



April 2015 NEWSLETTER

Presidents Report

It's time to ramp up for another season. It is over the next several months where the varied relationships in a farmer's life are tested. As farmers we enjoy a diverse range of relationships. We work with the land, our suppliers, customers, competitors, family members, the weather, employees, neighbors and our crops. Each of these relationships presents unique challenges and a great potential for success. We will all work hard to create balance within these relationships.

What evolves these relationships? How do we breed success and build balance? With our land we use soil tests, and with the weather we remain ever the optimist that the sun will come out. We use tissue tests, customer feedback and supplier recommendations. We have confidence in our employees and we trust our family to be patient and understanding. All of these interactions stem from a consistent source – communication.

Communicating in the world has certainly evolved. We now track the weather through apps and reach our customers through the computer. We text our employees and FaceTime the kids at camp. All of this technology has proven to be wildly useful but we must pause and remember the value in face to face, word to ear communication.

Remember to kiss your wife when you come home, shake the hand of your supplier and actually hear the needs of your customers. The best relationships are built from the bottom up and thrive from truly listening.

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OBGA is continuing to work on a proposal for the Farm Products Marketing Commission. We have had several very successful meetings with various growers and industry representatives. We are very close to a final draft and it is due to the strong communication between growers. I'd like to thank all those that have shared their input, knowledge and history with the

OBGA board of directors over the last year. We will continue to update growers as things move forward and, as always, I urge you to let your voice be heard by contacting any board member or Kevin Schooley.

I wish all berry growers a prosperous season and I look forward to keeping communication lines open and thriving and building greater success in all my farmer relationships.

Listening ears are on,

Jenn VanDeVelde, President

From OBGA Headquarters

Finally we are seeing some seasonal weather. I had my first real chance to look at some local berry fields just yesterday and thankfully due to good straw and snow cover strawberries look like they have fared well over the winter. The raspberries I saw looked pretty promising as well. I will wait another week to look at some blueberries. We did have some real cold temperatures but I will remain optimistic.

Your OBGA board remains busy and we have lots of plans for the upcoming season. The OBGA received Local Food Funding and we have lots of projects and promotions planned. Stay tuned and get involved in any way you can.

As many of you know our application to the Farm Products Marketing Commission is getting closer to reality. We would like to avoid burdening growers with any decisions during the growing season so hopefully you will hear more as we get into autumn. If you have any

questions or comments please feel free to give me a call or contact one of the board of directors.

I want to welcome our two new board members. Matt Tigchelaar from Tigchelaar Berry Farms in Vineland and Tom Heeman from Heeman's Strawberries near London. Board members serve as volunteers and it is great to see some of the next generation of growers getting involved in the organization. Seeing these young men does make me feel just a little bit older though. We now need to recruit a few young ladies to make sure we maintain a balanced perspective.

All the best!

Kevin Schooley



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Achene Report

The Achene Committee met in March. We are pleased that we have a site for the verification trials. Northern varieties in our propagation

program will be planted and evaluated at Heeman's Strawberry Farm. Raspberry verification will be grown in New Liskeard.

The propagation program will see varieties from Europe in the lab soon as Fresh Forward sends some of their promising varieties to New Liskeard to be grown out for interested propagators.

New varieties from California will be added to the program and Pam Fisher will be coordination trials of new day neutral cultivars from Michigan and a new June strawberry release from New York. Pam also hopes to have a student dedicated to work on berry varieties over the summer. A trial planted in Simcoe will be evaluated and growers may receive a call to ask for your opinion on varieties you have tried or are currently growing.

Best Regards

Andy Megens
Chair, Achene Committee

Would you like to try some F1 hybrid seed –propagated Dayneutral Strawberries?

Adam Dale
Department of Plant Agriculture
University of Guelph

Over the last ten years we have been working towards developing F1 hybrid, seed-propagated dayneutral strawberries. This is because we have been unable to consistently propagate dayneutrals locally with sufficient multiplication rates. We have faced a number of challenges, but are now at the stage where we have some test F1 hybrids.

