



## ONTARIO BERRY GROWERS ASSOCIATION

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## March 2011 NEWSLETTER

### Presidents Report

It is great to be here in St. Catharines again and to have the opportunity to share ideas with each other and hear of the latest trends from the experts. All the indicators point towards a vibrant and healthy horticulture industry. One of the main reasons for optimism is the number of young men and women who are choosing a career in growing fruit and other horticultural crops.

Many of the members of our association are 2<sup>nd</sup> and 3<sup>rd</sup> generation on the farm. When your industry can attract and hold the interest and enthusiasm of our youth, then we are indeed fortunate. During the past year many of you have embraced new technologies. We now have farms in Ontario producing fresh strawberries from May to October through the use of day neutral varieties, plasticulture, drip irrigation, fertigation, and tunnels. Fall bearing raspberries and tunnels have also extended the season for raspberries.

Consumer attitudes are very favourable towards locally grown produce and this has allowed many of us to hold our market share with respect to imports and in some cases expand our sales. PYO sales continue to vary with some growers noticing improvements at the home farm while some of us have chosen to take our produce closer to our clients at farm markets and satellite stands.

As in many business ventures, we would be wise to keep an eye on our competition. With strawberries it appears that California is still dominant but with blueberries, raspberries, and blackberries South America is now a big player. It goes without saying that due

to a number of factors, the imported fruit is significantly cheaper than locally grown produce. This is a fact that we ignore at our peril since many shoppers are extremely price conscious.

At this time I would like to thank the OBGGA board members who have served your interests over the past year. Your efforts and time are much appreciated and I thank you on behalf of the membership. Serving on the board is a very rewarding experience as it allows you to exchange ideas on a regular basis with your peers from across the province. We are especially fortunate in having 3 very knowledgeable specialists on the board. Pam Fisher as our provincial berry specialist, Becky Hughes who is in charge of the New Liskeard propagation facility and Adam Dale as a berry researcher all labour tirelessly during the year and at all board meetings.

Last but not least thanks to Kevin Schooley our executive director. Kevin wears many hats and in my opinion wears them extremely well. The berry growers have benefited greatly from their association with Kevin over the years.

Thank you for your attention today. I hope you have a profitable and pleasant year and that you enjoy the rest of the conference.

Best Regards,

Paul Ralph

### From OBGGA Headquarters

Thanks to all who attended the Annual Meeting. We had more than 100 at our meeting and the room was always full during the Berry session at the Fruit and Vegetable Convention.

You will find an agenda and registration form for the upcoming Day Neutral Strawberry School being held in Guelph on March 29<sup>th</sup>. This is sure to be a great learning experience so don't miss it

All the best!

Kevin



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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.

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[www.strawberrytyme.com](http://www.strawberrytyme.com)

## Achene Report

The biggest news of the year as you have probably heard is the bankruptcy of Ghesquiere Plant Farms. They have unfortunately left us according to our records with an outstanding debt of approximately \$40,000. It will not adversely affect the association but unfortunately we will not have that money to put toward research projects.

The Achene committee is working with the CFIA to be able to get raspberry plants to export to the states. Rubus Stunt is the issue currently and although there is no known Rubus Stunt in Canada we are not considered Rubus Stunt free. Hopefully over the next year this will change and make it easier for propagators and the OBGA to export raspberries.

The OBGA does verification trials at the HRIO Simcoe to ensure that the strawberry and raspberry plants that you the growers receive are of the highest possible quality. The inspection went very well this year but we are always looking for a grower to help with the trials. It only takes a couple of hours and you get the chance to see some of the new up and coming varieties. Unfortunately the inspections have to be done when there is fruit present and so it is done during harvest. If you live close to Simcoe and think that you might be able to spare a couple of hours during berry season this summer please let Kevin or one of the Achene committee members know. We would be more than happy to get some help and an unbiased outside opinion.

We are very fortunate that the OBGA is getting orders of plants from the New Liskeard micro-propagation lab for plants from outside Ontario. This helps to defray the cost of plants to the Ontario growers. Propagators from outside Ontario are paying \$1250 for up to 5 plants. We are not selling a lot of plants this way yet but sales are improving, and this puts money back into the OBGA to help operate the lab or to do research.

The Achene committee has decided to DNA test 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.

The OBGA is in the process of trying to get a license Polka a fall bearing Raspberry cultivar that look very good. You will then be able to get Ontario grown Polka plants once we have this license. 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

## Membership

If you have not done so already please send in your membership dues for the 2011 year. If we do not receive them by early May we will be in direct contact with you. If membership is not paid we will have to remove you from the website and our other mailing lists. If you are unsure of your status feel free to contact the OBGAA office.

