

cranberries



BC CRANBERRY MARKETING COMMISSION

ANNUAL REPORT
FOR THE YEAR ENDED DECEMBER 31, 2013

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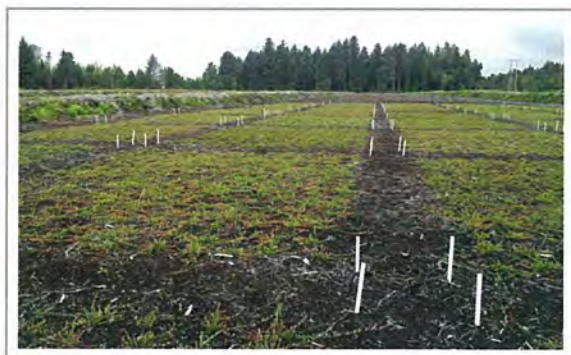
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Mission Statement: The BC Cranberry Marketing Commission is committed to enhancing industry competitiveness through organized marketing, research, industry promotion and communications.



BC Cranberry Marketing Commission
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Notice of the BC Cranberry Marketing Commission Annual General Meeting

Date : Tuesday, February 25, 2014

Time : 10:00 am

Location: Mayfair Lakes Golf & Country Club, 5460 No. 7 Road, Richmond, BC

Agenda

1. Welcome
2. Minutes of the 2013 AGM
3. Reports
 - ▶ Chair's Report
 - ▶ Board Report
 - ▶ North American Cranberry Industry Report
 - ▶ Research Report
 - ▶ Consumer Education Report
4. Financial Statements - (i) BC Cranberry Marketing Commission and (ii) BC Cranberry Research Society
5. Election - 1 Member of the Commission
6. Other Business
7. **Guest Speaker: Richard Bullock, Chair, BC Agricultural Land Commission**

Note 1: The Annual Meeting of the BC Cranberry Growers Association will begin at approximately 11:30 am.

Note 2: Both meetings will be completed by approximately 12:30 pm. Lunch will be served at the conclusion of both AGM's.

Note 3: Richard Bullock will welcome your questions.

2014

Commission Annual General Meeting

2013
AGM
Minutes

**Minutes of the BC Cranberry Marketing Commission
Annual General Meeting
February 20, 2013 Richmond BC**

Chair: Jack Brown
 Commission Members: Allen May, Todd May, Jeff Hamilton, Bob Mitchell
 Manager: Dianne Driessen
 Growers & Guests: 35 growers and guests attended

Time : 10:10 AM

Item No.	Discussion	Decisions
1. Minutes of the Feb. 28, 2012 AGM		Motion -That the Minutes be adopted as circulated. CARRIED
2. Report from the Chair	Chair Jack Brown presented his report on the 2012 year.	
3. Report from the Board	Board member Allen May presented the report on behalf of the Board.	
4. North American Cranberry Industry Report	Jeff Hamilton presented a report on the North American Cranberry Industry noting that inventory supplies appears to be growing.	
5. Research Report	Board member Todd May presented the Research report, including a summary of 2012 projects and research priorities for 2013.	
6. Consumer Education Report	Commission contractor Geraldine Auston presented a report detailing activities undertaken in the Commission's 2012 consumer education program.	

Item No.	Discussion	Decisions
		Motion - That all Reports be received. CARRIED
7. Financial Report	Agatha Cluff, CA, presented the 2012 Financial Statement.	Motion - That the 2012 Financial Statement be received. CARRIED
8. Elections	Independent Elections Officer, Andre Solymosi, advised the meeting that two nominations were received for Commission director. After the counting of ballots he declared Jack DeWit elected for a three year term.	
9. Presentation	Jack Brown and Geraldine Auston made a presentation on behalf of the Commission to Allen May, recognizing his contribution to the cranberry industry as Commission director.	
10. Adjournment		The Chair adjourned the meeting at 11:20 AM.

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Commission Annual General Meeting

Reports

Chairman's Report to the BC Cranberry Marketing Commission AGM

The year 2013 has seen some significant changes around us. We have a new Minister of Agriculture, the Honourable Pat Pimm. Todd May had the privilege of accompanying the new Minister on a tour of the Ocean Spray receiving facility and a visit to a cranberry farm. Unfortunately I was away at the time and unable to attend.

We have a new chair at the BC Farm Industry Review Board (FIRB), John Les. Mr. Les was the previous MLA for the Chilliwack area and we look forward to working with him and FIRB as we go forward and meet the challenges that the future may bring. At the request of FIRB, the 2013 financial statements were audited, in previous years we were able to use a financial review.

Last year we welcomed Jack DeWit and Bob Mitchell to the Commission, they wasted no time getting involved, stepping up to co-chair the Field Day. The Field Day was held at the Creekside Cranberries, home of the DeWit Family and was a huge success. We were pleased to have a tour bus of the US Cranberry Marketing Committee (CMC) members as our guests.

The following day the Commissioners went to Bellingham to take in the CMC Summer Meeting. We have also committed some funding towards an Economic Impact Study on the Cranberry Industry for all of North America. The results of this study will be beneficial as we move forward into what appears to be uncertain times for the cranberry industry. The study is being done at The University of California, Davis.

I was able to attend the Ocean Spray AGM in Palm Springs last March, we were there on vacation, don't worry, I didn't submit my fuel bill. BC had good representation at the meetings. The next AGM is in Puerto Rico for those of you who may be interested.

Over the course of the last year the Commission met five times. At each of these meetings we had an Agency attend to enable us to create a better dialog with those who buy BC cranberries. At the December meeting, Rick Ball of Ocean Spray was in attendance to give us a wrap up of the 2013 crop from Ocean Spray's perspective. Also, at the December Commission meeting we have been requested by CFIA to participate in a Voluntary National Farm Level Biosecurity Standards for the Fruit and Tree Nut Industry. We will have a BC representation at this Committee.

The Commission is an active member of the Cranberry Institute, US Cranberry Marketing Committee and the Canadian Horticulture Council. Todd May represents us at the CI, Jeff Hamilton at the CMC and I get to go to the CHC Annual Meeting. The CHC is meeting in Kelowna in March 2014. Jack DeWit is our representative at the BC Council of Marketing Boards. The Commission members support and attend as many as possible of the COGA seminars that are held throughout the year which focus on

governance issues. Dianne and I attend the two meetings a year of the Chairs and Managers of all the agricultural Boards and Commissions in BC.

This year during harvest there was a most unfortunate incident where a worker was fatally injured, to my knowledge, the cause of death has not been completely determined. As growers, I can't encourage you enough to be proactive about the Work Safe BC regulations as they apply to our industry and to be doubly sure that your farm is in full compliance. By doing so it will prove to everyone once again that we are leaders in the agricultural industry.

