

CRANBERRY WEB

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



Inside This Issue

- Chair Report..... 1
- Upcoming Events..... 1
- BCCGA Update..... 3
- BC Cran Research Farm Update..... 4
- Scholarship..... 5
- Licensing..... 6
- Promotions..... 7
- Registering Acres..... 8

Upcoming Events

June 2024:

Open House – Research Farm, Delta

August 2024:

Field Day – more details to come!!

September 2024:

Open House – Research Farm, Delta

Watch for E-notices with more information.

CHAIR’S REPORT



The first quarter of 2024 was a busy one.

The Commission welcomed Della Oberhoffner as our new Executive Director, hosted our AGM, and the online Cranberry Congress.

The current West Coast collaboration aims to provide a broader scope of participants for our growers to learn from and with.

Our Research Committee worked hard and set priorities for this year's research projects. We completed our review process of proposals from researchers who are eager to tackle these issues and have awarded contracts where appropriate. The Committee's work is a cornerstone of our service to growers, providing essential tools to enhance farm production.

The BC Cranberry Research Farm, with its new variety of trials and other research initiatives, is a prized industry asset, admired by many different commodities.

We strongly urge all growers to participate in the upcoming June, August, and September events. More information will come in future correspondence.

I plan to attend these events and look forward to the opportunity of meeting many of you personally.

Continued on page 2

CHAIR'S REPORT

We continue to promote cranberries and the BC cranberry industry.

This program takes many forms, from working with dieticians to alerting decision-makers of the industry and its needs.

With the termination of the US CMC, we understand the Cranberry Institute is reviewing its role and programs. We intend to follow developments closely and cooperate and support as may be beneficial to the industry generally and specifically for BC cranberry growers.

Under the diligent oversight of the BC Farm Industry Review Board, we ensure that our operations meet all legal requirements and governance standards. We greatly value their guidance, which helps us maintain our good standing.

The ongoing water issue continues to demand our attention. With climate change predictions and our increasing water needs, I am deeply concerned about future availability. I am committed to ensuring that the Commission presents a strong case to the decision-makers regarding the priority water needs of our industry.

I continue to appreciate the cranberry community and learning I have found here at the BC Cranberry Marketing Commission.

**Stephanie Nelson, Chair
BC Cranberry Marketing Commission**

AgriStability Update

AgriStability is a low-cost business risk management program that helps farm operations manage large declines in net farming income due to market conditions, production loss, or increased costs of production. AgriStability is a whole-farm program that offers personalized coverage for each farm based on income tax and production information.

For information about **AgriStability 2023 Late Participant Deadline** click [HERE](#).

For information about **AgriStability 2024** click [HERE](#)

If you have any questions about either AgriStability Program, please contact them at AgriStability@gov.bc.ca or by calling toll free 1-877-343-2767.



BC Cranberry Growers Association Update – April 2024

BCCGA and PERENNIAL CROP RENEWAL PROGRAM (PCRP)

Cranberry growers may have received emails recently from Investment Agriculture Foundation (IAF), PERENNIAL CROP RENEWAL PROGRAM regarding Stream 3: Sector Specific Planting Projects, Submissions Open, for Hazelnuts, Raspberries, Blueberries and Pomme Fruits, listed as eligible commodities.

You will have noticed that Cranberries was not included in the list. This is because IAF is still reviewing the Stream 1: Cranberry Opportunity and Sustainability Assessment Project that was submitted.

We anticipate approval shortly, making cranberries eligible for Stream 3 re-plant funding. BCCGA has been in negotiations with IAF and BCMAF regarding how the Stream 3 program will roll out so that the maximum number of cranberry growers can benefit from re-plant cost-shared funding.

Cranberry growers will have to apply directly to IAF for the funding on the [IAF Client Portal](#), as each re-plant program is very sector specific.

More information to come.

BCCGA NOW A CEC FOR PESTICIDE RE-CERTIFICATION CREDITS

Prior to the West Coast Cranberry Congress in late February, the BCCGA became certified as a Continuing Education Coordinator (CEC), for Pesticide Re-Certification Credits.

What this means is that cranberry growers with a 5 -year Pesticide Applicator License need to collect 4 credits/year (1 credit = 1 hour instruction) over 5 years (20 credits total) in order to renew their applicator license, rather than write another exam.

