



March 2013 NEWSLETTER

Presidents Report

I'd like to open this update by recognizing our new board members, Peter Jennen, Kevin Howe and Graham Shaw. I know I speak for the entire board in saying we look forward to having their voice on our board and know we will benefit from their expertise. I would also like to thank Jenn VanDeVelde for filling in for me as chair during our annual meeting in Niagara Falls. All reports tell she did an amazing job!

For those wondering about my absence from our annual meeting, I was in India for the International Study Tour component of the Advanced Agriculture Leadership Program I'm concluding. While there I saw many examples of what agriculture, specifically fruit and vegetable production was like in a developing nation.

One thing that was a key take away for me was our trip to the largest fruit and vegetable terminal in Asia, one of four such terminals that served the capital Delhi. Here the class couldn't help but compare it to the Toronto terminal we'd visited earlier. Missing were gates and any kind of security ensuring food safety, lacking were cold storage facilities to keep produce in and the wastage (estimated at 30-40% in India) was left on the ground to be walked in until collected at some point in time. The sight of cows and dogs wandering openly was also a shock. Members in our group who held jobs in food safety and quality assurance in government were left openly questioning what all our fuss was about back home when other

nations have standards (or lack of standards) like this.

I was left with the thought that we as primary producers go to great lengths to insure the safety and security of the food we provide consumers. Our practice of keeping fruit cool as soon as it's out of the field, enforcing cleanliness around our farm, implementing traceability programs and inspiring confidence in consumers across the board are things that should not be taken lightly. The job you do in protecting food and the people who consume is a system we should be very proud of. If I didn't feel that pride before, I certainly am more aware of it now.

As the snow melts and the fields dry the time for dusting off planters, running out row covers and getting geared up for another season will fast approach. I wish you the best of luck this spring. If you ever feel like the season is coming too quickly or you get too busy to early, remember it could be worse, you could be in the garden centre business... ;)

Will Heeman
President

From OBGA Headquarters

Thank you to all of you who participated in our annual meeting in Niagara Falls and stuck around for the OFVC that followed. I am pleased to say that I have heard very few concerns and lots of positive feedback. As it stands now we will head back to Niagara Falls in 2014 so if you have any suggestions please send them my way before they slip your mind.

I spent the past weekend collecting sap and making maple syrup. Hopefully for those in the maple business the weather will cooperate and it will be a longer season than last year. Maple syrup season is a great time of year because you know spring is just around the corner and it is a great time of year to be outside enjoying the seasonal weather.

Hopefully you have got all your plant and seed orders in and equipment ready to go. It would be nice to ease into spring. A few more items to consider may be promotional items from the OBGA. Please read on for more information on what is available and if you have any suggestions please let me or one of the board members know.

All the best!

Kevin

Achene Report

As presented at the OBGA Annual Meeting

This fall Achene's main focus has been the upcoming retirement of Becky Hughes in just a few years. There are 3 possible things that may happen after Becky retires.

1. Becky could be replaced and things continue on as they always have.
2. Becky position could be replaced with a manager. This would not allow for any research for both berry crops or for the propagation program. The short term results of this would be that the propagation program would continue on as usual. The long term concern is that as problems arise in the future with propagation there would not be anyone there to do research to find new techniques to resolve issues with the propagation program. This could have negative consequences down the road.
3. The third option is that Becky is not replaced at all and the SPUD unit would

then have to be closed. The OBGA invested over \$100,000 in screen houses and other equipment to start the micro-propagation program for berries at New Liskeard and this would all be lost if the SPUD unit closed and we would no-longer have a source of clean propagation material for Strawberries or Raspberries in Ontario

The Achene Committee met in New Liskeard in November to discuss succession planning for after Becky's retirement and we invited some off officials from the University to meet with us afterwards. The Director of Kemptville College Claude Naud met with us and responded very positively to our concerns and expressed interest in working with us. Rich Mocchia and Rob Gordon were unable to participate but were willing to meet with us at a later date.

Agriculture Minister Ted McMeekin was visiting New Liskeard and was able to spend some time touring Becky's facilities and listened to our concerns as well. He encouraged us to continue pushing our issue.

