



Bleuets **NB** Blueberries

Field Notes

UPCOMING EVENTS

January

Agricultural Alliance AGM

January 16-18, 2013
Crowne Plaza Hotel, Fredericton
Phone (506) 452-8101
www.fermenbfarm.ca

March

2013 Atlantic Farm Mechanization Show

March 7-9, 2013
Moncton, NB

WBPANS Information Day

Saturday, March 30, 2012
Best Western Glengarry Hotel
& Convention Centre, Truro
Phone (902) 662-3306
for more information.

April

BNBB AGM

Friday and Saturday, April 5-6, 2013
Crystal Palace Ramada Plaza
Dieppe, NB
Phone 1-866-840-2583
for more information.

Bleuets NB Blueberries • 1350 Regent Street, HJ Flemming Centre, 680 Strickland Lane, Fredericton, NB E3C 2G6
Tel. (506) 459-2583 • Toll Free 1-866-840-2583 • Fax (506) 459-8920 • bnbb@nb.aibn.com • www.nbwildblue.ca



At its annual breakfast with New Brunswick MLAs on December 5, 2012, BNBB had an opportunity to discuss industry issues. BNBB thanks everyone who works hard to make this event such a success year after year.

World Blueberry Crop Continues to Increase

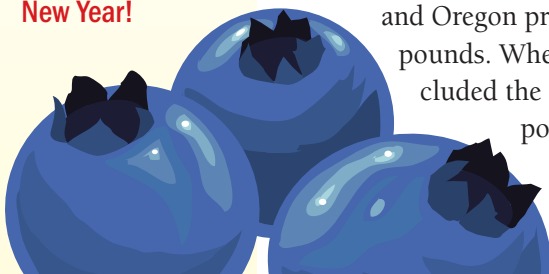
Submitted by Dr. David Yarborough

The 2012 crop estimate figures for the North American cultivated crop was another record harvest at 562 million pounds. This is up from last year's record crop of 533 million pounds. The Western region lead the production with British Columbia having 105 million pounds, which makes it the largest blueberry producing area in North America in 2012, and both Washington and Oregon produced 70 million pounds. When California is included the crop of 286 million pounds exceeded last year's record crop of 263 million

pounds. The Southern region also had a large crop, lead by Georgia at 70 million pounds, with 136 million pounds which exceeded last year's crop of 130 million pounds. The mid-west region was down in 2012 because of frost and drought in Michigan which only had 81 million pounds, whereas it usually exceeds 100 million pounds, and the Northeast region was also down because of warm temperatures with New Jersey at 52 million pounds vs 61 million pounds last year. Fortunately much of the cultivated production has gone to the fresh market at 352 million pounds (63%) in fresh and 210 million pounds (37%) in processed; otherwise it would have increased the



**BNBB extends
best wishes to everyone
for a very Merry Christmas
and a happy, prosperous
New Year!**



processed supply and reduced the price. Other regions of the world have shown increased growth. Much of the increase in Europe is in Eastern Europe with Poland doubling its acres from 2005-2010 and this region has 82% of the processed production in Europe. China continues to lead production in Asia and has 50% of its production in processed berries. We have seen production increases for all of the major growing areas world-wide (see table).

The largest increases are taking place in South America, lead by Chile. Production there has increased from 25,000 metric ton in 2006 to 115 metric ton in 2012 and is expected to increase an additional 67% to over 160,000 metric tons by 2016 (see graph). Most of the export is fresh, but it is projected that processed IQF will increase to 40,000 metric tons which equals to 88.2 million pounds and 88% of this is expected to be going to North America.

