



Bleuets **NB** Blueberries

UPCOMING EVENTS

July

BNBB Field Day

Saturday, July 19, starting at 10 am
Farm of Russell and Bonnie Weir
Pennfield, New Brunswick
Phone (506) 459-2583 for details

Maine Field Day

Wednesday, July 23
Jonesboro, Maine

WBPANS Field Day

Saturday, July 26
WBPANS office in Debert, Nova Scotia
Phone (902) 662-3306 for details

August

Prince Edward Island Field Day

Saturday, August 2
Phone (902) 569-7638 for details

October

WBANA Symposium

October 31 and November 1
Moncton, New Brunswick

November

WBPANS AGM

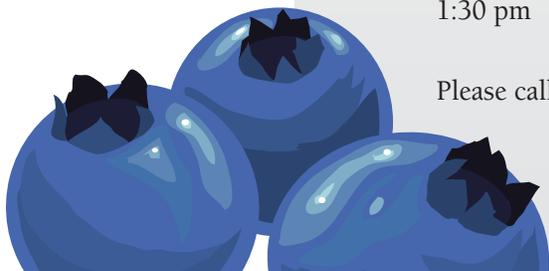
November 21-22
Truro, Nova Scotia

Prince Edward Island AGM

Saturday, November 29
Charlottetown, Prince Edward Island
Phone (902) 569-7638 for details

Travelling to the Field Day from a distance?

Come with your
family and make it
a weekend vacation!



Field Notes

Bleuets NB Blueberries · 1350 Regent Street, HJ Flemming Centre, Rm 247, 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

Annual Field Day: July 19

The annual Field Day is set for Saturday, July 19 starting at 10 am.
La journée champêtre annuelle est fixée le samedi, 19 juillet, débutant à 10h00.

Place/Où:

McKay's Blueberries
Russell and Bonnie Weir
46 McKay Loop Road
Pennfield, New Brunswick

Parking/Stationnement:

Parking is available along Loop Road
behind the farm stand and house.

Le stationnement est disponible sur la
route McKay Loop, en arrière de la
maison et de la ferme.

Details / Détails:

9:30 am Registration/Inscription

\$10/person (includes lunch)

10\$ par personne (inclue le dîner)

Producers are encouraged to bring weed, insect and disease
samples for identification./Veuillez apporter vos échantillons
de mauvaises herbes, maladies ou insectes pour identification

Technical Displays/ Exposition techniques:

Station 1 Equipment Display/Exposition d'équipement
Acadian Machine Works

Doug Bragg Enterprises

G.B. Equipment (land clearing/debrouilleur des terres)

JR Tardif

Small harvesters – various models

Station 2 Insect Identification/Identification d'insectes

Dr. Sonia Gaul

Station 3 Weed Identification/

Identification de mauvaises herbes

Gavin Graham

Station 4 Disease Identification/Identification des maladies

TBA

Station 5 WBANA Canada

Neri Vautour

12-1 pm Lunch/Dîner

1:30 pm Field Tour of Pennfield blueberry fields/Visite de quelques
exploitations de bleuets dans la région de Pennfield

Please call (506) 459-2583 or (506) 453-3480 to confirm attendance.

