



British Columbia Strawberry Growers Association

Strawberry News September 2015

2015 Fresh Campaign Recipe Card Winners



BC Strawberry Mango Salsa

Recipe by: Ally Wickham

1st Place winner

of the 2015 Recipe contest for the BC Strawberry Growers Association

Fresh BC Strawberries combined with delicious & sweet Mango make this Salsa a chosen topping for either Chicken or Fish, or simply use as a Salsa for chips.

Ingredients:

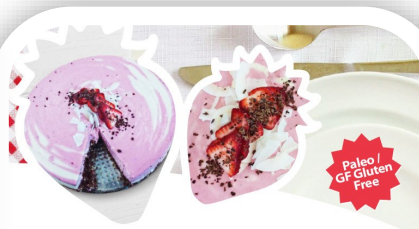
- 1 tbsp. Balsamic vinegar
- 2 tbsps. Lemon juice
- 1 tbsp. Lime juice
- 1 cup Fresh BC Strawberries (diced)
- 1 Mango (diced)
- 1/2 cup Red onion (finely chopped)
- 1/2 cup Cilantro (finely chopped)
- Salt & Pepper to taste

Directions:

1. Stir together the balsamic vinegar, lemon, and lime juices into a bowl.
2. Gently fold in the strawberries, mango, red onion, and cilantro.
3. Allow the mixture to rest for at least 20 minutes.
4. Enjoy!

British Columbia Strawberry Growers Association

bcstrawberries.ca



Zebra Strawberry Coconut Cheesecake

Recipe by: Louise Robinson

2nd Place winner

of the 2015 Recipe contest for the BC Strawberry Growers Association

Fresh BC Strawberries make this Paleo decadent dessert a must to serve to those very important guests at your summer Dinner Club get together!

Base Ingredients:

- 1-1/2 cups Raw almonds
- 1/2 cup Pinch of sea salt
- 1/2 cup Pinch of dried dates (if using dried dates, soak in hot water for 10 min & drain)
- 3 tbsps. Cocoa powder
- 1/4 cup Desiccated coconut

Strawberry Filling Ingredients:

- 2 cups Fresh BC Strawberries
- 2 cups Coconut filling
- Spring form pan

Directions:

1. Base: Place the cocoa, desiccated coconut, almonds and sea salt in food processor and grind roughly; add the dates and process until mixture is uniform and sticks together. Press firmly and evenly onto bottom of spring form pan. Refrigerate while making filling.
2. Filling: using powerful blender or food processor, blend all filling ingredients except for the strawberries until silky smooth; scrape or necessary to mix well; add water at this time if needed, up to 1/2 cup. Pour 1/2 coconut filling into separate bowl. Add BC Fresh Strawberries to the blender and blend well to achieve rich Strawberry color.
3. Remove base from fridge, now it's time for the fun part! Let's make a Zebra!
4. One heaped dessert spoon of coconut. One heaped dessert spoon of strawberry. Repeat this step until the filling is all used and the Zebra comes to life! Try not to stretch or tap the tin, let gravity do its thing.
5. Finally cover and place in the freezer for minimum 4 hours (or overnight). Decorate & Serve. Will keep in refrigerator for 3 days or freezer for 1 month.

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BC Strawberries & Pimms

Recipe by: Jessica Germaine

3rd Place winner

of the 2015 Recipe contest for the BC Strawberry Growers Association

Enjoy this delicious, light dessert made with fresh BC Strawberries that you picked with the family, at a BBQ on a warm summer evening.

Ingredients:

- 1 cup Fresh BC Strawberries
- 1/2 cup Pimms (available at your local BC Liquor Stores)
- 4-5 tbsps. Sugar
- 4 tbsps. Lemon Juice
- 1/2 Vanilla Bean pod (split length way and scrap seeds out)

Directions:

1. Put all ingredients into a saucepan, heat slowly until sugar is just dissolved.
2. Place Fresh BC Strawberries into mason jar and cover with Pimms mixture.
3. Let rest for minimum 2 hours.
4. Serve over Pound Cake or Vanilla Ice-Cream.
5. Delish!

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Our 2015 Fresh BC Strawberry Campaign which concluded in mid June for radio and print advertising. The Social Media aspect of it continued on through to the end of July, keeping in the consumers mind the ever-bearing variety that many of the growers carried.