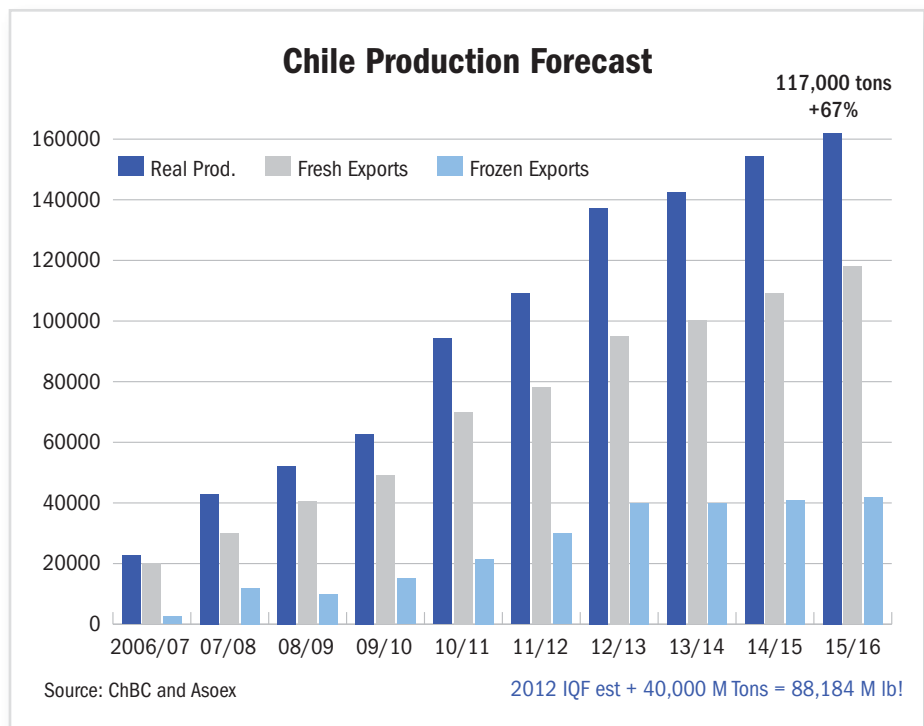
When the wild crop estimate of 261 million pounds is added to the cultivated 562 million pounds, a record crop of 823 million pounds will be produced in North America in 2012, which will certainly bring the world crop to over 1 billion pounds.

The trend of increased blueberry production will continue world-wide. In order for the wild industry to survive we will have to both increase the efficiency of our production and develop both new markets and new products.

World Highbush Production

	2008 Million lbs.			2010 Million lbs.		
	Fresh	Process	Total	Fresh	Process	Total
North America	229.40	186.35	415.75	303.00	188.30	491.30
South America	92.10	23.03	115.13	137.07	16.33	153.40
Europe	54.43	1.96	56.39	68.64	12.50	81.14
Med. & N. Africa	0.81	0.00	0.81	2.18	0.04	2.23
Southern Africa	1.11	0.44	1.55	2.10	0.20	2.30
Asia & Pacific	12.27	4.73	17.00	16.30	6.20	22.50
World Acreage	390.12	216.51	606.63	529.30	223.57	752.87

Table Source: 2010 World Blueberry Acreage & Production by Cort Brazelton, Brazelton Ag Consulting for U.S. Highbush Blueberry Council

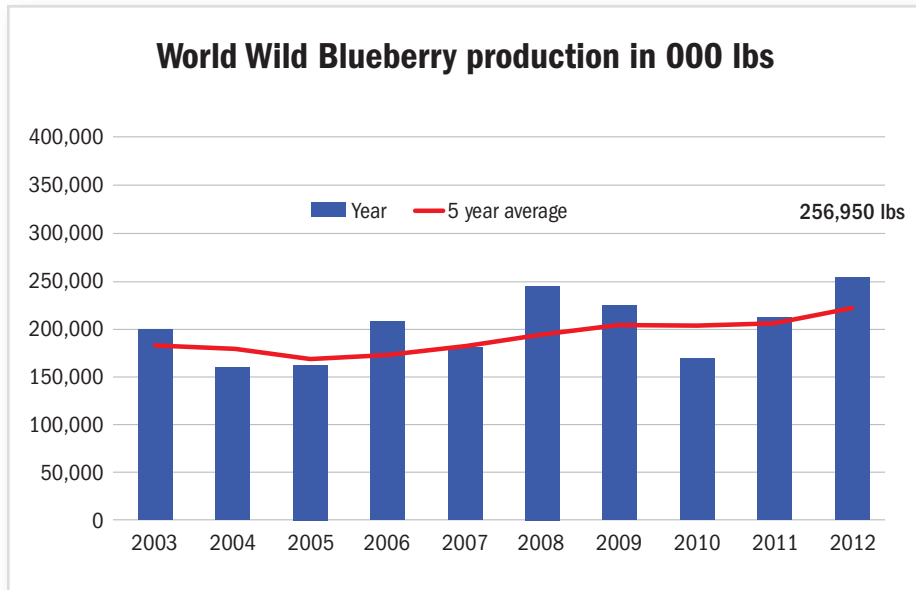


www.nbwildblue.ca



Bleuets **NB** Blueberries

BNBB Website—On the BNBB website producers can find newsletters, upcoming events, and links to sites with information useful to growers. There is also more general information for people interested in learning about wild blueberries. BNBB will review the website regularly to make improvements and add information. If you have ideas, suggestions or would like to become involved with the website, please call the BNBB office at (506) 459-2583 or send an email to bnbb@nb.aibn.com.