Sponsored by

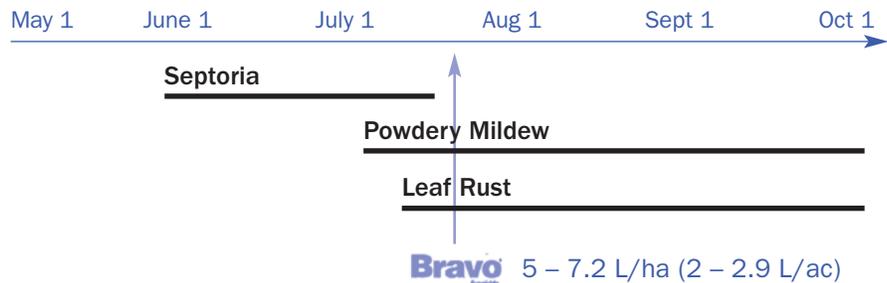


Using Fungicides in Sprout Fields to Increase Yields

Submitted by Kelvin Lynch

New Brunswick blueberry fields are affected by three major leaf diseases; Septoria leaf spot, powdery mildew and leaf rust. These three diseases are always present in fields but the severity changes from year to year. In dry years, particularly on sandy soils, powdery mildew can cause severe and early leaf drop. Septoria leaf spot and leaf rust are more severe in years when there are a greater than normal number of days with rain. When disease levels are severe in sprout fields, yield potential can be reduced by 30 percent or more. Due in part, to the increased value of berries as well as research which has provided information on more effective use of fungicides, growers are showing more interest in reducing these losses through the use of fungicides. In sprout fields, Septoria leaf spot is primarily an early season disease which infects sprouts as they emerge and up until mid July. Infection by powdery mildew and leaf rust begins in July and can continue into early fall. Figure 1 illustrates the infection period for each of the three diseases. Refer to the placement and length of the horizontal bar.

Figure 1: Sprout Year – Leaf Diseases



The current recommendation is to apply Bravo fungicide at 5 to 7.2 L/ha (2 to 2.9 L/ac) during the third week of July. This approach catches powdery mildew and leaf rust at the beginning of their infection periods and does a good job of protecting the leaves and increasing the number of fruit buds for the following year. However, it is worth noting that increasing the number of fruit buds only translates to higher yields if there is adequate pollination in the field next spring. There have been some observations that the bloom period is also shortened resulting in a stronger bloom that extends over fewer days.

This current recommendation does little to control Septoria leaf spot in the field since it is applied after the Septoria infection period is over.

Some growers might want to try a two-spray program consisting of the standard July application plus an early application in the spring just after the sprouts have leafed out. Learning to recognize Septoria leaf spot and stem cankers is a good way to know if your field will benefit from a spray specifically directed at Septoria control. Not all fields require sprays for leaf disease control and they will not show a yield increase with fungicide use. Inspect your sprout fields the first week of September to determine if they require protection during the next sprout cycle. Fields damaged by leaf diseases will have lost a lot of their leaves and the remaining leaves will be spotted and discoloured. If you do not see these types of symptoms until early October, your yield increase from fungicide use will be small.

Kelvin Lynch, Pathologist and Pesticide Minor Use Coordinator
New Brunswick Dept. of Agriculture and Aquaculture
(506) 453-3478 Kelvin.Lynch@gnb.ca

BNBB Website—BNBB has an updated website where producers can find BNBB 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.

www.nbwildblue.ca



Bleuets NB Blueberries

GUIDELINES FOR ISSUING BURNING PERMITS FOR TREATING EXISTING BLUEBERRY FIELDS

BNBB received a request to provide information on burning for blueberry fields. The following are guidelines from the Department of Natural Resources and are effective for the forest fire season which runs from the third Monday in April to the last day of October. That is, April 21-October 31, 2008. Out of season, producers should contact the Department of Environment.

Producers are advised to consult the website of the Department of Natural Resources at www.gnb.ca/0249/burning_permits-e.asp. For more information, please contact Daniel Michaud, Department of Natural Resources at (506) 856-2344.

Requirements

- All blueberry fields must be field checked by the staff of the Department of Natural Resources prior to any burning permits being issued. Owners or their designates must be present during field inspection.
- Permits are for non-treated woody material only.
- A firebreak bared to mineral soil, with a minimum width of three metres (10 feet), or in the case of an established and existing field, a four metre break burnt with a commercial burner. A burnt fire break must be patrolled to ensure that all flames are extinguished and no smoke is visible before the main fire is lit.
- All newly developed fields must have a bared to mineral soil break as described above.
- Certain fields with a higher hazard rating may require more fire equipment or wider fire breaks.

Equipment Requirements

- A 500- gallon mobile tank, or two 250 gallon mobile tanks, equipped with a fire pump, or a fire pump and hose set-up in a brook or pond that has the capacity to carry water to all parts of the field.
- A minimum of three (3) people on site during all burning operations. More people may be required depending on the potential hazard of a given field.
- All burning fields must be patrolled during daylight hours for forty-eight (48) hours after the initial burning.