### **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**

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## Special Thanks

If you were in attendance at the Annual Meeting in St Catharines you would have heard a brief description of the school program we had last fall in Brant County to promote day neutral strawberries and fall bearing raspberries. Hospitality students at two high schools received local fruit and then prepared meals focussing on

berries. We received very good press with this initiative and hopefully those students who pursue a career in the hospitality industry will favour Ontario Berries.

This program would not have run without the efforts of **Diane Peart** who not only is an OBGAA member but also works as a nurse for the county. Diane did everything from making the contacts with the schools to delivering the berries. Funding for this program was received from **The Ontario Market Investment Fund**



**Foodland**  
ONTARIO

## Congratulations!

Congratulations to Tami and Paul Watson on the birth of their second daughter Alana Gail. Alana was born early February 23<sup>rd</sup> which accounted for Paul's absence from the annual meeting in St Catharines.

## Exchange to Germany

Our family is running a fruit farm with approximately 80ha of fruits with a focus on strawberries and cherries. We also cultivate plums, raspberries and pumpkins.

In addition we run a fruit experience garden which is an amusement theme park on self picking and adventure playground.

We have 3 children (2,4,8 yrs) and would be happy to receive interested young people to stay with us for a year. We would appreciate help on the farm and help in caring for the children.

We are situated in the north of Germany, about 1h north from Hamburg. Our farm is situated at the Baltic Sea, which guarantees pleasure during the summer.

To give you a better idea of who and where we are you can have a look on our homepages:

[www.erdbeerhof-manthey.de](http://www.erdbeerhof-manthey.de) (holiday apartments)

[www.obsthof-manthey.de](http://www.obsthof-manthey.de) (fruit production)

[www.obst-erlebnis-garten.de](http://www.obst-erlebnis-garten.de) (amusement park)

We would be happy to receive a girl or a boy as an aupair, apprentice, or exchange student as soon as possible for the duration of 6-12 months. For more information send us an email or call the number below.

### **Eike Manthey**

Phone 04381 418805

[info@obst-erlebnis-garten.de](mailto:info@obst-erlebnis-garten.de)

### **Promotion**

Your promotion committee has been hard at work. Over the next few months we will see a major facelift of our website [www.ontarioberries.com](http://www.ontarioberries.com). We will also be stocking several promotional items including biodegradable bags, reusable strawberry shaped bags, strawberry, raspberry and blueberry brochures, placemats and recipe cards.

We hope to send out an order form shortly for those who want to place orders. I have been receiving orders already and will welcome others if you know what you want.

If you have any additional suggestions please forward them for consideration from your promotion committee. The promotion committee is Will Heeman, Ellen Jennen, Jennifer VandeVelde, and Jeremy O'Shea.

### **Welcome New Members**

Emiry Gardens, Massey, ON  
Janssens Farm Market, Appin, ON  
Lindsay Berries, Lindsay, ON  
Please promote the OBGA to any of your fellow berry growers who may not be members.

## **Raspberry Cane and Fruit Rot Fungicides**

John Lewis, Agrapoint, NS

Rick Delbridge, Nova Scotia Department of Agriculture and Marketing

### **Protectants:**

#### **Lime sulfur** (calcium polysulphide)

Low resistance risk

3.5 L/100L (delayed dormant)

Spur blight, cane blight, rust

Apply 1000-1500 L/ha (run-off). Apply as a delayed dormant (1 cm green tip)

\$119/acre

#### **Ferbam** (ferbam)

Low resistance risk

4.0 kg/ha – do not apply after berry begin to form

Anthracoise, rust, and spur blight

Apply when new canes are 25-30 cm tall, before bloom, and after harvest

\$44/acre

#### **Captan/Maestro** (captan)

Low resistance risk

2.5 kg/ha (2 day PHI)

Fruit rot, spur blight

Apply when blossoms first appear and then at 7-10 day intervals until harvest

\$26/acre

### **Protectants (with some locally systemic activity):**

#### **Rovral** (iprodione)

Medium to high resistance risk

2.0 kg/ha (1 day PHI)

Botrytis fruit rot

Apply when flower buds visible and repeat at 7-10 day intervals. Alternate with other fungicides. Maximum 8 applications per year.

\$79/acre

#### **Elevate** (fenhexamid) (Group 17)

Low to medium resistance risk

1.7 kg/ha (1 day PHI)

Botrytis gray mold

Begin applications at 10% bloom and continue up to 1 day before harvest.

