

# CRANBERRY WEB

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



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## CHAIR’S REPORT

What a difference a year makes. In round numbers last year’s crop as 840,000 barrels, this year is in the neighbourhood of 1,300,000 barrels. Well done. It would appear that some of the new plantings are coming into production.

At our last Commission Meeting on the recommendation from our Growers Advisory Committee, The Commission appointed Andy Dolberg to be the new independent member of the Commission. He replaces Bob Mitchell who has been a member for two terms. A big **Thank You** to Bob for his service to our industry.

The Commission continues to support COMB and we attend the COGA sessions. The COGA sessions are designed to provide an opportunity for people in the various segments of agriculture to learn and understand everything from legislation changes to the latest science.

The research committee has been meeting regularly and will be making research decisions at the next meeting held in February.

Ocean Spray was in town on Dec. 14<sup>th</sup>. This event was well attended and it gave those in attendance an opportunity to meet the new team. The new management team has some new and innovative ideas. This should provide for some interesting times in the future.

Please mark your calendars for the following dates, February 19, 2019 for the Cranberry Congress to be held at May Fair Lakes. Also March 5, 2019 for The Cranberry Marketing Commission AGM which will also be held at May Fair Lakes.

## Upcoming Events

**January 17, 2019:**  
COGA Strategic Planning Session, Abbotsford

**February 19, 2019:**  
BC Cranberry Congress, Mayfair Lakes,  
Richmond

**March 5, 2019:**  
BC Cranberry Marketing Commission Annual  
General Meeting, Mayfair Lakes, Richmond

**March 5-7, 2019:**  
Canadian Horticulture Council AGM, Halifax

**March 13, 2019:**  
COGA Governance Session, Abbotsford

## CHAIR'S REPORT

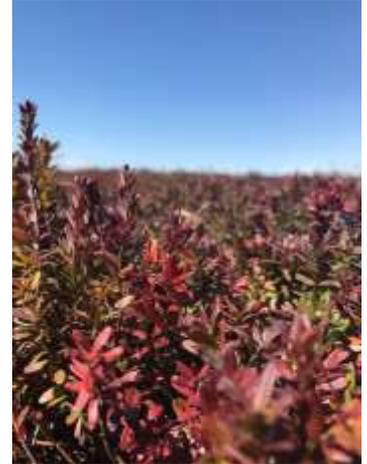
Thank you for your support over the past year, it is greatly appreciated. On behalf of Lorrie and myself, we wish you all a very Merry Christmas and a Happy and Prosperous New Year.

**Jack Brown, Chair**

### ***The BC Cranberry Marketing Commission needs updated information!***

***The BCCMC is updating their information this next month. It is important to keep the Commission informed of changes to your operation, whether it's new acreage planted, you are now leasing acres you weren't before, or new contact information.***

***If you are unsure of what form to use, please contact Heather at [info@bccranberries.com](mailto:info@bccranberries.com). Also, you can visit the website ([www.bccranberries.com](http://www.bccranberries.com)) to view available documents.***



## **Reminder – Election is Underway!**

***Communications were sent recently from the BC Council of Marketing Boards (COMB) to all registered growers of the 2019 election. Please review these documents carefully, as there were changes made to the election policy this year. A complete copy of the Election Policy was included in the Notice of Elections, and can also be found on our website ([www.bccranberries.com](http://www.bccranberries.com)).***

Communications were sent in April along with your license outlining the current information held at the Commission, including contact and farm info, registered name and registered voter (if applicable).

If you are unsure of who is the registered voter for your operation, please contact Heather at [info@bccranberries.com](mailto:info@bccranberries.com).



## Cranberry Institute Update

By Terry Humfeld, Executive Director, Cranberry Institute

A primary target of the Cranberry Institute's comprehensive public relations programs are registered dietitians across North America. With generous financial support from the British Columbia Cranberry Marketing Commission, CI and BCCMC recently teamed up to sponsor an expo booth at The Food & Nutrition Conference & Expo (FNCE), which is the premier national conference for registered dietitians who work in many areas, including private practice, hospitals and clinics, supermarkets, schools, corporate settings, government and in the media. Held in October 2018 in Washington, D.C., the event was attended by more than 10,000 registered dietitians.

