



ONTARIO BERRY GROWERS ASSOCIATION

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November 2012 NEWSLETTER

Presidents Report

At time of printing your president is travelling in China. We are hopeful he arrive home safely with some interesting tales and information about the developing berry industry in China

From OBGA Headquarters

It has been an interesting fall and it looks like most of Ontario was not hit too hard by Hurricane Sandy. We should be thankful even though in some areas of the province a little more rain would help the low water levels. Here in Kemptville we have had a reasonable amount of rainfall but levels of rivers and streams are still low for this time of year. The Farmer's Almanac has predicted more snowfall than normal this year or at least that is what I heard second hand from a snowmobile enthusiast>

Fall and winter are busy times for meetings and conferences. Your conference committee has been busy planning for sessions at the annual meeting and the berry session at the Ontario Fruit and Vegetable Conference (OFVC). I am actively involved in the planning of the OFVC and we think we have solved some of the challenges we encountered with our move to the Convention Centre in Niagara Falls which will include FREE Parking!

As you read on you will see announcements regarding some other berry meetings and learning opportunities. We had a very interesting meeting with the Quebec Strawberry and Raspberry Growers Association who is working on developing a National Research and Promotion Council. We will hear a lot about this over winter months.

I am hopeful that you all had a good season and are able to complete all your fall jobs before your berries rest over the winter.

All the best!

Kevin

Achene Report

The Achene Committee met in September and worked on a number of ongoing issues including the development of nematode tolerances for the strawberry propagation program. We are lucky to have John Patterson who is presently doing graduate research work on nematodes at the University of Guelph willing to help us with this project. John Patterson and Michael Celetti from OMAFRA spent two days sampling this fall and hopefully once determines the results we will be able to come up with adequate tolerances.

We will be hearing about another new June bearing strawberry at the Annual Meeting as Adam Dale plans to release another cultivar to add to his Summer Series.

The Achene Committee is now working on a succession plan for the Nuclear Stock production of plants that is presently done by Becky Hughes and her staff at New Liskeard. This is a critical program for the OBGA and is critical to the quality of strawberry and raspberry plants purchased by Ontario growers. These plants are now purchased by propagators in Ontario, Nova Scotia, Quebec, PEI and several nurseries in the US. As part of this planning you are invited to join the Achene Committee at an open house in New Liskeard on November 21st. Please see the details that follow later in the newsletter.

The OBGA will hold the head license for the recently released strawberry variety Herriot. Hopefully plants will be available from nurseries in 2013 or 2014.

Sincerely,
Paul Watson
Achene Committee Chair



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



Fall Weed Management Options in Strawberries Prior to Dormancy

Kristen Callow, OMAFRA Weed Management Program Lead - Horticulture

Now is a crucial time to control several hard to kill strawberry weeds. Postemergence herbicides with residual activity will also help to control weeds in early spring, when it may be too difficult to get in the field or the strawberries are no longer dormant. To be on the safe side, only spray ally treatments with shielded sprayers. Dormancy of strawberries is always a moving target and depends on your location in Ontario, production system and variety. Ignite (*glufosinate ammonium*) would be ideal but it is not registered yet (a minor use priority was established for this product at the 2011 National Minor Use Prioritizing meeting, registration is expected in the next few years). Other options using shielded sprayers are Aim (*carfentrazone*) and Gramoxone (*paraquat*). Gramoxone is more effective on larger weeds and grasses than Aim. I would stay away from Roundup (*glyphosate*) at this time of year because it can be very damaging to strawberry plants that are not dormant.

Chateau (*flumioxazin*) is a preemergence herbicide that can be applied to row middles. Chateau can injure strawberry plants, so only apply as a directed band in row middles. A fall application of Chateau should control weeds for about eight weeks the next season.

Chateau should do a good job on chickweed and other winter annuals, biennials and perennials that emerge throughout the fall months.

Postemergence grass herbicides, such as Poast Ultra (*sethoxydim*) and Venture (*fluazifop-p-butyl*) can be applied at any time throughout the strawberry growing season; however, are only effective against actively growing grasses (grasses tend to stop growing by October).

