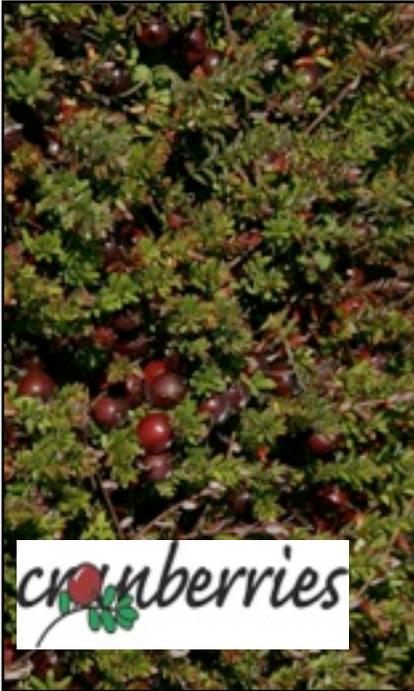


CRANBERRY WEB

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

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CHAIR'S REPORT

With one of the driest summers on record behind us, I think the recorded rainfall should be nearly back to normal considering the recent weather. The 2015 harvest is complete and we are a little above last year's crop.

This year was the first year to harvest at the Research Farm. Thanks to all the people that volunteered their time and equipment for this event. We are very pleased with the results of this first harvest. This is the beginning of where the industry will reap the results of the farm which includes varietal trials, yield data and disease monitoring. It is very rewarding to see these results this early in the process.

Planning is well underway for the 2016 Cranberry Congress which will be held on February 2nd at Mayfair Lakes. Once again, the Planning Committee has an excellent line-up of speakers for the event. Another date to remember is the BC Cranberry Marketing Commission's AGM which will be held on February 23rd also at Mayfair Lakes. This is your opportunity to participate in the business of the Commission.

The Commission has received approval for the revision of our Election Rules and Procedures from the BC Farm Industry Review Board, the requirement is to review the policy every three years. All commodity board Chairs will be meeting with FIRB in the new year to review the past and plan for the future. The Commission represented cranberries at the recent Regional Research Users Meeting at the Agassiz Research & Development Centre. We were well represented and hopefully we will be able to get more cranberry research from the federal government.

The BC Cranberry Research Committee met in early December and reviewed the projects for 2015 and prioritized the projects for 2016. We owe a big thank you to this Committee for their time, effort and due diligence when reviewing the projects and determining what is next.

There will be a Young Grower's Forum on January 20, 2016 at the Delta Town & Country Inn. The evening will include some social time and speakers to cover a wide selection of topics of interest to our young growers.

Jack DeWit and I had the privilege to attend
(continued on next page)

UPCOMING EVENTS

Jan. 14, 2016: COGA Program – Building Up Crisis Response.

For details about the program, please call Dianne at 604-897-9252

Jan. 20, 2016: BC Young Cranberry Grower's Forum to be held at the Delta Town & Country Inn

Jan. 28 – 30, 2016: Pacific Agriculture Show, Tradex, Abbotsford

Feb. 2, 2016: BC Cranberry Congress to be held at Mayfair Lakes Golf and Country Club, Richmond, BC.

Feb. 23, 2016: AGM's for the BC Cranberry Marketing Commission and BC Cranberry Growers Association will be held at Mayfair Lakes Golf and Country Club

the retirement dinner for Mark Sweeney. Mark was the berry specialist for 35 years with the BC Ministry of Agriculture. We thank him for his years of service and wish him well in his retirement.

As the year draws to a close, let's all reflect on the good things that happened in 2015. We do have a lot to be thankful for. On behalf of Lorrie and myself, we wish everyone a very merry Christmas and a healthy and prosperous New Year.

Jack Brown, Chairman
BC Cranberry Marketing Commission



FEBRUARY 23, 2016 BC CRANBERRY MARKETING COMMISSION - ELECTION

The BC Council of Marketing Boards will serve as the Independent Election Officer. All election information will be issued by regular post to registered growers in mid-January by the IEO. The Commission's Election Policy can be found on the website: www.bccranberries.com

WELCOME TO CAROLYN TEASDALE - BC MINISTRY OF AGRI.