With this wrap up was the conclusion of the Recipe contest that we were holding. We had splashes all over FaceBook, Twitter and Instagram with many qualified recipes entered. Our formal judging was held on July 24th at the Associations office in the lunch room. We had 12 participants bring in their finished recipes for judging. We had some superior judges, some of whom had great judging skills and others who for the first time learned what was involved in making a quantified decision. We would like to acknowledge those judges: Reg Enns - British Columbia Agricultural Council - Executive Director, Michael Dossett - Breeding Specialist and Darlene Tanaka - Bernardin Representative & Home Economics specialist.

It was a difficult decision making process for the judges, with wonderful samples to analyse for: taste, texture, appearance and overall presence of Strawberries the winners were as follows: 1st Place - BC Strawberry Mango Salsa; submitted by Ally Wickham, prize: Vitamix; 2nd Place - Zebra Strawberry Coconut Cheesecake; submitted by Louise Robinson, prize: Bernardin Home Canning kit w/accessories & fresh BC Strawberries; 3rd Place - BC Strawberries & Pimms; submitted by Jessica Germaine, prize: Strawberry Basket for two.

With the opportunity to visit each of the farms involved with the campaign, recipe cards and information pamphlets were left for consumers to pickup and enjoy. Throughout my travels I also stopped in and introduced the Association to many new farm gate sales stands to share with them what the British Columbia Strawberry Growers Association could assist them with.

Thank you to Darlene Tanaka, Michael Dossett, Eric Gerbrandt and Lorri Ratzlaff for all your help in many different ways throughout this season.

A growing season for the record books!! In all my years working in horticulture, I have never seen a season so early, so dry and so hot. Right from the turn of the year, we have been on a track of warmer and drier than normal conditions and the result has been record early crops.

It was a rather challenging June strawberry harvest, much of it occurring in May this year. Early crops caught growers and customers a bit off guard and, while fruit quality was excellent, the heat resulted in smaller fruit, reduced yields and a very quick end to the season. Day neutrals fared better, although the weather did mess up the timing of fruit flushes. Also, as is often the case with day neutrals, mites and thrips were a management challenge on some farms. Fortunately we do have some pretty good tools to control these pests.

As I write this note, the unrelenting hot, dry weather continues. Long range forecasts are suggesting this could continue right through the fall. Good irrigation management will continue to be critical for both day neutrals and June crops to ensure continued production and to allow crops to go into the winter in good shape in preparation for next year's crop. Continue to monitor for thrips, mites and lygus and treat as required.

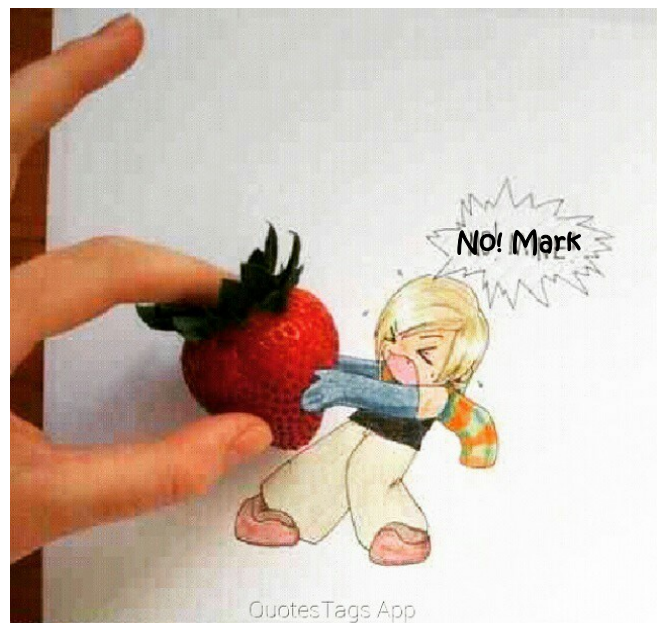
Time for a Change

I have decided, after 37 years with the BC Ministry of Agriculture, to "hang up my skates." I will be leaving the public service early this fall. I did not realize how difficult a decision it would be – so much of my work with the agriculture industry, most recently the berry industry, has been fun, exciting, productive and rewarding. I have enjoyed such great support and co-operation and made so many great friends that it will be difficult to leave it behind.