- During the last twelve hours of the inspection period, if flames or smoke are found workers must continue the patrol for one extra day.

Issuing of Permits

- Winds must be less than 10 km / hour.
- A written permit to burn a specific field should be in possession of the operator.
- Burning should be done preferably early in the morning or late in the evening.
- Permits are subject to cancellation if operators do not comply with the permit requirements.
- Operators should supply the DNR office with a schedule of the fields to be burned for the season. The operator should update this schedule from time to time if the situation changes. This would help DNR staff in scheduling field checks, and help speed up the process of issuing burning permits.
- Spot checks may be done during operations to ensure that the requirements for burning are being observed.

Note: DNR will examine any grower who has recurring escape fires and will reserve the right to deny any future burning permits until stronger conditions are met including establishment of a three metre bared to mineral soil perimeter. Accurate records will be maintained at the district level.



2007 Production Report

Submitted by Richard Veinot

Introduction

The Canadian blueberry industry has, in general, had another relatively successful season. Crop yields of both wild and cultivated blueberries were less than anticipated in many growing areas: however, continued strong market demand, with corresponding relatively good prices, should again make blueberries one of the leading Canadian horticultural crops in terms of marketed value. Challenges continue in finding ways to maintain grower prices at profitable levels in conjunction with increases in production in the future. Management of both existing and new insect pests, weeds and diseases using both safe and environmentally friendly technologies is no less a challenge.

Canadian Wild Blueberry Crop

Preliminary estimates place the 2007 Canadian wild blueberry crop at 103 million pounds. This is down significantly from the record 2006 crop of 130 million pounds and is 10% below the five year average of 115 million pounds.

- The most significant reduction in total production occurred in Quebec where the total yield was 42.5 million pounds, down 39% from the record crop of 69.9 million pounds in 2006 and 8% less than their five year average. This drop in production was due primarily to severe winter kill and a major spring frost which occurred on June 6 when much of the crop was in full bloom.

- New Brunswick posted a record crop of 26.1 million pounds, 18% greater than their five year average production of 22.1 million pounds. The majority of the increase came from the relatively new production areas in the northeastern part of the province.
- Production in Prince Edward Island was 8.3 million pounds, remaining stable for the past three years at just over 8 million pounds, this despite significant new acreage coming into production. Severe defoliation in many fields in both the sprout and cropping years, caused by several leaf diseases, is believed to be a major factor. No proven control measures are yet in place for this problem but research is underway.
- Nova Scotia's crop came in at 26.4 million pounds, well below their 5 year average of 37.7 million pounds. Problems contributing to the low 2007 yield include winterkill, poor pollination, pressure from weeds demonstrating tolerance to currently registered herbicides and defoliation due to foliar diseases.
- Statistics are not available for the Newfoundland crop but it is estimated at somewhat less than 1 million pounds.

Maine Wild Blueberry Crop

The wild blueberry crop in Maine is reported at 76.9 million pounds, slightly above their 2006 yield and 14% over their five year average. Growing conditions, although not ideal, did allow for good crop growth and fruit development. One of the

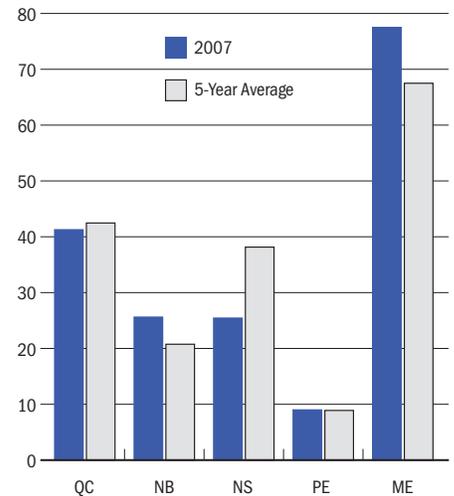


Fig 1: 2007 Wild Blueberry Production (M of lb) vs. 5-Year Average

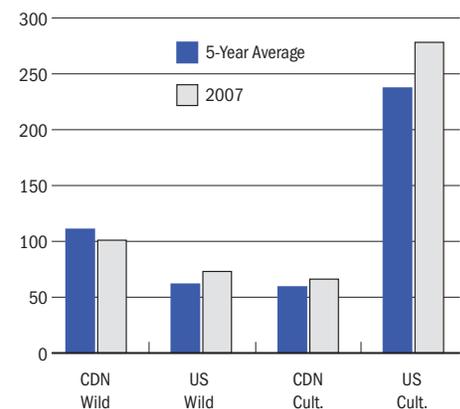


Fig 2: 2007 Wild and Cultivated Blueberry Production (M of lb) for North America vs. 5-Year Average

most significant factors in their success was good pollination weather along with the use of 65,050 honey-bee hives.

