

# THE BC CRANBERRY MARKETING COMMISSION'S REPORT TO THE BC FARM INDUSTRY REVIEW BOARD FOR 2012 - MAY 2013

## VISION

BC cranberry growers will be leaders in the global cranberry market.

## MISSION

The BC Cranberry Marketing Commission (the "Commission") is committed to enhancing industry competitiveness through organized marketing, research, industry promotion and communications.

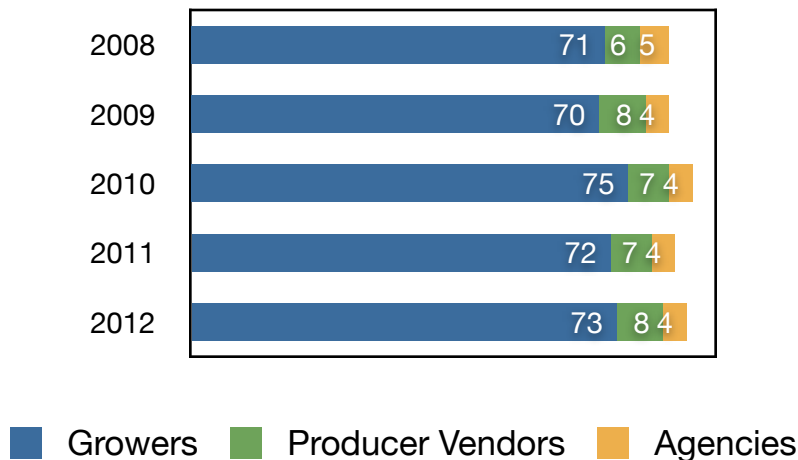
The Commission's vision and mission guide our purpose and activities to:

- ▶ 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.

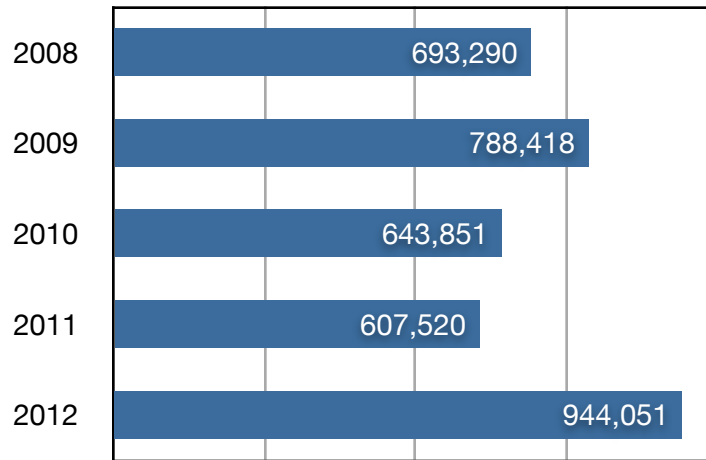
In 2012, using the BC FIRB'S Accountability Framework, directors continued to make progress in ensuring that these Commission goals, purposes and activities are being achieved.

## QUICK FACTS ABOUT THE BC CRANBERRY INDUSTRY

### Licensed Growers, Producer Vendors and Agencies

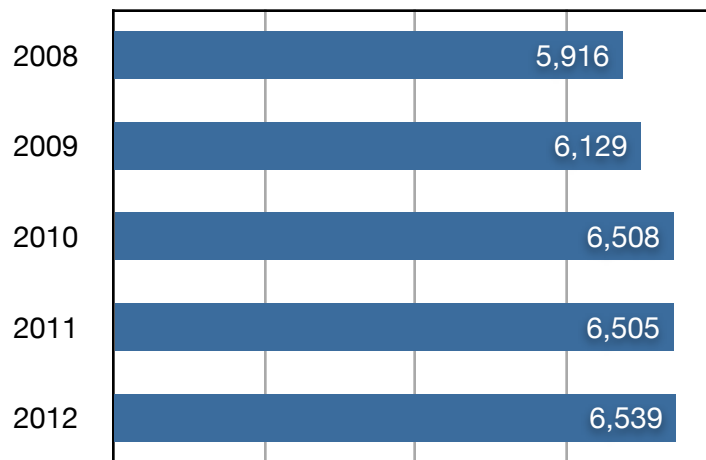


### BC Production



■ Production (Barrels = 100 lbs)