However, I know that the time is right for a change. While I will remain involved in the industry in some capacity, I have many other things to do including visiting children and grandchildren scattered around the globe.

The ministry has decided that the berry industry specialist position will be refilled – a posting will be up on the BC government website in the coming weeks.

I would like to extend my appreciation to all of you who have made working in this great industry such a pleasure for me.



Edible coating doubles strawberry shelf life



Scientists at the University San Nicolás de los Garza in Mexico have developed an edible coating made from pectin that preserves strawberries for longer without affecting their taste.

According to the Food and Agriculture Organization of the United Nations, over 4.5 million tons (4 million tonnes) of strawberries are cultivated each year, with the main producers in the United States, Turkey, Spain, Egypt, and Mexico. The trouble is that, though the plants are tough, the soft fruits are very perishable, susceptible to bruising, and require a lot of special care. During harvest time, the fields need picking every three days and the fruit needs to be rushed from the field and cooled down with fans.

For shipping fresh strawberries, the fruit must be quickly and carefully cooled to 32° F (0° C), which is cold enough to preserve them, but just warm enough to prevent ice crystals from turning them into mush. Even then, the shipping containers must be specially packed to keep the temperature stable while preventing the fruit boxes from coming into contact with walls, floors, or ceilings of the transport. Even then, the last leg from market to dinner table is something of a sprint.

The team's answer to this situation was to create an Edible Active Coating (EAC) designed to improve the quality and extend the shelf life of strawberries. The coating is based on pectin, which is a constituent of many fruit and vegetable cell walls. This was combined with chitosan, which is an antifungal compound derived from crustacean shells and the key ingredient in a spray-on coating for bananas, pullulan for extracellular support, and sodium benzoate and potassium sorbate.

The strawberries were washed and disinfected, then dipped into the coating before being packed and stored at a temperature of 39.2° F (4° C). The team found that compared to a control group of strawberries, the coating preserved, or even improved, the color, flavor, and texture of the fruit. The strawberries with the coating lost less weight, remained firmer, retained their peak color longer, and had their shelf life increased from six to 15 days. In addition, the coating protected the strawberries longer from microbial growths, and the acidity was unaffected.

According to the team, the coating is suitable for industrial-scale application on post-harvest strawberries.

The team's [results were published in the Journal of Food Science](#).

Source: gizmag.com Publication date: 8/19/2015

International News United Kingdom

Pick-your-own Strawberries in-store!

U.K.-based Marks & Spencer is trialling the concept of pick-your-own-strawberries - in store.

The strawberries would be grown in baskets under LED lights to ensure year-round availability. Hydroponically grown, these strawberries would be the freshest and most nutritious possible.

The idea is that shoppers would be able to try the strawberries before buying.

British Summer Fruits, the industry body that represents most of the berries supplied to the U.K.'s supermarkets, commissioned the prototype display.

However, selecting a superstar berry for this use may take a decade to perfect.

Source: FreshPlaza.com



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Twitter: @bcstrawberries

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

Research Reports

A Continuous Day-Neutral Season in 2015

By Eric Gerbrandt

The odd weather in the Fraser Valley this year has been a topic of much conversation. Warm temperatures spurred crop development much earlier than usual, having a lasting effect on the timing of field operations and harvest. Under these conditions, day-neutral strawberries behaved strangely, producing their first crop slightly earlier in the spring and then continuing to produce fruit throughout the summer without their characteristic lull in production during June. The second wave of fruit came crashing in right after the first, resulting in a much more continuous day-neutral season in 2015.

The control of flowering in strawberry is a complex topic and scientists have only begun to scratch the surface. Echoing what I've written in a companion article in the raspberry association's newsletter (for those who receive both), and as for most topics of plant physiology, the story is one of an interaction of multiple genes and environmental cues, including day-length and temperature. In broad strokes, cultivated strawberries can be split into three main groups, though there are some other less important types we'll ignore for now:

Continued on pg...7

Update on the Strawberry Breeding Program

By Michael Dossett

The strawberry breeding program tested more than 40 June-bearing strawberry selections in its replicated yield trial this season. Most of the selections in the trial are being discarded because of concerns over flavor, fruit size, and insufficient yield. BC 9-4-16 stood out as being attractive, having good flavor and high yields. The main concern with this selection is whether it will be firm enough. As it has in previous trials, BC 3-128-9 continued to receive high marks for flavor, being the favorite of several people in the program. Unfortunately, BC 3-128-9 despite having excellent flavor and firmness has shown a tendency to produce a fairly round-shaped berry and showed a tendency to not have a uniform shape or appearance and has been inconsistent in terms of yield.

