

CRANBERRY WEB

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



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Upcoming Events

November 1, 2017:

COGA Session, Abbotsford "Building Capacity: Governance Issues for Today"

February 19, 2018:

2018 BC Cranberry Congress, Mayfair Lakes

March 7, 2018:

BC Cranberry Marketing Commission and BC Cranberry Growers Association Annual General Meetings, Mayfair Lakes

CHAIR'S REPORT

I hope everyone has survived the long, hot summer. It has been ideal for those growers renovating their bogs.

Interesting times in our industry. At the Cranberry Institute meeting held in Washington State in August, it was decided to ask the US Secretary of Agriculture to impose a volume regulation. Since then, there has been a great deal of discussion on this topic in all sectors and the intent is still to have a regulation. We don't know the details of the regulation or when it will be signed. The Commission will be monitoring this closely as our responsibility is to ensure the best results for our growers over the long haul.

The BC Cranberry Field Day was held on August 22nd at Coast Cranberries in Langley. We had a good turnout, the weather cooperated and everyone enjoyed opportunity to visit. A **HUGE THANK YOU** to the Martini family for hosting this event, and to Dale for being the boots on the ground to help the day be a success.

In September the Commission had our meeting at the Farm followed by a grower Open House in the afternoon. There was a great exchange of information with Nick Vorsa and Rebecca Harbut.

I would be remiss if I didn't mention the retirement of our long standing Solicitor Ralph May. Ralph has spent a great deal of his career involved in agricultural issues. Ralph's son Spencer has taken over our file and I have no doubt the transition has been seamless. Thanks Ralph, enjoy your retirement.

As everyone gets into harvest, just a reminder to have all of your Health and Safety Procedures in place and ready to go.

Have a great harvest everyone!
Jack Brown, Chair

BC Cranberry General Orders – Part 9 Planned Production on New or Additional Acreage

Notification of New Planting

1. Other than consolidating existing cranberry bogs, any person intending to plant new or additional acreage of the regulated product must notify the Commission by December 31st in the year prior to the year of planting. The notification shall include:
 - (a) The number of acres intended to be planted;
 - (b) The legal description and street address of the land on which the cranberry planting is intended;
 - (c) Confirmation the applicant owns the land or has a lease on the land for a term of at least three years;
 - (d) Confirmation from a designated agency that it will accept the production from the additional acreage;
 - (e) In the case of Producer Vendors a marketing plan, acceptable to the Commission, for the production from the new or additional acreage.

Confirmation of Planting

2. A person filing a notice under Section 1 of this Part is also required to notify the Commission when the planting has been completed.

Failure to Notify

3. In the event that new or additional acreages of the regulated product were planted without properly notifying the Commission, the Commission may at its discretion, exclude all or part of the production from those acreages when determining marketing orders as described in Part 10.



2017 BC Cranberry Marketing Commission Scholarship Winner – Jackson Harris

My name is Jackson Harris. I live and work on Fraserland Farms in Delta, British Columbia. I have been involved with the farm since a young age and have always had a passion for agriculture. Our farm is a diverse business that is always evolving. I think it is an exciting time to be in agriculture as technology continues to enhance traditional farming methods. Currently I am enrolled at the University of Manitoba in the agriculture diploma program. The program takes place over two years and covers many aspects of farming including economics, soil science, crop production, public relations and farm safety. I have also taken courses in bee keeping and have hives to help with pollination in our cranberries. After my time at university I am planning to return to our farm with new ideas to grow our current farm business. I am honored to have been chosen for the BC Cranberry Marketing Commission 2017 Scholarship and would like to thank the committee for their support.

2017 BC CRANBERRY FIELD DAY

The BC Cranberry Marketing Commission and the BC Cranberry Growers Association are wish to say thank you to all that attended the 2017 Cranberry Field Day!

On August 22, 2017, approximately 115 growers, researchers, suppliers and guest attended the 2017 Cranberry Field Day at Coast Cranberries Ltd in Langley, BC. The day featured researchers allied trade representatives on-hand to discuss the latest research, products and services for the cranberry industry.

The Planning Committee, led by Jack DeWit and Bob Mitchell, did a great job organizing an enjoyable and informative day. Cranberry Field Days are held every other year – the next one will be planned for the Summer of 2019.



Fantastic equipment displays!



Wonderful cranberry-themed meal!



Great people!

**A big THANK YOU to Coast Cranberries Ltd.
for hosting us!**

BC Cranberry Research Farm Update

The hot summer at the Research Farm was a period of much application observation and data collection.

