

CRANBERRY WEB

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



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Upcoming Events

May 2022:

BCCMC Field Day Committee meeting

June 2022:

BCCMC Commission Meeting
BCCMC Communications Committee Mtg
BCCMC Field Day Committee Mtg

August 30, 2022 (tbc):

Field Day – Hopcotts Farm

September 2022:

Open House – Research Farm

CHAIR'S REPORT

What a rollercoaster ride we've been on, but hopefully it's coming to a stop, and we can get off!

The online AGM went off without any problems and was well attended. Jack DeWit was re-elected by acclamation for another three-year term. We also heard from Jennifer Dyson, Chair and Kim Grout on the Agricultural Land Commission and updates to those regulations.

The Pacific Northwest Cranberry Congress Online was well attended by growers from BC, WA, and OR and provided us with the opportunity to hear about cranberry related research across North America including research on new varieties, canopy management, cold and heat protection, just to name a few. Whilst the virtual Cranberry Congress started off as a temporary format to enable everyone to meet during the pandemic, it is likely that the virtual format will continue going forward as it is well attended and allows for presentation of research from a wider geographical area.

Other events such as COGA workshops and COMB meetings have also been virtual. As discussed during the AGM, we will disseminate information on upcoming COGA workshops, and licensed growers can register with their fees covered by the commission. I have found these workshops to be very informative and well worth the time commitment.

The Research Farm continues to be a great asset to cranberry growers in BC, and we are fortunate to have this amazing resource. Our research on varieties is showing promise for greater yields. With the continued relaxation of COVID-19 restrictions, we will be having an Open House at the Research Farm in the Fall, and a Field Day in August.

In closing, I would like to thank all our stakeholders for weathering the trials and tribulations of 2021. Here's to a better 2022.

Best regards,

Kalpna Solanki, Chair

BC Cranberry Growers Association Updates

The BCCGA AGM was held virtually March 3, 2022, following the BCCMC AGM and a presentation from Jennifer Dyson and Kim Grout of the BC Agriculture Land Commission.

Joe Rodwell and Grant Keefer were re-elected by acclamation for the next two years, while Nicole Kelly declined to be nominated for re-election. Thank you, Nicole for your input over the last couple of terms. This maintains the BCCGA Board with seven Directors, plus two, non-voting representatives; Miranda Elsby, OS Agriculture Scientist and Carolyn Teasdale, BCMAFF. All look forward to representing cranberry growers in 2022.

2022 also marks a resurgence of the Canadian Cranberry Grower's Coalition (CCGC), which was "dormant" during 2021. Historically, the CCGC contributed to the Cranberry Institute (CI) for health research projects, which will be maintained for the upcoming year. However, members are open for the CI to use this contribution as they see fit as other appropriate priorities emerge. The CCGC "dormant" period of 2021 coincides with the CI Board of Directors deciding to fund health research once again in their December Budget.

At the CCGC virtual AGM February 7, 2022, Vincent Godin, President of the Quebec Cranberry Growers Association (APCQ) was elected Chair, Grant Keefer, BC, Secretary Treasurer and Murray Johnston, ON Director, with administration of the Coalition being managed by Quebec.

Finally, the CI has implemented bi-monthly CI and Grower Association calls to improve communications between CI's regional funding partners and disseminate information in a timely manner.

Again, if you have a cranberry issue or concern you think the BCCGA should address, contact myself or a Board member.

Mike Wallis, P.Ag.

AgriStability 2022 New Participant Deadline – April 30, 2022

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. To enroll:

1. Request a New Participant package by contacting BC AgriStability at 1-877-343-2767 or AgriStability@gov.bc.ca.
2. Submit your completed New Participant Forms by April 30, 2022 and
3. Pay an enrolment fee.

AgriStability representatives are pleased to share program information with you, answer any questions you may have and assist you in completing your forms.