Applications should be made at 7-10 day intervals or when conditions favour

disease. Maximum 4 per year. Avoid more than 2 consecutive applications. \$125/acre

### **Systemic/Translaminar Fungicides:**

**Lance** (boscalid – translaminar and locally systemic)

Medium to high resistance risk

560 g/ha (0 days PHI)

Botrytis gray mold

Apply prior to disease development and continue on a 14 day schedule. Avoid consecutive applications of Lance or other Gr.7 fungicides. Maximum of 4 apps/yr

\$51/acre

**Pristine** (boscalid – translaminar and locally systemic + pyraclostrobin - translaminar)

Medium to high; high resistance risk

1.3-1.6 kg/ha (0 days PHI)

Botrytis gray mold and anthracnose

Apply prior to disease development and continue on a 7-14 day schedule. Avoid consecutive applications of Pristine or other Gr.7 or 11 fungicides. Maximum of 4 apps/yr

\$86-\$106/acre

**Switch** (cyprodinil –systemic + fludioxonil - protectant)

Medium; low to medium resistance risk

775-975 g/ha (1 days PHI)

Botrytis fruit rot

Make first application during early bloom, a second 7-10 days later, a third can be made if conditions favour disease. Avoid more than 2 consecutive applications of Switch or other Gr.9 or 12 fungicides.

\$76-\$96/acre

**Senator** (thiophanate methyl - systemic)

High resistance risk

1.1 kg/ha (1 days PHI)

Powdery mildew and fruit rots

Apply during bloom and repeat at 7-10 day intervals as necessary. Rotate with fungicides from different chemical groups.

\$51/acre

**Tanos** (famoxadone – protectant + cymoxanil - translaminar)

High; low to medium resistance risk

840 g/ha (0 days PHI)

Spur blight, cane botrytis, anthracnose, pre-harvest botrytis

Apply to foliage and fruit on 7 day intervals. Alternate with other fungicides from different chemical groups.

Maximum 6 apps/yr

\$29/acre

### **Biofungicides:**

**Serenade** (*Bacillus subtilis*)

Low resistance risk

3.0-6.0 kg/ha (0 days PHI for Botrytis)

1.0-3.0 kg/ha (for bacterial blight (Pseudomonas)

Botrytis gray mold and bacterial blight

Apply at first sign of disease and then at 7-10 day intervals.

\$69 - \$137/acre

## **AGM Update**

We had a few changes to your board of directors. David Phillips, Avonmore Berry Farm has agreed to stand for a second term. Kathy Hoshkiw, KH Consulting was nominated and will serve her first term. Andrea Otten, Josmar Acres has finished her second term and will likely be spending most of her time tending to a new set of twins. Thanks Andrea for your service to the berry industry.

## **Top Ten New Years Resolutions for Agritourism Operators!**

**Jane Eckert, Eckert Agrimarketing**

**Here is my Top 10 List for you to Grow Your Business.....**

**#1. Update your website & commit to keep it current.** This is your most

important 24/7 marketing tool. Too many farms wait until the week they are going to open to make updates.

**#2. Register your farm for**

**a FACEBOOK page.** If you already are using Facebook - congratulations!

75.3% of the farms that took my fall survey know this has become a

powerful new strategy. (By the way, it's FREE!)

**#3. List your**

farm at [www.google.com/places](http://www.google.com/places). You can also use this page to post photo's and videos about your farm. This listing replaces the old Google Business Center page posting and is more comprehensive.

**#4. Respond to any and all customer remarks immediately** whether they are on your facebook page, yelp.com, tripadvisor.com or any other consumer online review site.

**#5. Checkout [www.groupon.com](http://www.groupon.com)** to see if this coupon company is in your area. This is one of the largest internet coupon distributors and farms have had success this past year in attracting new customers through their coupon offers. (Did you know that 148 Million US consumers redeemed at least one coupon this year?)

**#6. Look into online advertising** as another method to grow your business. Including [www.adwords.google.com](http://www.adwords.google.com), [www.advertising.yahoo.com](http://www.advertising.yahoo.com), [www.facebook.com](http://www.facebook.com) Traditional media advertising is often not getting the same effective results as it once did.

**#7. Consider adding one of these activities at your farm this year:**

birthday parties, gardening classes, cooking classes, harvest dinners or weddings. All of these activities are increasing in popularity by our farm guests.

**#8. Develop an event tie-in with a local non profit organization.** This is a great way to give back to your community and to get more of your local community involved at your business.

**#9. Make a plan now of when to contact the media** with a press release or a phone call about something new going on at the farm. An "unpaid" media placement is often forgotten but truly offers the best potential for attracting new customers.