In January we met with Rich Mocchia and Rob Gordon at the Dean's office at the University.

The OBGA is also concerned with the future of berry research as Adam Dale our primary researcher has retired early after being given an early retirement option. Within the University system we now have two part time researchers in Becky Hughes and John Zandstra, both of whom have several other irons in the fire. We were given the harsh reality of University budgets but both gentlemen expressed concern and interest in our dilemma and have asked for another meeting. Apparently a recent study found the New Liskeard station to be an expensive place to operate.

Nonetheless our concerns were heard and they are looking at options to make sure that the propagation program

survives. We were encouraged to lobby government for more dollars for research, education and training. We left them with a message that we need both a champion for berry research as well as a deep concern that the berry industry would suffer without a propagation program.

STRAWBERRY Tyme FARMS
ESTABLISHED 1989

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

To give you an update on a few other things the Achene committee deals with the net income from royalties for the licences for berry varieties that the OBGA holds increased in 2012 by \$300 over 2011 for a total of \$20,654 to the OBGA. This money is collected from growers all over North America and is used for research in Ontario on berry crops. Autumn Britten continues to be the largest part of this money but with competition with new varieties of fall bearing raspberries coming out and new releases of other berries that the OBGA licences Autumn Britten is not the cash cow it once was.

Sincerely,
Paul Watson
Achene Committee Chair

OBGA Promotional Items

Now is a good time to order OBGA promotional items. To view photos of available items go to www.ontarioberries.com and go to the Grower Member Section.

I am trying to order poly bags early so I can have stock available at a variety of places like Strawberry Tyme Farms for growers picking up plants. The poly bags are biodegradable are clear in colour and very strong. We will be ordering 200,000 and once they are gone we likely won't get any more until next year. They are expensive to ship. Pick up locations in the past have been Strawberry Tyme, Watson's Farm, the Toronto Food Terminal and the OBGA office.

New items from last year were two styles of aprons. A full bib type and a lap belt. They are very colourful and have handy pockets. Check your supply and get your orders in soon.

Weed Resistance Ensures Job Security for Weed Scientists

Kristen Callow, OMAFRA Weed Management Program Lead – Horticulture

Everyone is talking about weed resistance these days. It's everywhere, some cropping systems are worse than others but everyone seems to have one species or another that is resistant to one or more groups of herbicides. Some joke, that the amount of resistant weeds in the country side secures jobs for weed scientists. This is true. But all joking aside, this is a serious issue.

The area of U.S. cropland infested with glyphosate-resistant weeds has expanded to 61.2 million acres in 2012, according to a survey conducted by

Stratus Agri-Marketing. Nearly half (49%) of all U.S. farmers interviewed reported that glyphosate-resistant weeds were present on their farm in 2012, up from 34% of farmers in 2011. The survey also indicates that the rate at which glyphosate-resistant weeds are spreading is gaining momentum, increasing 25% in 2011 and 51% in 2012.

The Stratus Glyphosate Resistance Tracking study is conducted annually. It's now in its third year. In 2012, Stratus completed interviews with nearly 3,000 farmers during the summer and fall. Not only are glyphosate-resistant weeds spreading geographically, the problem is also intensifying with multiple species now resistant on an increasing number of farms. In 2012, 27% of U.S. farmers reported multiple glyphosate-resistant weeds on their farm, up from 15% in 2011 and 12% in 2010. Canada fleabane was the weed species most commonly reported as resistant to glyphosate herbicides, followed by Palmer amaranth (pigweed).

Everyone needs to realize that weeds are masters of change. If you cultivate to kill them, they will delay their emergence. If you spray continuously with one product, weed escapes will develop resistance and then spread millions of seeds across your fields. In other words, you can't beat weeds over the long term with the same strategy. Weeds will always find a way around it. And if you are a Jurassic Park fan, you may remember the Chaos Theory – nature always finds a way ...

While it is possible to control resistant weeds, it is expensive. You will be lucky to only double your herbicide costs. So my message to you, Ontario and Canadian producers lets learn from our cousins in the U.S., do not wait for resistant weeds to appear, because by then it is too late. Instead, diversify

weed control programs now and keep your fields clean.