The BCCGA will try to provide 4 credits/year through on-line lunch-bag workshops and in-person presentations at the BC Cranberry Research Farm.

If you currently hold a 5-year Applicator License, call or email the BCCGA with your name and License # to register and start the process towards re-certification.

BCCGA AGM March 5, 2024

The 2024 BCCGA Annual General Meeting was held virtually on March 5, 2024, at 10 am. Up for re-election were Grant Keefer and Joe Rodwell, two Directors whose terms were ending. Both were elected by acclamation after a call for nominees from the floor by Carolyn Teasdale, the BCMAF Berry Specialist. This maintains the BCCGA Board at six Directors, serving with Chair Lynn Kemper, Richberry Group. Directors include Dale Dulay, Coast Cranberries Ltd., Kyle May, Pacific Cranberry Inc., Garrett May, Mayland Farms Ltd., Grant Keefer, Yellow Point Cranberries, Joe Rodwell, Rodwell Farms Ltd. Jade Sherwood AAg. Ocean Spray Agr. Scientist and Carolyn Teasdale P.Ag., BC Ministry of Agr. and Food are technical advisors to the association.

**Mike Wallis, P.Ag, Executive Director
BC Cranberry Growers Association**

BC Cranberry Research Farm (BCCRF) Update

Spring 2024- and 2023-Year End Review

This is a brief year end update of the ongoing activities and production for the BC Cranberry Research Farm. As the 2023 harvest ended late in October, production at the BCCRF was up from 2022 by about 30%, shipping 2776 bbls of usable fruit.

Field 5 helped to contribute to this increase by producing its first crop since planting in May of 2020. The two new Rutgers varieties planted in Field 5 are Vasanna (2020 release) on the north half, and the unreleased RS98-11 on the south half of the field. Rutgers and their propagator have been in talks with the various growing regions trialing this unreleased cultivar.

Dr. Renee Prasad (UFV) has been particularly involved with these discussions as her ongoing Cranberry Hybrid Varietal Evaluation project has been ongoing for the past 12 years. There is hope that this will be the next selection released for commercial propagation from Dr. Nick Vorsa's / Rutgers Cranberry Breeding Program. RS98-11 is a large, uniform, round fruit that tends to darken slightly later than the previously released varieties, yet % Class 1 (white) fruit is still below threshold in the first week of October. This new variety may be a good fit for BC Growers who already have earlier darkening cultivars and want to continue field renovations, but with a variety that will not be too high in Class 5 (dark red) fruit for harvest at the end of October.

We look forward to hearing much more from Renee's Cranberry Varietal Assessments and her further evaluations, outreach, and extension to Growers in 2024.

The following projects and researchers are some of the other collaborative efforts undertaken on behalf of the BC Growers at the BCCRF and in Grower's fields this past year.

Dr Lauren, Erland (UFV). Evaluation of Cranberry Varietal Performance in response to environmental field warming - Plexiglas heating chambers placed throughout the field to replicate heat domes and extreme variable temperature events.

Elizabeth Jeffs and Heidi Lundstrum -ES Crop Consultants. Control Product Screening focused on potential future products and newly registered products on difficult to control weeds in the BC Cranberry fields.

Weed Specialist Dr. Jichul Bae (AAFC) has continued his promising Herbicide Layering Strategy Evaluations, specifically looking for better horsetail control which has been much more problematic in the past few years.

Jade Sherwood, Ag Scientist (BC - OSC) and Mike Wallis (BCCGA) also collaborated on a preliminary efficacy project looking at a newly registered product for mid/late season horsetail control. There is potential for other weed species control here as well.

Dr. Laura Kraft (WSU) is also conducting a control product screening trial at the Pacific Coast Cranberry Research Foundation (PCCRF). This project is looking more specifically at some of the insect pests of the PNW. Most significantly of interest to BC Growers is product screening for cranberry tip worm as we have limited control methods for this insect. Results of this project are destined to be replicated at the BCCRF in the coming seasons.

Continued on page 5

BC Cranberry Research Farm (BCCRF) Update

Several of these projects will be continued and expanded in 2023 with additional development in the priority product screening that is critical for our industry.