BC Cranberry Research Projects for 2021

Once again, researchers were asked to submit project proposals to address industry research priorities. Priorities are identified by the Research Committee as “High”, “Medium” and “Longer Term”. The Committee met recently to review submitted proposals. This year, projects recommended for full or partial funding include:

1. **Evaluation of Cranberry Variety Performance at the BC Cranberry Research Farm – Comparison of Canopy Performance** - ES CropConsult, R. Prasad
2. **Prohexadione calcium for canopy management in cranberries** – AAFC, C. Jayasinghege
3. **Assessing an herbicide layering strategy in newly renovated and established cranberry fields** – AAFC, J. Bae
4. **Exploring Tools to Address Priority Insect and Weed Pests of British Columbia Cranberries** – M. Elsby
5. **Exploring Canopy and Fruit Response to Fertilizer Applications in British Columbia Growing Conditions** - R. Prasad and M. Elsby
6. **Investigating the prevalence and identifying the species of aphids most commonly present in cranberries in the Lower Mainland of British Columbia** – ES CropConsult, E. Jeffs



PNW Cranberry Congress – February 16 &17, 2022

For the second year in a row, the collaboration of BC, Washington and Oregon put together an excellent Congress. Speakers were from Canada and the US and Oregon State University graciously hosted the Zoom event. Both mornings had over 150 attendees.

A special thanks to our speakers, which included:

1. Grant Keefer, BC Cranberry Research Society – BC Cranberry Research Farm Update
2. Bill Franz and Katie Ghantous – Cranberry Institute Update
3. Karen Cahill - Cranberry Marketing Committee Update
4. Allison Jonjak, University of Wisconsin-Madison – Nutrient Management
5. Amaya Atucha, University of Wisconsin-Madison – Cold Hardiness of Cranberry Buds
6. Peter Oudemans, Rutgers University – Heat Protection
7. Richard Belanger, Laval University – Fruit Rot Control
8. Renee Prasad, University of the Fraser Valley – Variety Trials
9. Jichul Bae, Agriculture and Agri-Food Canada – Herbicide Layering
10. Charitha Jayasinghege, Agriculture and Agri-Food Canada – Canopy Management with Prohexadione Calcium
11. Sam Toch, Ocean Spray – Washington Research and New Product Update
12. Miranda Elsbey, Ocean Spray – BC Research and New Product Update
13. Madeleine Chagnon, University of Quebec – Bee Confinement
14. Didier Labarre, University of Quebec – Black headed Fireworm and Cranberry Weevil Control

Thanks to Jeff Hamilton for being our Master of Ceremonies and for Cassie Bouska for managing the Zoom, doing all the polls and generally keeping the platform working for the Conference.

A copy of the 2022 Congress presentations can be found on the Commission's website:

<https://www.bccranberries.com/growers/cranberry-congress/>

The videos can be found at:

<https://www.oregoncranberrygrowers.com/content/2022-pnw-cranberry-congress>

BC Cranberry Research Society 2022 Scholarship

The BC Cranberry Research Society is offering a \$2,500 scholarship grant for a family member of a grower licensee, towards the cost of post-secondary education.

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. Applications will be reviewed by a designated Committee and one award will be made each year.

If you, or a family member may be interested, please contact Coreen for more information on how to apply at info@bccranberries.com.

Registering New Acreage

All Growers and Producer Vendors are reminded that you must register any additional intended acreage with the Commission prior to planting. A copy of the Commission's "Registration of New Cranberry Acreages" form can be found on the Commission's website at this link [HERE](#):



WHAT FACTORS AFFECT A CRANBERRY OPERATION'S VALUE AND ATTRACTIVENESS?

This was the topic of a recent Farm Credit Canada Study. Some highlights are in this article. To see the entire article, click [HERE](#). Several factors can impact a cranberry operation's value and attractiveness. If you're looking to optimize the value of a particular site, there are two things to consider: production area and yield.

As a rule, larger sites are more attractive because they're sought after by bigger players. In addition to the developed area, the site's expansion potential also affects its appeal. Of course, increasing the cultivated area requires a significant investment. The cost to establish a cranberry bed is generally between \$30,000 and \$50,000 per acre...

Another option to consider is the redevelopment of existing beds where the yield can be improved...If you're considering redevelopment, it's a good idea to think about which cranberry variety to plant.

The cost of redevelopment increases significantly (up to 20% to 30% more) if you chose to plant a cranberry variety involving royalty payments. However, the anticipated yield is much higher, while the production cost is pretty much the same...

...demand varies with market conditions, but since market conditions have been fairly positive for the past few years, there is a certain amount of upward pressure on cranberry farm prices. In British Columbia the demand for land in general by investors and other farmers can supersede cranberry bog improvements and infrastructure. Those bogs already in production benefit from an income stream and business model which is supported by a valuable land asset base.

To see the full article click [HERE](#).

Your Industry Representatives

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