F1 hybrids are produced by crossing two inbred lines together to get seeds that are genetically variable, but all the same, like F1 hybrid corn. To do this we cross plants with female flowers with plants that have normal flowers. We now have a large number of interesting inbred lines and need to select the best.

We are using a crossing pattern where one female-flowered parent is crossed with three normal-flowered parents to give us three families. We will then select a normal parent which produces the best family. This way we can reduce our normal-flowered parents to the best one-third.

In the future, we will do the reverse and cross one best, normal-flowered parent with three female-flowered parents to reduce our female parents to the best one-third. This gives us the potential for some really good F1 hybrids.

The crosses have been made this winter and in the last week in February the seeds were sown in plugs. By May, we will have plug plants that have 5-6 leaves and be ready to be planted outside.

Since seed-propagated strawberries are something that is new to most growers, we would like to offer you the opportunity to test some of these on your farms.

However, words of caution: these are test F1 hybrids so we are not sure just what they will look like. Ideally, we would like plants that are winter-hardy, 100% dayneutral, fruit as big as Albion, high yields with

good fruit quality. In reality, we will get less than that, but we have to start somewhere.

Also, half the plants are female-flowered and half normal-flowered. In trials we have not seen this to be a detriment. In fact, the female-flowered plants seem to want to produce more fruit than normal-flowered plants.

What we are prepared to distribute is packages of about 300 plug plants in six groups: two 50-plant lots of each of three families from one female-flowered parent.

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However, we will need some information from these packages: yield, fruit size and % dayneutrality and comments on the fruit quality. Since this is experimental, we recognize that this will involve us in a lot of travelling and organization, but we are willing to work with you to make this successful.

If you are interested in trying some of these developing F1 hybrid, seed-propagated dayneutral strawberries, please contact me, Adam Dale, at adale@uoguelph.ca or leave a message at 519-426-7127 ext333.

National Raspberry and Strawberry Research and Promotion Council Update

There are no updates and I would expect we will not hear anything until after the federal election.

Marketing Proposals Wanted

The OBGAs are requesting marketing proposals from members that could be used to benefit the OBGAs membership at large. These projects must promote the industry at large, not just a single farm or region. Delivered materials from projects would be available for OBGAs and its members to share and make use of.

OBGAs were approved for a Local Food Fund amount larger than our budget allows so we're calling on our members to provide fresh ideas and half of the funding up front.

Projects will be selected based on merit with up to \$5000 available for matching funds through LFF. Successful applicants would be responsible for making a deposit of 50% of project value upon selection and full amount would be paid to the farm after approval of funds from Local Food Fund program.

Project submission deadline is set at April 30, 2015 and must be emailed to kevinschooley@bell.net.



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Twilight Meeting

Mark your calendar for Wednesday September 9th for the annual OBGA Twilight Meeting. The meeting will be held at Heeman's Strawberry Farm.

Pam Fisher will be establishing a few trials at Heeman's and there is lots to see at this established operation. More information to come

Apogee for strawberries: A webinar for Ontario growers April 28th at noon

Apogee has been referred to some as a miracle product. Take advantage of this opportunity to learn more about this revolutionary product.

Apogee is a plant growth regulator which was recently registered for runner suppression on strawberries.

This is a very interesting product for strawberries, especially for those grown in plasticulture systems. If used correctly, Apogee will suppress runner development, giving the plant more energy to spend on other parts of the plant, such as crowns, and fruit. Growers should learn to use this product by testing it in smaller plots before using it widely.

We have asked Dr. Julia Reekie, from Agriculture Canada in Kentville, NS, to share her knowledge about using Apogee on strawberries. She will give a web-based presentation to Ontario strawberry growers on Tuesday April 28, during the lunch hour.

