



CRANBERRY WEB

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

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2009 AGM Election - Jeff Hamilton

Jeff Hamilton was re-elected as a Commissioner for a three year term at the February 18 2009 Commission AGM. Jeff and his family farm about 100 acres of cranberries on Vancouver Island.

Jeff has served several terms on the Commission and is currently its Vice Chair.

Commission's 2009 Budget

Because of the smaller 2008 cranberry crop the Commission expects its levy and license income to decline from \$365,000 (2007 crop) to \$330,000. In adopting its 2009 expenditure budget, projected costs were similarly reduced to \$345,000 leaving a small deficit to be covered by previous surpluses. Part of the planned 2009 expenditures includes the August Field Day.

Enquiries About Cranberry Production

The Commission is noticing an uptick in the number of enquiries from current Fraser Valley land owners concerning utilizing their land for cranberry production.

Normally each year a few growers contact the Commission for initial information about cranberry production but in the past few months the number of contacts is growing to a few each month. The increase may be fostered in part by lower prices for blueberries, by Ocean Spray's efforts informing potential growers of the Co-op's need for an increasing quantity of cranberries, and in part by the possible termination of the potato anti-dumping duty protection currently enjoyed by BC potato growers.

Europeans Get Serious About Cranberry Health Benefits

A new Association in Europe "EuraCran" has been formed to standardize the measurement of cranberry extracts. Its first project is to harmonize the methods, thereby enhancing the reliability of the results, for determining the level of proanthocyanidins (PAC's) in cranberries.

Studies have shown the European consumers pay even more attention to the product's contents and health related information when making food purchases. The work of the Association is intended to improve consumers' confidence in the label information.



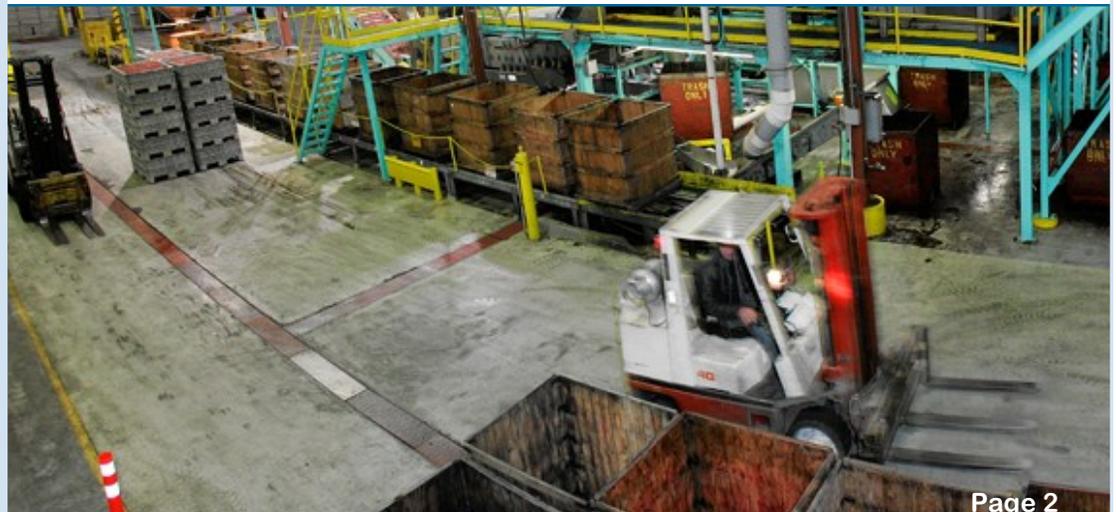
*Appetite for Cranberry
Information an
Opportunity to Grow the
Market*



Geraldine Auston, Director of Marketing

There seems to be an insatiable appetite for information on cranberries, both for health and for new ways to enjoy them. To exploit those opportunities and grow the market for cranberries we are currently involved in the following activities:

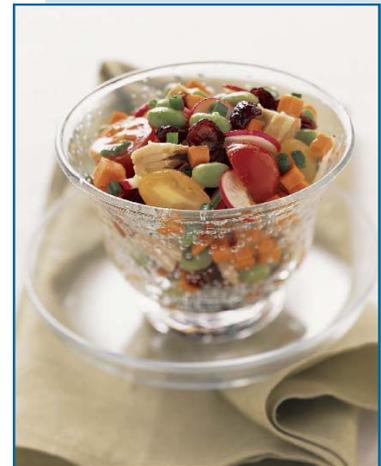
- Attended BC Foodservice Expo, January 27 & 28, 2008. Sampled new Cranberry Salsa Recipe to food service professionals.
- Sponsored BC Chefs Association Jr. Chapter Hot Competition January 27 & 28, 2008.
- Wellness Show cooking stage sponsorship – February 1, 2 & 3, 2008.
- Sponsorship and attendance at Dietitians of Canada – BC Regional Conference – February 29, 2008. I was able to speak to and distribute some health information to about 125 BC dietitians.
- Sponsorship and attendance at Dietitians of Canada National Conference & attendance at Trade Show in Winnipeg, June 14, 2008. Spoke with and distributed presentation folders with industry and health information to over 200 health professionals in 3 ½ hours.
- Sponsorship of Dietitians of Canada – Ontario Regional Conference – November 13, 2008 Toronto.
- Creation and development of a Cranberry Bookmark which gives the equivalent consumption measurements for optimum health benefit.
- Creation and development of “Cranberry Health Snapshot”, the newsletter of the BCCMC that specifically targets Canadian dietitians and health professionals.
- March 2008 and November 2008 distribution of “Cranberry Health Snapshot” to over 2,000 dietitians (each mailing) nationally.
- Attendance at 2010 Olympic Opportunities Workshop
- Recipe development – Recipes developed in 2008 include:
 - * Cranberry Salsa
 - * Cranberry Glazed Ham
 - * Cranberry Decadent Cookie
 - * Cranberry Cheesecake



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- Our Cranberry Recipe Brochure was reprinted for the third time! Over 6,000 recipe brochures have been distributed since August 2007.
- Began development of Cranberry Educational PowerPoint to be used in a variety of applications from classrooms to business presentations and more.
- Attended Eat! Fraser Valley, September 12-14 and received a very positive reception with over 3,500 consumers sampling cranberry salsa and Craisins.
- 2008 Cranberry Season Media Release & Media Drop - Red...Not just a fall colour! was distributed to about 50 media contacts in print, radio and TV. The reception was very positive:
 - * CityTV's Breakfast TV gave cranberries coverage on two separate occasions in October:
 1. seven segments were televised 'from the bog' and
 2. the Jr. Chefs appeared and made three of our recipes
 - * Cranberries were the cover shot on the Vancouver Sun on October 28
 - * CBC Radio's The Almanac interviewed Lisa May on October 10 about all things cranberry
 - * Our media release went international for the second year in a row with publication on the FreshPlaza website.
 - * Also, we received coverage in the Province Newspaper, various regional newspapers as well as regional agricultural publications.
- Distribution of recipes, bookmarks and industry information to:
 - * BC Home Economists Conference (325 attendees)
 - * Delta Chamber of Commerce (100)
 - * Toastmasters Conference (300)
- Associate Memberships – BC Chefs Association & Baking Association of Canada

*Over 6,000
Cranberry Recipe
Brochures
Distributed*





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BCCGA Annual General Meeting

The BCCGA held its Annual General Meeting at the Mayfair Golf & Country Club on February 18, 2009. The event was held following the BCCMC AGM.

Chair Lisa May welcomed the membership and the 2008 Director's Report was presented by power-point by Mike Wallis, Executive Director of the Association.

The 2009 budget was approved and incorporates the slight increase in membership fees from \$5.00 per producing acre to \$7.00 per producing acre based on the 2008 year acreage. This increase allows the Association to slowly replenish contingency funds which have been drawn down over the past several years. If you haven't submitted your 2009 membership levy please do so. Your support is appreciated and needed!

Todd May, Dave Duchek and Lisa May's term as Directors were completed at the start of the 2009 AGM. All agreed to stand for re-election and were voted in by acclamation.

BCCGA 2009 Directors and Officers

Lisa May	Chair
Bob Hopcott	Treasurer
Dave Duchek	Secretary
Grant Keefer	Director
Todd May	Director
Darshan Banns	Director
Mike Wallis	Executive Director (Staff)

2009 Cranberry Congress in Quebec City

The Association des Producteurs de Canneberges du Québec, are hosting their 2009 Cranberry Congress March 23-24 in Quebec City, Quebec.

The theme of the two day Congress is titled, "The environment at the heart of our concerns". Day one of the environmental topics include a study on the hydrological impacts of cranberry production on the Becancour River watershed, drainage monitoring, cranberry farm effluents and governmental policies and perceptions. Also included are Regional summaries from BC, Quebec, Maritimes and the United States.

Day two includes updates on the health effects of cranberries, an overview of research projects funded by the Cranberry institute and technological innovations in cranberry production, machinery and equipment. This is followed by the Annual General Meeting of the Quebec Cranberry growers Association. Registration is requested by March 13, 2009. Contact the BCCGA office for more information.

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