2012 Crop Report

Submitted by Michel Melanson

Plants went in to winter with adequate fruit buds and there was no observable winter injury. Spring saw a number of Monilinia blight infection periods which growers managed to control successfully. Pollination weather in the southern region was adequate, despite a week of cold and wet temperatures. The weather during bloom in the northeast was excellent. An estimated 25,400 hives were brought into blueberry fields. Spotted wing drosophila (SWD) traps were placed throughout the province. A single SWD was captured in late July and populations were high by September. New Brunswick blueberry producers harvested a record 45 M lbs of wild blueberries in 2012, surpassing the previous record of 33.5 M lbs.

Across all growing jurisdictions, wild blueberry producers harvested a record crop in 2012, estimated at 256 M lbs. This surpasses the previous record crop of 247 M lbs harvested in 2008. The updated 5 year average is now 223 M lbs, a gradual growth in blueberry production. A number of factors contributed to the good crop including good conditions during the vegetative year, minimal winter injury, decent weather during bloom, adequate rain throughout the season and good conditions at harvest.

NOTICES

Advance payments program

Applications are now available for the advance payments program. Please call the office at 1-866-840-2583 for information and applications.

Pesticide Certification

BNBB will organize a pesticide certification training session if there is sufficient interest from growers. Growers must phone the office at 1-866-840-2583 by February 5 to register their interest. Growers are expected to pay the registration fee in advance of the session.

We will contact producers to confirm dates and locations once we determine the level of interest.

IPM Image Bank

BNBB would once again like to encourage producers to use the integrated pest management (IPM) image bank maintained by the Department of Agriculture, Aquaculture and Fisheries online at www.gnb.ca/agriculture. The image bank is an excellent resource to help producers identify weeds, diseases, and insects in their blueberry fields. Go to the website (www.gnb.ca), click your language choice, then click on *Agriculture*. There is a link to “Integrated Pest Management Images” in the right hand *Links* column.



Blenets NB Blueberries

Federal Government Announces Funding for WBANA WBPANS AGM

Submitted by Linda Harrington

Scott Armstrong, MP for Colchester-Cumberland-Musquodoboit Valley, announced \$700,000 in funding for WBANA at the recent WBPANS AGM held November 16-17 in Truro. Armstrong's announcement made on behalf of Agriculture Minister Gerry Ritz will allow WBANA to develop and enhance international markets for wild blueberries.

WBANA will be matching this funding with an additional \$700,000. The combined total of \$1.4 million will assist WBANA with marketing initiatives in Germany, France, Korea, China, Japan, the United Kingdom and the United States. In 2011 wild blueberry exports were valued at close to 200 million dollars (\$199M), making wild blueberries Canada's number one fruit export.

During the two day meeting, guest speakers covered a variety of topics including market reports, government programs, production management solutions and committee reports.

In his discussion of 2012 crop challenges Peter Burgess from Perennia, noted the difficulty in fulfilling the demand for bee hives. He said about

4000 hives were brought into Nova Scotia from Ontario on a pilot project this year (the border had previously been restricted).

The Sustainability Committee has been working on a web-based document outlining Best Management Practices in NS. This will be a welcome resource for growers and industry representatives.

At the 42nd Annual WBPANS Banquet, Ronald (Bud) Weatherhead and Keith Crowe were recognized for their valuable contributions to the wild blueberry industry. Their names will join 23 others in the Recognition Book.

Congratulations were extended to Case Van Dyk who was recently inducted into the Atlantic Agriculture Hall of Fame.

Mike Nicholas of Nicholas & Knight Marketing & Design, a UK food marketing specialist, gave an overview of marketing strategies, highlighting a new initiative aimed at getting wild blueberries into the retail market. He hopes consumers in the UK will catch on to the popular Canadian idea of adding frozen blueberries to hot and cold breakfast cereals. He noted that in the UK

berries are marketed as "Canadian Wild Blueberries" to emphasize where they are grown and to differentiate them from cultivated berries. He also explained the unique cooperation and collaboration among agencies working on behalf of WBANA around the world, saying this is a huge benefit and very cost effective.

The new WBPANS Board of Directors includes: Peter Van Dyk, President; Jeff Orr, Vice President; John Quinn, Past President; Joe Slack, Chair of Finance Committee; Alice Pugsley, Chair of Promotion Committee; Doug Wyllie, Chair of Research Committee; Allan Bonnyman, Chair of Industry & Sustainability Committee; Barb Hagell, Director; Dave Atkinson, Director; Barron Blois, Director; Jim Wood, Director; and Stephen Parks, Director.

