



BRITISH COLUMBIA  
**Strawberry**  
**GROWERS**  
ASSOCIATION  
Fresh, Ripe and Ready

# British Columbia Strawberry Growers Association



*Strawberry News*

*Summer-Fall 2020*

**BC Strawberry Growers Association**  
#265 32160 South Fraser Way  
Abbotsford, BC V2T1W5



## *Fresh Strawberry Levies*

*for the crop season 2020*  
*are due **October 31, 2020** in the office of the*  
*BC Strawberry Growers Association*

*At the 2020 AGM the members voted to increase the levy to **\$.0075 cents per pound***

*(use the production report on Pg. 4 to submit your report & levies on all farm gate, u-pick, farmers market and fresh retail sales)*

*to*

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

*Review the benefits of membership of the Association on page 3*

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**2020**

## *Fresh Strawberry Campaign*

For the 2019 campaign BC Strawberries teamed up with Shervin Communications and Capitol Media Co. to apply to the Provincial Government for some "BUY BC" funding through the Investment Agriculture Foundation and were successful in our application. We took your grower funds and tripled the amount so that we were able to create a larger more centrally focussed campaign this year. Continuing with our radio and print media, we were also able to create 200+ stock photos, multiple videos to use for the current campaign and future marketing, along with other deliverables like (7-recipe cards, 2-large poster) that will be shared with the growers to use in their markets.



See more examples on pg. 3



## *Introducing a New Strawberry Trial with Three Objectives*

By: Eric Gerbrandt, Research Director

Last year, we concluded a three-year study to evaluate drip-line application of fumigants and post-plant nematicides, and the results of this study were communicated in previous reports and articles. Building on this study, we had the opportunity this year to address new research questions. To be efficient with the use of grower resources, we decided to use a more complex experimental design than usual so as to address three separate objectives in the same trial.



Similar to previous studies, we installed drip-line control stations to administer different treatments to replicated plots to assess their impact on both disease pressure and plant performance as well as to compare different strawberry selections and cultivars. The three objectives are as follows:

- **To compare the yield and production curve for an advanced selection in the breeding program, BC 10-2-1, against 'Albion'.** This selection has been on the radar of our berry breeder, Michael Dossett, for several years, and we finally have sufficient trial plant material to give it a good shake by comparing it against the industry standard. We are hoping to see comparable or better yield and fruit quality to 'Albion' as well as a production curve that offsets that of 'Albion', which would help smooth out the peaks in volume hitting the local market. Currently, my opinion is that this selection tastes better (really!) and is firmer than 'Albion', but consistency of yields across sites and years needs to be determined before it can move on to become a cultivar.
- **To evaluate novel chemigation products for the potential to maintain control of plant parasitic nematode populations.** This builds on our previous trials that demonstrated good efficacy of Velum Prime for control of nematodes. The current study will evaluate other options and compare them against Velum as an effective option in the grower's toolbox. We need to continually seek new options to avoid over-reliance on any particular chemistry as part of a long-term resistance management strategy.

Continued on Pg. 3

## *Introducing a New Strawberry Trial with Three Objectives*

*Continued*

- **To determine the impact of silicic acid on soil-borne disease as well as powdery mildew.** In the second year of this project, these comparisons will provide information on the utility of drip-line applications of silicic acid in our production system. Research on silicic acid is by no means novel, but we included it in the current trial to compare between a traditional fungicide program on its own against one that includes silicic acid treatments.

This three-way combination trial was established in spring of 2020 with applications of experimental treatments via the drip-line after plant establishment. Nematode counts were taken prior to applications, and we are currently comparing these against samples taken during the growing season. In the coming month, fall applications will be made and another round of nematode sampling will follow toward the end of the season. Also, we are collecting fruit yield and average weight data to be able to compare BC 10-2-1 to 'Albion' and to determine the impact of the drip-line applications on plant performance. Preliminary results will be communicated in the coming months!

## *Benefits of Membership with the BCSGA*

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.....**

1. Negotiates the **annual processing price** processors pay for strawberries purchased from growers.
2. Collects levies from fresh strawberry producers at the rate of \$0.005 cents per pound.
3. **Manages the *Strawberry Industry Development Trust Fund*, that is used to support eligible industry activities.** *These projects include:* research, grower education, promotion and market development.
4. ***Participates in the National setting of priorities for the approval of new pesticides for all applications.***
5. **Organizes a "*Fresh BC Strawberries*" promotion campaign** generating fantastic support from the media. Radio interviews, on-site TV coverage, newspaper pictures & stories. Active campaigns on 3 Social Media platforms help to assist in bringing public awareness of the local strawberry industry throughout BC, with active contests that encourage and reward participation.
6. Works closely with berry breeders and other scientists testing new cultivars to identify varieties that are adapted to BC's climate and environment, thus enabling members to have access to the most current innovative varieties. ***Funding research projects*** to develop unique and economical production techniques for new and standard varieties using your levy dollars.
7. Has 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. 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 of this is made possible because growers pay levies on their processed and fresh strawberry production. We encourage you to join the BC Strawberry Growers Association, pay levies on your strawberry production and help the BC strawberry industry to thrive, remain current and vibrant.

Use the levy report to submit your levies on fresh production on Pg. 4



Dear Grower:

## Notice for Levies on Fresh Strawberries

It is our understanding that you are a producer of fresh strawberries in British Columbia.

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

Therefore, if you produced strawberries for sale at *Farm Stands, Farmer's Markets, U-Pick or sales to other producers or direct to retail stores*, then on this strawberry production you would pay fresh levies directly to the Association.

*At the Annual General Meeting held in March, membership voted on the motion brought forward by the Board of Directors to increase the 2020 Fresh Strawberry Levy.* The new levy rate is **\$0.0075** cents per pound on all strawberries produced on your farm (owned and/or leased land) and sold as fresh or self-processed during the 2020 season.

If you are a small grower of less than a 1/2 acre of strawberries we encourage you to reach out to the office to discuss the benefits of becoming a member of the Association. Remember everyone says.....membership have their privileges.

Farm Name/Personal Name: \_\_\_\_\_

Address, City, Postal Code: \_\_\_\_\_

Telephone/Email: \_\_\_\_\_

2020 total pounds of BC Strawberries produced/sold: \_\_\_\_\_

Levy (Total Pounds x **\$0.0075**): \_\_\_\_\_

+ 5% GST on Levy: \_\_\_\_\_

**Total Levy including GST:** \_\_\_\_\_

**PLEASE FORWARD YOUR CHEQUE BY October 31, 2020 payable to:**

**BC Strawberry Growers Association and submit to:**

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

Thank-you for your continued support of BC's Strawberry Industry!