Cultivated Blueberry Crop

The Canadian cultivated blueberry crop is estimated at 72 million pounds, 70 million from BC and 2 million from all other producing provinces combined. The BC yield was well under initial expectations due to significant winter fruit bud damage and adverse weather conditions during the harvest of some varieties. Approximately 67% of the BC crop went to processing, the

largest proportion ever for the BC industry. Prices were down considerably, especially for processing berries as compared to 2006. A significant point to note for the entire industry, both wild and cultivated, is the steady increase in US and world cultivated production. The 2007 US production was 283 million pounds, a modest 3% increase over 2006 but a 17% increase over the 5 year average. On a North American basis, 52 % of the cultivated crop went to processing as compared to 41% in 2003.

The Future

There can be no question that blueberries, both wild and cultivated; fresh and processed, have achieved a high level of consumer acceptance mainly due to fact that “blueberries are good and good for you”. The marketing and promotion organizations for both the wild and cultivated industries are continuing aggressive campaigns to sell more and more product and keep supply and demand in balance thus providing growers with a reasonable return on their investments.

Notwithstanding season production variability, increases will continue to occur in the production of the wild crop albeit at a relatively slow pace. This is due mainly to the very long lead time in the development of wild stands into economically productive fields. On the other hand, expansion in cultivated crop, acreage with corresponding production increases, are occurring much more rapidly. This is particularly true in the US as evidenced in Fig 2. In Canada, it is anticipated that within 2-3 years production will top 100 million pounds, a 50% increase over the current 5 year average.

Acknowledgements

The author acknowledges the assistance of various blueberry industry representatives and provincial and state blueberry extension personnel in the preparation of this report.



Bleuets NB Blueberries

Horizons in healthy food product development in wild blueberries

Submitted by John Argall

Healthy foods are beginning to have real traction in the market place, especially foods which have currency in enhancing function in the aging body. Wild blueberries are well positioned to capitalize on that trend.

The components of the wild blueberry whose impact on health we prize are called flavonoids, and they are a subset of a broader category known as polyphenolics. Both compound names are likely to become prominent in the future, even in popular literature. As scientific knowledge expands, it is increasingly thought that the mode of action of these flavonoids – originally thought to be powerful antioxidants – actually impact human well-being in more subtle ways by reducing inflammation. Inflammation is increasingly being seen as a common link in a host of degenerative diseases, including cardiovascular diseases, neurodegenerative diseases, even diabetes. Mostly due to ground-breaking work that pioneering companies have been doing with regulators for long-chained fatty acids (“omegas”) and probiotics, we can finally



expect to see a niche emerge for validated flavonoid products, within the next 5 to 10 years, particularly if these products target niches for which sufficient scientific documentation already exists. In the case of wild blueberries, neuro-protection (“brain health”), and to a lesser degree, cardio-protection (“heart health”) seem to be particularly good targets.

Vaccinium Technologies Inc. is a New Brunswick based company that has been consolidating technologies aimed at enhancing post-harvest yields of flavonoids through fermentation and processing technologies.

For more information, please see www.bioatlantech.nb.ca.

Agricultural Development Board

Loan, Lease and Loan Guarantee Programs for Producers

Submitted by Gary Stephens

The Agricultural Development Board assists producers and agricultural linkage operations to develop their agricultural business through the provision of fixed interest rate loans, leases and loan guarantees.

The Board works in close harmony with the Department of Agriculture and Aquaculture and has a number of programs to assist the industry with their credit requirements. The following is a summary of the programs administered by the Agricultural Development Board.