The bright spot of the season came from the new seedling planting established last September. Approximately 2000 new seedlings were planted in September 2014 combining the best day-neutral and June-bearing germplasm to select day-neutral seedlings. We had our first ripe fruit in this planting on May 1 and it has continued all summer. On top of having some very early selections, the fruit quality and plant health were impressive

Continued on pg....6

2015 BCSGA - Board of Directors

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

Why you should become a member

The BC Strawberry Growers Association is very active in promoting BC's strawberry industry making sure that it remains vibrant. It does this through a number of programs. These programs are funded through levies that producers pay on their strawberry production. The Association is also able to leverage levies to match funds from other program. Fresh levies are remitted directly to the Association, while the processed levies are remitted by the processor to the BC Vegetable Commission who then sends the funds to the Association. Here is a brief summary of what the Association does and why growers benefit by belonging to it. The Association....

- Negotiates the annual processing price which all processors pay for the strawberries that they purchase from growers.
- Collects levies from fresh strawberry producers at the rate of \$0.005 per pound.
- **Manages the Strawberry Industry Development Trust Fund to financially support eligible industry activities. This includes projects in the area of research, grower education, promotion and market development.**
- Works closely with other provincial strawberry grower associations mitigating national challenges and problems.
- *Participates in the National setting of priorities for the approval of new pesticides.*
- **Organizes an effective promotion campaign for general awareness of "Fresh BC Strawberries" which generates fantastic support from the media as the result of our media drops. Radio interviews, on site TV coverage as well as many newspaper pictures and stories all helped to build public awareness on the local strawberry industry.**
- **Uses social media, to promote strawberry producers during the Fresh season.**
- 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.
- Collaborates with other berry groups mitigating serious production challenges.
- Provides 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.

This is all 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.

Spotted Wing Drosophila Update for B.C. Berries: We need your help!

We hope you will take a few minutes to answer and send to Lisa Craig at the RIDC or to Tracy Hueppelsheuser (BC Ministry of Agriculture). Our objective is to learn about growers' and packers' experiences with SWD this year, and to inform further work on SWD. The information provided will be held in confidence.

What berry crop(s) do you grow? Raspberry, Strawberry, Other. Which varieties?

Please tell us about your experience with SWD this year: *Circle the rating that best fits your experience with SWD.*

How would you rate the SWD impact in your berry fields in 2015?

- a. **Low:** didn't have much impact
- b. **Medium:** could cope with the pest, but still challenging
- c. **High:** this pest caused significant challenges and caused fruit quality to be poor.

Relative to previous years, how did SWD impact compare?

- a. **Wasn't as bad** as previous years
- b. **About the same** as previous years
- c. **Worse than** previous years

If you have further questions or seek clarification, contact Tracy. Please send completed questions to Tracy Hueppelsheuser, B.C. Ministry of Agriculture, 1767 Angus Campbell Road, Abbotsford, B.C. V3G 2M3, or by email: Tracy.Hueppelsheuser@gov.bc.ca

Thank you!!

Research Reports Continued..... by Michael Dossett

Update on the Strawberry Breeding Program

In more than ten years working with strawberries, it was probably the most impressive seedling field I have walked through and it was hard at times to pick out just the best one. When all was said and done, just over two dozen new selections were made, most of which appear to be day-neutral. These are currently being propagated and will be planted next year in replicated trials, with some plants potentially being available for small grower trials in 2017. Stay tuned!



Juvenile Diabetes Sponsorship



I am writing to thank British Columbia Strawberry Growers Association for sponsoring the Longest Day 5/10K that was held on Friday, June 19th at UBC. This year's event was a big success despite us having to overcome a number of hurdles created by a scheduling conflict at Thunderbird Stadium that required us to move the start/finish and post run party across campus. Your contribution, together with the work of over 200 volunteers, allowed us to put on a successful event with over 1500 participants taking part and over 300 spectating.

While our post race survey showed that 94% of respondents will return next year, this is not as high as we would like, but given the difficulties we faced, it is testament to our organization. We will use our post race survey to bring new innovations to the event to improve and attract larger numbers of participants: a corporate team component, wider exposure, as well as widening of the volunteer committee, are the initiatives being considered.