### BC Acreage



## THE BC CRANBERRY MARKETING COMMISSION'S AUTHORITY, MANAGEMENT and GOVERNANCE

The Commission has maintained its original mandate to promote, regulate and control cranberries in the areas of transportation, processing, packing, storing and marketing as established in 1965. The Commission acts on the authority delegated by:

- ▶ The Agricultural Products Marketing R.S.C., 1985, c. A-6, the Canada Agricultural Products Act R.S.C., 1985, c. 20th and the British Columbia Cranberry Order SOR/2011-13

- ▶ Natural Products Marketing (BC) Act [RSBC 1996] Chapter 330, the Natural Products Marketing (BC) Act – Regulations and the British Columbia Cranberry Marketing Scheme BC Reg 259/68
- ▶ BC Cranberry Marketing Commission General Orders July 2010

Documents or links are available on the Commission’s website: [www.bccranberries.com](http://www.bccranberries.com)

## 1. THE BC CRANBERRY MARKETING COMMISSION’S FRAMEWORK

In 2012, the Scheme was amended to include one member who is not a grower, appointed by the Commission. The Commission’s Election and Appointment Rules and Procedures for Commission Members was subsequently amended to receive recommended name(s) of candidates for the position of the Independent Member from the Cranberry Industry Advisory Committee.

John Savage’s term as Chair was completed at the end of December 2011. The Commission’s Vice Chair, Jeff Hamilton served as Acting Chair until March 2012, when Jack Brown was appointed Chair of the Commission by the Lieutenant Governor in Council.

In November the Industry Advisory Committee recommended Bob Mitchell as the Independent Member to the Commission. Directors received the recommendation and appointed Bob as a Member to the Commission beginning January 1, 2013.

After nine years, Commissioner Allen May decided to not seek re-election in 2013 and Jack DeWit was elected at the Annual General Meeting held on February 20, 2013.

This Annual General Meeting was held in Richmond, BC in conjunction with the BC Cranberry Grower’s Association. Reports that highlighted Commission activities were received from:

Chair’s Report	Jack Brown
Board Report	Allen May
NA Cranberry Industry Report	Jeff Hamilton
Research Report	Todd May
Consumer Education Report	Geraldine Auston
Financial Statements	Agatha Cluff, CA

Current Commission Members and their terms include:

Chair:	Jack Brown	Term expires March 2015
Members:	Todd May	Term expires February 2014
	Jeff Hamilton	Term expires February 2015
	Bob Mitchell	Term expires January 2016
	Jack DeWit	Term expires February 2016

## 2. 2012 COMMISSION COMMITTEES

BC Cranberry Research Committee	BC Cranberry Congress Committee	Industry Advisory Committee	BC Cranberry Field Day Committee
Chair	Chair	Chair	Chair
Todd May	Jeff Hamilton	Linda Delli Santi	Allen May
Members	Members	Members	Members
Dan Keefer	Kristina May	Rick Ball	Brian Mauza
Dr. Sheila Fitzpatrick	Dr. Sheila Fitzpatrick	Jane Kelly	Dan Keefer
Dr. K. Patten	Jennifer Hartman	Grant Keefer	Mike Wallis
Mike Wallis	Mike Wallis	Darshan Banns	Bob Hopcott
Grant Keefer	Mark Sweeney	Steve Robinson	Rep.(s) from Host Cranberry Farm
Brian Mauza	Brian Mauza		Jack Brown
Allen May	Jack Brown		
Jack Brown			

## 3. COMMITTEE ACTIVITIES IN 2012

In 2012, Committees met to provide input and support to Commission activities.

### i. BC Cranberry Research Committee

This Committee met twice in 2012. In February, the Research Committee received, reviewed and approved 3 projects for funding to the Commission. The research projects included:

1. Reduced-risk Fireworm Management and New Herbicides for Cranberries in BC – Dr. K. Patten
2. Field Testing of Sex Pheromone of Cranberry Tipworm – Dr. S. Fitzpatrick
3. Fusarium as a Potential Mycoherbicide for Management of Yellow Loosestrife – Dr. F. Caruso

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 2013.

## **ii. BC Congress Planning Committee**

On February 7, 2012 this Committee hosted the BC Cranberry Congress. This was the 6th Congress and was well attended by growers and others.

This Committee met two times later in 2012 to begin planning for the February 2013 Cranberry Congress.

