



# CRANBERRY WEB

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

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*cranberries*



## 2010 BC Cranberry Scholarship

The Commission is pleased to award its 2010 student scholarship to Maggie Walsh of Qualicum Beach BC. Maggie's family operate Echo Valley Farms producing cranberries and potatoes.

After completing high school with very strong grades, Maggie has enrolled in sciences at Vancouver Island University in Nanaimo. She is working on a Bachelors of Science degree tilting towards a career in agriculture and animal industries.

Congratulations Maggie - obviously a very worthy recipient and we hope this helps achieve her goals.



## 2011 BC Cranberry Congress

Reserve this date (tentative)  
The 2011 BC Cranberry Congress will be held on  
Wednesday Feb 9 at Mayfair Lakes

## Cranberry Research Centre

There seems to be quite a few technicalities to satisfy before we can acquire title to the property for the planned Cranberry Research Centre. The industry is ably assisted by Ralph May and we are proceeding on the basis that all pre-requisites will be met in due course.

To own and operate the Research Centre, the Commission is sponsoring the registration of a new organization - the BC Cranberry Research Society - to be directed by the Commissioners and the nominee of the BC Cranberry Growers Association. The Association has now chosen Grant Keefer.

Todd May (shown to the right) has been appointed as President of the Centre with Jeff Hamilton as Vice President.

An application for funding has been made to the AgriFlexibility fund which



(Todd May, newly appointed Cranberry Research Centre President)

is jointly sponsored by the BC Ministry of Agriculture and Lands and Agriculture and Agri Foods Canada.

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*2010 production estimate 5% above the 5 year average.*



*“If the CMC institutes a volume regulation, the BC Cranberry Marketing Commission would then consider the possible application of a similar policy here.”*

## Cranberry Supply and Usage

Data presented at the August (US) Cranberry Marketing Committee (CMC) Meeting shows strong process product and export sales, but an uptick in productivity and acreage is leading to growing inventories. Growers fear that the inventory overhang has the ability to depress grower prices.

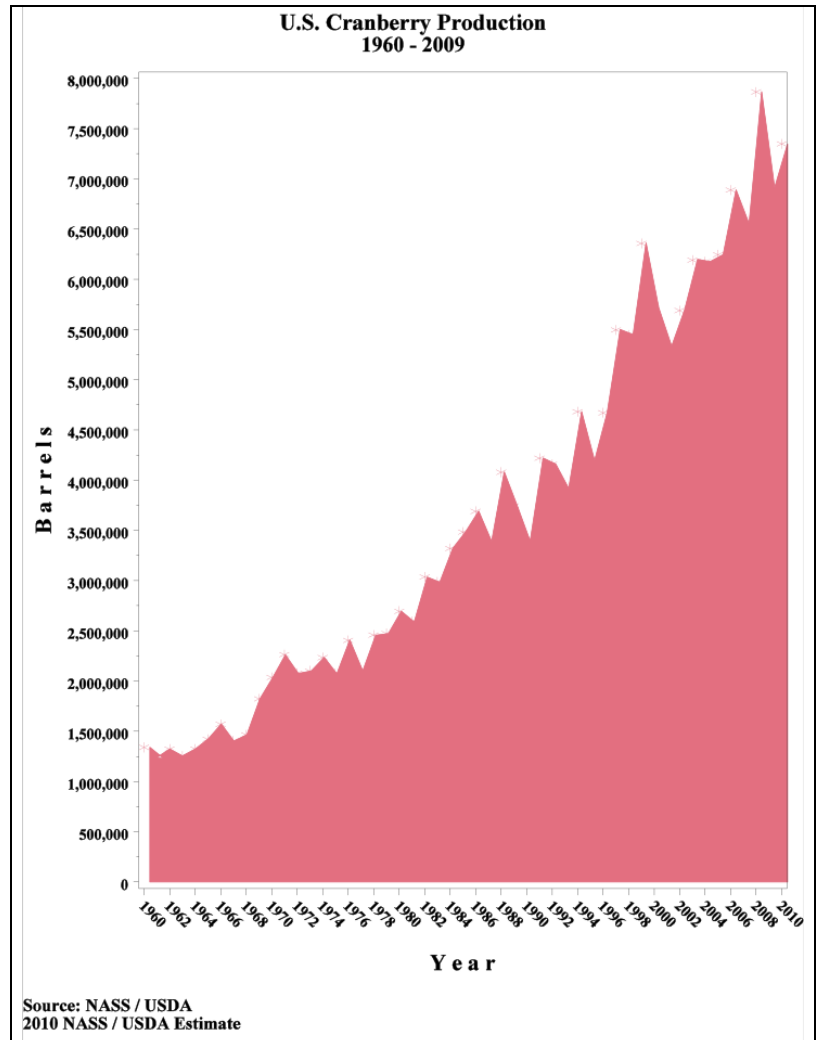
2010 production estimates suggest a North American cranberry crop of about 7,250,000 barrels, which would make it the second largest crop on record, down from the 2008 peak of 7,865,000 but 5% above the 6,893,000 recent 5 year average. The year over year increase is largely attributable to production in Wisconsin.