Successful weed management in strawberries includes the fall postemergence herbicide applications mentioned above, as well as, fall dormant and early spring applications of residual herbicides, post-emergence grass herbicides during the growing season, post-emergence broadleaf and residual applications at renovation. Cultivation at renovation also contributes to weed management in strawberries.

Watch for my next article on fall dormant herbicide options in strawberries.

OBGA Annual Meeting

Mark your calendars for **February 19th 2013** for the OBGA's annual meeting in Niagara Falls. Once again we will be at the Embassy Suites in Niagara Falls. The Ontario Fruit and Vegetable Convention will begin the following day and you will have the opportunity to participate in a second day packed with berry information.

Book Your Room NOW! The special room rate of \$125.00/night

single and double + taxes and fees will be available UNTIL JANUARY 31st or until the block is sold out and includes:

- spacious two room suite with a large two person whirlpool! The second room is a living room with a sofa bed and dining area. This suite sleeps five people comfortably.
- Complimentary daily buffet breakfast with cooked-to-order omelette station for each member of your room!
- Complimentary valet parking!
- 2 complimentary drink tickets per night at evening Manager's Reception!
- **NEW!** Complimentary in-room wired High Speed Internet access.

There are two ways to make your reservation. You can call 905-356-3600 or you can go to www.ofvc.ca and follow the hotel link to book on line. **When you call in you must mention that you are with the Ontario Fruit and Vegetable Convention.**

Believe it or not the rooms are already booking up quickly so don't wait too long and be disappointed. If you book early you can guarantee yourself a beautiful Fallsview Suite.

Food Safety Conference Call

Do you need guidance on your food safety program or how to implement a particular practice or interpret a test result? Here is an opportunity to get answers to your food safety questions! Call in on **Friday November 30th at noon** and talk

about food safety with OMAFRA's berry and food safety specialists. **The call in information is 1-866-500-5845 passcode 9332636#.**

All Roads Lead to Portland!

Make plans to attend NASGA's Annual Conference in Portland, Oregon in late January, 2013. This special conference, in the heart of a major berry production region, is a joint conference with the North American Raspberry Blackberry Association (NARBA). Our host hotel, in downtown Portland, is the Doubletree by Hilton, with a rate of only \$79/night, an excellent rate for a top-notch full-service hotel. Here's how the schedule works:

Sunday, January 27 – Opening reception, board/committee meetings.

Monday, January 28 – All-day tour, including farm, processing, nursery, and research sites.

Tuesday January 29 and Wednesday, January 30 – Joint Conference of NARBA and NASGA, with joint plenary sessions and several tracks of educational breakouts.

The dates we've chosen will also allow you to stay for two other great events: The Northwest Ag Show, also in Portland, runs January 29-31, so NARBA attendees can catch this leading regional show on Thursday, January 31 after our conference.

Then, the North American Farmers Direct Marketing Association holds its conference, also at the Double Tree, on February 1-6, starting with overnight tours that will travel throughout the region.

Hold the dates and start making plans to come together in Portland! Check the NASGA website for updates at www.nasga.org or contact Kevin Schooley for more information.

Summer Fun Guide

As you may already know, Summer Fun Guide is a comprehensive directory of attractions, events, activities & accommodations in Ontario, published online & annually in print. We will be starting to update the print edition in late October/early November but given the seasonality of your business, we wanted to ensure that you received some information in advance of our normal mailing in case you are closed this fall. We wanted offer you the same opportunity to participate as other businesses we will be contacting. Please see below for listing instructions and respond today.

Key Facts - Print Directory
Circulation: 250,000
Release date: May, 2013
Title Sponsor: ONroute
Distribution: ONroute Service Centres along the 400 & 401 highways, travel information centres, major Ontario accommodations, attractions & amusements

Is it really FREE?
It really is! Offering free listings helps

us make the book comprehensive and therefore, useful to readers. Free Basic print listings include company name, address, phone number & brief description.

Getting Listed

In Print: Go to SummerFunGuide.ca, click on Get Listed at the top of any page and complete the Print Listing form OR call 1-866-385-1550 to sign up by phone.
Online: You are also entitled to a free listing online. If your company is NOT already listed on the site, complete the Online Listing Form (also found on the Get Listed page).

