



## *2023 FRESH LEVIES*

*Levies for the 2023 Crop Season  
are due **October 31, 2023** in the office of the  
BC Strawberry Growers  
Association*

*Reminder that the BC Strawberry levy is  
\$.01 cent per pound*

*(use the levy 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 being a member of the Association  
on page 2, and see page 3 for how levy dollars  
help with research and plant breeding.*

## BC Strawberry Growers Association Benefits of being a Member

### Why Do You Join An Association?

- ⇒ You don't buy a newspaper, you buy news.
- ⇒ You don't buy life insurance, you buy security.
- ⇒ You don't buy glasses, you buy vision.
- ⇒ You don't buy awnings, you buy shade.
- ⇒ You don't buy memberships in an association.... You buy the cooperation of people in your profession with whom you can join hands to do the things you can't do alone.



**BRITISH COLUMBIA**

**Strawberry  
GROWERS**

**ASSOCIATION**

*Fresh, Ripe and Ready*

## Benefits of BCSGA Membership:

Joining any organization involves commitment, especially where dues are required for membership. The BC Strawberry Growers Association (BCSGA) is committed to representing growers, researchers, extension specialists and suppliers who want to get the most out of growing strawberries. This commitment doesn't guarantee success, but it does mean you will have access to the tools, resources, information and connections that can assist you in strawberry production.

A membership with the BCSGA provides access to:

- Top strawberry researchers and horticulturists throughout Canada. During the Lower Mainland Horticulture Improvement Association's three-day Grower's Short Course during the Pacific Agriculture Show in Abbotsford there is the opportunity to speak directly with researchers and professionals.
- The BC Berry Breeding program, which is developing new cultivars that are adapted to BC's climate.
- Quarterly newsletter updates on production methods, management of pests and diseases and other topics related to strawberries.
- Representation at the annual Pest Management Regulatory Agency (PMRA) meetings in Ottawa to seek minor use product registrations for strawberry production.
- Representation in lobbying efforts to Municipal, Provincial and Federal governments, the success of which depends upon the membership's participation and support. Specifically, governmental support for research, breeding and extension are critical to current and future strawberry production in BC.
- Marketing resources through an annual "**Fresh BC Strawberries**" campaign where individual growers' money is leveraged through the Provincial government via the Buy Local, Buy BC program.
- The Northwest Berry Foundation's Small Fruit Update, which provides regular updates on the season, berry-related news and progression of the season throughout the Pacific North West.



## The BCSGA's Research Portfolio:

Most of the BCSGA's research portfolio is currently funded under the Federal government's Canadian Agriculture Partnership. This work is in cooperation with the raspberry and blueberry industries, coming together under the umbrella of the **Lower Mainland Horticultural Improvement Association** (LMHIA). The funding agreement is a total of \$6.0M over five years (April 2018 to March 2023), providing stability for our berry breeding program as well as applied field research in the areas of pest, disease and horticultural management of berry crops. A combined total of approximately 76% of this funding is from the Federal government (approx. \$3.6M) and, for the first time, a substantial investment from BC's Provincial government (\$1.0M).

In addition, the BCSGA works with academic, private and government researchers on a range of other applied research projects, and the BCSGA partially funds the work of the BC berry industry's Research Director, who manages the research portfolio and works to develop capacity for the berry sector. Currently-funded research projects include:

- **Berry Germplasm Evaluation:** Objectives include characterizing germplasm to obtain new genetic sources of resistance to biotic and abiotic stresses, improved fruit quality and novel traits of interest; developing molecular and phenotypic selection tools; and moving the gene pool forward through annual crosses and recurrent selection on each generation of seedlings.
- **Berry Cultivar Development:** The breeding program runs unreplicated observation trials, replicated evaluation trials and to propagation of advancement toward cultivar release.
- **The Canadian Berry Trial Network:** The final stage of the breeding program prior to commercialization is to evaluate advanced selections under commercial conditions through grower trials. This portion of the program has been linked with programs in Ontario, Quebec and Nova Scotia to build a network of trials, each region evaluating the others' selections against standard cultivars.
- **Berry Crop Enhancement:** This project's objectives are to improve management tools for soil-borne pests and diseases, especially nematodes and root rot pathogens, to increase fruit yield and quality. A third year of a drip-line fumigation and nematicide trial is being concluded this fall, and these results are being used to design a second round of trials from 2020-2022.
- **Implementing IPM practices on Small-Scale Farms:** This project's objective is to develop IPM training materials for small-scale fruit and vegetable growers to handle shifts in pest pressure due to climate change and to improve region control.
- **Evaluating Pest Attractant Techniques to Enhance Thrips Management:** This project's objective is to evaluate two pest attractant tools (sticky traps and aggregation pheromones) as well as mass trapping as options for controlling thrips in strawberry and cabbage fields.
- **Ecological Pest Management for Spotted Wing Drosophila:** This project is aimed at developing alternative methods of SWD control to reduce regional pressure and reliance on chemical tools. This includes the evaluation of intercropping options to repel SWD, developing better attractants for lures and traps and the establishment of effective biological control species in the region.



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.

***The 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 2022 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 ..membership has its privileges.

Farm Name &/ or Personal Name: \_\_\_\_\_

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

Telephone & Email: \_\_\_\_\_

2022 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, 2022 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!