



# CRANBERRY WEB

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

May 2011

Volume 5, Issue 1

*cranberries*



THE BC CRANBERRY MARKETING COMMISSION  
and

THE BC CRANBERRY GROWERS ASSOCIATION

are very pleased to host a

## CRANBERRY FIELD DAY

The day is open to all growers, their families and staff.

**Date:** Wednesday, August 24<sup>th</sup>, 2011

**Time:** 9:30 am

**Location:** MAYLAND FARMS LTD.  
Home of Dave May and Family  
2611 No. 7 Road, Richmond

~ AND ~

MAYBERRY FARMS LTD.

Home of Randy May and Family  
2600 No. 7 Road, Richmond

- Guest speakers
- Displays and demonstrations of the latest in commercial equipment from suppliers and growers to the cranberry industry
- Information and displays dealing with farm equipment and services
- On-site displays regarding cranberry production issues
- Opportunity to view on-site cranberry bogs

Most importantly, the Cranberry Field Day will provide cranberry growers and other industry stakeholders the opportunity to meet with each other in an informal setting.

Mark your calendars you don't want to miss  
this important grower event.

Further information will be circulated as  
plans and projects are more fully developed.

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### Cranberry Production Snapshot 2010

The 2010 BC cranberry crop was 643,987 barrels. This was the lowest total yield in over 10 years and down over 200,000 barrels from the 2004 crop.

## Cranberry Promotion Activity Snapshot 2011

### BC Foodservice Expo – Jr. Chefs Hot Competition

The BC Cranberry Marketing Commission teamed up with BC Pork to offer 1st, 2nd and 3rd prizes for the Jr. Hot Competition this year. We also donated product for the competitions. Our continued work with the chefs has built strong ties and loyalty to cranberries.



The BC Chefs' Association is hosting the 48th Annual Canadian Culinary Federation (CCFCC) Conference in June. They are also hosting the World Chefs Society and the WACS Global Challenge and Hans Bueschkens Junior Challenges.

This will be the largest gathering of culinary professionals in Canada. The BC Cranberry Marketing

Commission is sponsoring Jr. Chef events at this conference. This is akin to the Olympics of the food world and is a very big event for Vancouver this June.

### Eat Fraser Valley

We are heading back to the bog September 16, 17 & 18 at the Tradex in Abbotsford. Over 10,000 people will visit this public food event over the weekend and it has become a great opportunity to meet with the public and to talk to them about the cranberry harvest. Of course, 2 ladies standing in chest waders in the 'bog' are quite an attraction too!

### Cranberries on the menu

Increasingly, consumers are wanting to know more about where their meal is coming from and this does not end at the grocery aisle. More and more often restaurants and chefs are beginning to highlight product source on their menus. The logo is due to be highlighted on the menu at the restaurant of the soon to be re-opened Rosewood Hotel Georgia in Vancouver.

### 19th Annual Wellness Show

Karen Barnaby, Executive Chef, Fish House in Stanley Park did the Cranberry Cooking stage this year to raves reviews. Attendance for 2011 was 32,068 an increase of approximately 10%. Surveys revealed that the most popular part of the Wellness Show for attendees was the Celebrity Cooking Stage.

### Canadian Food Promotion in Croatia

Cranberries were on the menu for this two week Canadian food promotion at Croatian retailers. A recipe book was created and two of the recipes featured cranberries. We are just waiting to hear back from the International Trade Office on the results.

### Dieticians of Canada

We are off to Edmonton in June to attend the Dieticians of Canada Annual Conference. We will be putting together a brochure on cranberry health benefits and handing out *Craisins*. This event is very busy with over 700 Dieticians typically visiting our booth in an afternoon. It is a great opportunity to meet first hand and find out what these health professionals want to know about cranberries.

### 2011 funding has been granted for the following research projects:

- **Dr. Kim Patten**—Development of effective controls for tipworm, weevil, fireworm, yellow loosestrife, sheep sorrel and buttercup.
- **Dr. Siva Sabaratnam**—Confirmation of pathogenicity of the causal agent(s) of CCED and synergistic impact of the causal agent(s) and plant-parasitic nematode on cranberry and CCD severity.
- **Kwantlen Polytechnic University**—A survey for fungal pathogens of major pests of Cranberry in BC.
- **ES CropConsult**—A survey of the distribution of Sparganothis fruitworm in BC.
- **Dr. Sheila Fitzpatrick**—Identification and Field-testing of Sex Pheromone of Cranberry Tipworm.

*Strong ties and loyalty  
to cranberries  
result of  
Jr. Hot Competition*



*5 Research Projects  
Funded for 2011*



## Cranberry Research Farm

May 2011

The BC Cranberry Research Farm is becoming a reality. The 20 acre parcel in Delta is now owned by the Cranberry Research Society and some site preparation work has begun. Funding for the land purchase was provided by a grant from the Commission and through a mortgage arranged with the Farm Credit Corporation.

The Research Farm's objective is to strengthen the relative competitive position of BC cranberry growers. It will achieve its goals by determining the factors currently limiting productivity, by looking at practices for controls of weeds and pests and by

testing new varieties. In the medium to longer term, we see the BC Cranberry Research Farm becoming the leader in North American cranberry research.

An application has been made to Western Economic Diversification Canada for infrastructure funding assistance. Should this funding be provided the site's development schedule will be compressed.

Dependent upon funding, the Society's Board of Directors hopes to have the site cleared, leveled and dyked by the end of 2011.