Pollination

Producers are reminded to make arrangements with their pollination provider early in the year. For information on Maritime beekeepers please check the following websites:

New Brunswick Beekeepers Association www.nbba.ca

Nova Scotia Beekeepers www.nsbeekeepers.ca

PEI Honey Bee News www.gov.pe.ca/agriculture/BeeNews

WBANA Symposium Fredericton Convention Centre

Submitted by Neri Vautour

WBANA Canada, in cooperation with producer associations, processors, the province of New Brunswick, Growing Forward and other industry sponsors, recently held a successful industry symposium in Fredericton, New Brunswick.

Over 130 participants were provided with information on world production of wild and cultivated blueberries, challenges facing the wild blueberry industry and promotional and health research activities being undertaken around the globe by

WBANA to continue to increase world demand for wild blueberries.

Jean Maurice Landry, a grower from Northern New Brunswick, commented, "This is the first WBANA Symposium that I have attended and I am very impressed. I cannot believe the amount of excellent work that is being done by WBANA on behalf of the Industry!"

The event was highlighted by a special Order of the Wild Blueberry awards dinner that recognized the original contributors and founders of the Wild Blueberry Association of

North America. The first recipients of this award included Mr. John Bragg, Mr. Jean Eudes Senneville, Mr. George Wood and Mr. Amr Ismail. Congratulations and thanks are extended to these award recipients.



A New Insect Pest

Submitted by Kelvin Lynch

First noticed in 2010, a new type of insect feeding damage has been showing up in New Brunswick blueberry fields consisting of distorted leaves (I), feeding punctures and dead growing points. The damage is easy to recognize if you hold affected leaves up to the sunlight (J). In a survey done in September affected sprouts were common in every field checked in all production regions of the province. In many of these fields, this type of late season damage was more common than that caused by tip midge. We currently believe that this damage is being caused by one or more species of plant bugs and this will be confirmed by field



surveys in 2013. Plant bugs have a long thin stylet which enables them to puncture and feed on immature leaves and buds. When feeding injury is great enough the growing point can be killed. While it is never good news to have a new



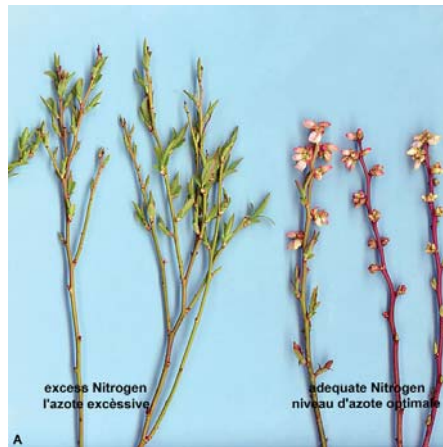
pest, this may be one that can be easily controlled since some of the new insecticides registered on wild blueberry are effective in controlling these types of insects.

Crop Vigour and Pests

Submitted by Kelvin Lynch

Sprout year—Applying the right amount of nitrogen fertilizer in blueberry production is difficult since fertilizer is typically applied only at the beginning of the sprout year and adequate nitrogen must carry through until the end of harvest in the cropping year. In addition, a significant percentage of blueberry production in NB is on coarse soils which have a limited ability to hold nutrients over an extended period. The fact that blueberry fields are not tilled and are frequently not level also contributes to an uneven distribution of fertility.

Apply too much nitrogen and there are tall stems with a reduced number of fruit buds (A). Excess nitrogen also delays natural tip dieback, induces branching and causes late growth. With late growth, the damage from pests such as tip midge and plant bugs increases since these pests prefer to attack the growing tip of actively growing stems and branches. The female tip midge lays its eggs on the growing point of vigorous shoots that are capable of producing a leaf gall. Plant bugs prefer to feed only on succulent new growth. Both pests can cause the growing tip to die (B). Death of the growing point induces branching and delays the formation of fruit buds (C).



excess Nitrogen/adequate Nitrogen





In unlevel fields, nitrogen and other nutrients leach to low spots causing late growth in these areas (D). Tip midge adults and plant bugs migrate to these areas and the resulting damage can be severe, particularly, if leaf rust causes early defoliation. Sprouts that naturally stop growing in late July or early August (E) are tolerant of late season damage from these two pests.

With excess vigour, the damage from leaf rust increases since additional sprout growth occurs after the July fungicide application (F). This late, unprotected growth provides the stems on which the fruit buds must form. The combination of late growth and early defoliation from leaf rust decreases the number of mature, viable fruit buds.

Crop year—Too much vigour in the crop year causes early and excessive growth of branches on fruiting stems. This results in many fruit buds flowering within a thick leaf canopy



deficient Nitrogen – adequate Nitrogen

which increases susceptibility to Botrytis blossom blight (G). Since too much vigour modifies the crop canopy structure there is also the possibility that harvesting efficiency is adversely affected.