Diseases, pests and Beneficial organisms of Strawberry, Raspberry, and Blueberry.

This field guide features 700 photographs and illustrations to facilitate the monitoring and diagnosis of pest problems of strawberry, raspberry and highbush blueberry. Although the information has particular relevance to the Quebec situation, it should be helpful for growers and advisers of neighboring Provinces or States. It is intended to help to optimally manage pest problems in a sustainable manner.

This book includes 126 descriptive entries, as well as more general crop monitoring and diagnostic information, basic concepts relative to certain insects and other organisms that may be present in berry crops, information on the phenological stages of the three types of berry crops, and a glossary. You can order online by going to

<http://www.craaq.qc.ca/Publications-du-CRAAQ/diseases-pests-and-beneficial-organisms-of-strawberry-raspberry-and-blueberry/p/PPTF0103>

Order forms are available from the OBGA office as well.

Distributed Outside Canada by



www.shopapspress.org

OBGA Membership

Thank you to everyone who has sent in their 2013 OBGA membership. If you have not done so please send it in as soon as possible. We will be sending out individual reminders shortly. The beauty of our new website is we can turn an unpaid member off on our website but we really don't want to have to do that.

Grower membership and corporate membership forms are available on the OBGA website in the Growers and Members section or I can email or send you one if you have misplaced your copy.

On Farm Food Safety: Your Business Advantage Instructional Posters for On-Farm Food Safety

Ontario Ministry of Agriculture, Food and Rural Affairs' (OMAFRA) has developed a series of Good Agriculture Practices posters that are available **free of charge** to producers.

The posters are 8 ½ x 11" in size and available in English/Spanish or French/Spanish versions. They are rip and weather resistant making them durable enough to use in and around your farm.

The posters provide visual instructions for best practices on a variety of topics, including:

- Hand Washing
- Proper use of hand sanitizers
- Food Handling
- Proper toilet use
- Food storage and packaging
- Transportation
- Proper use of animal health products

Food safety practices contribute to competitive, productive and sustainable

agri-food business. For more information and to see our posters, visit the Ontario Ministry of Agriculture Food and Rural Affairs website at www.ontario.ca/goodagpractices or call us to order your posters, 1-877-424-1300.

Share your best recipes in a new Canadian magazine

Share your best recipes with all Canadians in a new magazine, **Taste of Home Canada**, filled entirely with recipes by home cooks for home cooks. We're seeking the most fabulous yet easy recipes that you and your neighbours bring to the table.

Send your summery recipes, tips and kitchen tricks to alison_ramsey@rd.com

Here's what we need you to send:

1. **Your recipe!** Please be specific with directions, measurements and sizes of cans, packages and pans. Include portions or yield, if you have it, and the time it takes to make.
2. **Your contact information** (full name, city of residence, email address, street address, phone number).
3. **If there's a great story to tell, please tell it!** Even if there isn't, we *always* want to print some information that describes why you love this recipe, or what makes it a hit with others. Please share any tips!
4. Ideally, we'd love **a picture of you** to be published along with your recipe. If you have a photo of the dish, please send it along too.

Send your recipes (and photos) to Taste of Home Canada associate editor Alison Ramsey at alison_ramsey@rd.com. By submitting material for publication, you grant Reader's Digest Magazines Ltd, its subsidiaries, affiliates, partners and licensees, use of the material, including

your name, hometown and province. We reserve the right to modify, reproduce, translate and distribute the material in any medium and in any manner or appropriate place. We test recipes submitted to us and reserve the right to alter them as needed. We may contact you via phone, email or mail regarding your submission. Please indicate the source of your recipe if you know it.

Taste of Home Canada will be published in English and in French.

Please feel free to share this email with anyone you think might have a great recipe. And keep an eye out for Taste of Home Canada, expected to hit newsstands in June!

New for Foodland Ontario and Ontario Berries in 2013!

As the growing season fast approaches, Foodland Ontario is developing new and wonderful resources for Ontario berry growers. New commodity cards (see below) and posters will be rolling out for spring/summer 2013. These new cards will have QR codes to direct consumers back to a delicious featured commodity Foodland Ontario recipe and will highlight Foodland Ontario's digital media assets: Facebook, Twitter and our new Pinterest site.

