



ONTARIO BERRY GROWERS ASSOCIATION

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January 2011 NEWSLETTER

Presidents Report

Here's to a good 2011! So far we have had an easy winter in eastern Ontario with very little precipitation (unlike some other parts of the province). As of January 1, most of our fields are bare and we have experienced very few days with cold temperatures. Fortunately we are expecting snow in a day or two. It continues to be amazing how we seem to escape the worst extremes of weather that other parts of the continent have endured these past few weeks. We have dodged the damaging rains, winds, and below normal temperatures that have caused challenges elsewhere.

I feel the outlook for horticulture in general remains bright for the upcoming year. The public has a very positive attitude towards the fruits and vegetables which are our main crops. The press can't seem to write enough positive information on the health benefits of a diet weighted heavily in favour of fruits and vegetables. We can count our blessings that we are not marketing beef, pork, or dairy products as all of these commodities have major marketing challenges.

On the cautionary side of things, I would draw your attention yet again to what I will refer to as the "Wal-Mart Phenomenon". When Wal-Mart burst onto the marketing scene in our area, people commented that they would avoid the big American giant and continue to shop locally and support our Canadian retailers. In 2011 we have a Wal-Mart in most communities of

10,000 or more and they are thriving. On a day when most parking lots are 1/3 full, Wal-Mart's are packed. In my opinion, there are three main reasons for this success....price, price, and price.

The lessons for us in horticulture are clear. Our customers will only support price disparity in products like strawberries up to a certain point (i.e. California strawberries vs local strawberries). If we push the limits of price we could experience the Wal-Mart Phenomenon in the marketing of strawberries, raspberries, blueberries, and vegetables in Ontario. Fair and competitive pricing, excellent customer service, and interesting rural experiences seem to be the route to take to maintain and grow our market share.

I'm looking forward to many good experiences in St. Catharines in February. The conference promises to be just as informative and interesting as ever. See you there!

Best Regards,

Paul Ralph

From OBGH Headquarters

The corner has turned and growers are starting to think about the upcoming growing season once again. Plants are being ordered and should be done as soon as possible to avoid any shortages in varieties. Here in Ontario we will have one less source to buy strawberry and raspberry plants now that Ghesquiere Plant Farms is no longer in business.

Our annual conference is only 6 or more weeks away and you will find lots of details of the berry program for both the OBGH day and the berry session at the

Ontario Fruit and Vegetable Conference. There are lots of great speakers and a special evening to discuss fertigation in strawberries and other berry crops. As always this is a great opportunity to get together and share ideas with friends and colleagues in the berry business. Send in your registration!

All the best!

Kevin



STRAWBERRY Tyme **Strawberry & Raspberry Plants**
Established 1989

Your **ONLY** supplier of strawberry & raspberry plants grown under the guidelines of the **'Ontario Plant Propagation Program'**

All plants grown by us are treated with the Amino Acid **'PHCA'** which helps kick start the plants in the spring when planted.

Ask us about this amazing fertilizer!

A followup fertility program which includes **'PHCA'** is highly recommended to maximize the potential of the plant.

Also available - Blueberry Plants, Blackberry Canes, Yellow, Purple & Black Raspberry Canes, Asparagus Roots, Rhubarb Roots, Horseradish Roots.

R.R. #2 Simcoe, ON Canada N3Y 4K1
Phone: 1-519-426-3099 Fax: 1-519-426-2573
www.strawberrytyme.com

Achene Report

As many of you may have heard on the news Ghesquiere Plant Farms is now officially bankrupt. When you see the list of how much is owed to different people it almost makes me glad that they only owed the OBGA approximately what they did. Some of this money is for plant's purchased from the OBGA to go into their screen house, some is for plant check-off (the \$5.00 / thousand that we pay to the propagator and they remit to the OBGA), and there is a fair bit of money for royalties. Fortunately for OBGA the royalties that we did not get paid are not a huge loss to us because most of that money would

have been sent on to the Plant Variety Rights holder. The total loss according to our records is approximately \$40,000, although some monies owing have not been reported (royalties and check-off)

The Achene committee has decided to DNA sample all strawberry and raspberry cultivars in the screen house in new Liskeard every other year from now on. We have been sampling 1/3 of the varieties every year but for several reasons most importantly being to ensure the trueness to type (to give the Ontario growers the best possible plants) we are changing this to every second year.

We are in the process of trying to get a license for Polka which is a fall bearing Raspberry cultivar that looks very good. It is similar season to Autumn Britten and has good fruit quality. It may be worth looking into in the future if you grow fall bearing raspberries.

Sincerely,
Paul Watson
Achene Committee Chair

Day Neutral Strawberry School

The OBGA is organizing a one day strawberry school focusing on Day Neutral Strawberry Production.

Participants will learn about day neutral physiology, what cultivars work best, fertility recommendations and many other management insights to be better day neutral producers.

The school will be held at the Springfield Golf Club just south of Guelph on March 29, 2011. The program will and look at the latest techniques and management practices and all growers of day neutral strawberries and those considering planting should attend.

