



British Columbia Strawberry Growers Association

Strawberry News Spring/Summer 2016

2016 Fresh Strawberry Campaign

2016's strawberry season is another one for the record books. We thought that the season really couldn't start any earlier than what it did in 2015, but we were wrong. This season started in a flash and before we knew it we were mid way through and the campaign was running on every promotional platform we could think of.

With our radio campaigns we changed things up by adding a couple of new radio stations. AM730 gave us the opportunity to take over the drive in and out, KiSS radio was a new spot for us to advertise focusing in on the young families and continuing again with our proven and successful stations - CKNW, JRFM and ThePeak. Additional appearances on TV, Radio and news-print showcased our fresh strawberries with interviews or reporting segments on the season by growers were freebee extras.

We focused on a huge Social Media presence this year with the firm Digital Hot Sauce Inc. out of Vancouver, who had BC Strawberries hopping with Facebook, Instagram and Twitter.

Our Farm Tour was a huge hit, Rebecca and Judy from Hot Sauce were amazed with the growers and each of their niches which supplied them with tons of information to share about the farms. This information was used for our **#bcstrawberries** photo contest, which allowed the growers to get a lot of hits, comments and shares throughout the entire campaign. The consumer could enter on all 3 platforms as long as their picture involved BC Strawberries. We created the flag beside us for growers to promote the contest and their strawberries and received some rave comments about them. These will allow the growers that have everbearing strawberries to continue to showcase on their farms that they are offering "strawberries again".

We pared with multiple restaurants throughout the Lower Mainland, supplied them with strawberries and had them create a unique BC strawberry recipe to sell in their restaurant for 1 day June 4th! Another hit with the crowds.

I want to thank each of the growers involved in the "2016 Fresh Campaign" for your time given for meetings, emails, phone calls and especially the farm tours. Without you we couldn't keep BC Strawberries in the minds of the consumers and continue to encourage them to "Buy Local".

Thank you....





Spotted Wing Drosophila (SWD) Monitoring Report for South Western British Columbia, Berry Crops (Coast)

June 13, 2016

Report Prepared by: Tracy Hueppelsheuser, British Columbia Ministry of Agriculture

Data Collected by: E.S. Cropconsult Ltd.

Cooperators: B.C. Blueberry Council, B.C. Raspberry Industry Development Council, B.C. Strawberry Growers Association, and all cooperating berry growers.

All fields with ripe fruit are susceptible to SWD damage. SWD females lay their eggs in ripe and ripening berries. The larvae that feed inside berry fruit are a serious harvest contaminant. Fruit will be downgraded and could be rejected by packers and buyers if it contains SWD larvae.

PROTECT RIPENING RASPBERRY AND STRAWBERRY FRUIT:

Spray ripening raspberries at 7 day intervals during harvest.

Pick fruit on time, often, and thoroughly to prevent buildup of SWD flies in the fields.

Incorporate SWD insecticides into strawberry insect management program

While harvesting, ensure good field sanitation before, during and after harvest.

Summer Area-wide trapping for Spotted Wing Drosophila is underway in commercial blueberry and red raspberry fields in the Fraser Valley. **SWD flies are active and are being caught in traps.**

Summer SWD Trap set up and location details: Contech Fruit Fly Traps, baited with apple cider vinegar, are set up in blueberry fields from Delta to Chilliwack, and in raspberry fields in Langley and Abbotsford. There are 4 traps per field, 2 within 3 m of the field edge, and 2 traps at least 50 steps into the field. All traps are at least 40m apart. In total, there are 84 traps in blueberry fields to date. (Table1). Traps will be set up in strawberry fields in coming weeks.

Table 1. Trap locations for Area-wide trapping in berry crops in south western B.C.

Crop	# Regions	# Fields	#Traps/field	Total # traps / crop
Blueberry	10	15	4	60
Raspberry	2	6	4	24
TOTAL traps for all berry crops				84

Summer traps are checked once per week and SWD fly numbers are presented in Figure 1.

Attention

SWD activity is currently predicted to be **similar to 2015 across the Fraser Valley**. Early crops are advanced and may be at risk of SWD damage.

Recommendations

Predicted SWD population events and activity are based on Oregon State University [Online phenology and Degree-day model](#). Use the model to find predictions specific to your area.