The Commission participated again this year at the Fraser Valley Food Show, our mini bog was a big hit as usual. Many thanks to Geraldine Auston and Dianne for their many hours of standing in water and giving away hundreds of Craisin sample packs. We continue to support the BC Ag in the Classroom and the Buy Local campaign.

The Cranberry Congress was a huge success and the Research Farm is up and running with some of the planting done. Both of these topics will be covered by separate reports later today.

I would be remiss if I didn't recognize the Commissioners for the dedication, wisdom and support for the activities of the Commission. Their collective wisdom and practical approach to the issues we face makes my job as Chairman very rewarding. A special thank you to Dianne for putting up with me and always getting the job done expediently.

As you can see there are no shortage of challenges for us to deal with now, and into the future. In doing so, we always have the best interest of you the growers in the forefront and if need be we will call on others from the industry to give us their opinions and guidance.

It has been my pleasure to serve as your Chairman this past year, and I look forward to being there for you during 2014.

Respectfully submitted:

Jack Brown

The BC Cranberry Marketing Commission's Report to Growers, Agencies, BC Farm Industry Review Board and Other Industry Stakeholders for 2013

Introduction:

In 2013 the BC cranberry industry generated about 8% of North American cranberry production. BC relies heavily on Ocean Spray Cranberries Inc. a grower owned co-operative which started in 1930 to process and market our crop.

The BC Cranberry Marketing Commission (the "Commission"), along with the other seven agricultural Boards and Commissions in the Province, has been engaged in applying principles-based regulations in reporting to its stakeholders.

The Commission's vision and mission guide our purpose and activities to:

- ❖ Maintain a regulated marketing system
- ❖ Support ongoing research and development within the industry
- ❖ Advance grower production knowledge through appropriate training and education
- ❖ Provide increased industry promotion and review diversification opportunities
- ❖ Enhance communications and cooperation
- ❖ Maintain industry initiatives and strategic focus by strengthening the Commission

A strong feature is the co-operative nature of the cranberry industry and its willingness to work together. This has greatly assisted in the ability to deliver valuable programs and services.

A. Stakeholder Engagement:

Over the past year the Commission has engaged with its growers, agencies, other cranberry organizations, researchers and consumers and the public.

It also has a number of Committees that it received industry input and expertise from. In 2013, a number of Committees met to provide input and support to Commission activities. Committees include industry stakeholders from:

- ❖ BC Cranberry Grower's Association
- ❖ Agency representatives
- ❖ BC Ministry of Agriculture
- ❖ Agriculture and Agri-Food Canada
- ❖ Growers at large

Committee Activities in 2013

1. Research Committee

This Committee is tasked with the responsibility of setting practical research priorities and reviewing and prioritizing research projects submitted. In March, the Research Committee received, reviewed and approved projects for full or partial funding to the Commission. The research projects included:

- ❖ Decision Making for Management of Cranberry Tipworm – S. Fitzpatrick
- ❖ Integrated Research for Sustainable Insect Pest Management in Cranberries – C. Rodriguez-Saona
- ❖ Reduced-risk Pest Management and New Herbicides for BC Cranberries – K. Patten
- ❖ Emerging Pests – Cranberry Fruitworm – T. Hueppelsheuser
- ❖ Surveillance of Plant Pathogens on Cranberry Fields – S. Sabaratnam
- ❖ Identification of Potential Mechanisms of Fruit Rot Resistance in Cranberry – J. White
- ❖ Distribution of Rusty Tussock on FV Cranberry Farms – E.S. Cropconsult Ltd.

The Committee also reviewed research proposals received by the Cranberry Institute to see what is being worked on in other areas and to provide funding for research with other organizations.

The Committee met again in December to review and accept the research project reports. As well, the Committee reviewed research priorities and the application format and procedures for 2014.

2. BC Cranberry Congress Planning Committee

On February, 2013 this Committee hosted the BC Cranberry Congress. This was the 7th Congress and was well attended by growers and others.

Speakers and Topics included:

- ❖ **Management of Fruit Rot Diseases and Fusarium as a Potential Mycoherbicide for Yellow Loosestrife**
~Dr. Frank Caruso, University of Massachusetts
- ❖ **Understanding Cranberry Bud Development and the Role In Yield Prediction and Probing the Underworld: Utilizing Soil Moisture Probes to Improve Water Use Efficiency**
~Dr. Rebecca Harbut, University of Wisconsin-Madison
- ❖ **Interaction of Chemigation Timings with Efficacy of Reduced-Risk Insecticides**
~Dr. Kim Patten, Washington State University

- ❖ **Identification and Field Testing of Sex Pheromone of Cranberry Tipworm**
~Dr. Sheila Fitzpatrick, Agriculture and Agri-Food Canada
- ❖ **Update on Cranberry Fruitworm Monitoring in BC**
~Tracy Hueppelsheuser, BC Ministry of Agriculture
- ❖ **Update of Registration of Pesticides**
~Caroline Bédard, BC Ministry of Agriculture

This Committee met two times later in 2013 to begin planning for the February 2014 Cranberry Congress.

1. Industry Advisory Committee

No meetings were scheduled for this Committee in 2013.

2. Field Day Committee

To prepare for the industry's bi-annual Field Day, a Committee met to plan the day. The Field Day was held on August 21st at Creekside Cranberries. Along with cranberry growers and their families, this year included members of the US Cranberry Marketing Committee who were meeting in Bellingham for their Summer Meeting. Industry suppliers, service sectors and researchers were all on hand to share information.

These Committees allow for valuable input from the industry and the Commission thanks all of you for contributing so willingly of your time to attend these Committee meetings.

Nationally and internationally, the Commission has developed strong relationships, contributes to projects and attends meetings with:

- ❖ BC Council of Marketing Boards
- ❖ Canadian Horticultural Council
- ❖ US Cranberry Institute
- ❖ US Cranberry Marketing Committee

This year, cranberry growers were also pleased to have the support of the Province of BC through the Buy Local Campaign to tell BC consumers and the public more about who we are and what we do.

The Commission's focus continues to be on providing programs and services beneficial and worthwhile for our growers.