The (US) Cranberry Marketing Order, which establishes the CMC also includes provisions to restrict supply. The purpose of a volume restriction is to stabilize grower prices. This can be done in two ways, by restricting the volumes processors can handle or by restricting the amounts growers can deliver.

Grower restrictions are traditionally based on percentages of historical deliveries adjusted for developing acreages.

argued they were already experiencing depressed prices and urgent action was needed now.

The CMC agreed to form a working group comprised equally of Ocean Spray and independent growers, who are tasked with bringing a recommendation to the February CMC meeting. One of the issues raised during the debate is the fact that any CMC volume control would not extend to Canada or Chile. Some argued that this absence means that US growers could bear the burden while



Given the numbers, the CMC debated, and narrowly rejected, motions to implement volume restrictions. Some argued that the “pipeline” (inventory required to maintain production, distribution and delivery throughout the year) requirements have expanded with new products and increased sales and that current inventories were not a threat, others, notably the “independents”

Canadian and Chilean growers could benefit.

If the CMC institutes a volume regulation, the BC Cranberry Marketing Commission would then consider the possible application of a similar policy here. Quebec, now producing more cranberries than BC, does not have a mechanism to potentially control supply.



## Update of the Water Act Modernization

September 2010

The following is an excerpt from the Executive Summary of the BC Government, "Report on Engagement" of the Discussion Paper on the BC Water Act Modernization, [www.livingwatersmart.ca/water-act/](http://www.livingwatersmart.ca/water-act/)

The BCCGA participated in this process and submitted a written response; contact the BCCGA office for more information.

In February 2010, the Government invited submissions from British Columbians on a *Water Act* Modernization (WAM) Discussion Paper. The Discussion Paper proposed eight principles to underpin a modernized *Water Act* as well as four goals, supporting objectives and possible solutions. The Discussion Paper and a supporting Technical Background Report were developed to further encourage dialogue on ways to modernize the *Water Act* and describe opportunities for using, sustaining and managing water resources in our changing environment.

In addition to the Discussion Paper and submission process, the Ministry of Environment held a series of 12 one-day public workshops across the province during March and April 2010, including three sessions specifically for First Nations.

In response, the Ministry received approximately 900 written submissions from a range of individuals, First Nation organizations and stakeholder groups. In addition, over 500 participants attended the *Water Act* Modernization workshops. Over 80 percent of submissions came from individual British Columbians. Formal submissions were made by a variety of sector groups including agriculture, energy, forestry, local government, mining, water industry, professional, community and environmental organizations. Comments received covered a broad range of interests and perspectives and are summarized in this report.

Overall, there was broad support for the eight principles and goals described in the Discussion Paper. Many submissions only addressed specific principles, goals and options of particular interest; others also provided valuable commentary on additional measures, concerns, suggestions as well as comments on the process itself. Key messages from submissions on *Water Act* Modernization included the following:

**Develop clear standards, processes, responsibilities and expectations for managing BC's water.** Respondents strongly supported standards-based, mandatory water allocation plans that are developed collaboratively, under the guidance of

strong provincial leadership. Key to the success of these plans are proactive measures which encourage and reward efficient practices and reduce demand. This included calls to examine first-in-time, first-in-right and priority of use allocation options in times of scarcity.

