



ONTARIO BERRY GROWERS ASSOCIATION

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January 2012 NEWSLETTER

Presidents Report

Season's greetings! Hopefully you are all enjoying a much needed and much deserved rest and/or vacation.

The warm dry fall meant most of us had little trouble completing end of season jobs. I continue to be very optimistic about the horticulture industry in general and more specifically about berry and vegetable growing. I feel that providing our customers with a wide variety of locally grown fruits and veggies at reasonable prices will keep our industry thriving and will provide good incomes for our families for many years to come.

This is the time of the year to take advantage of meetings and other learning experiences. The OBGAs annual meeting once again provides an opportunity to not only learn from the presenters but to network with friends and colleagues in the berry business. I look forward to seeing many of you at the meeting in Niagara Falls in February.

Sincerely,

Paul Ralph
President

From OBGAs Headquarters

Happy New Year! December is a great month for us in the produce industry but it seems that as soon as January hits it is time to start thinking of plans for the upcoming season.

This is meeting season and there are lots of good meetings in the coming months. The OBGAs annual meeting agenda looks great as does the berry day at the Ontario Fruit and Vegetable Convention (OFVC). It is exciting moving to a new hotel and new convention centre for both of these events. This year everyone will be able to fit into one hotel and there will not be a waiting list for

the trade show. The trade show area will see bigger displays and much more equipment. There is actually 3 times the space that we worked with at Brock University.

I look forward to seeing many of you in Niagara Falls in February. The details and registration forms are included later in the newsletter. As always you will have to register for each event separately.

All the best!

Kevin

Strawberry & Raspberry Plants

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

Your Achene committee continues to work to ensure that Ontario growers have access to not only the newest berry cultivars but to disease free plants that are true to type.

The OBGAs continues to invest in DNA and Virus testing and is looking at some new varieties to add to its portfolio.

We will see a new strawberry variety announced at the annual meeting from the University of Guelph program and the Achene committee is looking at a new large fruited, fall bearing raspberry cultivar from

Cornell named Crimson Giant. Crimson Giant is late fruiting and has good fruit quality but is likely best suited for tunnel production.

Financially both the propagation program and royalty collection continue to bring in some additional funds for research and promotion activities of the organization.

Sincerely,
Paul Watson
Achene Committee Chair

OBGA Promotional Items

There are some remaining promotional items that are available. Take advantage of **Free Shipping** to the OBGA annual meeting in Niagara Falls.

There is a good supply of placemats, recipe cards and strawberry and raspberry brochures. There is a limited supply of reusable berry bags, and blueberry brochures. There are very few boxes of biodegradable bags.

The cost of brochures and placemats is \$5.00 per 100. Recipe cards are \$4 for a package of four pads. Reusable bags are \$1 each and the bio bags are \$20 per box.

The orders will be filled on a first come first serve basis so don't delay!

Free App Available to Help Mix Your Products Safer

Do you have an iPhone, iPad or iPod? If you do you can take advantage of a free app to that will help you determine the proper sequence when mixing crop protection chemicals.

If you don't have an iPhone or other devices don't fear the app is also available as an online tool.

Precision Laboratories a chemical company has released The Mix Tank App to help agricultural retailers, crop specialists, and growers determine the correct sequence when making tank mixes.

The goal of the app is get the most out of your tank mix and avoid costly errors. The

app presently has over 900 crop protection products to select from. The app is straightforward to use. You first select your herbicide from pull down method and then you can choose from Insecticides and fungicides, adjuvants and foliar nutrition products. Once you have the products you want to spray you press the Get Mixing Order button and the recommended mixing sequence appears. There is also a function to name, save and share tank mixes.

If a product isn't on the list Precision Laboratories wants to know so they can add it to the database.

For more information visit
www.mixtankapp.com

Summer Fun Guide

The 2012 Summer Fun Guide (SFG) print directory and www.summerfunguide.ca are directories which target anyone travelling to or within the province of Ontario looking for something to do or somewhere to stay. They offer summer fun...all year round!

Every eligible company is entitled to a FREE listing in both places, as our objective is to be as comprehensive as possible. Our goal is that anyone visiting the site will find whatever they are looking for, in any category, any region and any expenditure range. You can visit the following link and complete the form to submit your free listing: http://www.summerfunguide.ca/get_listed-landing.php.

The online directory runs all year round, but in May 2012, we will be distributing a print edition too. This high quality, full colour, digest sized directory will be available for people to pick up at ONroute Service Centre's, accommodations, activities, events and attractions across the province while supplies last. 250,000 directories will be distributed and our experience from earlier editions of the guide is that they are picked up and kept in the home for years.

Given this great exposure, many of the companies and events listed have chosen to enhance their exposure, both in the print edition, and online as those picking up the book will also visit the website. We offer enhanced listings in print starting at \$199 and online starting at \$249. We also have

some excellent Combo Packages which give exposure in both places at very advantageous pricing. For example, the Online/Print Listing Combo promotion is \$425 for the year and gives you Enhanced Listings with excellent visibility in both the print & online guides. The Ad Combo 1 promotion includes 1/4 page display ad PLUS listings and many value added items in both the print & online guides.

Anyone wishing additional information is welcome to visit our website or contact us by phone. We'd be happy to discuss all of your options with you.

416-385-1551, 1-866-385-1550
www.summerfunguide.ca
elisa@summerfunguide.ca

Membership

If you haven't sent back your membership, please do so as soon as possible. You can include it with your conference registration!