We would like to take this opportunity to introduce Carolyn Teasdale, the new Industry Specialist in Berries for the BC Ministry of Agriculture taking over this position from Mark Sweeney as he retires.

Carolyn has worked in the berry industry for the past 13 years as the Berry Integrated Pest Management Coordinator with E.S. Cropconsult Ltd., based here in the Fraser Valley. In this role, Carolyn provided on-farm pest monitoring in blueberries, raspberries, strawberries and cranberries. Carolyn found it very rewarding working on berry farms and learned a lot from talking with growers. Over the years, she developed berry extension materials and carried out on-farm pest management research with funding from various berry organizations. Carolyn has a Master of Pest Management degree from Simon Fraser University and a Bachelor of Science from UBC. She is currently the President of the Professional Pest Management Association of BC. When she's not learning about all things berries and bugs, Carolyn enjoys hiking, gardening and spending time with her husband and two year-old daughter. She is passionate about sustainable agriculture and looks forward to working with you, finding solutions to the challenges facing the berry industry and keeping the cranberry industry competitive. Carolyn can be reached at the BC Ministry of Agriculture at 604-556-3056 or carolyn.teasdale@gov.bc.ca.

BC CRANBERRY RESEARCH FARM UPDATE - GRANT KEEFER



It has felt like a long time coming, but we officially completed the first harvest at the BC Cranberry Research Farm. A big thank-you to all the growers who have helped with the harvest and the various developments along the way. The BC Cranberry Research Farm is under contract to Ocean Spray – Exhibit A. Harvest proceeds are now available to be put back into the Farm for future projects. The Farm is here to aid our BC growers with their crop quality and yields, using the most progressive techniques and technology possible. The best way to gain that knowledge is to participate with the Farm.

Post harvest has been a process for our Field Tech, Dr. Renee Prasad, to number crunch the vast amounts of data collected throughout the

growing season. Separating relevant information out of the compilation, analyzing it making it applicable to the growers is the end goal. This is a process which has been ongoing with Renee and her E.S. Cropconsult team, the Farm Committee lead by our Scientific Director, Dr. Kim Patten and other members of the research community such as Dr. Nick Vorsa, Rutgers and Ocean Spray ag scientists.



Moving forward we will be prioritizing projects and planning for the future. Building a strong data set for the requirements of high yielding, high quality cranberries in BC will drive this process. As growers access this knowledge, we will be changing the way we grow cranberries for the future generations of BC cranberry growers and their families.



On December 8th, a meeting with growers was held at the Farm. Discussion and great input was received for future trials and demonstration projects.

In closing, I would like to extend a special thank-you to the Harris and Kelly families for all their help harvesting at the Farm in October. Thank-you also to Kyle Botkin who did a great job keeping the Farm healthy and taking care of the many day to day issues which we all take for granted.

Merry Christmas and the best of the New Year to all.

The BC Cranberry Research Farm

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.



BC CRANBERRY RESEARCH COMMITTEE

In 2015, research projects that received funding included:

- 1. Best Management Practices for Cranberry Tipworm in Western Canada, Dr. S. Fitzpatrick**
- 2. Evaluating Varietal Performance – Year One, Dr. R. Prasad**
- 3. Assessment of New Pest Management Tools that Address Priority Needs of the BC Cranberry Industry, Dr. K. Patten**
- 4. Emerging Pests: Cranberry Fruitworm, T. Hueppelsheuser**
- 5. Demonstration of Bumble Bee and Indicator Plant Gardens – Year Two, Dr. R. Prasad**
- 6. Characterization of Cranberry Decline in BC Cranberry Beds, Dr. R. Harbut**
- 7. Evaluation of Fungal Populations in BC Cranberries as it Relates to Fruit Rot – Dr. F. Caruso**
- 8. How to get the Most from your Data– Cranberry Research Farm, M. Morellato**

As well, Dr. S. Sabaratnam submitted a project, **Surveillance of Plant Pathogens , Their Impact and Grower Education**. Dr. Sabaratnam has obtained funding for this project under Growing Forward 2.