To access this presentation live you will need internet access and a telephone line. Sign in to the link which will be provided when you pre-register **and** call the teleconference number provided. You must pre-register by **April 21**, by sending an email to Pam.fisher@ontario.ca and Jacquie.defields@ontario.ca

A Report of Substrate Trials on Day-Neutral Strawberries

Toktam Taghavi and Adam Dale¹,
Department of Plant Agriculture,
University of Guelph, and
Jean-Pierre Fortin, Fafard Company,
Quebec

A set of substrate trials was established at the Simcoe Research Station to compare different substrate and irrigation/fertigation methods under the Industry-led Research and Development Stream of the Agri-Innovation Program Federal Growing Forward 2 initiative.

In the first three trials, different substrates were examined. One of the substrates, referred to Simcoe substrate, has been historically used at the research station to grow strawberries. Other substrates in the trial were provided by the Fafard Company. Field sand was also used in the first trial. The Simcoe substrate was made with equal volumes of peat, turface, sand and perlite.

All of the Fafard substrates performed better than Simcoe substrate or field sand and were used in subsequent trials.

Among Fafard mixes, plants growing in G10 had fibrous root growth and higher vegetative growth. However, if this substrate dries out, it takes a lot of time to absorb water again and may create inconvenience when used in pot culture. Fafard mixes G6, G5 and N7 are performing equally well. N7 has been designed for nurseries and has big chunks of bark. It absorbs water easily and does not dry out as much as G10. When the physical properties of these substrates are compared, G10 has the highest aeration score. The higher drainage in G10 can contribute to the higher growth rate of strawberries in this substrate. All Fafard mixes have a medium to high capacity to retain water in their structure, which is critical for strawberry plants.

A few genotypes have been tested during these substrate trials. Both Seascape and Albion were used during early trials, however, only Albion is presently being used.

An inbred line of strawberries with a low growth rate will also be used to highlight the potential of different mixes for a slow growth genotype and to develop a protocol for substrate trials of our inbred lines for our breeding program.

Early attempts to use fertilizer injectors to fertigate the strawberries in the research trials were unsuccessful, due to the low flow rate of the drip irrigation system which did not initiate the injectors. In the last trial, a fertilizer pump was used to pump the nutrient solutions into the irrigation system. Two nutrient solutions with EC (Electrical Conductivity) of 1.5 and 2 dSm⁻¹ were used.

The system is working very well now. During the winter, halogen lamps were used to provide extra light for the plants inside the greenhouse, however plants were still elongated due to low light conditions. With increasing the day length and light intensity the growth will increase, elongation will cease and flower clusters will produce fruits.

New products for berry growers

By Pam Fisher, Berry Crop Specialist,
OMAFRA @fisherpam

There are always lots of new registrations at this time of year! Many new uses are listed in the **2015 Supplement to Publication #360, Guide to Fruit Production.**

This is now on line at:
<http://www.omafra.gov.on.ca/english/crops/pub360/sup/pub360sup.pdf>

New products in the Supplement to Pub. #360 include:

- **Nealta** (cyflumetofen) registered by BASF Canada Inc, for two-spotted spider mite on strawberry
- **Quilt** (azoxystrobin & propiconazole) registered by Syngenta Canada Inc. for mummyberry and anthracnose on blueberry.

Label expansions and new uses in the Supplement to Pub. #360 include:

- **Actara 25 WG** for suppression of black vine weevil and strawberry root weevil on strawberry
- **Altacor** for raspberry cane borer on raspberry
- **Exirel** for obliquebanded leafroller and adult weevils on elderberry, saskatoon berry, sea buckthorn
- **Intrepid 240** for obliquebanded leafroller on raspberry
- **Nova Fungicide** for white pine blister rust on currant and gooseberry
- **Switch 62.5 WG** for botrytis on currant, gooseberry, elderberry and sea buckthorn

More recent registrations include:

- **Indar Fungicide** (fenbuconazole) registered by Dow AgroSciences Canada Inc. to control mummy berry on highbush blueberries
- **Purespray Green Spray Oil 13E** (mineral oil) on berry crops for suppression of spider mites, and to deter feeding by aphids, and also for powdery mildew

suppression on blackberry, buffaloberry, cloudberry, currant, elderberry, gooseberry, jostaberry, juneberry, raspberry, strawberry.