Perennial Crop Establishment Loan Program

The purpose of this program is to assist in converting and developing ineffectively utilized land into land used for the production of a perennial crop. The assistance is by way of a mortgage loan, for a term of up to eight years as determined by the Board.

The rate of interest charged for the term of the loan will be the provincial lending rate in effect at the time of loan approval. The funds approved can be used for both land development work and operating expenses.

No payments will be required during the establishment period. Accumulated interest will be capitalized annually. The loan principal plus interest is fully payable at the end of the loan term.

New Entrant Farmer Loan Program

The purpose of this program is to assist new entrants who will enter the agricultural industry.

To be eligible, the applicant will have completed an undergraduate degree and have worked on a farm for a minimum of two years (after graduating from high school) OR have graduated with a Diploma in Agriculture and have worked on a farm for a minimum of five years (after graduating from high school).

The successful applicant will be eligible for financial assistance to a maximum of \$500,000 or 100 percent of the appraised value, to develop or acquire a new farm. Those applicants who plan to purchase an existing farm unit would be eligible for assistance at the lesser of 80 percent of the appraised value to a maximum of \$400,000.

The term of the loan will be for eight years at the provincial interest rate repaid as follows:

- Year 1 to 4 – Interest only
- Years 5 to 7 – Five percent principal repayment per year plus interest
- Year 8 – Interest plus the remaining principal.

New Land Lease Purchase Program

Under this program the Board may purchase eligible land on behalf of the applicant and will lease it to the applicant for a period of five years. The applicant is required to pay annual lease payments equivalent to the provincial lending rate.

The applicant can also apply to have any development cost required for land improvement, up to the enhanced appraised value, added to the lease. At the end of the term of the lease the applicant will purchase the property for the Board's total investment.

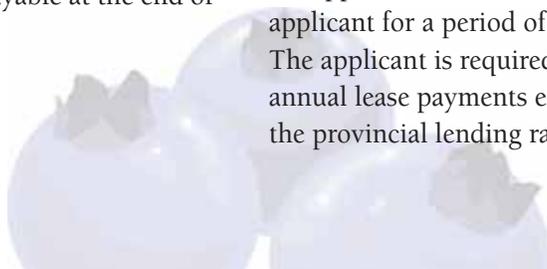
In order for land to be considered eligible under this program it has to meet the following criteria:

- Have not produced an agricultural crop during the previous five years. The only exception is land used as unimproved forage land, such as pasture or hay ground that has not been improved by seeding, drainage, fertilizing, weed control, etc.
- In the opinion of the Department of Agriculture and Aquaculture, is suitable for the production of the intended crops.
- Eligible for registration under the Farm Land Identification Program.

Loan Guarantee Program

This program is intended to assist those producers who are unable to source an operating loan from an approved lender, such as a chartered lender or financial institution, without the assistance provided by the Board. An annual charge of 1.5 percent is charged on the full amount of the Board's guarantee.

If you require any additional information please contact Gary Stephens at (506) 457-4911.



Canadian Horticultural Council

Update of Activities

Submitted by Anne Fowlie

AGM Follow-up

Since the 2008 AGM, the CHC office has been busy preparing and forwarding resolutions (as adopted) to the appropriate Ministers and officials, and conducting related follow-up. At the AGM, a proposal was raised to establish a **Blueberry Working Group** and discussions are now underway concerning terms of reference. This network will provide a national forum for the Canadian blueberry industry to discuss a wide range of issues, exchange data and establish action items for the national office as appropriate.

Product of Canada Labeling

On May 1, CHC Executive Vice President, Anne Fowlie, appeared before the House of Commons Standing Committee on Agriculture to present an industry brief on **Product of Canada Labeling**. Industry relies on a number of regulations administered by the Canadian Food Inspection Agency in order to engage in commerce. Many of the regulations governing the definition of "Product

of Canada" are over 40 years old. This issue recently moved to the forefront of public concern when consumers began sounding the alarm bell on misleading labeling as it relates to the 'Product of Canada' designation, and as a result of incidents connected with imported products. For some time the CHC has sought changes to bring clarity to labeling requirements to both ensure Canada's outstanding products are properly recognized, and to ensure consumers know with certainty they are purchasing and supporting Canadian grown products. The CHC is pleased with the Prime Minister's May 21 announcement that changes in this area will be forthcoming.