Are there other Listing options? If you'd like additional exposure in the book, consider one of our upgrade options:

- Enhanced Listing: Name, address, phone, website, large description, border. \$199 or \$249 with shaded background
- Enhanced Listing PRINT + ONLINE COMBO: Enhanced Listing with shading in print PLUS Enhanced Listing with photo/profile page online. \$425 for both! (\$598 if purchased separately)
- Display ads, ad combos and online exposure also available. See attached rate card or call for details.

We look forward to including you in the next edition. Sign up now to be included in Ontario's Comprehensive Guide to Year-round Fun! Deadline: Feb. 15, 2013

OBGA Promotional Items

There are still supplies of promotional items available if you would like to order any. There are

only a few boxes of poly bags remaining so you should speak for them soon

There are lots of other items in stock so take some time and get your order in. Free shipping can occur if you are attending the annual meeting in Niagara Falls

We had very little uptake on the personalized posters. Hopefully you have taken some great photos and will have more time to get this organized for 2013.

To see samples of the promotional materials and posters visit www.ontarioberries.com and visit the Grower Member section. There is also an order form that can be printed

November 21st Meeting in New Liskeard

The Achene committee will be hosting a meeting in New Liskeard in November and would like to invite OBGA members on a tour of the facilities that are operated by Becky Hughes and her colleagues.

**Ontario Berry Plant Propagation Meeting
SPUD Unit
University of Guelph, New Liskeard Agricultural Research Station
Wednesday November 21, 2012**

Agenda

9:00 – 12:00 Achene Committee Meeting

12:00 – 1:00 Lunch and Introductions. All Welcome. **Please RSVP**

1:00 – 1:45 Overview and SPUD Unit's Role in the Ontario Berry Plant Propagation Program

1:45 – 3:15 Tour of Lab and Screenhouse

3:15 – 4:30 Discussion on Going Forward

Accommodations

New Liskeard Hotels/Motels

- Holiday Inn Express & Suites, 998029 Hwy 11N (access via Roland Rd)
Newest hotel in New Liskeard, free hot breakfast, free wifi, indoor pool & whirlpool.
1-705-647-8282 (hotel) or 1-877-660-8550 (reservations)
- Waterfront Inn, Cedar St (follow Hwy 65E/Armstrong St to the Lake)
Downtown on the lake, with direct access to a mile-long boardwalk along the shore
1-800-461-4644
- Quality Inn, 998009 Hwy 11N
On the highway just north of the second exit to New Liskeard at Drive Inn Theatre Rd, pool.
1-800-4-CHOICE or 1-705-647-7357
- Auberge Country Inn, Hwy 11N
1-800-461-1597
- Econo Lodge, 998006 Hwy 11N

On the highway just north of the second exit to New Liskeard at Golf Course Rd, restaurant.
1-800-4-CHOICE or 1-705-647-6705

New Biopesticide in the Works

Researchers at Montana State University-Bozeman (MSU) have discovered a bacterium that could control a variety of plant diseases and are working to develop and commercialize it by early 2013. The produce will be based on *Bacillus mycooides* isolate J, which itself is a naturally occurring, non pathogenic bacterium that triggers a plant's immune response to pathogenic fungi, bacteria and viruses resulting in systemic acquired resistance to diseases.

MSU scientist Barry Jacobsen first discovered the bacterium in 1994 when a field of sugar beet crops in Sidney, MT had been devastated and nearly wiped out due to *Cercospora* leaf spot. Area farmers were spending millions of dollars on aerial applications of fungicides to fight the disease, but were losing the battle due to resistance. Dr. Jacobsen and his team of researchers looked to the few surviving plants to find out what enabled them to ward off the fungal disease. The researchers isolated over 300 bacteria found on the healthy leaves, and found that one *Bacillus mycooides* isolate J had the ability to fight the leaf spot. It works by turning on one particular gene,

the NPR1 gene, which is found in most plants and most food crops except for peanuts. When this gene is turned on, it triggers the plant's immune response, setting in motion a whole range of defenses for the plant.