The BCCRF has been instrumental in continued progress for the future product registration for the cranberry industry. The ability to provide a controlled location for national PMC/PMRA and Registrant Minor Use Trials has been a huge boost to the registration process. In the past years, the BCCRF has provided locations for several projects which have already given us new Canadian Registrations and have three new weed and insect control products at various stages of the review process. The goal is to keep this registration pipeline continually flowing in the product search, screening and PMC and Registrant Projects for new control products.

As we look to the 2024 growing season, the BCCRF will host Grower Drop-In Field & Development Sessions and a Field Day during the summer, dates to be announced. The BC Cranberry Research Farm looks forward to aiding in Grower participation and learning about the future developments and improvements in our industry.

Mike Wallis has also been helping at the BCCRF to coordinate research projects, grower interaction and some of the day-to-day activities. Please reach out to him with any questions or to arrange a time to view the BC Cranberry Research Farm.

BC Cranberry Research Society

2024 BC Cranberry Research Society Scholarship

The BC Cranberry Research Society funds a \$2,500 scholarship grant for a family member of a grower licensee, towards the cost of post-secondary education. The purpose of the grant is to encourage attendance at advanced educational institutions, and for the industry to recognize that its future will always be with the next generation.

Criteria:

- The applicant must be a family member of a registered licensee with the BC Cranberry Marketing Commission.
- The scholarship grant is available for attendance at any recognized post-secondary institution within BC, or out of Province.
- Funds awarded must be used within an initial 12-month period and will be paid upon the receipt of proof of enrollment in a recognized post-secondary institution and program.
- The applicant must submit a profile including:
 - their achievements to date,
 - declare what program and secondary institution they will be using the funds for, and
 - a copy of their transcripts.

Please submit your application to info@bccranberries.com by June 30, 2024.



2024 Licensing

All growers, grower vendors and agencies will be receiving their respective license covering the period from April 1, 2024 - March 31, 2025. Please email info@bccranberries.com if you do not receive your license by the end of May. The three licensed agencies will be receiving a list of growers and grower vendors licensed with the Commission. Agencies will be reminded that they are not to accept cranberries from a grower unless that grower has a valid license issued by the Commission.

The Commission General Orders Part 4:

License Classes

10. 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.
 - (a) Persons with 2 or more acres planted to the regulated product must obtain a Grower's License.
 - (b) Registered Growers engaged in production and marketing of the regulated product other than to a designated agency, must obtain a Grower Vendor License.
 - (c) Persons engaged in processing, packing or marketing the regulated product produced by a Registered Grower must obtain an Agency License.

License Qualifications

11. To qualify for a license:
 - (a) a Registered Grower must have registered their acreage of regulated product with the Commission, they must have a valid contract with a designated agency, and they may be required to demonstrate compliance with a recognized food safety plan.
 - (b) A Grower Vendor must be in good standing with the Commission; have registered their acreage of regulated product with the Commission, they 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.
 - (c) An agency must be in compliance with all applicable provisions of Part 8 of these Orders.

The Commission General Orders Part 5:

Authorities and Limitations of Licenses

18. *Grower License:* A Registered Grower's license authorizes a person to market the regulated product grown on their registered acreage or an amount of regulated product as may be determined from time to time by the Commission to a designated agency. A Registered Grower's license does not permit the holder to process or store the regulated product. The Commission may make Rules exempting a Registered Grower from the requirement of delivering an amount of regulated product to an agency if that product is exclusively used for the fresh market.
19. *Grower Vendor License:* A Grower Vendor license authorizes a person to market the regulated product grown on their registered acreage or an amount of regulated product as may be determined from time to time by the Commission. A Grower 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.
20. *Agency License:* An agency license authorizes a person to receive the regulated product from a grower and to process, transport, market, or store that product.

Diicians Conference of Canada – 2024 E-Blast



PACs Help Reduce *H. pylori* Infection Rate Drinking cranberry juice containing 44 mg of proanthocyanidins (PACs) per serving two times a day could be a natural, complementary management strategy for adults to help prevent an infection with *H. pylori*.¹ To get your 44 mg PACs twice a day, have ½ cup 100% pure cranberry juice in the morning and evening. Feel free to mix it into another type of juice or seltzer.