AgrInsurance

The CHC continues to advocate for general availability of **agriInsurance** (production insurance) for all producers. In the absence of a program which is generally available to all, the CHC maintains that a self-directed program be implemented as an interim measure. As we move ahead with Growing Forward we would like to see the assurance of production insurance for all under APF 1 become reality.

Crop Protection and On-Farm Food Safety

As always, we continue to monitor **crop protection** related issues and interact with both the Pest Management Regulatory Agency and (AAFC) Pest Management Centre to press for increased availability of the crop protection technologies industry needs. The CHC continues to move forward with further development of an **on-farm food safety program** for horticulture producers. The CHC food safety team, led by Heather Gale, was before the CFIA for technical review of the small fruit food safety program the week of June 2.

Moncton Meeting

Members of the Executive and Finance Committee will meet in Moncton on August 11-12 and there will be an opportunity for CHC members from the Atlantic to meet with the Committee to discuss issues of regional and national concern. This will be an excellent opportunity to dialogue and to offer your input outside of the AGM format. Further details will be forthcoming.

CLASSIFIEDS

WANTED

Oil burner for four wheeler
Contact: Dr. J. Richardson
Tel: (506) 368-6501
ruth.richardson@rvh.nb.ca

Send your classified ads to:
bnbb@nb.aibn.com



Bleuets **NB** Blueberries

Blueberry Production Is Skyrocketing Worldwide

Permission to reprint article from *The Fruit Growers News*

Article prepared by Dick Lehnert,
Managing Editor

Is the world ready for 800 million pounds of blueberries?

That's the number Cort Brazelton estimates the world will produce annually in about five years. Compare that to about 500 million pounds produced in 2007, which is already a hundred million more pounds than just two years ago.

And production will be worldwide, still dominated by North America but nonetheless spreading. Who will sell all these berries? Will U.S. growers have to foot the promotion bill? And who will eat all these berries? Many budding producer countries have no consumption history. Are their consumers experimenting with a new fruit, or are the producers looking to export?

The numbers were presented during the annual meeting of the North American Highbush Blueberry Council (USHBC) in Vancouver, Canada, in March.

Mark Villata, executive director of USHBC, said the numbers created quite a stir at the Vancouver meeting.

"They opened up a lot of eyes," he said.

Last year, the council hired Brazelton to gather production information. Cort is the son of Dave Brazelton, and a part-time employee at the family's Fall Creek Farm and Nursery in Lowell, Ore., a large producer of blueberry nursery stock. Cort operates Brazelton Ag Consulting, which

gathered the numbers on blueberry acreage and production from around the world.

Brazelton's PowerPoint presentation began making the rounds to local blueberry producer meetings, such as the meeting of the United Blueberry Producers of Michigan in Hamilton, Mich., May 2. Beverlee DeJonge, from Eagle Rock Blueberry Farm in Holland, made the presentation there, generating a discussion about the need for more promotion and more research to verify the health claims that already seem to be propelling growth in consumption.

USHBC collects \$12 a ton from blueberries produced or imported into the United States to use for research and promotion.

The most startling figure in Brazelton's presentation shows that last year, Michigan lost its position as single largest producer of plantation blueberries to the South American country of Chile.

Michigan production has been rising slowly, from 17,500 acres in 2003 to 19,300 acres in 2007, but Chile's production skyrocketed during those years. Acreage grew from 5,209 in 2003 to 22,700 in 2007.

Within the United States, the dominant production region changed from the Midwest to the West. Production in the West grew from 18,000 acres in 2003 to 30,947 in 2007. In 2003, the Midwest was the largest producer, with 19,205 acres, mostly in Michigan. By 2007, the Midwest increased modestly to 21,425, while the West was adding nearly 13,000 acres.

Not only did the West pass the Midwest, so did the South. In 2003, Southern production took place on 15,310 acres, which grew to 22,300 in 2007.

Northeast production, mostly in New Jersey, grew somewhat, moving from 9,510 acres in 2003 to 10,400 in 2007.

