



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

British Columbia Strawberry Growers Association



Strawberry News

Summer-Fall 2021

BC Strawberry Growers Association
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Abbotsford, BC V2T1W5
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Fresh Strawberry Levies



*Levies for the 2021 crop season are due **October 31, 2021** in the office of the BC Strawberry Growers Association*

*Reminder that the BC Strawberry levy is **\$.0075 cents per pound***

(use the levy production report insert 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 4

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2021

Fresh Strawberry Campaign

With the pandemic still upon us, the wait for the BC Ministry of Agriculture to announce a Buy BC program for 2021 was delayed. Finally the application process opened and we were successful in obtaining funding again for our Fresh Campaign this year.

Wanting to add some variety we chose to engage with the Patterson group for bus tail and bus stops this year, our radio spend was cut-back to include AM730 & CKNW for the drive-in/out only, leaving us to focus on partnerships with restaurants, breweries and influencers. Our social media campaign included Instagram, Facebook, TicTok, with digital ad-buying, TV segment features, and u-tube recipe features. We also included some feature recipes that allowed us to partner up with We Heart Local and BC Chicken, to create some wonderful food posts and recipes for the website. (links will be shared with participating growers)



Calendar of Events

Oct 21 & 22, 2021	BC Berries Virtual Research Review Meeting (Watch your email for the invite)
Jan 16-19, 2021	NASGA Annual Meeting & Conference, Nashville, TN
Jan. 27-29, 2021	Pacific Ag Show, Tradex, Abbotsford
Mar 10-12, 2020	Canadian Horticulture Council, 100th AGM, Ottawa, ON
Mar. 2022 TBA	BCSGA Annual General Meeting, Abbotsford

Industry News



North America Strawberry Growers Association (NASGA) held their summer tour in Portland Oregon this year. During the tour growers had the opportunity to visit the Willamette Research Station and receive

a tour from Bernadine Strik. Bernadine has been a long time contributor to berry breeding in the USDA program, working alongside the late Chad Finn. Bernadine has worked with multiple berry commodities, including strawberries and has been an integral part of the berry industry. Bernadine will be retiring later this year after an illustrious 35 year career at Oregon State University. We wish Bernadine well in her retirement.



NASGA 2022 Meeting and Conference

January 16 - 19, 2022
in Nashville, TN

NASGA will meet in Nashville at the **Holiday Inn Express®** Nashville Downtown Conference Center

This venue is nicely located in downtown Nashville just a short walk to Broadway where much of the music and other activities are centered. The hotel offers:

- Complimentary Buffet Breakfast
- Nightly Managers Reception featuring music from a local artist
- Complimentary hors d'oeuvres and non-alcoholic beverages
- Easy-connect wireless internet access

The plan for the event is to have a welcome reception on Sunday January 16th followed by two days of educational sessions with exhibitors on Monday and Tuesday. We plan to wrap things up with a tour on Wednesday the 19th. The preferred rates (\$124) are available from January 14-21 so if you want to arrive early or stay a little longer there is an option at a great rate.

A number of people have already made their hotel reservation. The reservation information is available on the NASGA website.

The organizing committee is gathering ideas for speakers and topics so if you have any suggestions please forward them to Kevin Schooley at the NASGA office.

The program will be posted on the NASGA website when completed so be sure to check back and register and make your room reservation early.



Well Registration

If you have still not applied for a license for your well, below is some information on the process.

The deadline to apply is March 1, 2022. It does not look like it will be extended again.

A 16-minute **"How To Apply"** video has now been published on the FrontCounter BC YouTube channel. It demonstrates how to obtain the information required for the applications. Please feel free to share the link with your members and/or post it on your websites, social media or other communication channels as you deem appropriate. <https://youtu.be/zoYMs5OZMHc>

Government makes an announcement encouraging existing groundwater users to submit their applications. Here is a link to the announcement <https://news.gov.bc.ca/releases/2021FLNRO0053-001282>

Highlights in Strawberry Research from the BC Berries Research Review

By: Eric Gerbrandt, Research Director

Earlier this year, the BCSGA held a joint Research Review meeting with the BCBC and RIDC. This full-day event featured presentations on most research projects currently being funded by the strawberry, raspberry, and blueberry industries. The morning was comprised of sessions on breeding, genetics, and variety trials. The afternoon featured sessions on horticultural management and fruit quality, entomology and pest management, and pathology and disease management.

There were nine presentations relevant to strawberries. An update on the breeding program was provided by our local breeder, Dr. Michael Dossett. The new Berry Entomologist at Agriculture and Agri-Food Canada (AAFC) in Agassiz, Dr. Michelle Franklin, presented on a new insect pest in the region called the strawberry blossom weevil (*Anthonomus rubi*). From ES Cropconsult Ltd., Dru Yates highlighted their work in developing pest management guides for small-scale producers. Dr. Juli Carrillo from the University of British Columbia (UBC) presented her lab's work on ecological approaches to management of spotted-wing drosophila. This included information on the discovery and documentation of two parasitoid wasp species in BC, the Samba wasp (*Ganapsis brasiliensis*) and Ronin wasp (*Leptopilina japonica*). In the disease management session, I provided an update on suppression of plant parasitic nematodes using pre-plant fumigation and post-plant nematicides applied through the drip line.

During the morning session, a set of four presentations highlighted the BC industry's collaboration in the Canadian Berry Trial Network alongside researchers at the University of Guelph in Ontario (Dr. John Zandstra and Dr. Adam Dale), Carrefour Industriel et Expérimental de Lanaudière (CIEL) in Quebec (Dr. Pierre Lafontaine), and Agriculture and Agri-Food Canada in Nova Scotia (Dr. Beatrice Amyotte). This effort, in conjunction with the local breeding program, adds replicated comparisons on research sites to our ongoing trials to evaluate new berry cultivars and breeding selections in growers' fields. In BC, this work is currently being done at the Clearbrook Substation in Abbotsford.

Two rounds of strawberry trials were established in 2019 and 2020 with each research group evaluating cultivars for yield and fruit quality. In particular, the BC program's advanced selection BC 10-2-1 was included in these trials, and all three of our collaborators provided positive feedback in terms of marketable yield, firmness, and flavour for this day-neutral selection. Over the next few years, continued feedback from these other regions should provide the breeding program with the information required to determine whether it is worthy of release as a cultivar. If so, we are hopeful that it could be a suitable replacement for cultivars such as 'Albion' and 'Seascape'. This remains an open question, however, as no selection delivers the "whole package" of traits that make it superior to cultivars currently on the market. For example, observations from our own on-farm grower trials indicate susceptibility to rain damage and a relatively squat canopy. These features need to be taken into consideration along with positive observations from other production regions.

Perhaps growers could think of soil-less production under protected structures to work around this BC 10-2-1's weaknesses while leveraging its genetic strengths? Or, maybe nutrient management needs to be adjusted from current practices used for 'Albion'? Only time will tell if this selection makes the cut. But, in the meantime, we continue to bring in new cultivars and selections from other breeding programs (e.g., UC Davis in California, US Department of Agriculture in Oregon), looking for any cultivar that will give local growers an edge.

Board of Directors

Ed McKim - President

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Jeff Husband

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Carolyn Teasdale, BC Ministry of Agriculture, Berry Specialist



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/Direct 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 \$0.075 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 2-3 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 new 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 (inserted)