PACs Help Gut Bacteria Cranberries have A-type PACs which help decrease bacterial adhesion to maintain healthy gut bacteria and help prevent urinary tract infections.^{2,3,4} PACs are found in fresh, frozen and dried cranberries, cranberry juice and certain cranberry supplements.⁵

Other Healthful Cranberry Compounds Prebiotics are one of the most well studied dietary factors linked to improvements in gut health. They support the growth and activity of gut bacteria.⁶ Cranberries contain carbohydrates called oligosaccharides that are thought to have prebiotic effects on gut and urinary tract bacteria.⁶ Stay tuned for more research on this connection.

Dried Cranberries Improve Gut Bacteria A small study of 10 subjects found that sweetened dried cranberries had a positive impact on the natural bacteria in the gut.⁷

Cranberries Are Fiber-Full

Cranberries are a good source of fiber and can help amp up your fiber intake. One cup of chopped cranberries has 5 grams of fiber, and ½ cup of dried cranberries has 2 grams of fiber.⁸

Adequate Fiber Intake Guidelines

- **Ages 31 to 50:** 38 grams per day for men and 25 grams per day for women
- **Age 50 and over:** 30 grams per day for men and 21 grams per day for women.⁹



The Cranberry Calendar

Although fresh cranberries hit the grocery shelves in September and are typically available through December, frozen cranberries can be found year-round online or in your grocery freezer case and can be used in many of the same recipes.

Juices, cranberry sauce and dried cranberries are always available so health-conscious consumers can enjoy cranberries anytime.



Meet Your Daily Fruit Goal with Cranberries

According to the 2020-2025 Dietary Guidelines for Americans, more than 80% of Americans don't eat enough fruit. The goal is to have about two cups of fruit daily, mostly as whole fruit.¹⁰ Meet your fruit intake goals and reap the many health benefits of cranberries by tossing dried cranberries into pasta and salads, have a glass of cranberry juice anytime and try using fresh or frozen cranberries in cranberry salsa, smoothies and baked goods.

Cranberries are naturally low in sugar and have a tart flavor, so certain products and recipes include added sugar to make them more palatable. Unsweetened and reduced sugar versions of dried cranberries and juices are now available.



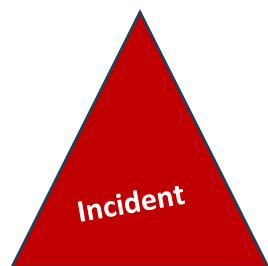
Consumer Edition

Registering New Acreage or Transferring Acreage or Transferring Delivery Rights

Growers, please be sure to register any additional intended acreage with the Commission prior to planting. Also inform us if you have acreage that is being permanently taken out of cranberry production. If you have transferred your acreage, you need to complete a Transfer of Acreage Form.

Both the New Acreage and Transfer of Acreage forms can be found [HERE](#) on the Commission's website.

If you have transferred delivery rights from your acres to another grower, please notify the Commission by emailing info@bccranberries.com.



Should there be a significant incident on your farm that could affect the entire industry (such as significant injury or worker loss), contact Stephanie Nelson, Chair of the BC Cranberry Marketing Commission right away at 604.309.3130.

The Crisis Communications Committee will help with media management.

Your Industry Representatives

BC Cranberry Marketing Commission

NOTE: NEW ADDRESS

PO BOX 11045 RPO McCallum
Abbotsford, BC V3S 0E2
Phone 778-242-0285

Email:

info@bccranberries.com

Commission Directors

Stephanie Nelson, Chair
Directors
Todd May
Andreas Dolberg
Jack DeWit
Jeff Hamilton

Executive Director
Della Oberhoffner

BC Cranberry Growers' Association

21538 – 87B Ave
Langley, BC V1M 2E6
Phone 604-309-9868

Email

info@bccranberrygrowers.com

BCCGA Board

Lynn Kemper, Chair
Dale Duley
Garrett May
Grant Keefer
Joe Rodwell
Kyle May

Technical Advisors

Carolyn Teasdale, BCMAFF
Jade Sherwood, Ocean Spray
Scientist

Executive Director
Mike Wallis