Without your support this year we could not have held such a successful event and we hope that you will be part of the event next year so that we can continue to grow and improve what has become an annual "Rite of Summer" for Vancouver's running community.

The tentative date for next year's event is Friday, June 17th, 2016.

We would love to have the British Columbia Strawberry Growers Association back at the event next year if at all possible. If there is anything we can do in this regard please let me know; having a banner or tent at the event would be helpful in this regard. Thank you again for all of your help and we look forward to working with you in the future. I have attached some pictures to try to give you some feel of the event.

Best wishes, Graeme Fell



Eric Gerbrandt

1) Short-day types that develop flower buds in response to day-lengths of 12 hours (plus or minus a couple hours depending on the variety) in the fall, producing one crop in the following summer when day-lengths are long again. These are our regular “June-bearing” strawberry varieties.

2) Long-day types that set flower buds during long summer days, producing a fall harvest in addition to the normal summer crop. These are the “ever-bearing” strawberry varieties. These types don’t behave like most other types of long-day plants, being more responsive to the total amount of light that they receive than the actual length of day/night that they receive in a 24 hour period.

3) Day-neutral types are not sensitive to the length of days and so produce flowers throughout the season, as long as it’s not too hot, not too cold and the plant is mature enough to focus on flowering rather than growing more vegetative structures.

Confusion surrounding the word “ever-bearing” requires clarification. In common usage, this term is applied to both long-day types, as it should be, and to day-neutral types such as ‘Albion’ because of their ability to continually bear fruit. But, day-neutrals are not correctly called “ever-bearing” strawberries. Long-day varieties were developed before day-neutral types and, historically, the term “ever-bearing” was applied to long-day varieties because they produce two crops rather than one. Day-neutrals, though they are even more continually bearing than long-day varieties, are not called “ever-bearing” because that name was already being used for long-day varieties.

Returning to the odd season in 2015: we usually get a lull in production in the middle of the summer in our day-neutral types due to a combination of environmental factors. Most importantly, the first flush of fruit in the spring is produced mostly from buds that develop in the previous fall, the low temperatures during the winter delaying development of further flushes of fruit until the spring. This results in a gap between the first and second flush of fruit. The cyclic pattern of fruiting in day-neutrals is due, therefore, mostly to temperatures that inhibit flower bud development during the winter. The warm, protracted spring of 2015 resulted in quicker development of the second flush of flowers, eliminating the lull in production and resulting in an extraordinarily continuous season for day-neutral strawberries.



Hopefully, this brief introduction to the different flowering systems in strawberry and explanation of the likely cause for our relatively continuous day-neutral season provides something to ponder out in the fields as we watch the season develop in 2016 and beyond. A big question in my mind is whether we can develop new day-neutral varieties that are less prone to cycling between flushes of fruit or whether we can use a succession of well-adapted, high yielding varieties to overlap with one another and provide a continual supply of fruit each year, not just the anomalous ones like 2015. If we had a more continuous supply, just think of the fresh market opportunities it would open for the industry!



September 06, 2015

Re: Notice for Levies on Fresh Strawberries

Dear Grower:

It is our understanding that you are in the business of growing fresh strawberries.

All processed strawberry producers pay a levy that is collected by processors. They then forward the levies to the BC Vegetable Marketing Commission. The Vegetable Marketing Commission then sends a cheque to the BC Strawberry Growers Association.

All other British Columbian strawberry growers submit their dues directly to this office.

If you produce one acre or more of strawberries then dues are the same rate for both fresh and processed strawberries. The rate is **\$0.005** per pound on all strawberries produced on your farm (owned and leased land) and sold as fresh during the 2015 season.

If you produce less than one acre of strawberries, then producers are invited to pay a membership fee of **\$100 per year**.

Company/Name: _____

Full Address: _____

Telephone/Email: _____

Total pounds 2015 BC Strawberries produced sold: _____

Levy (Total Pounds x \$0.005): _____

+ 5% GST on Levy: _____

Total Levy + GST: _____

PLEASE FORWARD YOUR CHEQUE BY October 30 2015 payable

to: BC Strawberry Growers Association

#265-32160 South Fraser Way, Abbotsford BC V2T 1W5

Thank You !