B. Commodity and System Management

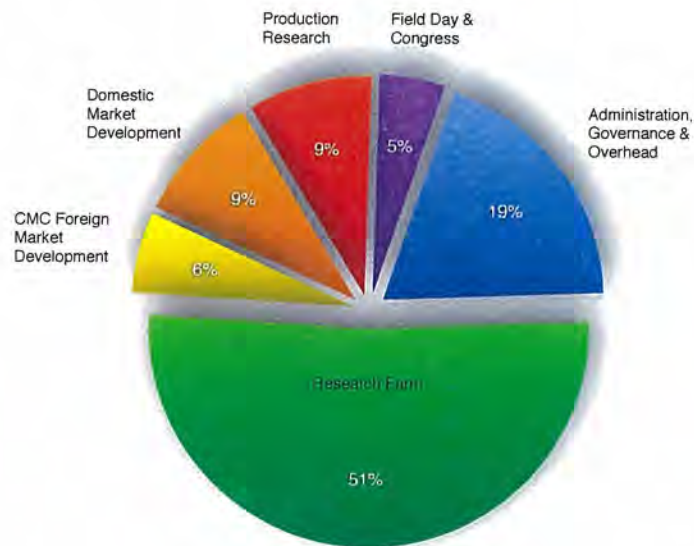
Meetings:

In 2013 the Commission held five meetings. Minutes of all Commission meetings are forwarded to the BC Farm Industry Review Board upon approval at the next scheduled Commission meeting.

Levy collection:

Levy collection is done as per the General Orders of the Commission. These Orders are included on the website. Licensed agencies submit these levies on behalf of growers. Producer vendors remit levies directly to the Commission. Regular levies are used to fund Commission activities and general operations. The supplementary levy and matching government funding was used to help fund the BC Cranberry Research Farm.

The Financial Statements, included in this Report, will include the details of levy income and distribution. The chart below illustrates the percentage of levies used on various budget items.



Agreement between the BC Cranberry Research Society and the Commission:

This past year, the Commission entered into an Agreement with the BC Cranberry Research Society in which the Society provides to the Commission:

- (i) Annual budget for funding required for the operations of the BC Cranberry Research Farm.
- (ii) Acknowledgement that funding forwarded to the Society from the Commission will be used only for the purpose(s) of the Society which includes:
 - To research the growing and farming of cranberries;
 - To operate as a cranberry research farm;
 - To perform such other lawful things as are incidental, necessary or conducive to the above purposes
- (iii) Minutes of Society meetings
- (iv) Quarterly and annual financial statements

Fiscal Management:

In 2013, Agatha Cluff, of Agatha Cluff Inc. provided a Review Engagement Report of the Commission's financial statements. Ms. Cluff also presented the year end financial statements at the 2013 AGM and was on hand to answer any questions.

Audit vs. Review:

For many years, the Commission has relied on a Review Engagement Report. The Natural Products Marketing (BC) Act Regulations states that "every marketing board or commission shall keep books and records of all its transactions, and except where exempted from doing so in writing by the Provincial board shall employ a chartered accountant or certified general accountant to audit the same annually". For 2013, as required, the Commission conducted an audit.

Designated Agencies and Delegated Powers:

Agencies include:

- ❖ Ocean Spray of Canada
- ❖ Sobeys West (was Lucerne Foods)
- ❖ Pacific Canadian Fruit Packers Inc.
- ❖ Pacific Coast Fruit Products Ltd.

During the past year the Commission met with agency representatives as part of regular Commission meetings.

Confirmation of Compliance:

On an annual basis, agencies and producer vendors are required to confirm that a program is in place regarding compliance for quality standards. Management of the system has been delegated to the Agencies (with guidelines) for their growers and is handled by the Commission for Producer Vendors.

Board Structure:

The Commission is currently comprised of a Chair appointed by the Lieutenant Governor in Council, three elected members who are registered growers and one member, who is not a grower, appointed by the Commission.

The term for office is three years and the three elected members' terms are staggered. The independent elections officer is the BC Council of Marketing Boards.

Election rules are approved by the BC Farm Industry Review Board and rules will be updated no later than 2015.

Economic Impact of the North American Cranberry Industry:

The Commission is working with the US Cranberry Marketing Committee and has committed funding to the Cranberry Industry Economic Impact Study. The data will provide the foundation for demonstrating the industry's economic value, validate trends and create awareness.

C. Reporting and Governance

All Commission members are provided with a Governance Manual which contains information such as:

- ❖ Federal and Provincial Legislation and Acts
- ❖ General Orders
- ❖ Election Policy
- ❖ Board Responsibilities – Code of Conduct and Conflict of Interest Policies
- ❖ Strategic Plan
- ❖ Board Calendar
- ❖ Accountability Framework information

The documents are reviewed and updated as required.

Board Evaluation:

The Commission completed a performance evaluation, through the services of the BC Council of Marketing Boards.

Training:

Directors and staff participated in ongoing educational programs sponsored by the Centre for Organizational Governance in Agriculture (COGA) and attended meetings with the BC Council of Marketing Boards and the BC Farm Industry Review Board.

Strategic Plan:

The workplan to achieve the goals and measures as outlined in the Strategic Plan is reviewed regularly at Commission meetings.

Quarterly Newsletter:

The Newsletter is written in cooperation along with the BC Cranberry Growers Association. The Newsletter contains a Chair's report, industry events and updates and information about programs that growers may be interested in learning more about. The Newsletter is emailed or mailed to growers, agencies and other stakeholders. It is also posted to the Commission's website.

D, Social License and Strategic Leadership

The Commission accepts that legislation bestows a privilege on the industry and that it must also accept a social responsibility and provide industry leadership. It is fulfilling its responsibilities in a number of ways.

Using grower levies, and for some projects matching government funds, we have instituted educational programs, practical research and market development.

Health professionals:

Working with the Cranberry Institute and its publications, the Commission is able to access resources which raise awareness of the health benefits of cranberries. The information is made available at events such as the Dietician's Conference.

Redevelopment of the Website:

The website was completely updated and includes distinctly designed sections for Consumers, Children and Growers. Combined with a new look, the website is simpler to navigate. The menu system and site navigation of bccranberries.com was updated to reflect the requirements of a wide variety of devices and software. Our thanks to Sharon Goatley with Goatley Studio Inc. for all her work updating the website.

Educational Resources:

This year, cranberry growers were also pleased to have the support of the Province of BC through the Buy Local Campaign to tell BC consumers and the public more about who we are and what we do. In response to many questions from the public and educators, to better tell the story about the process of growing cranberries and the work that BC cranberry growers do, we utilized the talent of a professional videographer, Keith Dobie with Pathfinder Productions, to develop a number of short videos. Subjects for these videos of the BC cranberry industry included:

- ❖ Bees and Blossoms
- ❖ Dry Harvesting of Cranberries
- ❖ Wet Harvesting of Cranberries

The Cranberry Story – a pictorial story to explain cranberry farming in BC from the development of fields to the harvesting of cranberries. Our thanks to Nicole Kelly, Mandy DeWit, Paige and Rachel Edwards for their appreciated help with the story outline and to Sharon Goatley, Goatley Studios Inc. for the layout.

Primary teaching unit about cranberries and how they grow. The unit includes activities that highlight the cranberry industry and incorporates learning activities. Our thanks go to Carol Minchin for the development of the unit.