Year two of the fungicide trial / demonstration went onto Field 1. The different fungicide products were applied through all the varieties to determine if we will see a positive response – increasing quality compared to untreated plots. Year two of the Nematode / Girdler Trial in Field 4 is on-going. This is a long term project to demonstrate that areas with nematode application will have reduced girdler populations. In the Pesticide and Plant Hormone Screening Trials in Field 3 we are starting to see it point to the viability of new products. All the above projects are now being evaluated and data collection is ongoing for the final report presentation at the Cranberry Congress in January 2018.

The Decline/Canopy Management project has been ongoing in Field 3. There are multiple reps of sand/sawdust and 50:50 mix topdressing as well as different pruning treatments applied throughout the two varieties along the length of the field. Data collection has been moving forward throughout the summer months with the fruit collection evaluation currently taking place.

Ove the summer we had a few events at the Farm. In June we hosted the grower drop in with Dr. Nick Vorsa overseeing his latest varietal plantings for his Rutgers varieties. In July we had world renowned Plant Virologist Dr. Bob Martin spent the day at the farm collecting samples with a host of local researchers.

September we had another Grower Drop in day Featuring Dr. Rebeca Harbut talking about the Canopy Management and Decline project. Dr. Vorsa also attended reviewing his varietal trials and preparing with Dr. Renee Prasad and her team for the fall data collection.

With all this information gathering we should have some very interesting presentations at the 2018 Cranberry Congress.

All the best for Harvest 2017.

BC Cranberry Research Society

This project was funded in part by the Investment Agriculture Foundation of BC through programs it delivers on behalf of Agriculture and Agri-Food Canada and the BC Ministry of Agriculture.



Entertainment Idea:

Slide 5 – 10 frozen cranberries on a wooden skewer. Keep cranberry skewers in the freezer for attractive swizzle sticks for lemonade, cranberry and soda or other refreshing drinks!

Cranberry Institute Update

By Terry Humfeld, Executive Director, Cranberry Institute

The Cranberry Institute, with support from the U.S. Cranberry Marketing Committee, and beginning this year, also from the British Columbia Cranberry Marketing Commission, maintains a comprehensive public affairs program designed to promote the health benefits of cranberry products and defend the industry from negative publications about the health benefits of cranberries. With the industry still reeling from the October 27, 2016 negative research article, [“Effect of Cranberry Capsules on Bacteriuria Plus Pyuria Among Older Women in Nursing Homes”](#) and the accompanying editorial piece, [“Cranberry for Prevention of Urinary Tract Infection? Time to move on”](#) that was published in the Journal of the American Medical Association (JAMA), we set out to change the conversation about cranberries in 2017.

With direct BCCMC support, CI’s public relations firm, Pollock Communications, secured the services of Julie Miller Jones, PhD, CNS, LN, a leading and credible nutrition expert, to help us change the conversation about cranberries from “added sugar” to “added sugar with health benefits.” She was the primary source for an article that appeared in the Huffington Post, [Eat this not that! Tired of the food avoidance drama?](#), which touted the whole body benefits of cranberry juice cocktail.

However, we also learned that the Cochrane Review was planning to publish an update to their 2012 review, [“Cranberries for preventing urinary tract infections”](#) in 2017. The 2012 review concluded that cranberry products did not help to prevent urinary tract infections and that further research was not necessary. Therefore, with direct support from BCCMC, Pollock Communications developed a response plan that included best and worst case scenarios and the expert services of prominent urologists to respond as needed. As of this writing, the Cochrane Review update has not been published, but we are ready.

Fortunately, we learned earlier this year that a pro-cranberry UTI meta-analysis, [“Can cranberries contribute to reduce the incidence of urinary tract infections? - A systematic review with meta-analysis and trial sequential analysis of clinical trials”](#), was to be published in the prestigious Journal of Urology.

The review’s authors concluded that the results of the present work could be used by physicians to recommend the ingestion of cranberries to reduce the incidence of UTIs, particularly in individuals with recurrent UTIs, and so to also reduce the use of antibiotics which can lead to worldwide emergence of antibiotic resistant organisms. Even better, the review was not supported by funds from the cranberry industry. On September 19 we distributed a [press release](#) to promote publication of the review which has so far generated over 196.3 million impressions from more than 320 placements in online consumer and trade coverage. In addition, it’s gotten good traction on social media reaching over an estimated 700,000 people.

Those of us in the cranberry industry understand that the products we grow and sell provide significant health benefits to consumers. The Cranberry Institute, with the support of organizations like BCCMC, is working hard to make sure that consumers continue to believe in the healthy attributes of our cranberry products.



Special Events

Agassiz Open House - July 22nd was the annual Open House at the Agassiz Research & Development Centre. It was a fun event, with interactive stations for kids of all ages to learn more about different sectors of the industry.



