



# *British Columbia Strawberry Growers' Association*

*Strawberry News June 2015*

## **2015 National Minor Use Priority Setting Meeting**

Gatineau, Quebec

March 24-26, 2015

Mark Sweeney, Berry Industry Specialist, BCAGRI

Alf Krause, James Bergen, Karina Sakalauskas and I attended these meetings on behalf of the BC berry industry. As in past years, the objective of the meeting and process was to identify products for minor use registration to address the major pest challenges across all minor crops in the country. At the end of each day, 10 "A" priorities are selected for each discipline, entomology, pathology and weeds. These candidate products enter the Pest Management Centre's minor use process and, if all goes well, ultimately become registered for use in Canada.

Our key objective at this meeting was to obtain new products for control of spotted wing *Drosophila*, and given the potential challenges with fungicide resistant Botrytis, to find alternative products. The berry group, working together with national berry colleagues, was successful in obtaining the following A priorities in 2015:

Strawberry	Thrips	Beleaf (flonicamid)
Blueberry	Spotted Wing Drosophila	Malathion (increase rate)
Caneberry	Spotted Wing Drosophila	Malathion (increase rate)
Raspberry	Weeds	Dual Magnum (metalochlor)
Blueberry	Weeds	Heat (saflufenacil)
Caneberry	Botrytis	Fracture (BLAD polypeptide)

Given the intense competition amongst all the commodity groups for the 35 available A priorities, this is a significant accomplishment for the berry industry.

There are many other benefits to the BC berry industry in having strong representation at these meetings. We have developed strong working relationships with berry sectors across the country. Pesticides registrants are now much more aware of the significance of the berry industry and the various pest problems. Because of this, more products are coming to Canada with berry crops on the first registered label, enabling the minor use process to be bypassed. Attending the meetings allows dialogue with the regulatory staff which affords them a better understanding of the BC berry industry needs.

Of specific interest, we were able to encourage movement in the registration of Danitol, learned that two new Botrytis products that are on track for berry registrations and a new potential SWD registration is also in the works.

Following the minor use meetings, a separate meeting was held with Richard Aucoin, head of PMRA, and his senior staff, to make a case for obtaining an emergency use registration (EUR) for Capture (bifenthrin) for SWD control in blueberries. Previously, PMRA had advised the industry that they would not entertain an emergency registration for this use. A very open discussion was held in which we were able to present the critical need and address PMRA's questions and concerns. The outcome of the meeting was positive in that shortly after PMRA informed us that they would accept a submission for this use. While this does not yet mean the use will be approved, it is a very important first step that would not have been achieved without a face to face meeting.

## **2015 BCSGA - Board of Directors**

Ed McKim - President, Alf Krause - Vice-President, Jeff Gill, Jeff Husband, Ajit Shoker and Sukhdev Khakh



# Strawberry Crumble

by: MyRecipes.com

## Ingredients

Prep Time: 20 minutes Total Time: 30 minutes Yield: Serves: 6

- 1 1/2 pounds strawberries, hulled and quartered
- 1 tablespoon lemon juice
- 2 tablespoons all-purpose flour
- 3 tablespoons packed light brown sugar
- 6 tablespoons almond meal (or all-purpose flour)

- 1/3 cup rolled oats
- 3 tablespoons sliced almonds, coarsely chopped
- 1/2 teaspoon baking powder
- 1/2 teaspoon cinnamon
- 1/8 teaspoon salt
- 3 tablespoons cold unsalted butter, cut into pieces

## Preparation

1. Place a rack in center of oven and preheat to 375°F. Line a rimmed baking sheet with foil. Grease and flour an 8-inch square baking dish or coat with baking spray and place on foil-lined sheet. In prepared baking dish, toss strawberries with lemon juice. Stir together flour and 1 Tbsp. brown sugar and toss with strawberries to coat.

2. In a medium bowl, stir together almond meal, oats, almonds, baking powder, cinnamon, salt and remaining 2 Tbsp. brown sugar. Rub in butter with your fingers until mixture is crumbly. Press into small lumps and sprinkle over strawberries. Bake until top is golden brown and fruit is bubbling, about 30 minutes.

## Nutritional Value

Calories per serving: 197  
Carbohydrates per serving: 23g  
Sodium per serving: 88mg

Protein per service: 4g  
Fiber per serving: 4g  
Calcium per serving: 71mg

Saturated fat per serving: 4g  
Cholesterol per serving: 15mg

Fat per serving: 11g  
Iron per serving: 1mg

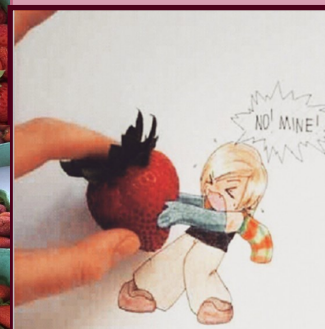
## 2015 Fresh BC Strawberry Campaign

Our 2015 Fresh BC Strawberry Campaign has concluded for the year. We saw a growth in the participants this year with 3 new growers joining and a past returning grower. Strawberry season came early this year with a fast and furious crop. We received some good free exposure in 2015 with the Vancouver Sun and the Province, (both of which had heard that the crop would be early this year), TV Gourmet, Global TV and CISL Radio Show along with some of our usual advertising partners had the word of BC Strawberries hanging in the minds of all our consumers. We did a huge Social Media push for 2015 with Making Sense of Social Media, and are looking forward to the wrap up with the conclusion of our Recipe Contest that closes July 5th. We will have formal judging at the BCSGA office later in the season. This recipe will be featured on the website and be our 2016 recipe card for distribution to the Growers to give to the consumer and available for distribution at trade shows or other events throughout the Fraser Valley. I had the opportunity to visit each of the farms involved with the campaign and drop off Recipe Cards and promotional pamphlets, even stopping at some other farm gate sales stands and sharing the news of the British Columbia Strawberry Growers Association.

Bernardin also was a key supporter and supplier, assisting us with Bernardin products for prizes with all of our Radio ads, and with a huge Bernardin order for our Growers to sell in their markets assisting them in becoming a full stop for consumers canning needs. Thanks.... Darlene & Lorri for all the great help with Fresh Campaign 2015.



## Fruit from Trials 2015



## Mark your Calendar

### July 5, 2015 @ Midnight

BCSGA Fresh Campaign Social Media Recipe contest closes, winning recipe will be chosen by panel of judges

### July 7 from 1:00 - 3:00 PM

Raspberry Field Day at the Clearbrook Research station - where the latest strawberry selections will be available for viewing

## Stay Connected

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If you would like to see your favorite Strawberry Recipe in print, then email it to Lisa at info@bcstrawberries.com or fax or send by mail to the Association office