Apply too little fertilizer in the sprout year and the plants become nitrogen deficient in July and August of the cropping year. Affected plants stop growing, lose most of their green leaf colour and appear to have a greater incidence of Septoria leaf spot and other problems. Fruit size is reduced and fruit drop is more severe on late harvests (H).

Although fertilization and vigour are closely related they are not the same. Vigorous growth may also result from good growing conditions or even from leaf disease control which produces healthier plants with larger rhizomes and more extensive root systems.

Kelvin.Lynch@gnb.ca (506) 453-3478

Soil and Tissue Samples

Producers are reminded that soil and leaf tissue samples may be dropped off at their local agricultural office or at the provincial laboratory facilities at 850 Lincoln Road in Fredericton. Samples may also be mailed to:

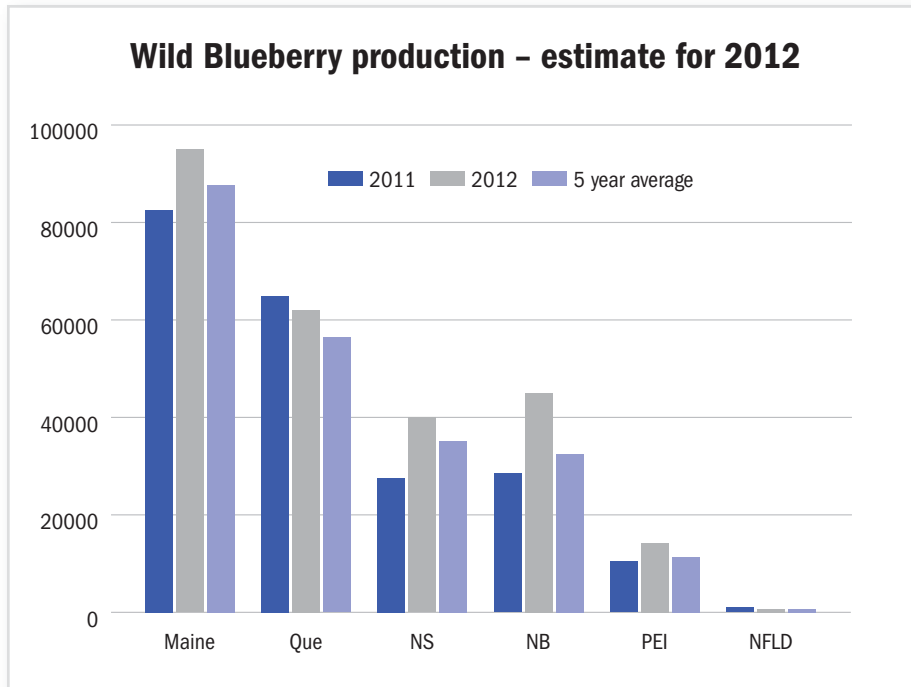
NB Agricultural Laboratory
NB Agriculture, Aquaculture
and Fisheries
P.O. Box 6000,
Fredericton, NB E3B 5H1

Soil sampling bags are available for the use of producers at local agricultural offices. Please also note that leaf tissue samples should be stored in the refrigerator in a soil sample bag or a plastic bag.

Please see the December 2010 newsletter, page 2, for guidelines on taking leaf and soil samples. The newsletter is available on the website at www.nbwildblue.ca under News & Events.



Bleuets **NB** Blueberries



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- Special Projects

Producers are invited to call their Board members with any ideas, questions and comments they may have concerning upcoming activities and the work of the Board. Please remember that at the annual regional meetings one board member will be elected in each region for a three year term. We please ask producers to consider serving for a term on the board. If you would like more details please call the office at (506) 459-2583 or toll free at 1-866-840-2583.

Office Hours

The hours of operation for the office located at 1350 Regent Street in the Hugh John Flemming Forestry Centre are: Wednesdays and Thursdays from 9:00 to 5:00. The BNBB office is located in the Strickland Building Annex at 680 Strickland Lane. Producers are invited to stop by the office when they are in Fredericton.

The editors would like to thank all those who contributed to this newsletter: Lucie Charest, Translation Services; Linda Harrington, *The Shoreline Journal*; Kelvin Lynch, Pest Management Specialist, NBDAAF; Michel Melanson, Crop Development Specialist, NBDAAF; Dave Sangster, Executive Director, WBPANS; Leslie Van Patter, Graphic Design; Neri Vautour, Executive Director, WBANA; Dr. David Yarborough, Wild Blueberry Specialist, University of Maine.