The primary goal was to reinforce cranberries' position as a healthy fruit among registered dietitians by sharing key health and education information in a year when new food labels, added sugar and 100% juices were hot topics highlighted during the conference. Pollock Communications, CI's public relations agency, set up and staffed the booth with a registered dietitian and professional staff who distributed over 1,250 educational handouts that featured CI's newest whole-body benefits resources. Over 1,600 recipe cards were distributed along with over 2,600 dried cranberry sample packs. Most importantly, CI collected nearly 1,500 new registered dietitian contacts that will be added to the CI database so that they can receive CI's Cranberry Health News newsletters and other resources they can use when working with their clients.

In general, registered dietitians were less concerned with sugar content than past years. They were very interested to learn about emerging areas of research and collect resources on the whole-body health benefits of cranberries which were in high demand at the booth. Many dietitians said they incorporate cranberries into their diet daily and recommend them to patients and clients. Recipes continue to be an important resource as registered dietitians want to have more ways to recommend eating healthy foods, like cranberries. They also see value in the CI Health Research Library and plan to use it as a future resource. One of the pull-up banners provided by BCCMC provided an opportunity for dietitians to snap a photo of themselves in a sea of cranberries and many were posted on social media platforms.

The Cranberry Institute, appreciates the support of the BCCMC, as we work together to provide registered dietitians with the information and resources they need to understand and promote the healthy attributes of cranberry products.



## BC Cranberry General Orders – Parts 4 & 5 Producer Vendor Licenses

### **License Classes**

1. All persons engaged in the production, processing, packing or marketing of the regulated product are required to register annually with the Commission and obtain a license annually issued by the Commission.
  - (b) Persons engaged in production and marketing of the regulated product other than to a designated agency, must obtain a Producer Vendor License;

### **License Qualifications**

2. To qualify for a license:
  - (b) a producer vendor must have registered his acreage of regulated product with the Commission, he must submit a marketing plan satisfactory to the Commission and may be required to demonstrate that all aspects of producing, transporting, processing, storage and marketing the regulated product are consistent with recognized food safety standards.

### **Authorities and Limitation of Licenses**

#### **Producer Vendor License**

2. A producer vendor license authorizes a person to market the regulated product grown in his registered acreage or an amount of regulated product as may be determined from time to time by the Commission. A producer vendor license does not permit the holder to receive, transport, process, market or store, the regulated product, unless that regulated product was grown by the licensee.

**If you are interested in obtaining a Producer Vendor License, now is the time to send in your application for review. Forms can be found on the website ([www.bccranberries.com](http://www.bccranberries.com)), or contact Heather at [info@bccranberries.com](mailto:info@bccranberries.com) if you have any questions.**



### **Welcome Andy!**

Andy Dolberg was recently appointed to become the new Independent Member of the BC Cranberry Marketing Commission, beginning January 2019. Andy brings a wealth of information to the table, gained from his experience as a member on BC FIRB, the Executive Director of BC Agriculture Council, and various roles with the BC Ministry of Agriculture. He is excited for his new opportunity to work with the BC cranberry industry, and is looking forward to meeting many of you at the next Cranberry Congress and the AGM.

# Thank You Bob!

As you know, next month we will see Bob Mitchell step down as the Independent Director for the BC Cranberry Marketing Commission. Bob served two terms with us, and the Commission and industry has been better because of it. Bob worked diligently for all of you, whether it was carefully reviewing meeting packages, asking insightful questions or just being present at various events to learn and support.



*“I want to thank everyone for the privilege of working with such a talented and dedicated group at the Commission. It was also a pleasure and honour to serve the growers, many of who I have known for a long time.*

*Although I’m retiring from the Commission, I intend to continue to maintain my interest in the industry. Therefore, when possibly I plan to attend events such as the Congress and the Research Farm Open Houses. Again a Big Thank You, Bob”*



## Your Industry Representatives

### BC Cranberry Marketing Commission

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### Commission Directors

Chair, Jack Brown  
Directors  
Todd May  
Bob Mitchell  
Jack DeWit  
Jeff Hamilton  
Manager, Heather Carriere

### BC Cranberry Growers Association

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### BCCGA Board

Chair, Lynn Kemper  
Executive Director, Mike Wallis