Scholarship Sponsorship:

An annual scholarship grant of \$2,000 is provided to a family member of a grower licensee towards the cost of post secondary education. The 2013 scholarship was presented to Curtis May.

Agriculture in the Classroom Foundation:

Support is shown by financial sponsorship and its programs such as Take a Bite of BC and the Teaching Kitchen Program. This program has now grown to include 57 high school teaching kitchens.

Participate and co-operate with the Buy Local. Eat Natural program.

Report on 2013 Cranberry Research Projects

In 2013, research projects that were recommended from the Research Committee and were approved for funding included:

1. Decision Making for Management of Cranberry Tipworm, Dr. S. Fitzpatrick

The report addressed methods for monitoring tipworms and their parasitoids, and documented the effects of registered insecticides on tipworms and parasitoids.

2. Integrated Research for Sustainable Insect Pest Management in Cranberries, Dr. C. Rodriguez-Saona

This research project was partially funded and dealt with Spotted Fireworm Control, Sparganothis Fruitworm and Blunt-Nosed Leafhopper Control.

3. Reduced-risk Pest Management and New Herbicides for Cranberries in BC, Dr. K. Patten

This project included numerous trials on the efficacy and phytotoxicity of indaziflam for cranberry weed control and assessed new insecticide chemistries for fireworm and tipworm. Results indicated that several important weeds were controlled, without risk to the crop. Several new insecticides show promise for fireworm and tipworm.

4. Emerging Pests: Cranberry Fruitworm, T. Hueppelsheuser

The report identified the locations of where moths were found, effective monitoring tools available and insecticides that are registered in Canada and appear to be effective if applied early enough.

5. Identification of Potential Mechanisms of Fruit Rot Resistance in Cranberry, Dr. J. White

This research project was also partially funded by the Commission. At this time, the report was forwarded to the Cranberry Institute and the researchers are hoping to submit the report for publication,

6. Distribution of Rusty Tussock on Fraser Valley Cranberry Farms, E.S. Crop Consult Ltd.

Results of this research project indicates that the distribution of rusty tussock has changed and that growers should be aware that new infestations were detected outside of the previously described areas of Richmond and Delta. The pest continues to be an occasional pest and growers should rely on visual sampling.

As well, Dr. S. Sabaratnam submitted a project, **Surveillance of Plant Pathogens on Cranberry Farms in the Fraser Valley, their Impact on Pre- and Post-Harvest Fruit Rot and Grower Education**. Dr. Sabaratnam obtained funding for this project under Growing Forward 2.

Reports were received and are now posted to the Commission's website.

The BC Cranberry Research Committee also established priorities for 2014. 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 Girdler, Cranberry Tipworm, Varietal Development, Blackheaded Fireworm, Cranberry Dieback Disorder, Perennial Weeds and Chemigation Design and Delivery.

Medium Priorities included: Irrigation Design and Delivery, Parasitoids, Weevils, Sparganothis Fruitworm, Dearness Scale, Pesticide Delivery Systems and Fruitworm.

Longer Term objectives include: Rodent Controls, Nutrient Management, Organic Production and Industry Innovations.

Request for Proposals were sent out to Researchers before the 31st of December.

2013 Consumer Education Report

– Geraldine Auston

Recipe Development and Food Photography

We have developed some new recipes BC cranberry recipes and also did food photography for all recipes:

- Cranberry Mexican Wedding Cakes
- Cranberry Southwest Cornbread
- Cranberry-Lime Cream Cheese Tart

Select quantities of recipes were made into recipe cards. They can also be found on our website.

Food photography was also undertaken for existing recipes and we now have images for most of our recipes.



QR Codes

We developed 2 QR codes this year to assist in directing consumers to our website. One takes consumers to our website homepage and the other takes them straight to our recipe page.



Grower profiles

The BCCMC has begun to develop grower profiles in order to tell the story of our industry from a very personal perspective. The first profile was of the Keefer family and can be found on our website. Look for more profile to come in the future and perhaps a call from me to interview you for your own grower profile.

BC Foodservice Expo

The BCCMC sponsored the Annual Hot Competition which features new, young chefs every year who are challenged to create new and exceptional menu items with products that are provided. In our case, chefs are provided frozen and sweetened dried cranberries to incorporate into a menu. This is a great opportunity to expand chefs creative 'juices' when it comes to cranberries and think of them as a year-round ingredient and not just a seasonal side dish. The BCFE is a targeted trade event and is attended by all of those in the food supply chain.



Wellness Show

As sponsors of the Celebrity Cooking Stage at the 21st Annual Wellness Show in Vancouver, the BCCMC is guaranteed one cooking stage at this popular event. We were fortunate to secure three chefs for this event! Author and Chef, Aaron Ash; Executive Chef Wayne Harris of Shangri-La Vancouver; Executive Chef Jason Harris of Fraiche all made creations with BC cranberries. About 28,000 people attend the Vancouver Wellness Show over the 2 ½ days of this event.

Bakery Congress

Fifteen hundred bakers and bakery buyers attended the Bakery Association of Canada National Bakery Congress. This event only comes to Vancouver every four years and we were there to speak about BC cranberries, cranberry products and the cranberry industry. We also sampled a brand new recipe for BC Cranberries – Cranberry Mexican Wedding Cakes – which is really a cookie (long story). They went over incredibly well with many bakers taking the recipes and coming back more than once for samples. By the way, there were a few Mexican people in attendance and our recipe must have been good because one of them offered to purchase our samples!



Dietitians of Canada Annual Conference attendance

600 Registered Dietitians from across Canada attended the 2013 National Conference. This is a unique opportunity to get one-on-one time with Dietitians to answer their questions about cranberries and cranberry products. For this event we provide health research material from the Cranberry Institute. Ocean Spray also very generously donated Cranberry Cocktail for this event.

Fraser Valley Food Show

The Fraser Valley Food Show was another success for Cranberries, with thousands of visitors to our bog, plus lots of blogger and media attention. Dianne informed that there was a spike in visitors to our website during and after the show. Thanks again to Ocean Spray for donating Craisins in their new packaging (consumers loved them!) and for getting us fresh cranberries to float in our bog.

Take a Bite of BC

The Take a Bite of BC program grew in September 2013 from 37 high-school teaching kitchens to 57 as it extended into the Okanagan. While the number of participating teaching kitchens has increased the program will not burden the contributing organizations as they will "split" the numbers and schools will participate in alternate years rather than every school receiving product every year. Ocean Spray continues to generously support this program to ensure that teaching kitchens receive fresh cranberries.



