

CRANBERRY WEB

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

Inside This Issue

BCCMC Chair's Report	1
2015 Scholarship.....	1
2015 Research Projects.....	2
Research Farm Update	3
National Farm Level Biosecurity Standards	4
BC Cranberry Congress.....	5
BCCGA Report	5
Consumer Education Report.....	6



CHAIR'S REPORT

The year 2015 has been rather busy. Directors and myself have attended two COGA seminars. The first one in January was about Effective Governance and the the second seminar in February was about Building Trust with our Consumers through Transparency. There is always something to be learned at these seminars as well as a great opportunity to exchange thoughts with other producers.

The 2015 Congress was held on February 11th at Mayfair Lakes. Once again, it was well attended and we had a great set of speakers. For those of you who were unable to attend there is a summary of the Congress posted to our website. Thank you to Jeff for chairing this event again this year.

The Annual Meeting was held at Mayfair Lakes on February 26th with an average turnout. Following the business portion we were pleased to have John Les, Chair of the BC Farm Industry Review Board as our guest speaker. John covered the responsibilities of FIRB and how it relates to our Commission.

The Research Committee has met and research priorities and projects for 2015 have been set. Thanks to the Committee for their diligent work, not all decisions were easy to make.

Everyone should be aware that a Field Day is being planned for this year at the Research Farm - more information will be forth coming in the future.

As you may be aware, my term as your Chairman expired on March 8, 2015. I am very pleased to tell you that I have been reappointed for another term of three years. I have enjoyed the first three years as your Chairman and look forward to another term.

Jack Brown, Chairman
BC Cranberry Marketing Commission

2015 SCHOLARSHIP GRANT

The BC Cranberry Marketing Commission would like to remind you of the program to provide a \$2,000 scholarship grant for a family member of a grower licensee, towards the cost of post secondary education.

The scholarship grant is available for attendance at any recognized post secondary institution within BC or out of Province. Funds awarded must be used within an initial 12 month period. If you, or a family member may be interested, contact the Commission for more information on how to apply.

Applications will be reviewed by a designated Committee and one award will be made each year.

BC CRANBERRY RESEARCH PROJECTS FOR 2015

Once again this year, researchers were asked to submit project proposals to address industry research priorities. Priorities are identified by the Research Committee as “High”, “Medium” and “Longer Term”. The Committee met recently to review submitted proposals. This year, projects recommended for full or partial funding include:

1. **Best Management Practices for Cranberry Pests in Western Canada, Dr. S. Fitzpatrick**
2. **Characterization of Cranberry Decline in BC Cranberry Beds, Dr. R. Harbut**
3. **Assessment of New Pest Management Tools that Address Priority Needs of the BC Cranberry Industry, Dr. K. Patten**
4. **Cranberry Crop Monitoring and Early Stress Detection with Drone Imagery Analysis, M. Morellato**
5. **Linking Pollinators to Crop Yield in BC Cranberry, Dr. E. Elle**
6. **Demonstration of Bumble Bee and Indicator Plant Gardens – Year 2 – Dr. R. Prasad**
7. **Evaluation of Fungal Populations in BC Cranberries as it Relates to Fruit Rot Incidence – Dr. F. Caruso**
8. **Evaluating Varietal Performance, Dr. R. Prasad**

As well, Dr. S. Sabaratnam continues a project, **Surveillance of Cranberry Fruit Rot Pathogens and Grower Education**. Dr. Sabaratnam has obtained funding for this project under Growing Forward 2.

HOW BC CRANBERRY PRODUCTION RESEARCH FUNDING DECISIONS ARE MADE

The BC cranberry industry has a well established, producer-orientated process to identify issues that are limiting production and then to financially support projects that will deliver information, techniques and tools required by growers to address those limitations.

A Committee, chaired by Todd May, other growers, Brian Mauza of Ocean Spray and Drs. Sheila Fitzpatrick and Kim Patten, lead the process.

Research priorities are established each year based upon what is actually happening on BC cranberry farms. Those priorities are then segmented into High, Medium and Longer Term and circulated to cranberry researchers across North America with an invitation to address the problems.

To keep growers informed, a report of research priorities is presented annually at the AGM.

The Committee arranges to meet to review submitted proposals. If a proposal is received from a Committee member, that person is excused from the Committee’s discussion and review of the proposal. The Committee then ranks proposals based on ‘Importance to Growers’, ‘Feasibility’ and ‘Sound Science’. Actual funding recommendations are made only by the grower members of the Committee.

Researchers are required to submit timely reports of the results achieved by the project. Those reports are first reviewed by the Committee who may request clarifications or further information.

Reports of Project results are then presented to growers at the Cranberry Congress, via Newsletters and on the website.

BC CRANBERRY RESEARCH FARM UPDATE - GRANT KEEFER



BC's spring weather is in full gear - in fact, we didn't really have much of a winter. Surprisingly the mild weather has not pushed the cranberries out of dormancy as much as we thought it would. Buds are swelling and the red dormancy colour is fading, but we are not that much out of the normal growth patterns and plant phenology for this time of the year.