## **iii. Industry Advisory Committee**

The Industry Advisory Committee, led by Linda Delli Santi, met in November and considered and made several recommendations to the Commission. These recommendations included names for a non-grower member to the Commission and educational programs for growers which the Commission intends to implement.

## **iv. Field Day Committee**

This Committee did not meet in 2012 as the BC Cranberry Field Day is a biannual event. The Field Day is planned for the summer of 2013. New Co-Chairs of this Committee are Jack DeWit and Bob Mitchell.

## **4. STAFFING**

In June 2012, Jack Wessel the Commission's General Manager since 2004 retired. Jack stays on as the Commission's Treasurer. Dianne Driessen took over the position of General Manager.

## **5. MEETINGS**

In 2012 the Commission held six meetings. Minutes of all Commission meetings are forwarded to the BC FIRB upon approval at the next scheduled Commission meeting.

## **6. GOVERNANCE**

### **Conflict of Interest**

Directors are aware of the Conflict of Interest Policy and Disclosure Form.

### **Board Governance Manual**

Commission directors began the task of developing a Board Governance Manual which includes governing documents, policies, Strategic Plan and other procedural documents. The Manual will be made available in print form and on-line.

### **Professional Development**

Directors participated in COGA and BC FIRB programs and workshops that provided them with relevant information, practical learning and important and useful skill development.

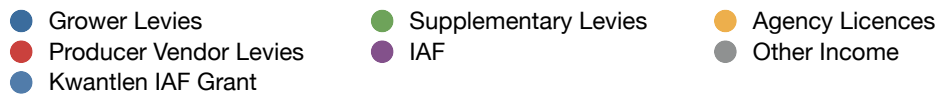
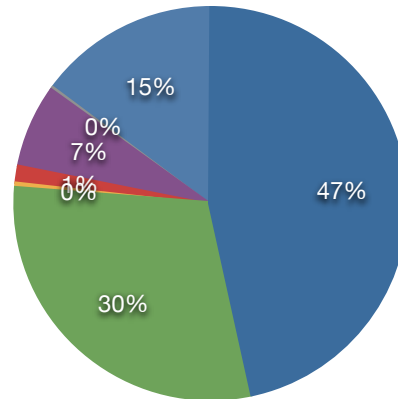
## Board Evaluation

With the changes to directors and staff during 2012 a Board evaluation was postponed until 2013.

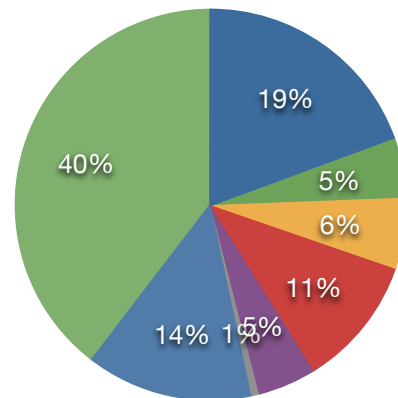
## 7. LEVIES

In 2012, the Commission collected \$266,216 from grower levies. An additional \$163,140 was collected as a supplementary levy.

**Revenues 2012 = \$550,066**



**Expenses 2012 = \$593,008**



The Governments of Canada and BC made contingent matching funds available to BC growers to assist in the development of the BC Cranberry Research Farm, provided growers matched these funds. To ensure no ongoing long-term debt to the industry the Commission placed a three year supplementary levy of \$0.28/barrel on the BC production starting for the 2011 crop. Growers and Agencies were notified of the three year supplementary levy by letter and email.

## **8. FISCAL MANAGEMENT**

The Commission has worked with Agatha Cluff, CA for the past seven years for the preparation of its annual Financial Statements. The Review Engagement Report, including a cover note, was presented by Ms. Cluff at the AGM. Ms. Cluff was available for any questions from stakeholders. The Financial Statements are also included in the annual report.

## **9. AGENCIES**

The Commission currently has four agencies licensed:

- ▶ Ocean Spray of Canada
- ▶ Lucerne, a Division of Canada Safeway Ltd.
- ▶ Pacific Canadian Fruit Packers Inc.
- ▶ Pacific Coast Fruit Products Ltd.

### **Quality Standards:**

Each year, Agencies are required to complete a Declaration that the Agency has a program in place that meets the Commission's requirements regarding Canadian chemical application regulations and if the regulated product is being exported that the Agency is aware of the regulations respecting importation of the regulated product to a country (ies) and has a program in place to ensure compliance with the relevant requirements.