Raspberries
Good Things Grow in Ontario

Foodland ONTARIO

Scan for recipes.

1-888-428-9668
foodlandontario.ca

f t p

In 2013, we will have spring, summer and fall recipe booklets available at retail, farm markets and farmers' markets. Ontario berries will be featured in both the spring and summer editions. Three tantalizing spring recipes: Hawaiian Strawberry Tart, Teriyaki Steak and Berries, and Berry Salsa Shortcake will encourage consumers to make the most of Ontario berries this season.

Look for our new point of sale materials coming in spring 2013. They can be ordered on-line through our Foodland Ontario website

<http://www.foodland.gov.on.ca/english/industry/merch.html> or you can download the order form and mail or fax it in <http://www.foodland.gov.on.ca/english/industry/pos-mail-order-form.pdf>

Hawaiian Strawberry Tart

1-1/2 cups (375 mL) vanilla wafer crumbs
1/4 cup (50 mL) flaked sweetened coconut
1/4 cup (50 mL) toasted macadamia nuts, finely chopped
1/3 cup (75 mL) unsalted butter, melted

Filling:
3 plqs (8 mL/250 g each) light brick cream cheese spread, softened
1 cup (250 mL) icing sugar
1/4 cup (50 mL) fresh lime juice (about 2)
1 tsp (5 mL) each grated lime rind and vanilla

Crushed Berry Sauce:
2-1/2 cups (625 mL) quartered Ontario Strawberries
2 tsp (10 mL) granulated sugar (optional)

Garnishes:
12 Ontario Strawberries, halved
2 tbsp (25 mL) toasted, chopped macadamia nuts

In bowl, combine wafer crumbs, coconut and macadamia nuts; stir in butter until evenly moistened. Press onto bottom and up side of 9-inch (23 cm) tart pan with removable bottom. Bake in 350°F (180°C) oven for 8 to 10 minutes or until golden brown around edge. Let cool completely.

Filling: In bowl with electric mixer, beat cream cheese until light and fluffy. Gradually beat in sugar until well combined. Add lime juice, lime rind and vanilla; mix until smooth; spoon over crust. Refrigerate for 2 hours or until set and thoroughly chilled.

Crushed Berry Sauce: In bowl, combine strawberries with sugar; let stand for 15 minutes. Lightly crush with fork.

Garnish: Arrange strawberries on tart; sprinkle with macadamia nuts.

To serve, cut into wedges and spoon sauce over top.

Tip: If you don't have a tart pan, use a 9-inch (23 cm) round cake pan lined with foil and press crumb mixture into bottom and 1-inch (2.5 cm) up side of pan.

To quickly cool baked crust, place in freezer for about 15 minutes.

Good things grow in Ontario!

For more information on our resources or you would like to use the Foodland Ontario to identify your locally grown Ontario berries, contact:

Sandra Jones
Client Services Officer
Foodland Ontario
Sandra.jones@ontario.ca
1-888-466-2372 ext. 63947

2013 OBGA Board Members

If you would like to discuss any OBGA please consider speaking with one of our board members.

Will Heeman, London – President
Jenn VanDeVelde, Delhi – Vice President
David VanDeVelde, Delhi – Treasurer
Norm Charbonneau, OF&VGA Rep.
Bryan Durst, Fenwick
David Philips, Avonmore
Larry Shouldice, Richmond
Alex McKay, Port Perry
Bill Parks, Bothwell
Anna Boekestyn, Vineland
Kathy Hoshkiw, Vineland
John Zekveld, Wyoming
Peter Jennen, Thamesville
Kevin Howe, Aylmer
Graham Shaw, Windermere

Looking for Produce? New Website Can Help!

The Horticulture Value Chain Roundtable (HVCRT), established by Agriculture and Agri-Food Canada in 2004 with a membership comprised of industry representatives throughout the value chain and government officials, has initiated a project directed at improving information sharing between grower/packer/shippers and buyers of local fresh produce in order to increase retail presence of domestic product and improve supply chain communication and efficiency. This project has led to the development of a new stand-alone website.