C.O. Keddy Nursery Inc.

Certified Strawberry, Raspberry, Blueberry and Blackberry Plants

All popular varieties available

**Grown under the Nova Scotia
Certification Program**

For a free brochure contact:

Mr. Charles or Doris Keddy

C.O. KEDDY NURSERY INC.
982 North Bishop Road
Kentville, N.S. B4N 3V7
T: 902/678-4497 F: 902/678-0067

Grower Requested Own Use Program

The GROU program has been developed to try and bring a price discipline mechanism for Agricultural pesticides by allowing growers to import the US version of a Canadian registered product, once approved for the Program by Health Canada.

There are several products that have been approved for growers to import into Canada and most of these come at significant savings to what growers are paying in Canada. The entire list can be found at www.hc-sc.gc.ca/cps-spc/pest/agri-commerce/import/grou-piapda/index-eng.php as well as information needed to apply for a GROU import certificate.

Each year additional products are added but the products that are part of this program have typically been registered in Canada for at least 7 – 10 years.

The following products may be of interest to berry growers. Apollo and

Agri-mek miticides, and 2,4-D Amine herbicide. If you are growing other commodities you may find other products that might be worth investigating. Savings of 50% on the cost of some pest control products has been noted.

The GROU program was created for the benefit of Canadian farmers. An application for a [GROU Import Certificate](#), with proof of participation in an acceptable [container disposal program](#), must first be submitted to the PMRA for review and approval before a farmer can import the US version of the Canadian registered products listed in the table above. The GROU products must be purchased and imported by growers for their own use on their land, and for one growing season only.

Ontario Agricultural Irrigation Conference Elm Hurst Inn, Ingersoll March 1 - 3, 2011

Your answer to all irrigation questions in just 3 days

TUESDAY, MARCH 1 - Drip Irrigation Course

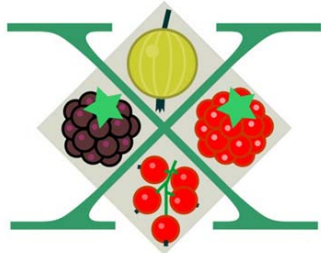
Ted Vander Gulik, Senior Irrigation Engineer BC Ministry of Agriculture Food and Fisheries is a top North American leader in Irrigation education. This course is specifically designed for farmers and is suitable for those beginning in drip irrigation and those who have some experience but want to improve their management skills. This course includes the BC Trickle Irrigation Manual.

Topics covered include:

- Selecting the right system to match your farm conditions
- Plant water requirements
- Filtration selection, monitoring system performance



International Society for Horticultural Sciences



**X International *Rubus* and *Ribes* Symposium
SERBIA**

Organized by

**Faculty of Agriculture,
University of Belgrade**

and

**Institute of Pesticides and
Environmental Protection,
Belgrade**

**June 22-26, 2011
Zlatibor, SERBIA**

First Announcement

WEDNESDAY, MARCH 2 - Featuring excellent speakers on hot irrigation topics from industry, OMAFRA, Agriculture and Agri-Food Canada, BC and Québec.

- **Fertigation:** Equipment selection, How to calculate rates, The top 10 things to consider when making a fertigation program, grower panel

- **Efficient water use,** irrigation scheduling, soil moisture monitoring: Equipment selection, Ontario

schedulers, research results, telemetry, grower panel

- **Water supply infrastructure:** contingency planning, communal approaches, on-farm infrastructure, grower panel including a presentation on the Leamington irrigation pipeline

THURSDAY, MARCH 3 - Permit to Take Water Workshop

Have you worked through the new PTTW application form? Get all the answers from

George Shearer, OF & VGA's water expert. Leave with your application form completed

ready for mailing. Reduce frustration and multiple call backs during processing.

Irrigation Trade Show - all 3 days: Meet with irrigation equipment suppliers, irrigation/soil moisture consultants, Permit to

Take Water consultants and water supply contractors.

Certified Crop Advisor credits applied for.

*Exit 218 from Hwy. 401, turn North on Plank Line Rd, Elm Hurst Inn on right hand side. **If you would like a registration form please contact the OBG office or your nearest OMAFRA office.**

STRAWBERRY EQUIPMENT FOR SALE

2"x 30ft solid set irrigation

4 inch pipe

5 inch pipe

2 Marlow PTO pumps: 6x6

1 Rainmaster PTO pump: 5x4

1 Rainmaster PTO pump: 4x4

1 Hale PTO pump: 6x5

2- row Berry King strawberry mulcher on a 16 ft. wagon

16 ft. Refrigeration cooler unit for stand

2 Road side stands in excellent condition 8 ft x12 ft, & 8 ft. x 20 ft. (Amish made)

Also some flats, u-pick containers & quarts.