Agencies report to the Commission on an annual basis volumes of regulated product delivered to the agency by each grower along with the appropriate Commission levy.

The Commission will be scheduling meetings in 2013 with agency representatives to discuss relevant topics.

## **BEING ACCOUNTABLE TO OUR STAKEHOLDERS**

### **1. Support ongoing research and development within the industry.**

#### **The BC Cranberry Research Farm**

From an announcement by then Minister of Agriculture, Steve Thomson in 2009 the BC Cranberry Research Farm had its "Sneak Peek" event in September 2012. This event was attended by our

funding partners – both Western Economic Diversification Canada and Investment Agriculture Foundation of BC, growers and other industry stakeholders.

By the end of 2012 the 20 acre farm was cleared and leveled, the development of the plots was completed, including interior and perimeter dykes, pipes for the irrigation and drainage systems were installed, and the access road was completed.

Test varieties were chosen and planted in greenhouses at Rutgers University, New Jersey and Grygleski Cranberries in Wisconsin. All new plantings were carefully measured and monitored during the year for delivery to the Research Farm in 2013.

Along with grower input and experience, industry experts – Dr. N. Vorsa, Dr. K. Patten and Dr. S. Fitzpatrick have been instrumental in providing their advice in the planning of this important resource to our cranberry growers.

We are grateful for the working relationships developed and funding received from the Investment Agriculture Foundation of BC and Western Economic Diversification Canada for the development of the Research Farm.

The Research Farm is a major step for the BC cranberry industry. The work to be undertaken will include research with cranberry varieties being grown by our BC growers in similar growing conditions and challenges, evaluation of new cranberry varieties that will become available, and the opportunity to provide information on production threats such as diseases. This dedicated facility for cranberry research will provide today's growers and tomorrow's growers with information needed to address growing challenges and opportunities to ensure the cranberry industry move forward.

### **BC Cranberry Research Society**

The Commission fostered the formation of the BC Cranberry Research Society. The Society's directors include:

Chair: Todd May  
Vice-Chair: Grant Keefer  
Directors: John Savage  
Allen May  
Jeff Hamilton  
Jack Brown

With its objectives to plan, build and operate the Research Farm the Society held three meetings in 2012.



## **2. Advance grower production knowledge through appropriate training and education.**

### **Cranberry Congress**

On February 7, 2012 the annual Cranberry Congress was held . This educational day was well attended by growers, allied trades and others and continues to be a valuable day to share the latest in research findings with the industry.

Congress speakers and topics included:

- ▶ The Planning and Development of a Cranberry Research Farm: Dr. N. Vorsa
- ▶ Pesticide Registration in Canada: C. Bedard
- ▶ Navigating Cranberry Minor Use Registrations: J. Wilson
- ▶ Sparganothis Fruitworm: R. Prasad
- ▶ The Potential of Developing Cranberry Varieties: Dr. N. Vorsa
- ▶ Cranberry Dieback Disorder: Dr. S. Sabaratnam
- ▶ New Discoveries about Cranberry Tipworm in BC: Dr. S. Fitzpatrick
- ▶ Insect Pathogen Survey: Dr. D. Henderson
- ▶ Effective Management Strategies for Weeds, Insects and Diseases: Dr. K. Patten
- ▶ Scouting a Bog: B. Mauza, R. Prasad and Dr. J. Mann

The Commission is grateful for matching funding from IAF towards some of the research projects.

## **3. Provide increased industry promotion and review diversification opportunities.**

**Telling our Story:** In 2012, along with Geraldine Auston, our Director of Communications the Commission has developed and promoted:

### **Website**

The website includes information for consumers, growers and others.

### **Twitter**

The Commission joined the world of social media in 2012 with a Twitter account.

### **Take a Bite of BC**

Developed by the BC Agriculture in the Classroom Foundation in partnership with the BC Culinary Arts Association, this program provides an opportunity for Chef Instructors to feature locally grown product in teaching kitchens in BC secondary schools. As students connect with the foods that are locally grown, they gain experience working with fresh products and begin to develop an appreciation for farmers in their community. The Commission has been involved from the very beginning of this project when only five high school teaching kitchens were involved. Thirty seven high school teaching kitchens received fresh cranberries in October. The support of Ocean Spray support is appreciated to ensure we have product for the participating high schools.