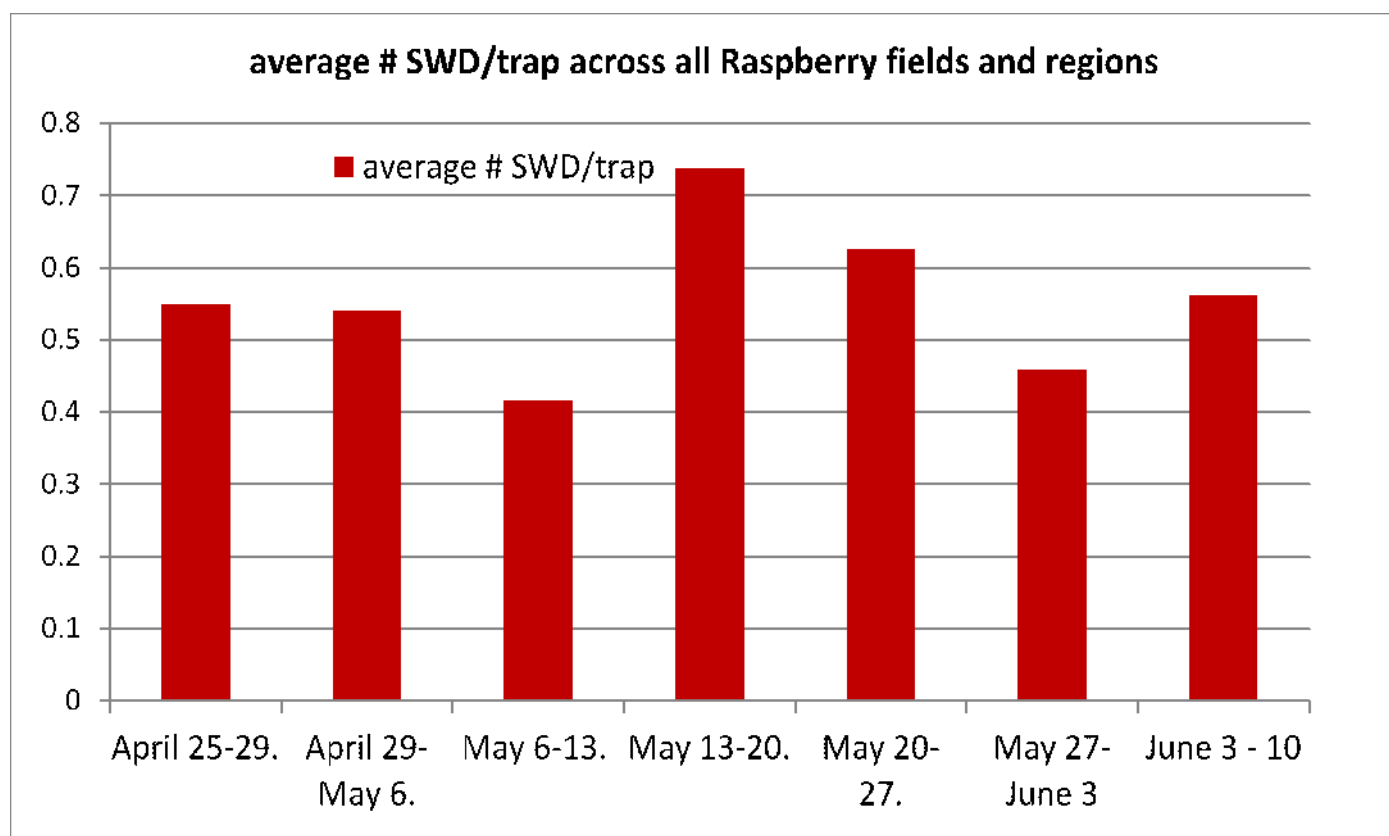
For a summary of most of the trap catches in British Columbia and the Pacific Northwest, see <http://www.berriesnw.com/SFU.htm>

See [Spotted Wing Drosophila Fruit Fly - Pest Alert](#) for more information on this pest.

Figure 1. Total number of SWD caught in traps in each region during each trapping period.

Summer SWD trapping for Raspberry:

Raspberry: SWD catches on average remain under 1 fly per trap, which is similar to 2015. Numbers are expected to climb in late June onwards.



Watch for this report weekly via email. If you are not receiving emails from the Association please call with your email address to receive this report

HUNDREDS OF CALIFORNIA STRAWBERRY GROWERS TO LOSE JOBS

Mandalay Berry Farms announced that it will be permanently closing its operations at nine ranches in Oxnard, putting 565 employees out of work. The strawberry industry has been declining.

"Strawberry industry has been struggling for the last few years. We had a high of 12,000 acres a few years ago. We're down to a little over 6,000 acres at this time," said Rob Roy, president of the Ventura County Agricultural Association.

As Mandalay Berry Farms shuts down operations, many of the employees have found work elsewhere. The property has already been leased by a new owner and is being prepped for the next strawberry season. Local farming in California is being hit hard. Last week, vegetable grower Hiji Brothers Inc., also shut down, laying off around 260 employees. "We're talking third generation farmers, the younger sons in charge of the company just could not see going forward in this type of business climate in California," Roy said. Roy attributes much of California's declining agricultural state to increases in agricultural imports from overseas, Obamacare, the new \$15 minimum wage and the prolonged drought.

"All in all, it's making California farmers and farmers in this particular county very uncompetitive," Roy said.

Source: <http://abc7.com/>

Publication date: 6/17/2016

AU: DISEASE RESISTANT STRAWBERRIES ON THE HORIZON

After five years of research, scientists with Queensland's Department of Agriculture and Fisheries hope to release a Fusarium-resistant variety of strawberry for commercial use in the next 12 months.

News site abc.net.au reports that the Fusarium fungus has proved a significant threat to Australia's strawberry industry, which is worth more than \$400 million a year.