This pilot website, called **Canada's Produce Place** was launched just recently. The website is initially being launched on a very limited scale to demonstrate its feasibility, and will be restricted in scope to the provinces of Ontario and Quebec, with a focus on a limited number of horticultural crops (**carrots, celery, lettuce, and onions**). If proven successful, the objective is to expand the project to other horticultural

crops and regions in order to have a national system in place for the entire produce industry. Partners involved in this project include the grower organizations Holland Marsh Growers' Association and Association des Jardiniers Maraichers du Québec (Québec growers' association), the produce marketing associations OPMA, QPMA, and CPMA, the Canadian Horticultural Council, retailers, wholesalers and foodservice companies.

Produce industry stakeholders are strongly encouraged to navigate through the website and report on how user-friendly it is and whether the type of information present on the website and the format in which it is presented correspond to their actual needs. The website can be accessed by going to: www.canadasproduceplace.ca. Any comments or suggestions for the website can be forwarded to Ian MacKenzie at ian@theopma.ca.

It is only with the support and participation of industry stakeholders like you, that this project has a chance to meet its goal of improving communication between buyers and sellers of fresh produce and strengthening the Canadian fresh produce value chain industry. Your feedback and input are extremely valuable to help improve this website and are greatly appreciated.

National Raspberry and Strawberry Research and Promotion Council Update

Growers and the public have had the opportunity to comment on the **Raspberry Council** since the application was received by the Farm Products Council of Canada. Public hearings will take place on March 15, 2013.

It will be interesting to see how this progresses. Here in Ontario it will not have a huge impact as it primarily targets larger growers and farms growing for the process market.

The Quebec delegation who is leading the **Strawberry** initiative continues to meet with provincial organizations to gain support for their proposal. Support has come from all but two provinces who are waiting to have their meetings to propose the project to their members.

Canadian Horticultural Council support is being sought this week and soon after they will meet with the various provincial farm products marketing commission as they gather for a meeting in Ottawa. This meeting will be a key meeting especially for provinces such as Ontario who presently do not have a mechanism for collecting levies from our own growers.

In Ontario we thought by forming some level of marketing agency it would allow us to participate in the councils but we have not been given a clear message from the Ontario Farm Products Marketing Commission as to whether this will be the route to take.

Next Steps for the team working on this project are:

1. Solicit suggestions and advice from provincial ministries of agriculture; Submit final proposal to the FPCC in September 2013;
2. FPCC holds public hearings;
3. National vote is held (*if applicable*);
4. FPCC submits recommendations to the Department of Agriculture and Agri--Food Canada;
5. Each province's conditions for participation are finalized;
6. Ministry authorization for the creation of the council is obtained;
7. The Canadian strawberry promotion and research council is established and may begin operations (*March 2014 is the target*).

The formation of a Strawberry Council will benefit Ontario growers by providing access to recurrent, structured industry funding, which can be used to leverage government

funding and will provide a fair domestic and import contribution system to better support strawberry promotion and research.

Ontario as the second largest producer and the largest population of Canadian provinces will see a large share of the income derived from this program. The fact that more than 84% of the budget will come from importers we as growers are sure to see great benefits especially in the line of promotion.

Based on the way the proposal is written the OBGA may not need to charge annual levies if they can raise and submit the required funds in another manner.

If you have any questions feel free to contact Kevin at the OBGA office

Supplement to Fruit Production Recommendations – Pub. 360

Last year as an OBGA member you received the 2012-2013 version of Fruit Production Recommendations. The 2013 supplement to this publication is now available and has lots of additions for berry growers as well as other fruit crops

Hopefully you picked up a copy while in Niagara Falls but if you didn't you can find them at your nearest OMAFRA office or at several of the regional meetings this spring.

New Members

Welcome to new members! Please continue to promote the OBGA to make our membership grow.

BRIARLEA FARM, LYNDHURST

NORTH SUN NURSERIES, SWASTIKA

RIDGE BERRY FARM, RIDGEVILLE

RUBICON FARMS, AVONMORE

SCOTVIEW ORCHARDS, DELHI