The "West," in Brazelton's presentation, means western North America, and thus includes Canada's British Columbia along with Oregon, Washington and California. Acreage in British Columbia soared from 11,000 in 2003 to 17,500 in 2007.

From 1995 to 2007, world blueberry acreage grew by 254 percent, from 57,122 acres to 144,807. With the new plantings, Brazelton projected production in North America would increase from 358 million pounds to 560 million pounds in 2012-13. World production is projected to rise from 494 million pounds currently to more than 800 million pounds in 2012-13.

New countries are showing up on the producer list. Since 2003, the Philippines joined the list with just 10 acres, and so did South Korea with 40, Japan with 1,300 and Angola in southern Africa with 10. In Europe, Ukraine and Romania joined the list with a few hundred acres each. Austria, Denmark, the Netherlands, Ireland, Sweden, Switzerland and the United Kingdom joined the producer list with anywhere from 25 to 600 acres.

Mexico joined the list with 430 acres, as did Peru, Brazil and Columbia. Uruguay made the biggest splash, having 1,450 acres now from zero in 2005. In Canada, Nova Scotia now has 300 acres, up from none in 2005. Sixty acres were planted in Central America.

Brazelton also investigated whether the blueberries are going for fresh-market consumption or processing. In the Northwest, most berries go for processing. In California, where acreage rose from 1,300 to 3,949 from 2003 to 2007, most berries go to fresh market. For the region overall, production was 162.5 million pounds in 2007, with 103 million pounds going for processing.

Michigan production of 91.2 million pounds in 2007 went two-thirds fresh, one-third processing.

In the Northeast, 43.3 million pounds of the 54.8 million pounds produced went to fresh market. New Jersey is the dominant producer with 7,900 acres, and the only state with berries going into processing: 11.5 million pounds. New York and eastern Canada production, 3.9 million pounds from 2,500 acres, goes fresh.

In the South, seven states account for 22,300 acres. Georgia is the largest, with 9,120 acres, followed by North Carolina with 6,000. Florida is growing fastest, moving from 1,200 acres in 2003 to 3,200. Of the 45.9 million pounds produced in the South, 34.5 million go to fresh market.

Ninety percent of production in South America goes to fresh market, and while Chile's growth is greatest, Argentina and Uruguay are rising rapidly, too. Argentina's acreage went

from 1,730 in 2003 to 9,400 in 2007, and Uruguay's acreage went from zero to 1,450.

At least 16 countries in Europe now grow blueberries. Since 1995, acreage has grown from 3,792 to 15,705, or 441 percent. Growth is occurring in the southwest – Spain and Portugal – in the center and north and in Eastern Europe, most notably Poland, which increased acreage from 3,707 in 2003 to 6,700 in 2007.

South Africa doubled acreage in those four years, from 650 to 1,300.

In Asia, acreage went from a mere 124 in China in 2003 to 4,625 in 2007.

Three-fourths of China's 4.14 million pounds are processed.

Australia-New Zealand acreage grew modestly, from 2,258 in 2003 to 2,740 in 2007. Three-fourths of their 8.2 million pounds of production is sold fresh.

Overall, growth in blueberry production varies from modest to explosive, but it's taking place worldwide. Producers, looking at the numbers, are both scared and proud of the soaring production of their favorite fruit.

Wild Blueberry Symposium scheduled for Fall 2008

Submitted by Neri Vautour

Please mark Friday, October 31, 2008 and Saturday, November 1, 2008 in your calendars. You will not want to miss the "Wild Blueberry Symposium" being held in Moncton at the Delta Beausejour Hotel.

On Friday, public relations agencies from Japan, Germany, the UK, the United States and Canada, that work on your behalf, will be explaining what they are doing in their respective countries to increase the demand for the fruit that you grow!

World renowned health researchers will speak about the benefits of wild blueberries and the ongoing projects being conducted on behalf of the industry.

On Saturday, November 1, 2008, The Wild Brew Group (production specialists from all provinces and the State of Maine) will have presentations on results of various production trials. There will also be a special presentation on the "World Production of Blueberries", where we are and where we will be in the next five years. You will not want to miss this!