- **[Prism SG Herbicide](#)** (rimsulfuron) registered by DuPont Canada Inc. [for control of weeds on caneberries](#) (blackberries and raspberries)
- **[Apogee Plant Growth Regulator](#)** (prohexadione calcium) registered by BASF Canada Inc. [for runner suppression in strawberries](#).

These products are not in the supplement but details can be found on line in the ONFruit Blog, at <https://onfruit.wordpress.com/category/new-products-2/>.

Membership

If you have not paid your 2015 membership you will be receiving an email reminder soon that may be followed up by a telephone call.

If we don't receive your renewal we will be forced to remove your farm information from the website.

The 10 Most Powerful Words in Advertising

Discover the 10 Words That Bring You Results

Paul Suggett, Advertising Expert About Money

Advertising has changed a lot of the decades, but certain words are as powerful today as they were so many years ago. In fact, the

psychology department at [Yale University](#) studied many words in the [English language](#) and discovered the following to be the most powerful, especially when trying to sell or persuade. Here then are the 10 words you should always consider using in your campaigns; and if you are paying close attention, you'll realize three of them are actually in the headline and subhead of this article. Oh, and there are a few words missing from this list that may surprise you? We'll get to that at the end

The Advertising Power Words List, in Ascending Order:

10: NEW

We all want new, even if it's not really all that new in reality. We want the next new phone model (which is why lines for the latest iPhone ([see Trends in Mobile](#)) span the block, despite having very few upgrades). We want new cars, new clothes, new shoes, new tastes, new smells, and we're willing to pay for it. Personally, I think NEW should be higher up on the list. It's a very powerful word that you will see in advertisements and promotions on a daily, if not hourly, basis.

9: SAVE

Hands up if you don't want to save time or money. Exactly. Saving money is something that 99% of us want to do. Even the richest of the rich want deals, they just get them on more expensive purchases. If you can genuinely promise to save someone some money, you'd be foolish not to point this out. Of course, HOW you talk about it is just

as important as what you're talking about. Do it wrong, and you will come across as either a pile-it-high-sell-it-cheap merchant, or untrustworthy. And as [for saving time](#), well, time is money, which brings us right back to something we all want to save.

8: SAFETY (or SAFE)

A viscous Nazi, played so well by Sir Laurence Olivier in the [movie Marathon Man](#), asks over and over - "is it safe?" We demand safety from our products. We want to know that our investment is safe, or that our children are playing with toys that meet the highest safety standards. We want food that has been inspected, and we want safe choices in clothing and shoes. Now, the question then becomes how to talk about safety. Sometimes, it will be something that naturally comes up, such as baby products or items that are designed to provide safety. But sometimes saying the word "safe" can be negative, as it brings up an issue that is considered a no-brainer. For instance, "our burgers are 100% safe to eat." Well, why wouldn't they be? What's the deal? What are you saying? So, be careful with its usage.

7: PROVEN

When you have a brand new product, not a new version of an existing product, there's a hump that you need to get over. It's basically "buyer beware," because the customer is dealing with an unknown. They can wait to see what the reviews on the product or service are, or they can ask friends and relatives. But one way to get over this hump is to provide the proof

yourself. For instance, a famous cat food brand often used "8 out of 10 cat owners who expressed a preference said their cats preferred it." Wow, 8 out of 10. Must be good, it's proven. I'll try it. As Seen On TV products also do this well, with product demonstrations that prove a point. So, [don't just say it, prove it.](#)

6: LOVE

This one has multiple meanings. You can be "in love" with something (like new shoes) or you can "love" how well something works or performs - "I love how white it gets my whites." Either way, love is a strong word. Of course, you must be judicious in its use. It's one thing to say "you're going to love the way it smells" when talking about a perfume. It's quite another to say "you will instantly fall in love with our toilet cleaner." Really? No one falls in love with a toilet cleaner (unless, of course, it's part of a very tongue-in-cheek campaign). Remember, love may work well, but don't lay it on too thick.