There will be three main areas of focus for the Farm this year. The first being fruit production for the Large Plot Varietal Trials in Field 1 and Small Plot Varietal Trials in Field 2. Fruit will be evaluated for yield, colour and quality, thus being able

to compare these results to the trials in other growing regions.

The second area of focus will be establishing further Small Plot Varietal Trials in Field 2. We have a continuation of both the Rutgers Breeding Program, the Grygleski Breeding Program and some further historic cultivars to add to Field 2. They will be observed for growth patterns such as vine coverage, upright density, propensity to set bud, etc.



The third area of focus will be looking at controlled variables such as fertilizer rates, chemical inputs and possibly bio-controls. These projects will be designed and carried out on the Farm by our Research Team - Dr. Kim Patten, Principle Scientific

Advisor and Dr. Renee Prasad our Field Technician along with their consultation with many other cranberry researchers.

If you have any questions about the BC Cranberry Research Farm, please do not hesitate to contact us. Best of luck in the 2015 growing season.

The BC Cranberry Research Team

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.

Funding provided by:



REGISTERING NEW ACREAGE

All Growers and Producer Vendors are reminded that you must register any additional intended acreage with the Commission prior to planting. A copy of the Commission's "Registration of New Cranberry Acreages" form can be found on the Commission's website.

The BC Cranberry Marketing Commission and BC Cranberry Growers Association's Annual General Meetings were held on February 26th. Directors and staff presented a variety of reports. If you were unable to attend and would like to receive a copy of the AGM report, please call Dianne at 604-897-9252.

NATIONAL VOLUNTARY FARM-LEVEL BIOSECURITY STANDARDS

Crop biosecurity prevents, minimizes and controls the introduction and spread of plant pests at the farm level. Pest problems can pose a serious threat to the sustainability and profitability of the Canadian agricultural sector. The Canadian Food Inspection Agency (CFIA) is working with stakeholders to develop national voluntary farm-level biosecurity standards and producer guidance documents for several crop and animal-based sectors. These documents are tools that producers and other interested parties can use to implement proactive approaches to minimize the introduction and spread of diseases and pests.

National voluntary biosecurity standards aim to:

- Provide guidelines for biosecurity that incorporate pest prevention and integrated pest management;
- Promote a consistent national approach for reducing risks by using clear biosecurity guidelines;
- Enhance industry's knowledge of the general risks associated with pests and diseases;
- Provide guidance for proactive business risk management by industry sectors, which is consistent with the move toward preventive approaches as industry and Federal and Provincial governments share responsibility to address the business risks posed by pests;
- Help identify potential gaps in current on-farm biosecurity measures;
- Serve as a tool to support the design of industry or provincial government programs for biosecurity implementation;
- Provide additional support for the producer to encourage service providers to comply with their on-farm biosecurity protocols;
- Provides an important tool for producers and processors to maintain current, and develop new, domestic and international markets.

The development of national farm-level biosecurity standards is funded by both federal and provincial governments under the Growing Forward 2 initiative. In order to ensure that the developed standards are relevant and useful for producers and the sector as a whole, Biosecurity Advisory Committees (BACs) are created to pull together expertise from industry

and producer organizations, producers, academia, and federal and provincial specialists.

The *National Voluntary Farm-Level Biosecurity Standard for the Fruit and Tree Nut Industry* is expected to be available to producers in spring 2016. To meet this objective, the draft Standard will go out for broader consultation in the spring/summer of 2015. Watch the CFIA website for your opportunity to comment in the coming months, as your input will help ensure that the final product is a useful tool for you and the sector. <http://www.inspection.gc.ca/eng/1297964599443/1297965645317>

Once published, the *National Voluntary Farm-Level Biosecurity Standard for the Fruit and Tree Nut Industry* can be used by producers and provincial industry representatives to seek provincial government financial support for projects that will enhance biosecurity for growers. This support is often provided under the Growing Forward 2 program and the specific details of such programs will vary by province to reflect local needs.

The *National Voluntary Farm-Level Biosecurity Standard for the Fruit and Tree Nut Industry* may also be used by national industry organizations to apply for funding under the Growing Forward 2 initiative. Other sectors are using this type of funding to include biosecurity in other programs available to producers such as on-farm food safety initiatives.

Biosecurity standards are a general guideline for the development of a farm-level biosecurity plan. Once the standard is finalized, the producer guidance document will be developed. This document will provide more details on the practices that address crop and geographic differences. Both documents will be provided as tools to develop your own biosecurity plan that takes into consideration your business goals and local pest risks. The specifics of your operation are critically important to the development and successful implementation of your biosecurity plan.