1982 GMC C6500 20ft. flatbed truck (gas)

1975 GMC Astro truck tractor (both trucks in good running condition)

Any questions or interest call Louis Catalano at 561-718-4247



Ontario Berry Growers Association – Ontario Fruit and Vegetable Convention Berry Program

Tuesday, February 22, 2011 - Four Points Sheraton Suites, St. Catharines

- 9:00 am **Our Newest Strawberry Cultivars and How We Select Them**
Dr. Adam Dale, University of Guelph
- 9:30 am **Production Insurance for Strawberries**
Rebecca Metzger, AgriCorp
- 10:00 am **Grower Profile – Belluz Farms, Thunder Bay**
Kevin Belluz, Belluz Farms, Thunder Bay
- 10:45 am BREAK
- 11:00 am **Raspberry Cane Management for Improved Production**
John Lewis, Agrapoint, Nova Scotia
- 11:30 am **Marketing, Promotional Materials and Videos for OBGA Members**
Kevin Schooley, Ontario Berry Growers Association
- 12:00 pm OBGA Annual Meeting & Lunch
- 1:30 pm **Chateau Herbicide for Strawberries**
Tom Tregunno, Engage Agro
- 2:00 pm **Weed Control in Row Middles (panel discussion)**
Kristen Callow, OMAFRA,
Mr. Tigchelaar, Tigchelaar Berry Farms
John Cooper, StrawberryTyme Farms,
Rob Chesney, Thames River Melons
Norm Charbonneau, Hi-Berry Farm
- 2:30 pm **Preventing Drift and Spray Burn Problems**
Mike Cowbrough, OMAFRA and Jason Deveau, OMAFRA
- 3:30 pm **Round Table Discussions**
Join 2 of the 4 discussions, 30 minutes per round
1. Choosing a Sprayer for Small Fruits, Ross Parker, Red-Trac International & Jason Deveau, OMAFRA
2. Pest Management for Day Neutrals, Pam Fisher, OMAFRA
3. Finding a Weed Control Solution Kristen Callow, OMAFRA, Dr. Rob Nurse, Agriculture and Agri-Food Canada
4. Using Facebook, Twitter and Social Media Kevin Belluz, Belluz Farms and Will Heeman, Heeman Strawberry Farm
- 4:30 pm Adjourn
- 7:30 pm **Strawberry Fertigation Seminar**, Sponsored by Plant Products.
- 8:15 pm OBGA social time and refreshments



Ontario Berry Growers Association – Ontario Fruit and Vegetable Convention Berry Program

Wednesday, February 23, 2011 - Brock University, St. Catharines

- 9:30 am **Berry Pest Management: Integrating New Insect Control Products**
Pam Fisher, OMAFRA
- 10:00 am **Be Ready for Spotted Winged Drosophila**
Hannah Fraser, OMAFRA
- 10:30 am **Soil Revitalization with Compost for Improved Strawberry Production**
John Lewis, Agrapoint, Nova Scotia
- 11:00 am **Management of Nematodes in Berry Production Systems: With Special Reference to Soil Quality**
Dr. George Bird, Michigan State University, Michigan
- 11:30 am **Pesticides, Sustainability, Stewardship and Consumer Perception**
Dr. Steve Savage Cirrus Partners, Evergreen, Colorado
- 12:15 - 2:00 Lunch & Trade Show
- 2:00 pm **National Berry Marketing Initiative**
Karen Fenske, StratPoint Solutions, Vernon, B.C.
- 2:30 pm **Marketing our Farm with Social Networking and other Internet Tools**
Kevin Belluz, Belluz Farms, Thunder Bay
- 3:00 pm **Ontario Consumers' Motivations for Buying Local and Organic Produce: Insights on Local Strawberries**
Dr. Isabelle Lesschaeve, Vineland Research & Innovation Center
- 3:30 pm **Marketing Berries (panel discussion)**
1. New PYO ideas Sharon Judd, Meadow Lynn Farm
2. Farmers markets Gerry Rochon, Jardin Rochon
3. Satellite stands Paul Ralph, Cedar Hill Berry Farm





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**Tuesday February 22, 2011
Four Points Sheraton, St. Catharines**

OBGA 2011 CONFERENCE REGISTRATION

NAME _____

ADDRESS _____

TOWN _____

PROVINCE _____

POSTAL CODE _____

PHONE NO. _____

MEMBERS	QTY	EACH	COST
Received by February 16, 2011		\$50.00	
Late Registration		\$70.00	
NON-MEMBERS	QTY	EACH	COST
Received by February 16, 2011		\$75.00	
Late Registration		\$95.00	
		HST (13%)	
		AMT DUE	

**PRE-PAYMENT DETAILS
(TO BE PROCESSED Feb/11)**

CHEQUE ENCLOSED

VISA

CARD NUMBER

EXPIRY DATE MTH YEAR

SEND THIS FORM ALONG WITH PAYMENT TO:
 ONTARIO BERRY GROWERS ASSOCIATION
 30 HARMONY WAY, KEMPTVILLE, ON K0G 1J0
 FOR INQUIRIES, CALL 613-258-4587 or FAX Registration to 613-258-9129