**Regulate groundwater extraction and use.** Respondents who addressed this issue strongly supported the regulation of groundwater in BC. Recognition of the important connection between surface and groundwater was a recurring theme in many submissions.

**Improve current water governance arrangements.** Respondents strongly supported improving water governance but overall, expressed no clear preference for centralized, delegated or shared water governance options. Many submissions acknowledged that the specific approach will likely be a function of local conditions and interests, management issues and capacity. Respondents requested the opportunity to further evaluate the spectrum of options in greater detail.

**Proactively protect drinking water, food production, clean energy and ecological health.** Respondents called for a water allocation system that prioritizes drinking water, food production, clean energy production and protects ecosystems. There was strong support for environmental flow and stream health standards while promoting efficiencies and recognizing non-consumptive water use in industry.

**Recognize land - water connection.** Many respondents highlighted the land-water inter-relationship and how land use practices affect water quality, quantity and timing of flow. There was substantial support for a modernized *Water Act* to protect watershed health in land use and resource development decisions and practices.

**Balance ecological protection with economic priorities.** Many submissions called for balancing these competing interests through adaptive standards and effective, enforceable rules, integrated with (...continued on page 4)

*"Respondents who addressed this issue strongly supported the regulation of groundwater in BC."*



*"Respondents strongly supported standards-based, mandatory water allocation plans..."*







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## Update of the Water Act Modernization (cont. from page 3)

related legislation and fee equity practices to create clear expectations and certainty for all water users.

**Balance ecological protection with economic priorities.** Many submissions called for balancing these competing interests through adaptive standards and effective, enforceable rules, integrated with related legislation and fee equity practices to create clear expectations and certainty for all water users.

**First Nations interests must be respected.** First Nations view water of utmost importance and of high cultural and economic value. First Nations maintain that the WAM process does not meet the standards set in the *New Relationship* nor constitute

meaningful consultation. These submissions maintained that further, continued dialogue is required.

**The Province's timelines for modernizing the Water Act are too short.** Most submissions requested more time and additional opportunities to comment on *Water Act* Modernization proposals before final options are recommended to Government.

The Report on Engagement and all public submissions were recently posted on the *LivingWater Smart* website. These can be accessed at

<http://blog.gov.bc.ca/livingwatersmart/> or  
<http://www.livingwatersmart.ca/water-act/submissions>

## CHANGES TO REQUIREMENTS FOR BCSAWP WORKER DRIVER LICENSES

On July 30, 2010 the Motor Vehicle Act (MVA) and the MVA Regulations were amended to allow workers participating in the BC Seasonal Agricultural Workers Program (BCSAWP) who hold a valid driver's license in their home jurisdiction to remain exempt from the requirement to obtain a British Columbia Driver's License for the duration of his/her contract.

Workers claiming a BCSAWP exemption should carry the following documentation at all times while driving and should present it to a police officer upon request:

- A **driver's license from the driver's home jurisdiction** that is valid for the class of vehicle being driven;
- An **International Driving Permit** (strongly recommended) in one of Canada's official languages;
- A **valid work permit** issued by Citizenship and Immigration Canada under SAWP

**NOTE:** This exemption does **NOT** apply to workers in BC under the Low Skilled (NOC C&D) Worker Program.

## RETURN FLIGHTS FOR MEXICAN BCSAWP WORKERS

On August 5, 2010 Mexicana Airlines filed for bankruptcy protection and as of August 27, 2010 ceased all flight operations while undergoing restructuring. Consequently, this poses some challenges for employers who need to send Mexican BCSAWP workers home following the completion of their contract.

It is important to note that if you are booking one-way flights over the Internet and/or directly with airlines, you **cannot** book flights that stopover in the USA. US Customs and Home Security regulations dictate that **all SAWP workers must fly direct to Mexico**. The demise of Mexicana highlights the

importance of booking through a travel agent. By using an agent, you are protected by Consumer Protection BC, BC's Travel Assurance Fund.

Mi Tierra Holidays & Cruises has been working with farm employers and SAWP for many years and can provide growers with a list of ticket options and connecting flights within Mexico.

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