Harvest Media Release and Drop

This year's media release "*Cranberries...Grown in BC? You bet!*" focussed on our farmers, local availability and the size of our crop, in addition to celebrating our relationship with Ocean Spray. A tiny "flooded field" was delivered to media outlets of a cranberry plug submerged in water with cranberries floating above. "Get into the harvest" was our tag line this year and images of key media personnel were super-imposed on one of our harvest scenes. It was enough to attract good attention for harvest time and our wonderful farmers in BC.

"Blog from the Bog"

Our "Get into the Harvest" theme continued with an invite to food bloggers/writers for a special opportunity to visit a cranberry field and don waders. It was a great and positive event with food writers having an experience they won't forget and a better understanding of the cranberry industry in BC.



Cranberry harvest featured on Buy Local. Eat Natural.

At the end of October, the "Buy Local. Eat Natural." team headed out to Mayfield Farms to capture the harvest. Grant Keefer generously stepped in to be interviewed for this video, which can be found at: buylocaleatnatural.com/our-story/watch-our-videos/

New cranberry bookmarks

A third edition of our cranberry bookmark was developed to hand-out at public events. These bookmarks are very popular and a check of visitors to our website gave us every indication that they are working, as website visitors spiked over the period of the Fraser Valley Food Show, when the new bookmarks were launched.

Thank you to the BC Cranberry Marketing Commission, all cranberry growers and our industry partners, such as Ocean Spray, for being so supportive of our consumer education work. It has been my complete pleasure and privilege to work with all of you!

2014

Commission Annual General Meeting

Financial Reports

BRITISH COLUMBIA CRANBERRY MARKETING COMMISSION
Financial Statements
Year Ended December 31, 2013

BRITISH COLUMBIA CRANBERRY MARKETING COMMISSION
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Year Ended December 31, 2013

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INDEPENDENT AUDITOR'S REPORT

To the Members of British Columbia Cranberry Marketing Commission

I have audited the accompanying financial statements of British Columbia Cranberry Marketing Commission, which comprise the statement of financial position as at December 31, 2013 and the statements of revenues and expenditures, changes in net assets and cash flows for the year then ended, and a summary of significant accounting policies and other explanatory information.

Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with Canadian Accounting Standards for Not-for-Profit Organizations, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

Auditor's Responsibility

My responsibility is to express an opinion on these financial statements based on my audit. I conducted my audit in accordance with Canadian generally accepted auditing standards. Those standards require that I comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

I believe that the audit evidence I have obtained is sufficient and appropriate to provide a basis for my audit opinion.

Opinion

In my opinion, the financial statements present fairly, in all material respects, the financial position of British Columbia Cranberry Marketing Commission as at December 31, 2013 and the results of its operations and its cash flows for the year then ended in accordance with Canadian Accounting Standards for Not-for-Profit Organizations.

The financial statements for the year ended December 31, 2012 were reviewed and are presented for comparative purposes only.

(continues)

Independent Auditor's Report to the Members of British Columbia Cranberry Marketing Commission
(continued)

Surrey, British Columbia
February 14, 2014

Agatha Cluff Inc.
CHARTERED ACCOUNTANT

BRITISH COLUMBIA CRANBERRY MARKETING COMMISSION
Statement of Financial Position
December 31, 2013

	2013	2012
ASSETS		
CURRENT		
Cash	\$ 6,887	\$ 31,676
Term deposits <i>(Note 3)</i>	173,203	70,637
Accounts receivable	12,878	9,663
Harmonized sales tax recoverable	-	3,119
Prepaid expenses	-	4,390
	\$ 192,968	\$ 119,485
 LIABILITIES AND NET ASSETS		
CURRENT		
Accounts payable and accruals	\$ 35,200	\$ 13,751
Goods and services tax payable	1,905	-
Deferred revenue <i>(Note 4)</i>	-	6,858
	37,105	20,609
 NET ASSETS		
General fund	155,863	98,876
	\$ 192,968	\$ 119,485

ON BEHALF OF THE BOARD

_____ *Director*

_____ *Director*

See notes to financial statements

BRITISH COLUMBIA CRANBERRY MARKETING COMMISSION
Statement of Revenues and Expenditures
Year Ended December 31, 2013

	2013	2012
REVENUE		
Levies and licences	\$ 347,929	\$ 266,216
Temporary Levy - Research Society	254,504	163,140
Base Levy - Research Society	90,896	-
Kwantlen IAF grant	78,503	82,000
Grants	29,819	37,487
Interest and other income	3,673	723
Administration income	1,000	500
	<u>806,324</u>	<u>550,066</u>
EXPENSES		
Administration fees	58,418	59,292
Advertising and promotion	6,000	5,000
Association dues	10,418	9,081
Kwantlen IAF grant	78,503	82,000
Governance	47,257	40,834
Interest, bank charges and foreign exchange	(621)	(1,500)
Meetings	2,353	1,225
Office	1,778	7,556
Operating costs - Research Centre	-	35,000
Professional fees	3,500	2,301
	<u>207,606</u>	<u>240,789</u>
OTHER EXPENSES		
IAF grant for BC Cranberry Research Centre	(75,000)	-
IAF grant for BC Cranberry Research Centre	75,000	-
Grant to BC Cranberry Research Centre	345,407	234,941
Development and production expenses (Note 7)	196,324	117,278
	<u>(541,731)</u>	<u>(352,219)</u>
EXCESS (DEFICIENCY) OF REVENUE OVER EXPENSES	\$ 56,987	\$ (42,942)

BRITISH COLUMBIA CRANBERRY MARKETING COMMISSION
Statement of Changes in Net Assets
Year Ended December 31, 2013

	2013	2012
NET ASSETS - BEGINNING OF YEAR	\$ 98,876	\$ 141,818
Excess of revenue over expenses	<u>56,987</u>	<u>(42,942)</u>
NET ASSETS - END OF YEAR	<u>\$ 155,863</u>	<u>\$ 98,876</u>

BRITISH COLUMBIA CRANBERRY MARKETING COMMISSION
Statement of Cash Flows
Year Ended December 31, 2013

	2013	2012
OPERATING ACTIVITIES		
Excess (deficiency) of revenue over expenses	\$ 56,987	\$ (42,942)
Changes in non-cash working capital:		
Accounts receivable	(3,215)	(4,938)
Accounts payable and accruals	21,449	11,752
Deferred revenue	(6,858)	(18,664)
Prepaid expenses	4,390	(4,390)
GST payable (receivable)	5,024	7,968
	<u>20,790</u>	<u>(8,272)</u>
Cash flow from (used by) operating activities	<u>77,777</u>	<u>(51,214)</u>
INVESTING ACTIVITY		
Term deposits	<u>(102,566)</u>	73,378
INCREASE (DECREASE) IN CASH FLOW	(24,789)	22,164
Cash - beginning of year	<u>31,676</u>	9,512
CASH - END OF YEAR	\$ 6,887	\$ 31,676

See notes to financial statements

BRITISH COLUMBIA CRANBERRY MARKETING COMMISSION
Notes to Financial Statements
Year Ended December 31, 2013

1. DESCRIPTION OF OPERATIONS

The Commission is established under the Natural Products Marketing (BC) Act for the purpose of regulation, marketing and promotion of the BC cranberry industry.

2. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

Basis of presentation

The financial statements were prepared in accordance with Canadian Accounting Standards for Not-for-Profit Organizations (ASNFPPO).

Cash and cash equivalents

Cash and cash equivalents consist primarily of cash and cashable term deposits. Because of the liquidity of these investments, their carrying amount approximates fair value.

Revenue recognition

The Commission follows the deferral method of accounting for contributions. Restricted contributions are recognized as revenues in the year in which related expenses are incurred. Unrestricted contributions such as dues and grants are recognized as revenues when received or receivable if the amount to be received can be reasonably estimated and collection is reasonably assured.

Government grants

Government grants are recorded when there is a reasonable assurance that the Commission had complied with and will continue to comply with, all the necessary conditions to obtain the grants.

Measurement uncertainty

The preparation of financial statements in conformity with Canadian generally accepted accounting principles requires management to make estimates and assumptions that affect the reported amount of assets and liabilities, disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenues and expenses during the period. Actual results could differ from these estimates.

3. TERM DEPOSITS

	<u>2013</u>	<u>2012</u>
Term deposits held	<u>\$ 173,203</u>	<u>\$ 70,637</u>

The term deposits are held by Envision Credit Union. The term accrues interest at 1.15% to 2.85% annually, with a maturity date of July 11, 2014.

BRITISH COLUMBIA CRANBERRY MARKETING COMMISSION

Notes to Financial Statements

Year Ended December 31, 2013

4. DEFERRED REVENUE

Deferred revenue represents prepaid levies for 2013 at December 31, 2012.

5. RELATED PARTY TRANSACTIONS

During the year the Commission gave a grant of \$345,406 (2012 - \$234,941) and advanced operating funds of \$nil (2012 - \$35,000) to BCCRC. These are measured at the exchange amount which approximates fair value.

6. ECONOMIC DEPENDENCE

The Commission receives approximately 95% of its growers' dues from one customer. Should this customer substantially change its dealings with the Commission, management is of the opinion that this change would affect operations and programs provided.

7. DEVELOPMENT AND PRODUCTION EXPENSES

	2013	2012
Production research	\$ 62,993	\$ 64,401
Domestic promotion	61,214	23,710
Foreign market development	40,000	29,167
Field Day	20,209	-
Congress	11,908	-
	<u>\$ 196,324</u>	<u>117,278</u>

The Commission is committed to funding for production research and domestic promotion projects in 2013 for a total projected cost of \$110,003. The Commission applied for, and was granted, \$22,459 towards the projects by the IAF (Investment Agriculture Foundation). The Commission received \$15,194 and has accrued \$9,355 as amounts due from IAF as at December 31, 2013. The Commission spent \$69,445 including \$24,347 accrued and payable as at December 31, 2013. Production research expenses include \$11,550 spent in the first quarter of 2013 for 2012 IAF project.

The Commission approved funding for three research projects in 2012 for a total projected cost of \$29,083. The Commission applied for, and was granted, \$14,451 towards the projects by the IAF. The Commission received \$7,271 from IAF and spent \$17,316 as at December 31, 2012. The Commission is committed to expend additional costs of \$11,550 prior to March 31, 2013 to complete the current portion of the three approved project and in the same period, the IAF is committed to remit a further \$7,160 to complete its funding commitment to the three projects. The Commission was involved in a project with the IAF that commenced May 15, 2006 and completed March 31, 2012. In 2012 IAF funded \$30,216 for the specific project.

BRITISH COLUMBIA CRANBERRY MARKETING COMMISSION

Notes to Financial Statements Year Ended December 31, 2013

8. COMMITMENTS

The Commission has committed \$10,000 (US funds) for an Economic Impact Study Report to be prepared in 2014.

9. FINANCIAL INSTRUMENTS AND RISK MANAGEMENT

Credit Risk

Credit risk arises from the potential that a counter party will fail to perform its obligations. The Commission is exposed to credit risk from customers. An allowance for doubtful accounts is established based upon factors surrounding the credit risk of specific accounts, historical trends and other information. The Commission's accounts receivable historically consists of government funding for specific programs and accrued interest on cashable term deposits, and poses minimal collections risk.

Interest Rate Risk

Interest rate risk is the risk that the value of the financial instrument might be adversely affected by a change in interest rates. The Commission is exposed to interest rate risk primarily through term deposits held.

Currency Risk

Currency risk is the risk to the Commission's earnings that arise from fluctuations of foreign exchange rates and the degree of volatility of these rates. The Commission holds a minimal amount in US Funds at December 31, 2013.

Fair Value

The Commission's carrying value of cash, accounts receivable, and accounts payable and accruals approximates its fair value due to the immediate or short term maturity of these instruments.

B.C. CRANBERRY RESEARCH SOCIETY
Financial Statements
Year Ended December 31, 2013

B.C. CRANBERRY RESEARCH SOCIETY
Index to Financial Statements
Year Ended December 31, 2013

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INDEPENDENT AUDITOR'S REPORT

To the Members of B.C. Cranberry Research Society

I have audited the accompanying financial statements of B.C. Cranberry Research Society, which comprise the statements of financial position as at December 31, 2013 and December 31, 2012 and the statements of revenues and expenditures, changes in net assets and cash flows for the years ended December 31, 2013 and December 31, 2012, and a summary of significant accounting policies and other explanatory information.

Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with Canadian Accounting Standards for Not-for-Profit Organizations, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

Auditor's Responsibility

My responsibility is to express an opinion on these financial statements based on my audits. I conducted my audits in accordance with Canadian generally accepted auditing standards. Those standards require that I comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

I believe that the audit evidence I have obtained in my audits is sufficient and appropriate to provide a basis for my audit opinion.

Opinion

In my opinion, the financial statements present fairly, in all material respects, the financial position of B.C. Cranberry Research Society as at December 31, 2013 and December 31, 2012 and the results of its operations and its cash flows for the years then ended in accordance with Canadian Accounting Standards for Not-for-Profit Organizations.