Reports were received and reviewed by the Commission's Research Committee on December 1st. Reports will be posted to the Commission's website.

This Committee, under the Chairmanship of Todd May, also established priorities for 2016. This priority list is designed to identify some of the difficult production issues facing growers and to encourage the research community to propose projects to find solutions to those problems.

The Committee listed as **High Priorities**: Cranberry Field Decline, Girdler, Tipworm, Varietal Development, Blackheaded Fireworm, Chemigation Design/Delivery, Perennial Weeds, Fruit Quality and Pollinators.

Medium Priorities included: Irrigation Design/Delivery, Industry Innovations, Sparganothis Fruitworm/Cranberry Fruitworm and Pesticide Delivery Systems.

Longer Term objectives include: Cranberry Dieback Disorder, Dearness Scale, Rodent Controls, Nutrient Management, Parasitoids, Weevils and Organic Production.

Request for Proposals have been sent out to Researchers and others with the deadline to receive proposals by January 28, 2016.

CRANBERRY CONGRESS - FEBRUARY 2, 2016

Preparations are well underway for the 2016 BC Cranberry Congress. The Congress takes place on **Tuesday, February 2nd at Mayfair Lakes Golf & Country Club**. The day begins at 9:00 am and concludes with a Meet and Greet with the Speakers. The Congress Planning Committee has a very informative day planned for you. Speakers include:

Dan Schiffhauer, Ocean Spray
Renee Prasad, University of the Fraser Valley
John Wilson, Cranberry Institute
Sheila Fitzpatrick, Agriculture and Agri-Food Canada
Frank Caruso, Black Veil Consulting and University of Mass., Emeritus
Siva Sabaratnam, BC Ministry of Agriculture
Kim Patten, Washington State University
Rebecca Harbut, Kwantlen Polytechnic University
Les Lavkulich, University of British Columbia
Peter Oudemans, Rutgers University

BC YOUNG CRANBERRY GROWERS FORUM

The cranberry industry in BC is fortunate that it is multi-generational with a strong contingent of keen young growers. To help us maintain a healthy industry in the years to come, a Forum is scheduled for our young cranberry growers on Wednesday, January 20th, 2016.

Joining us will be:

Jim Collins, BC Farm Industry Review Board - Understanding the Role of Regulated Marketing with SAFETI

Orlando Schmidt, BC Ministry of Agriculture - How to Deal with Urban/Rural Conflicts

Denise Parker, MNP - Inter-Generational Farm Transfers - Major Tax Issues to Consider

Jillian Robbins - What is Leadership? Why does agriculture matter? What can

you do as a young grower do to contribute to the industry or agriculture as a whole?

An opportunity will then follow for networking among like-minded young growers.

Date: Wednesday, January 20, 2016 at 7:00 pm

Location: Delta Town & Country Inn, 6005 Hwy 17A, Delta

Participants: Open to all cranberry growers, between the ages of 19- 40

More information: Contact Dianne at 604-897-9252 or at cranberries@telus.net

Registration: Call or email Dianne by January 15, 2016 if you will be attending.

Consumer Education – GERALDINE AUSTON

Cranberry “season” is here and it is the most obvious time to talk about our little gems! From the harvest release, to media inquiries to see harvest, recipe requests and more, this is the time of year that the world is very aware of the most colourful harvest there is!

This year’s harvest release was distributed to major BC print and television media, as well as regional publications. As many stories hit the ‘newswire’ we often see stories picked up across the country about BC’s harvest and this year was no exception.

Interest in cooking with cranberries is definitely on people’s minds from Thanksgiving through Christmas and we see many requests for our BC developed recipes. This year we teamed up with registered Dietitian, Patricia Chuey, to feature cranberries in her column in the Province newspaper. Patricia is a very well respected Dietitian with a practical approach to eating which is very much needed in this age when there is so much misinformation about food.

While 2015 is winding down, there are still a couple of items on the cranberry consumer education “to do” list – look for a new producer profile to be released soon and a few extra food photos on our website to partner with our delicious recipes.

~Geraldine Auston

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