BC Union of Municipalities Tour – The BCUM Tour on September 25th included a stop at our very own Cranberry Research Farm in Delta. With Dr. Prasad guiding them through the bogs and providing interesting information on the crop and research, the day was a huge success for all.



BC Cranberry Growers Association News

BC HYDRO IRRIGATION SEASON EXTENSION

As harvest approaches, just a reminder that if you require an extension for your irrigation account(s) you should email or fax and include the BC Hydro account number(s) that you wish to be extended to the contact listed below. They have indicated that extensions should be requested as soon as possible and that they will be unable to extend accounts for requests received after October 31, 2017.

Special Billing for BC Hydro

333 Dunsmuir St. 11th floor
Vancouver, B.C. V6B 5R3

Office: 604.623.4405

Fax: 604.623.4503

Email: special.billing.casc@bchydro.com

BC Cranberry Growers Association News - continued

WSA and Extension of Fee Waiver Period For Existing Groundwater Use Applications

The new Water Sustainability Act law requiring licensing for non-domestic groundwater (and surface water) use e.g. irrigation, industrial, etc., applies to regional cranberry growers differently. Growers in Richmond do not have to have a water licence for irrigation as the City of Richmond is a water purveyor and therefore growers accessing water from municipal irrigation/drainage ditches pay for their water use through municipal taxes.

Pitt Meadows controls the level of water in their municipal ditches but is not licensed as a water purveyor; consequently farmers in Pitt Meadows are required to register their non-domestic water use. Check with your municipality if you are in doubt.

The following article was circulated by email to BCCGA members but I think it is worth circulating again.

On February 29, 2016, the provincial government brought the *Water Sustainability Act* into force along with the [first phase of regulations](#). The *Water Sustainability Act* updates and replaces the old *Water Act* and delivers on an important government commitment to ensure our water stays healthy and secure.

The new laws include licensing requirements for non-domestic groundwater users, e.g., irrigation, waterworks, industrial, or power purpose. An application for an authorization (licence or use approval) for non-domestic use of groundwater must be submitted on or before **March 1st, 2019** to be in compliance with the law. **To encourage users to apply early, the application fee waiver period for existing non-domestic groundwater users has been extended to December 31st, 2017.**

There are benefits to getting your groundwater/surface water licence application in early. By submitting an application for existing non-domestic groundwater use, government will have the knowledge of your use and be able to consider it during water scarcity, when reviewing other applications, and to provide notice when other applications may affect the security of your water.

Domestic groundwater use is exempt from licensing and fees. A domestic groundwater user has a well and uses that water for household purposes, such as drinking, washing, watering a garden, or providing water for domestic animals and poultry. Domestic well owners are encouraged to register their well to make their water use known so it can be protected. Not sure if your well is already registered? Contact [FrontCounter BC](#).
<http://www.frontcounterbc.gov.bc.ca/>

More information about the *Water Sustainability Act* and the new regulations can be found here on the [Province's water website](#) <http://www2.gov.bc.ca/gov/content/environment/air-land-water/water>

For specific direction and guidance on how to apply for a groundwater licence, please visit [FrontCounter BC](#).
<http://www.frontcounterbc.gov.bc.ca/>

Meet Brian DeWit of Riverside Cranberries!

With farming as a part of his family's history, Brian DeWit is a proud BC cranberry farmer in the Glen Valley area where he is raising his family to appreciate the noble profession.

One of seven children, Brian was born and raised on the family farm in Glen Valley, near Fort Langley, BC. The family farm included dairy, hogs and eventually cranberries. Growing up, Brian was accustomed to hard work on the farm and even helped neighbours by becoming a milker for them after school.

When high school was done, Brian wanted to explore the world. Seeing new places, experiencing new things – Brian loved to travel. But he always came home to help out, and helped his dad plant the farm's first cranberries in 1998.

Brian will tell you that his transition into having his own cranberry farm was a natural progression. After all his travels, the idea of farming spoke to him. He settled in the Glen Valley area down the road from his dad's farm and around the corner from his brother's farm. The timing was fortunate – Ocean Spray was looking to have more acres planted in 2009, and Riverside Cranberries was born. Today, it is a 44 acre farm with 35 acres planted to cranberries.

As with other farmers, Brian expresses that farming is more than a job - it's a lifestyle. In his own words, he describes his life as a cranberry grower as a blessing. "I know how fortunate I am to be doing what I do, and to have my family around to share it with." Brian states. Cranberry farming gives him the opportunity to provide for his family, while having the flexibility to spend time with them in a way he couldn't at a different kind of job.

To read the rest of his story, visit bccranberries.com.



Your Industry Representatives

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Vice-Chair, Scott May
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Kyle May
Kyle Botkin
Executive Director (staff),
Mike Wallis