5: DISCOVER

Did you notice this one in the headline? Maybe you did, maybe you didn't. But it's a prompt that advertisers use to say, "you're going to get something out of this, it's worth your time to keep reading." Or when it comes to product packaging, it's worth trying. Discover is a promise of something more to come. Like unwrapping a gift on your birthday, discoveries always bring a sense of excitement and adventure. And any time you evoke those fond childhood feelings, you're on a winner.

4. GUARANTEE

This word is a safety net. Just think of the way you use it in everyday life,

and you'll see its power. "I guarantee I will be home by 5pm" is your way of removing any doubt. "I guarantee to pay you back tomorrow" is an unbreakable [promise](#) to make (even though it doesn't always work that way." In advertising, a guarantee is a promise made by a corporation to a consumer, and it's seen as solid. Whatever you do, only use it if you can absolutely back up that guarantee, or your credibility is done. Money-back guarantees are particularly powerful because you remove the risk from trying a [new product](#). And if you're worried about going broke, don't be. Invariably, only a very small percentage of people are so annoyed by a product that they will ask for a refund; and the time it takes to mail off the information is usually too much trouble for them.

3. HEALTH -- Especially powerful when it applies to a product. This is used a lot these days, and not just when talking about physical health. Perhaps the most commonly-used variation is "improve your financial health," and it works because we all know what good health is. If you can make a promise of good health, be it in a food, service or something else, you are doing well. But again, don't abuse the word. KFC did this when promising their "healthy" Kitchen Fresh Chicken. The consumer is gullible sometimes, but not often, and not to that degree.

2. RESULTS

Another word used in the headline of this piece, results is a word that also means success. And this word is powerful because it's a promise that

helps you rationalize the purchase. "Oh, well if this gets results, it must be worth it." If you "guarantee results" you've just upped the ante. We all want results, whether it's from a household cleaner, our bank manager or the [President of the USA](#). If they deliver, you feel satisfied. If they don't, well, don't expect re-election.

1. YOU

Still number one after all these years, and with good reason, YOU is the most powerful word in advertising for a reason - it's personal. Let's talk about you. You are interesting, and you find yourself interesting. Let's be honest, when it comes to you, you're all ears. If I make a promise to make people rich, you may be interested. If I promise to make YOU rich, that's a different story. You is a word that must be used when talking to your customers, because that's who you're addressing. And when you do that, you're talking about a person's favorite subject. It's so powerful, many writers (especially in [direct response](#)) will not use a [headline](#) unless it has you in the title. I wouldn't go that far, but you is definitely something that YOU should always consider.

And the missing words? FREE and SEX.

They are still considered to be two of the most powerful words in the English language, but when it comes to advertising, they have been abused so much that they have fallen out of favor with consumers. After all, when was the last time you saw FREE and it really meant FREE? Isn't it usually followed by an

asterisk and about ten pages of terms and conditions? And as for [SEX](#), well, it may prompt you to read an article or watch a movie, but in advertising it's far better to use sex appeal, and sexual imagery, than the actual word.

OBGA Promotion

We want to encourage any members that are active on Facebook to "Like" the Ontario Berry Growers. It is great to share information from our members and increase and target our reach. The OBGA will be advertising on Facebook by boosting posts and trying to increase the number of likes we currently have. We will also be running a school contest through Facebook.

The OBGA will be active on Twitter and also hope to increase our presence on Facebook.

There is a plan to make the website mobile optimized as well as designing a new logo for the association.

Promotional Materials

The OBGA has a good stock of many of our promotional items. These products are priced at or below costs.

A list of products and photos are available at www.ontarioberries.com in the Grower/Member section. Order early to get the best selection