*"The BC Cranberry Research Farm is becoming a reality."*

### Research Project Report

## Cranberry Tipworm - Toward Identification of a Sex Pheromone and Identification of Possible Parasitoids

Multi year funding is being provided to Dr. Sheila Fitzpatrick and associates to find new ways to effectively control tipworm. Simon Fraser University, with its world class facilities and scientists is co-operating and providing services to the project. This project is focusing on disrupting the mating cycle by introducing an artificial pheromone. During the early work on this project, natural predators of the tipworm were also discovered. Early results of this project have been very encouraging.

Cranberry tipworm overwinters as a pupa in the trash layer or soil on the floor of the cranberry bed. As the cranberry plants come out of dormancy, the tiny adult midges begin emerging from the pupal stage. The adults mate and the female lays eggs in the tender buds at the tips of uprights. The larvae that hatch from the eggs are so tiny that they complete most of their development undetected. The cupped leaves indicating tipworm presence only become apparent when the larva within has almost finished its development, by which time the tip has been damaged or killed by the larva's rasping mouthparts.

Monitoring for cranberry tipworm involves examining upright tips under a microscope to detect eggs and early stage larvae. This is an excellent, accurate way of monitoring eggs and larvae, but it is time consuming. It would be helpful to have a way of monitoring the adult midges, so that there could be some foreshadowing of the appearance of eggs and larvae in the tips.

The most specific way to monitor adult insects is to attract the males to a trap baited with a synthetic version of the female's sex pheromone.

The candidate pheromone was field tested for the first time in 2010. During the three day test on a cranberry farm in Pitt Meadows, lures loaded with candidate pheromone were 6 times more attractive to cranberry tipworm males than were blank lures. Traps baited with female tipworms attracted male tipworms for the duration of pheromone release behaviour by females, which was only a few hours due to the short lifespan of tipworm adults under hot, dry conditions.

Two species of hymenopteran parasitoids of cranberry tipworm were present on two farms in Pitt Meadows. It is very encouraging to find that two species of parasitoids endure despite insecticide treatment. On one farm, *Platygaster* sp. predominated in 2010, whereas *A. nr. marylandensis* predominated in 2009. The schedule of insecticide sprays differed in the two years and may be partly responsible for the pattern of parasitoid species abundance. It is also possible that competition between the two parasitoid species favoured *Platygaster* sp. in 2010, or that hyperparasitoids reduced the population of *A. nr. marylandensis* in 2010.

Project funding is provided by the Investment Agriculture Foundation of BC.

Contact the Commission to receive a complete copy of the project report.



*"Cranberry tipworm overwinters as a pupa in the trash layer or soil on the floor of the cranberry bed."*





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## BCCGA AGM February 28, 2011

The recent tradition of convening the BCCGA AGM in conjunction with the BCCMC AGM continued on Monday Feb. 28, 2011 at Mayfair Lakes Golf and Country Club. The new format of holding the meetings in the late afternoon and adding two guest speakers to the Agenda was successful in drawing over 40 cranberry growers and invited guests to the meetings.

Following a short break after the BCCMC AGM, Ms. Julie Graesch, Nematode Field Development Specialist from Becker Underwood in Ames Iowa, gave a very informative and practical discussion on the use of nematodes for the control of cranberry girdler. (Note: the presentation will soon be available on the newly revamped BCCGA website to be re-launched in mid-May, 2011).

The business portion of the meeting saw the

usual reports from the Chair, Directors Report, Review Engagement and the Election of Directors.

In addition to Todd May, Dave Duchek and Lisa Enfield being re-elected for another two year term, the Board also welcomed the election of Scott May to the Executive. The final speaker of the evening was Mr. Stan Reist, President of the BC Honey Producer's Association, who travelled from the Island to share his expertise on how to identify good and poor performing hives and his experiences with grower contracts and expectations.

The evening wound down with a social networking session where growers could enjoy a refreshment or two, discuss details with the speakers and catch up on the latest news from friends and acquaintances.

## BCCGA Website Being Updated & Revamped

BCCGA Directors have been discussing how to communicate industry issues and updates in a more timely manner for the benefit of grower members. Consequently, the Association has enlisted the help of Eyeland Graphics to revamp the BCCGA website and activate the membership log in area. The website will use a weebly format that is easy to update and monitor. The membership log-in area will include:

- BCCGA: bylaws and executive meeting minutes
- Crop Protection: AAFC Minor Use Pesticide updates; current Canadian pesticide chart

- Cranberry Production and Irrigation Management publications: (cd circulated at the 2011 Cranberry Congress)
- Issues and Alerts: pertinent regulatory issues affecting the BC cranberry industry
- Classified ad service for members.

The member log-in site will can only be accessed by members in good standing (i.e members who have paid their current years BCCGA dues.

The BCCGA will be contacting members shortly with their password to access the member log-in site.

## Beneficial Management Practices List for 2011-2012

In early April, ARDCORP, the program delivery arm of the BC Agriculture Council, released a list of approved 2011/12 Beneficial Management Practices (BMP) for the program year (April 1, 2011 to March 31, 2012) for the Growing Forward Environmental Farm Plan/Beneficial Management Practices Programs.

To be eligible for project funding, you must contact a recognized planning advisor and complete an Environmental Farm. There are several BMP Categories for cost

shared funding that might be of particular interest for cranberry producers. They include: Category 16: Improved Pest Management; Category 18: Irrigation Management; Category 19: Buffer, Hedgerow and Shelterbelt Establishment; Category 24: Nutrient Management Planning; Category 25: Integrated Pest Management Planning. More program details can be found on the program's website ([www.bcefp.ca](http://www.bcefp.ca)), along with a list of recognized Planning Advisors. Applications for funding will be accepted until the funding is fully allocated.