### **BC Foodservice Expo - Jr Chefs Hot Competition**

Cranberries have become a mainstay of this annual competition of Vancouver's up and coming Chefs. The BC Chef's Association continues to come to us for their events as they know they can rely on us which in turn becomes a high degree of loyalty.

### **Annual Wellness Show**

Cranberries continued to be used by Chefs at the Wellness Show as part of the Celebrity Cooking Stage.

### **BC Agrifoods Strategy**

The Commission was present at the BC Agrifoods Strategy Launch in March 2012.

### **Fraser Valley Food Show**

This three day event in September was a great event to connect with and educate the public on our industry, our farmers and how to support us. Cranberries were featured on the Celebrity Cooking stage. In all, over 3,000 people visited the 'mini-bog' (replicate of a bog to show people how cranberries float) and went away with a snack pack of Craisins provided by Ocean Spray.

### **Chefs and Media**

We continued the tradition of sending Christmas greetings to chefs and those in the media who have shown support to our industry over the year. In 2012, a special recipe - Sugared Cranberries - were hand delivered and very well received.

## **4. Enhance industry communications and cooperation**

The Commission continues strong relations, important contacts and gains understanding of policies being developed with the following groups and is represented by direct participation and/ or funding:

- ▶ Canadian Horticultural Coalition - in 2012 - funding
- ▶ BC Council of Marketing Boards - in 2012 - Participation: Allen May and funding
- ▶ Ag in the Classroom - in 2012 by funding
- ▶ Cranberry Institute - in 2012 - Participation: Todd May
- ▶ Cranberry Marketing Committee - in 2012 - Participation: Jeff Hamilton and funding

### **Quarterly Newsletter**

Growers and others involved in the cranberry industry receive the quarterly Newsletter. This Newsletter is written in cooperation with the BC Cranberry Growers Association. It is also posted to the website for viewing.

### **Industry Factsheet**

A Factsheet which includes information about the BC cranberry industry and our growers is made available at a variety of events.

### **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 2012 scholarship was awarded to Miranda Harris.

### **Other Industry Groups**

We are thankful for the partnerships we have with other industry groups and stakeholders such as the BC Cranberry Growers Association, our agencies, the Canadian Cranberry Grower's Coalition, the BC Ministry of Agriculture and Agri-Food Canada.

## **THE COMMISSION'S SOCIAL LICENSE AND STRATEGIC LEADERSHIP**

To maintain industry initiatives and strategic focus to strengthen the Commission, directors continue to:

### **1. Big Picture Issues**

Commission meetings begin with "Big Picture" issues. All Commissioners contribute and receive reports dealing with industry successes and challenges. The reports include "over the fence chats with growers and neighbours" to North American industry reports and updates. The reports provide an excellent format for tackling some of the challenges facing the industry.

Topics this past year included:

- ▶ Consumer concerns with the health benefits of cranberry consumption
  - ❖ Working with the Cranberry Institute and its publications, the Commission is able to access resources which raise awareness of the health benefits of the cranberry. The information is made available at events such as the Dietician's Conference
- ▶ Monitoring cranberry production in other growing areas
  - ❖ The Commission shares its production data with agencies such as the Cranberry Marketing Committee. BC in turn receives data from other growing areas. This North American data is shared with growers at the Annual General Meeting. The Commission will continue to participate in discussions of production and other issues.
- ▶ Economic impact of the North American cranberry industry
  - ❖ Directors are committed to working with the Cranberry Marketing Committee and contributing to the proposed Cranberry Industry Economic Impact Study. The data will provide the foundation for demonstrating the industry's economic value, validate trends and create awareness.

- ▶ Growing challenges
  - ❖ Directors are committed to assist growers with productivity issues by events such as the Congress and with the development of the Research Farm.

## **2. Strategic Plan (2011-16):**

The strategic priorities and initiatives are reviewed at Commission meetings.

## **3. Public and consumers support the cranberry industry**

This is accomplished by:

- ▶ our grower's willingness to share their production story with the public.
- ▶ the Commission's attendance at different venues and providing the public with resources.
- ▶ the Commission's support of programs such as Ag in the Classroom.

We are thankful for the partnerships and connections we have with government, consumers, educational groups, researchers, national and international cranberry Committees and especially our growers and other industry stakeholders. This involvement and collaboration helps set the priorities and actions to move the Commission forward.