“Within five minutes of that bacillus spore being on the plant leaf, the plant knows it's there and it starts its defence reactions,” said Dr. Jacobsen. “It reacts by producing hydrogen peroxide and some other things and this thickens cell walls and makes it more difficult for a pathogen to infect. Within a day it starts to produce enzymes that attack fungi and bacteria. And it's very effective on viruses as well, but so far we don't understand how that happens.” The bacterium need only be sprinkled on any location of the plant for the NPR1 gene to activate throughout the entire plant. (*MSU News Service, 3/8/12*).

Canadian Strawberry Promotion and Research Council

Background

The current initiative aims to develop and implement a Promotion and Research Council for the Canadian strawberry industry. This consultation's objective is to arrive at a consensual proposal which will lead to an official proposal to be submitted for approval to the Farm Products Council of Canada (FPCC) and thereafter the establishment of the office.

In 1993, the Farm Products Agencies Act was modified to allow the creation of national promotion and research councils.

Under the Act, a Promotion and Research Agency (PRA) implements an equitable contribution system, with levies applied to fresh and/or processed food products, whether imported or produced domestically. The PRA must constitute a national body prior to being allowed to apply import levies.

This type of initiative helps foster a more competitive and more market-sensitive agri-food industry and to encourage sectoral autonomy by helping producers and importers increase their own responsiveness to the market.

British Columbia producers have developed a similar proposal for the raspberry sector. Pursuant to discussions, it was decided that Quebec would take the lead in the strawberry sector. With 14 years' experience in promotion and research fund management, the *Association des producteurs de fraises et framboises du Québec* (APFFQ) is an apt leader for this initiative. Furthermore, the *Association* is notably counting on the experience and background of partners in Ontario and British Columbia, among others, to ensure the successful implementation of the Council. On behalf of strawberry producers, the APFFQ will submit the proposal to the Farm Products Council of Canada under section 5 (1) (a) of the Farm Products Agencies Act (R.S.C., 1985, c. F-4).

Federal-provincial collaboration is key in order to implement a national strawberry levy, which can be collected on domestic production as on imports and exports. However, the import levy may not exceed the rate applied to Canadian production. As well, the World Trade Organization (WTO) stipulates that national levies must be applied before import levies may be imposed.

Kevin's Comments

This proposal has many steps involved but the Quebec group has really done their homework and hopes to come back with a proposal to be submitted to the Farm Products Council of Canada (FPCC) by April of 2013. This will be a huge job but many of the steps have already been completed and I believe that the plan is really insightful and should be a great benefit to Ontario.

Some interesting facts include the level of imports into Canada are now approximately 85%. That means that levy's on imported fruit will be very great.

The formula that has been developed for levies is based on what grower organizations like the OBGA are already spending on research and promotion which means the OBGA should not have to seek additional dollars from its members.

The proposal suggests a contribution of \$60,000 from the OBGA which would result in \$120,000 sent back to the OBGA for research and promotion activities. Because of the large contribution from the importers

there will also be a General Promotion Budget that will promote strawberries in general. It is hoped that this money would be managed by provincial Produce Marketing Associations such as the OPMA here in Ontario. For Ontario this could mean approximately \$324,000 for general promotion activities.

As you can see there is lots of potential for additional dollars being pumped into research and promotion. Your board of directors will be looking at the proposal more closely but inevitably this project will need support from you the producers and the timeline is quite short.

One thing that we in Ontario may have to consider to make this work is the formation of a marketing board for berry growers. This status may be needed to fit into the needs of the Farm Products Council of Canada. Both BC and Quebec have mandatory membership for their berry growers. For you as a member this will hopefully not incur any additional costs but rather bring in all the strawberry growers who are presently not members. According to Stats Canada there are over 600 (seems to be very high) strawberry growers in Ontario and we only have 180 paid berry members of which several do not grow strawberries.

You will be hearing more about this initiative over the coming months and I would encourage you to speak to me if you have any questions or concerns. I have a copy of the draft proposal that I could share with you.

Kevin Schooley