Recently, it was announced that the Government of Canada and the Canadian Fruit and Tree Nut Industry had partnered to protect Canada's plant resources. This notice is available on the CFIA website at the following: <http://www.inspection.gc.ca/plants/plant-protection/biosecurity/notice-to-industry-2014-08-01/eng/1406906474686/1406906475796>

BC CRANBERRY CONGRESS - February 11, 2015

The Congress Planning Committee would like to thank all of the cranberry growers and other industry stakeholders for attending the recent Cranberry Congress. A special thanks to our speakers, which included:

- **Dr. Elizabeth Elle**, Simon Fraser University - Declining Pollinators: Why is it Happening and What it Means for You
- **Dr. Renee Prasad**, E.S. Crop Consult and UFV - Demonstration Bumble Bee Garden
- **John Wilson**, Cranberry Institute - CI on Horticultural Research and Regulatory Activities
- **Dr. Shawn Steffan**, USDA and University of Wisconsin - Sparganothis Fruitworm Developmental Thresholds and a Predictive Model for Treatment Timing & Multi-Species Mating Disruption in Cranberries
- **Dr. Sheila Fitzpatrick**, Agriculture & Agri-Food Canada - Best Management Practices for Cranberry Tipworm: Use of Movento
- **Tracy Hueppelsheuser**, BC Ministry of Agriculture - Update on Cranberry Fruitworm Monitoring in BC
- **Dr. Frank Caruso**, Black Veil Consulting and University of Massachusetts., Emeritus - Evaluation of Fungal Pathogens as it Relates to Fruit Rot Incidence in BC
- **Dr. Kim Patten**, Washington State University - Interaction of Chemigation Timings with Efficacy of Reduced-Risk Pesticides
- **Caroline Bédard**, BC Ministry of Agriculture, Update on Pesticide Registrations
- **Brian Mauza**, Ocean Spray, Pesticide Evaluations for Controlling Tipworm and Dearness Scale
- **Dr. Deborah Henderson**, Kwantlen Polytechnic University, Control of Foliar Cranberry Pests with New Natural Neem Formulations
- **Mike Morellato**, Crop Sensors, Precision Agriculture Methods & Cranberry Crop Monitoring with Drones

A copy of the 2015 Congress presentations are now included on the Commission's website: www.bccranberries.com.

BC CRANBERRY GROWERS ASSOCIATION NEWS: MIKE WALLIS

BCCGA AGM February 26, 2015

The BCCGA AGM was once again held in conjunction with and followed the BCCMC AGM on Thursday February 26, 2015 at Mayfair Lakes Golf & Country Club. Grower turnout was not outstanding but enough to satisfy quorum requirements.

Grant Keefer presented the Chair Report and Mike Wallis, Executive Director, gave the 2014 Board Report. The BCCGA, in conjunction with the BCCMC, funded Health and Horticulture Research Projects vetted by the Cranberry Institute to the tune of \$15,000 in 2014. Combined with contributions from members of the Canadian Cranberry Growers

Coalition, Health and Hort. Research Project funding from Canada totaled \$37, 336 US.

Issues addressed in 2014 that continue to require industry input and monitoring include policy changes regarding the Agricultural Waste Control Regulation (AWCR), Water Modernization Act, Minor Use Priorities and more recently, Occupational Health and Safety. The Chair noted that none of these issues could be addressed without grower support which the BCCGA is very appreciative of.

The following BCCGA Director's were nominated and elected by acclamation; Lynn Kemper, Dhillon Group; Scott May, Mayfield Farms Ltd.; Kyle May, Pacific Cranberry

Ltd.; and Dave Duchek, Fraserland Farms Ltd. Thank you to all Directors for volunteering their time to represent the industry.

2015 AAFC Minor Use Priority Meeting

Grant Keefer and Brian Mauza attended the recent 2015 AAFC Minor Use Priority Meeting held in Gatineau, QC, March 23 thru 26. These meetings provide a valuable opportunity to meet and network with chemical company representatives, regional industry stakeholders, provincial and national regulators, researchers and government officials.

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2015 AAFC Minor Use Priority Meeting ...continued from previous page

The objective of the meetings are to identify insect, disease and weed problems in horticultural crops and prioritize possible control solutions that may require additional research to confirm their effectiveness.

With the regulatory concern over the use of Bravo for fruit rot control, it is important that industry continues to investigate other potential compounds to control fruit rot. Fortunately, Grant and Brian were able to secure a regional upgrade for a fungicide for 2016 (priorities or upgrades are implemented the year following the annual meeting). This is good news and ensures that cranberry industry pest management needs are represented in the AAFC Pest Management Centre's priorities.

January to March 2015 Consumer Education Report - Geraldine Auston

The 2015 Cranberry Consumer Education Program is underway.....

The Vancouver Wellness Show was the first event of this year with our sponsorship providing three placements at the Celebrity Cooking Stage with two notable chefs:

- Chef Karen McAthy, Executive Chef, Graze Restaurant
- Chef Alana Peckham, Executive Chef, Alligga, prepared two different dishes on two different days.

Work has begun on our newest project with Registered Dietitian, Patricia Chuey! We are reviewing three new recipes and work has begun on practical consumer information on sugar. More to come on this soon.

Cranberries will be present at the Dietitians of Canada National Conference which will be in Quebec City from June 4 - 6. We will be taking English and French versions of our new information on sugar as well as exciting new recipes.

More to come on these projects and more exciting work on promoting year-round consumption of cranberries

Your industry representatives

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