(continues)

Independent Auditor's Report to the Members of B.C. Cranberry Research Society *(continued)*

Surrey, British Columbia
February 14, 2014

Agatha Cluff Inc.
CHARTERED ACCOUNTANT

B.C. CRANBERRY RESEARCH SOCIETY
Statement of Financial Position
December 31, 2013

	<u>2013</u>	<u>2012</u>
ASSETS		
CURRENT		
Cash	\$ 19,085	\$ 14,174
Accounts receivable	1,469	97,216
Goods and services tax recoverable	716	-
	21,270	111,390
CAPITAL ASSETS (Note 3)	767,310	662,724
	\$ 788,580	\$ 774,114
 LIABILITIES AND NET ASSETS		
CURRENT		
Operating line (Note 5)	\$ 50,000	\$ 75,000
Accounts payable	153,946	12,474
Unspent revenue - IAF Funds (Note 3)	-	48,624
Current portion of long term debt (Note 6)	-	7,732
	203,946	143,830
LONG TERM DEBT (Note 6)	-	288,174
	203,946	432,004
NET ASSETS		
General fund	584,634	342,110
	\$ 788,580	\$ 774,114

ON BEHALF OF THE BOARD

_____ Director

_____ Director

See notes to financial statements

B.C. CRANBERRY RESEARCH SOCIETY
Statement of Revenues and Expenditures
Year Ended December 31, 2013

	2013	2012
REVENUE		
Grant - BCCMC	\$ 345,407	\$ 234,941
Gateway Project revenue	58,595	243,361
Service Income	2,930	12,168
Interest income	61	65
Operating grant - BCCMC	-	35,000
IAF funds	-	1,726
	<u>406,993</u>	<u>527,261</u>
EXPENSES		
Accounting fees	3,500	3,500
Administration and services	7,690	7,168
Amortization	5,953	-
Consulting - Industry Experts	-	3,452
Gateway Project expenses	58,595	243,361
Insurance	902	876
Interest and bank charges	1,988	1,733
Interest on long term debt	7,066	9,677
Legal fees	-	85
Memberships	60	200
Property taxes	1,459	1,964
	<u>87,213</u>	<u>272,016</u>
EXCESS OF REVENUE OVER EXPENSES FROM OPERATIONS	<u>319,780</u>	<u>255,245</u>
OTHER INCOME (EXPENSES)		
Pest Control	24,908	-
Field planting	48,901	-
Fertilizer	3,447	-
	<u>77,256</u>	<u>-</u>
EXCESS OF REVENUE OVER EXPENSES	<u>\$ 242,524</u>	<u>\$ 255,245</u>

B.C. CRANBERRY RESEARCH SOCIETY
Statement of Changes in Net Assets
Year Ended December 31, 2013

	<u>2013</u>	<u>2012</u>
NET ASSETS - BEGINNING OF YEAR	\$ 342,110	\$ 86,865
Excess of revenue over expenses	<u>242,524</u>	<u>255,245</u>
NET ASSETS - END OF YEAR	<u>\$ 584,634</u>	<u>\$ 342,110</u>

B.C. CRANBERRY RESEARCH SOCIETY
Statement of Cash Flows
Year Ended December 31, 2013

	2013	2012
OPERATING ACTIVITIES		
Excess of revenue over expenses	\$ 242,524	\$ 255,245
Item not affecting cash:		
Amortization of capital assets	5,953	-
	<u>248,477</u>	<u>255,245</u>
Changes in non-cash working capital:		
Accounts receivable	95,747	(97,216)
Accounts payable	141,472	567
GST/HST payable (receivable)	(716)	2,526
Unspent revenue	(48,624)	48,624
	<u>187,879</u>	<u>(45,499)</u>
Cash flow from operating activities	<u>436,356</u>	<u>209,746</u>
INVESTING ACTIVITIES		
Land improvements	(203,149)	(325,741)
Buildings	(31,014)	(133,315)
Cash flow used by investing activities	<u>(234,163)</u>	<u>(459,056)</u>
FINANCING ACTIVITIES		
Operating line	(25,000)	35,000
Grants received for property improvements	123,624	227,650
Repayment of long term debt	(295,906)	-
Cash flow from (used by) financing activities	<u>(197,282)</u>	<u>262,650</u>
INCREASE IN CASH FLOW	4,911	13,340
Cash - beginning of year	<u>14,174</u>	<u>834</u>
CASH - END OF YEAR	\$ 19,085	\$ 14,174

B.C. CRANBERRY RESEARCH SOCIETY
Notes to Financial Statements
Year Ended December 31, 2013

1. DESCRIPTION OF BUSINESS

The Society was incorporated under the Society Act of British Columbia September 10, 2010 for the purpose of owning and operating a cranberry research farm.

2. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

Basis of presentation

The financial statements were prepared in accordance with Canadian Accounting Standards for Not-for-Profit Organizations (ASNFPO).

Revenue recognition

The Society follows the deferral method of accounting for contributions. Restricted contributions are recognized as revenues in the year in which related expenses are incurred. Unrestricted contributions such as dues and grants are recognized as revenues when received or receivable if the amount to be received can be reasonably estimated and collection is reasonably assured.

Grants

Grants are recorded when there is a reasonable assurance that the Society had complied with and will continue to comply with, all the necessary conditions to obtain the grants. Grants received for the purchase and development of property will be deferred and amortized to income on the same basis as the related assets are depreciated.

Measurement uncertainty

The preparation of financial statements in conformity with Canadian accounting standard for private enterprises requires management to make estimates and assumptions that affect the reported amount of assets and liabilities, disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenues and expenses during the period. Such estimates are periodically reviewed and any adjustments necessary are reported in earnings in the period in which they become known. Actual results could differ from these estimates.

Capital assets

Capital assets are stated at cost less accumulated amortization. Capital assets are amortized over their estimated useful lives at the following rates and methods:

Buildings	4%	straight-line method
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The Society regularly reviews its capital assets to eliminate obsolete items. Government grants are treated as a reduction of capital assets cost.

B.C. CRANBERRY RESEARCH SOCIETY
Notes to Financial Statements
Year Ended December 31, 2013

3. CAPITAL ASSETS

	Cost	Accumulated amortization	2013 Net book value	2012 Net book value
Land	\$ 411,218	\$ -	\$ 411,218	\$ 411,218
Land improvements	197,716	-	197,716	118,191
Buildings	164,329	5,953	158,376	133,315
	<u>\$ 773,263</u>	<u>\$ 5,953</u>	<u>\$ 767,310</u>	<u>\$ 662,724</u>

The Society received a Western Economic Diversification Canada (WD) Grant of \$203,000 and an Investment Agriculture Foundation (IAF) Grant of \$150,000 for the development of the property. \$351,274 was allocated to land improvements. \$1,726 was used for consulting costs in 2012. The grants were extended on a 50:50 matching of expenses. All WD funds were matched/expensed to December 31, 2013. The unspent balance of \$7,171 is repayable at year end. Note 4 highlights the details.