**#10. Remember your employees are the front line** to your customer. Develop ways to keep them informed,

involved and interested in your business.

**“Summer Dawn”, “Summer Ruby”, “Summer Rose”: a new series of strawberry cultivars from University of Guelph, Simcoe.**

At the Ontario Berry Growers Association 2011 Annual Meeting, Dr. Adam Dale announced the release of a new June-bearing strawberry cultivar, and new names for two previously released cultivars.

The newest in this series, is ‘Summer Ruby’. This variety was tested as 2V55, and released in February 2011. ‘Summer Ruby’ is a firm, large-fruited, early-mid-season cultivar.

Previously released cultivars V151 and R14 have also been renamed.

V151, released in 2007, will now be known as ‘Summer Dawn’. ‘Summer Dawn’ is an early variety, 2-3 days ahead of Annapolis in season. It is firm, orange-red, and conical in shape, with high yields.

R14, released in 2009, will now be known as Summer Rose. The variety is the latest of the three, similar in season to Serenity. Although slightly smaller but better quality compared to Serenity, Summer Rose is a large, red berry with good but moderate yields.

‘Summer Dawn’, ‘Summer Ruby’, ‘Sapphire’ (released in 2003), and ‘Summer Rose’ provide growers with four June-bearing, high quality strawberry varieties which are early-, mid-, late-mid- and late-season respectively. The Ontario Berry Growers Association holds the rights to these varieties and they are all available from Strawberry Tyme Farms.



## GROWING DAY NEUTRAL STRAWBERRIES

MARCH 29, 2011

Springfield Golf & Country Club, 2054 Gordon Street, Guelph

### AGENDA

- 8:30 a.m. Registration and Refreshments
- 9:00 a.m. **What is a day neutral?** Adam Dale, University of Guelph
- 9:30 a.m. **Day neutral varieties:** Pam Fisher, OMAFRA
- 10:00 a.m. Break
- 10:15 a.m. **Plant types and production systems:** Simon Parent, Novafruit, Quebec
- 11:00 a.m. **Growing day neutrals in Maine:** David Handley, University of Maine
- 11:45 a.m. **Discussion**
- 12:00 p.m. Lunch
- 1:00 p.m. **Considerations for fumigation, bed making, plant spacing:** John Cooper, Strawberry Tyme
- 1:30 p.m. **Crop nutrition and fertigation:** John Zandstra, University of Guelph
- 2:00 p.m. **Mulch type, tunnels, and other management practices:** Becky Hughes, University of Guelph
- 2:30 p.m. **Discussion**
- 3:00 p.m. Break
- 3:15 p.m. **Pest Management in Day Neutrals**  
Insect control: David Handley, University of Maine  
Disease control: Pam Fisher, OMAFRA  
Weed control options for row middles: Pam Fisher, OMAFRA
- 4:30 p.m. **Closing Comments**



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**2011 Day Neutral Strawberry School  
Springfield Golf Course, Guelph  
March 29, 2011**

OBGA 2011 DAY NEUTRAL STRAWBERRY SCHOOL REGISTRATION			
NAME	<input style="width: 100%;" type="text"/>		
FARM OR BUSINESS NAME	<input style="width: 100%;" type="text"/>		
ADDRESS	<input style="width: 100%;" type="text"/>		
TOWN	<input style="width: 100%;" type="text"/>		
PROVINCE	<input style="width: 100%;" type="text"/>		
POSTAL CODE	<input style="width: 100%;" type="text"/>		
PHONE NO.	<input style="width: 100%;" type="text"/>		
EMAIL	<input style="width: 100%;" type="text"/>		
MEMBERS	QTY	EACH	COST
March 29, 2011	<input style="width: 100%;" type="text"/>	\$100.00	<input style="width: 100%;" type="text"/>
NON-MEMBERS	QTY	EACH	COST
1 DAY	<input style="width: 100%;" type="text"/>	\$150.00	<input style="width: 100%;" type="text"/>
		HST (13%)	<input style="width: 100%;" type="text"/>
		AMT DUE	<input style="width: 100%;" type="text"/>
PRE-PAYMENT DETAILS			
CHEQUE ENCLOSED	<input style="width: 100%;" type="checkbox"/>		
VISA	<input style="width: 100%;" type="checkbox"/>		
CARD NUMBER	<input style="width: 100%;" type="text"/>		
EXPIRY DATE	MTH	<input style="width: 30px;" type="text"/>	YEAR <input style="width: 30px;" type="text"/>
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			