Strawberries protect the stomach from alcohol

In an experiment on rats, European researchers have proved that eating strawberries reduces the harm that alcohol can cause to the stomach mucous membrane. Published in the open access journal *Plos One*, the study may contribute to improving the treatment of stomach ulcers.

A team of Italian, Serbian and Spanish researchers has confirmed the protecting effect that strawberries have in a mammal stomach that has been damaged by alcohol. Scientists gave ethanol (ethyl alcohol) to laboratory rats and, according to the study published in the journal *Plos One*, have thus proved that the stomach mucous membrane of those that had previously eaten strawberry extract suffered less damage.

Sara Tulipani, researcher at the University of Barcelona (UB) and co-author of the study explains that "the positive effects of strawberries are not only linked to their antioxidant capacity and high content of phenolic compounds (anthocyanins) but also to the fact that they activate the antioxidant defenses and enzymes of the body."

The conclusions of the study state that a diet rich in strawberries can have a beneficial effect when it comes to preventing gastric illnesses that are related to the generation of free radicals or other reactive oxygen species. This fruit could slow down the formation of stomach ulcers in humans.

Gastritis or inflammation of the stomach mucous membrane is related to alcohol consumption but can also be caused by viral infections or by nonsteroidal anti-inflammatory medication (such as aspirin) or medication used to treat against the *Helicobacter pylori* bacteria.

North American Strawberry Growers Association
**Annual Strawberry Conference
and Trade Show**
February 6-8, 2012

A fantastic line-up of speakers focusing on the latest in strawberry production and marketing, and a special focus on "Farm Profile's" from growers across North America.

This year's conference and trade show will be held at the Harrah's Las Vegas, in Las Vegas, Nevada on February 6-8, 2012. NASGA has negotiated a very competitive rate of \$39.00 per night for this hotel that is centrally located on Las Vegas' famous strip.



For more information, please visit www.nasga.org, or call Kevin Schooley at 613.258.4587.



Maurizio Battino, coordinator of the research group at the Marche Polytechnic University (UNIVPM, Italy) suggests that "in these cases, the consumption of strawberries during or after pathology could lessen stomach mucous membrane damage." The team found less ulcerations in the stomachs of those rats which had eaten strawberry extract (40 milligrams/day per kilo of weight) for 10 days before being given alcohol.

Battino emphasizes that "this study was not conceived as a way of mitigating the effects of getting drunk but rather as a way of discovering molecules in the stomach membrane that protect against the damaging effects of differing agents." Treatments for ulcers and other gastric pathologies are currently in need of new protective medicines with antioxidant properties. The compounds found within strawberries could be the answer.

Equipment for Sale

1 acre of Haygrove Tunnel. Includes extended legs and the gondola rail \$15,000.

Contact Doug Whitty at whittyjd@sympatico.ca if you are interested.

Red Tomato: a small northeastern-US distributor is seeking 2-3 wholesale growers of strawberries, blueberries, lettuce

Red Tomato is a non-profit marketing agent for a network of 40 mid-size family farms in the Northeast US, part of a quest to continuously advance flavor, fairness, and the ecological, social and economic sustainability of farming. Our Core Purpose reads: "to create opportunities for our region's farmers to be primary suppliers to a sustainable food system." We are seeking a small number of Canadian growers who raise strawberries, blueberries, and/or lettuce to extend our growing/marketing season.

For us, local food means regional. It's the most effective way to supply supermarkets, our customer base. A regional approach is the only way to achieve the consistency, high quality, and volume that supermarkets demand.

Website: <http://www.redtomato.org/>

Our largest product line is Eco Apples, from 20 regional orchards who are certified in ecological production by the IPM Institute of North America. Our production protocol is reviewed and improved annually by growers, land grant scientists (U. Mass., Cornell, Penn. State) and Red Tomato. Our aim is to push the standards higher year by year in a process of continuous improvement. Learn more:

<http://www.redtomato.org/ecoapple.php#faq>

What kind of grower is Red Tomato looking for?

- Experienced at wholesaling top-quality product to finicky buyers/inspectors, with adequate infrastructure for quality control

- Fruit growers whose harvest window extends the Red Tomato marketing season
- Farms with pre-existing transport connections to the Boston and New York City marketplaces, **or** in locations where those connections can be found
- Fruit growers that practice IPM (at the advanced level of commitment), and have interest in being part of an "eco" fruit protocol for marketing in the US (and possibly in Canada)?
- Growers compatible with Red Tomato's open/transparent culture, and team approach to supply chain management

Contact: Michael Rozyne at Red Tomato, mrozyne@redtomato.org, 508-316-3494 x24.

An Update about the Farm Bunkhouses

November 2011 – Earlier this year we told you about an important change that was made to the *Assessment Act* by the Government of Ontario involving farm bunkhouses. In December of 2010, they announced that eligible farm bunkhouses would be taxed at the farm property class rate beginning January 1, 2011. Over the course of this year, the Municipal Property Assessment Corporation (MPAC) has been working with the farming community to ensure that farmers are aware of this regulation change and identify any bunkhouses that are eligible under the new criteria. Those bunkhouses that have been identified as eligible have had their classification revised to reflect the farm property class rate. Property owners and municipalities have been notified about the changes for the 2011 tax year through amended Property Assessment Notices. MPAC will continue to review farm properties with bunkhouses to ensure they are captured and identified in the farm property class for future tax years. If you think that your bunkhouse may be eligible under the new criteria and you have not received any communication from MPAC, we encourage you to contact us at **1 866 296-MPAC (6722) or 1 877 889-MPAC (6722) TTY Monday to Friday between 8:00 a.m. and 5:00 p.m.** One of our Customer Service Representatives will be pleased to assist you.