The Department's Michelle Paynter has spent the past five years working to cultivate Fusarium-resistant varieties of strawberries at the Maroochy Research Centre in Nambour. "Since the phase-out of methyl bromide in 2005, we've seen an increase in strawberry disease worldwide," Ms. Paynter said. "It's happening in California at the moment and we've had problems in Australia as well. It infects the plants via the roots and then moves into the crown and vascular tissues, and blocks the uptake of water and nutrients, causing the plant to wilt.

We had up to 50 per cent losses, but we are trying to breed resistance into our new lines so that we can limit this damage."

Ms. Paynter said research was critical to the future of the strawberry industry. "Resistant cultivars are a very sustainable way of control management," she said. Principal scientist Mark Herrington said any new strawberry variety would need to meet many more requirements than disease resistance. "You want a new strawberry variety that tastes really good," he said.

"It needs to be able to transport well, it needs to be big enough to pick and market - there's about 20 traits that we consider in a strawberry.

We have to plan five to 10 years ahead to defend the strawberry plants by developing resistances. I'm

hoping a Fusarium-resistant variety can be commercialised in the next year, but you never know."

Get the full article at: abc.net.au.

Publication date: 06.17.2016



Processed Strawberry Negotiations

Final Negotiation Pricing for Processed Fruit

Strawberries for end use of: IQF	.72 cents per pound
Strawberries for end use of: Sliced	.66 cents per pound
Strawberries for end use of: Puree	.59 cents per pound
Strawberries for end use of: Juice	.26 cents per pound

Thank you to Jeff Gill & Mike Lepp for covering the negotiations this year.

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The PMRA has a website that lists the pesticides under re-evaluation and re-view: <http://www.hc-sc.gc.ca/cps-spc/pubs/pest/decisions/rev2016-07/index-eng.php>. The PMRA has proposed cancellation of Captan on berry crops. The consultation period for the decision on Captan has been extended until July 29, 2016. The Canadian Horticultural Council will be releasing a grower survey to gather current use patterns of Captan to help demonstrate the importance of this product to the PMRA. Industry is encouraged to respond on the proposed re-evaluation decision by completing the survey that will be sent out by the Association for the CHC

Capture (bifenthrin) has conditional registration on raspberries until December 31, 2016. We are hoping that PMRA will convert the conditional label into a full registration for the 2017 season based on the data submitted by the registrant.

Danitol is a promising new product for future SWD control. It is not currently registered. The registrant plans to submit the data to PMRA at the end of this year. It could take two and a half years for PMRA to review the data.

Watch for this survey by June 28th from the Association, we need to have our voices heard by PMRA

Make sure the Association has your email address...

Email: info@bcstrawberries.com

Bio-Control of Black Vine Weevil



Much research has been done to demonstrate successful control of weevils in strawberries and other small fruit crops.

Kakouli-Duarte et al (1997)* showed 49.5% reduction of BVW larvae with beneficial nematodes applied through drip irrigation in late summer in strawberries.

*Kakouli-Duarte et al, Biological control of the black vine weevil, *Annals of Applied Biology*, 1997;131:11-27.

Ask us about Nematodes today!

TerraLink

TerraLink Horticulture Inc.
464 Riverside Road, Abbotsford BC
1-800-661-4559
www.tlhort.com

Benefits of Membership.....



The BC Strawberry Growers Association is very active in promoting BC's strawberry industry, making sure that it remains vibrant. This is done through numerous programs that are funded through levies producers pay on their strawberry production. Fresh levies are remitted directly to the Association, on Farm Gate sales, while processed levies are remitted by the processor to the BC Vegetable Commission who forwards these funds to the Association. Here is some of what the Association does and why growers can benefit by belonging.

The Association....

- ◊Negotiates the annual processing price processors pay for strawberries purchased from growers.
- ◊Collects levies from fresh strawberry producers at the rate of \$0.005 cents per pound.
- ◊Manages the **Strawberry Industry Development Trust Fund** which support eligible industry activities. These include projects involving research, grower education, promotion and market development.
- ◊*Participates in the National setting of priorities for the approval of new pesticides.*
- ◊Organizes a **"Fresh BC Strawberries"** promotion campaign generating fantastic support from the media. Radio interviews, on-site TV coverage, newspaper pictures & stories, with features on Food & Wine programs, and Blogs. These along with Social Media splashes all help to assist in bringing public awareness of the local strawberry industry throughout BC.
- ◊Works closely with berry breeders and other scientists testing new cultivars to identify varieties that are adapted to BC's climate and environment. *Funds projects* to develop innovative production techniques for new and standard varieties using your levy dollars.
- ◊Direct access to the Ministry of Agriculture, Berry Industry Specialist who supplies us with the most current information regarding Pests and other matters related to Strawberries - See Growers Notes - by Carolyn Teasdale in our Newsletter
- ◊Provides this current and critical information to growers on invasive pests like Spotted Wing Drosophila
- ◊Is available to growers if there are production problems or other concerns, with the assistance of Breeders and Researchers.

... all made possible because growers pay levies on their processed and fresh strawberry production. We encourage you to please join the BC Strawberry Growers Association, pay your levy on strawberry production and help the BC strawberry industry thrive and remain vibrant.