4. FUNDING GRANTS FOR PROPERTY DEVELOPMENT

The following schedule represents grants received from Western Economic Diversification Canada (WD) Grant and Investment Agriculture Foundation (IAF) Grant specifically for land improvements and property development, and the related expenditures:

	2013	2012
IAF grant received	\$ 75,000	\$ 75,000
IAF funds - recognition of prior year unspent revenue	48,624	-
WD grant received	-	203,000
Subtotal	<u>123,624</u>	<u>278,000</u>
IAF funds - land improvements	(116,453)	(24,650)
IAF funds - consulting costs	-	(1,726)
IAF funds - unspent revenue	-	(48,624)
WD funds - land improvements	-	(203,000)
IAF funds - repayable at year end	(7,171)	-
	<u>\$ -</u>	<u>\$ -</u>

5. OPERATING LINE

The Farm Credit Corporation has extended an operating line to the Society to a maximum of \$200,000 with an interest rate of 3.75% per annum. The balance at December 31, 2013 is \$50,000.

6. LONG TERM DEBT

	2013	2012
Farm Credit Canada (FCC) mortgage - repaid.	\$ -	\$ 295,906

(continues)

B.C. CRANBERRY RESEARCH SOCIETY
Notes to Financial Statements
Year Ended December 31, 2013

6. LONG TERM DEBT *(continued)*

	2013	2012
Amounts payable within one year	-	(7,732)
	\$ -	\$ 288,174

The FCC mortgage was paid out subsequent to the year end.

7. RELATED PARTY TRANSACTIONS

During the year the Society received a grant of \$345,407 (2012 - \$234,941) and operating funds of \$nil (2012 - \$35,000) from the BC Cranberry Marketing Commission (BCCMC). The organizations have members in common. These amounts are measured at the exchange amount which approximates fair value.

8. FINANCIAL INSTRUMENTS AND RISK MANAGEMENT

Interest Rate Risk

Interest rate risk is the risk to the Society's interest on long-term debt that arise from fluctuations of interest rates. The risk is minimal as the rate on the FCC mortgage is a variable interest rate based on the FCC variable mortgage rate as adjusted.

Fair Value

The Commission's carrying value of cash, accounts receivable, accounts payable, operating line and long-term debt approximates its fair value due to the immediate or short term maturity of these instruments.

2014

Commission Annual General Meeting

BC Cranberry
Research
Farm



We are very proud to report that the BC Cranberry Research Farm is operational. The BC Cranberry Research Farm is now positioned to begin to help BC growers improve productivity, identify production limiting factors, and demonstrate an array of beneficial management techniques.

The BC Cranberry Research Farm is unique in Canada and we believe we are the only agricultural commodity group in BC with an industry-lead, dedicated research facility. The benefits to the industry from the Research Farm will accrue over many years as current, and future generations of growers, look to the Farm for answers and to demonstrate leading-edge production techniques.

Our vision of the future of the world's cranberry industry is one of heightened competition at the grower level and price pressure at the retail level. The Cranberry Research Farm will assist BC growers to meet these challenges and keep this well established industry with its jobs and economic spin-off benefits, growing in our Province.



The establishment of the Research Farm has been achieved with funding from the Investment Agriculture Foundation of BC and with special targeted funds paid by BC cranberry growers.



NEXT STEPS

An Open House at the Research Farm is being planned for the Spring of 2014.

An Overview of the progress in the development of the BC Cranberry Research Farm will be included at the BC Cranberry Congress.

Funding for this project has been provided by Agriculture and Agri-Food Canada through the Canadian Agricultural Adaptation Program (CAAP). In British Columbia, this program is delivered by the Investment Agriculture Foundation of BC.



PLOT PREPARATION

From a wooded site, the Research Farm now exists with 5 main bogs with interior and perimeter drainage dykes.



The site has a coarse peat soil. Work included drainage, levelling, cleaning and preparation of fields for planting.



An irrigation canal (60 feet wide) was constructed along the property's south perimeter to provide irrigation water for the Research Farm.



Excavation of the reservoir was completed by June 2013.



PLANNING

The Board of the Research Society is advised by two committee groups – the Grower Advisory Committee (GAC), made up of growers from different growing areas and the Scientific Advisory Committee (SAC), made up of industry research stalwarts. The Cranberry Grower's Association managed the ongoing work at the Research Farm.

Dr. N. Vorsa, Dr. K. Patten and Dr. S. Fitzpatrick have all visited the site and have participated in the planning, designing and ongoing work at the Research Farm. Their invaluable assistance and guidance is greatly appreciated.



INFRASTRUCTURE



A 3500 foot steel storage and office building has been constructed.

A drainage sump pump was installed and a sump pump pipe manifold installed on the sump chamber. This will facilitate field drainage and reservoir level management and water containment and recirculation as required.

The sump chamber will act as both a source of irrigation water from the canal and a collection point for drainage water from the bogs.

Irrigation equipment installed which includes laterals with turn on/off taps installed for selective irrigation purposes.



The south dyke road has been brought up to grade to west dyke road of Bog 2 which facilitated power pole installation.

Pole pilings for the pump-house foundation has been installed in the reservoir over the mainline connection.



PLANTINGS



The test varieties grown at Rutgers under the supervision of Dr. N. Vorsa were shipped to the Research Farm. Dr. Vorsa was able to attend and supervise the planting of the cranberry

plugs in June. The planting trial consists of 20 varieties, fifteen advanced selections and five



standard cultivars. There are two replicate plots, 15' x 20', per variety planted in a complete randomized block design giving a total of 40 plots for the trial. Each plot was established with approximately 288 plants at a one plant/ft² spacing.

Additional plantings continued through September with transplants and vine cuttings.

Some fertilizer and weed controls were also conducted.



2014

Commission Annual General Meeting

Statistical Report

Statistical Report to the 2014 Cranberry Commission AGM

Year	Growers	Producer Vendors	Agencies
2013	72	7	4
2012	73	8	4
2011	72	7	4
2010	75	7	4
2009	70	8	4

BC Production and Acreage

Year	Production (barrels)	Acreage
2013	941,277	6,566
2012	944,051	6,539
2011	607,520	6,505
2010	643,851	6,508
2009	788,418	6,129

US Production and Acreage

Year	Production (barrels)	US Acreage
2013	8,770,334	N/A
2012	8,045,000	40,300
2011	7,713,700	38,500
2010	6,808,200	38,500
2009	8,035,000	38,200

2014

Commission Annual General Meeting

Commissioners

BC Cranberry Marketing Commission

Commissioners

Chair

Jack Brown

Term Expires March 2015

Members

Todd May

Term Expires Feb 2014

Jeff Hamilton

Term Expires Feb 2015

Bob Mitchell

Term Expires Jan 2016

Jack DeWit

Term Expires Feb 2016