop, has been kept busy this summer working on several projects in addition to some new Varietal Trials which were planted in Field 2. These are the next series of Rutgers cultivars which are showing potential for pathogen / rot resistance. Field 4 saw the inception of a long term Girdler Control Project which involved various rates of Nematode application and future sanding trials. The largest project which will involve significant data collection and tabulation is the Fungicide Trial Project in Field 1. This will hopefully demonstrate an effective fungicide program for our BC growing conditions.

The BCCRF also hosted three successful Grower/Industry drop in days on May 27th, July 25th and September 29th. We were fortunate to have our knowledgeable researchers available at these events to share their progress with us and answer our questions. We plan to host events like this again next year, and want to encourage everyone who has interest in cranberry production and the future progression of our industry to plan on attending our events.

Good luck with harvest,

BCCRF Board



BC Water Sustainability Act Update - Mike Wallis, P.Ag., BCCGA

The June Cranberry Web Newsletter included an article on the Water Sustainability Act (WSA) and how to use the water rent estimator tool to determine your water use and rental fee determination for water licensing.

While all non-domestic ground water and surface water users have to register for a water license and pay water rental rates, there are some exceptions.

A municipality can be a surface water license holder of water in ditches originating from river and rainwater. Growers diverting water from these ditches will not be required to apply for a water license on their own, as the municipality holds the licenses. City taxes applied to these properties will include the appropriate rates for annual water rental and annual operation/maintenance of ditches. Growers should confirm with the City if the ditch that they are diverting their water from is indeed operated by the City with a water license. For example, The City of Richmond pays the province for the irrigation use of river water and rainwater collected in the ditch, so individual property owners and operators are not required to pay the province separately. However, if the above doesn't apply to you, The Water Sustainability Act (WSA) requires all

existing non-domestic groundwater and surface water users to apply for a water license. Aquifers are not controlled by any municipality, and therefore, individual growers will be required to apply for a water license if the well is for non-domestic use. Below are the links to some brochures MOE has developed related to WSA and groundwater licensing that you may find useful.

1. Water Sustainability Act (WSA) Overview
<http://www2.gov.bc.ca/assets/gov/environment/air-land-water/water/laws-rules/wsa_overview_brochure_print.pdf>
2. Licensing Groundwater Users
<http://www2.gov.bc.ca/assets/gov/environment/air-land-water/water/laws-rules/gwlicensing_brochure_print.pdf>
3. Groundwater Protection for Well Owners
<http://www2.gov.bc.ca/assets/gov/environment/air-land-water/water/water-wells/gwpr2_owners_brochure_print.pdf>

Application fees will be waived for license applications for existing groundwater users that are submitted during the first 12 months from when the WSA came into force (from February 29, 2016 to March 1, 2017).



Are you interested in hosting the
2017 BC Cranberry Field Day?
Please contact Heather Carriere at
info@bcccranberries.com for more information.

BC Cranberry Communications Update - G. Auston

Agassiz Research and Development Centre Open House 2016

The BCCMC provided recipes, our new informational piece on health, industry information and Craisins for Agassiz Research Station Open House. This event is for the general public, with 700 people attending. Ocean Spray generously donated the Craisins.



The Annual Cypress Challenge

The BCCMC arranged Craisins for Cypress Challenge event for BC Cancer Foundation to raise funds for pancreatic cancer research. Craisins were provided to all riders at the end of the event. The event raised \$400K for pancreatic cancer research and had 750 riders. The Craisins were donated by Ocean Spray. <http://www.cypresschallenge.com/>



BC Agriculture in the Classroom 2016 Summer Institute

The BCCMC is a proud supporter of BC Ag in the Classroom, and this year we provided them with posters for distribution to their Summer Institute. The poster depicts dry and wet harvesting as well as processing of cranberries in BC.

The BCAITC Summer Institute offers “A feast of fresh local food, tours through Fraser Valley Farms, and a passion for agriculture were the trend during the Summer Institute course for teachers this year. Thirty-three teachers attended the 3 credit university course, which is offered in collaboration with UBC and the BC Agriculture in the Classroom Foundation.

The Summer Institute has been running since 1998 and over the years there has been over 670 participating teachers. This year, teachers from as far away as Ontario, Saskatchewan and Vancouver Island came out to the agricultural hub of Abbotsford for a week long immersion of everything agriculture. For more information on the Summer Institute, please click [here](#).

Westham Island Herb Farm Day at the Farm - September 10, 2016

The BCCMC provided Cranberry banner stands, recipes, and industry information to the BC Cranberry Growers Association manager, Mike Wallis, who attends this event every year.



Choose Food for What it Contains - Not What it Lacks

Although reading ingredient lists on food labels is valuable to confirm what the product is made of, *only* referring to the numbers on the **Nutrition Facts** table can be misleading. For example, many candies have zero grams of fat or salt which appears good, yet they also lack nutrients and fibre - not good.

A typical chewy candy ingredient list (such as gummy bears or jelly beans) includes: corn syrup, sugar, water, modified corn starch, gelatin, citric acid, natural and artificial flavours, mineral oil, colours (with tartrazine), carnauba wax. The ingredient list for dried cranberries includes: cranberries, sugar and sunflower oil. Each ingredient is real and recognizable.

Although both the candy and the dried cranberries contain sugar, **there's a** vast difference in QUALITY when looking at nutrients, calories and fibre. Dried cranberries and raisins are foods that originate in nature as fruit. Most candies are made in a factory with few, if any, natural ingredients.

Sweet, Chewy Snack	Calories	Sugar (g)	Fibre (g)
1 chocolate bar	250-400	25-45	0
¼ cup jelly beans	400	80	0
¼ cup chocolate chips	320	36	0
¼ cup raisins	130	24	1
1/4 cup dried cranberries	130	29g	3

Similar observations can be made when comparing the labels of cranberry juice or 100% fruit juice to soda pop or beverages that contain no actual real fruit.

Keeping food choices as **wholesome** and **natural** as possible is important. Some refer to this as 'clean' eating. But even in a 'clean' approach, be sure to choose food based on what it actually *provides* to the body rather than what the food *lacks*. **Positive versus negative nutrition!**

A food lacking sugar is not a guarantee it is a healthy food. The reverse is also true. If a food contains sugar, it doesn't necessarily mean that particular food isn't valuable at all or a source of any meaningful nutrients. Cutting back on added sugars, particularly in low nutrient foods, is a very good thing. In trimming sugar, avoid cutting out wholesomeness. Don't throw the baby out with the bath water.

Keep It Wholesome. Choose Cranberries.



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