This is an industry symposium open to all producers and processors. It is being organized by WBANA in partnership with grower associations/agencies in Quebec and the Maritime provinces. It is designed to provide information on the direction of the industry and what to expect in coming years.

More information and a detailed agenda will be available in the coming weeks.



Pollination

New Brunswick Beekeepers Association

Submitted by Paul C. Vautour

New Brunswick beekeepers are currently besieged on all fronts: commercial beekeepers (and our organization as well) are struggling financially; bee losses have yet to be conquered; beekeepers – like the bees – are dwindling; emotional impacts are compounding financial losses; there is uncertainty about the support of our traditional allies; government support, although appreciated, has been minimal; self-sufficiency has not been addressed, relying instead on imported bees for pollination; the research we see is directed at replacing honey bees as pollinators rather than helping our industry; and we continue to rely on a few volunteer beekeepers to “guard the fort”; etc.

Having said all that, I maintain that locally managed honey bee colonies are the best economical source of pollination for growers, and I am confident the NBBA, through renewed partnerships, will conquer all the above challenges. The Board of Directors –in conjunction with commercial beekeepers – is finalizing a strategic plan to address these issues. Without delay, we are about to embark on implementation of PLAN items that do not require ratification by the membership. These include, but are not limited to: increasing the number of qualified, knowledgeable beekeepers and subsequently our membership base; meeting with provincial officials at the first BEEKEEPER STAKEHOLDER MEETING initiated by the Minister

of Agriculture and Aquaculture to discuss the issues and gauge the level of support to expect from that quarter; formalizing partnerships with other organizations (including the USA) with vested interests in having healthy bees; securing existing short-term funding to implement aspects of the PLAN that requires financing; and exposing the ridiculous, concocted myth that Ontario bees (because of their earlier season) are better suited to pollination here than our local bees.

We are acutely aware of our need to foster a level of trust with the wild blueberry growers of this province demonstrating that NB beekeepers are capable of producing a reliable, healthy source of honey bee colonies for pollination. In my view, (notwithstanding CCD, etc.) the underlying problem is that the “Province” did not give the same degree of financial support for beekeepers to meet the growing demand for blueberry pollination. I was greatly moved by the level of support for honey bee producers that Russell Weir demonstrated in his talk at the NB Agriculture Alliance annual meeting. In addition to an equitable price paid by growers for colony rentals, his is the type of support we urgently need. We must convince all our partners that honey bee colonies for wild blueberry pollination in NB should be self-sustaining. If a bee disaster should befall other provinces, I guarantee their loyalties will not be with New Brunswick growers. We look with envy on how Bleuets NB

Blueberries was able to organize itself in such a short time and we use you as a model for the NBBA. I look forward to strengthening relationships that will be beneficial to both of our organizations’ members.

Pesticide Certification Training Course

BNBB is preparing to help organize a pesticide certification training course for interested growers. The one day course will be conducted by Ken Browne and the cost will be between \$90-\$110. There is a manual for the course and testing will be conducted at the end of the program.

This is an excellent training opportunity. For those who already have their Pesticide Applicator Certificate it is an opportunity to become refamiliarized with the material. Please note that all producers, and persons who apply pesticides on behalf of producers, are required to have pesticide certification.

Growers are pleased asked to contact BNBB to register their interest. We require a minimum of six people to conduct the course. Please call BNBB toll free at 1-800-840-2583 or (506)459-2583.

Notices

Registered Professional Agricultural Producer

Blueberry producers are encouraged to register their farm under the Register of Farm Businesses. As a Registered Professional Agricultural Producer (RPAP), growers are able to access programs and benefits such as fuel exemption cards, farm plates, and discounted agricultural laboratory fees. Joining the register also allows producers to become a member of an accredited general farm organization. All registration fees collected by the Department are forwarded to these organizations. If you have any questions, please contact the Department toll free at 1-888-323-4440 or email at Registraroffarms@gnb.ca.

Message from the Chair

BNBB Welcomes New Manager, and New Board Members

Bleuets NB Blueberries is pleased to welcome Jamie Morrison as our new Secretary Manager. Jamie joined BNBB on April 23 and has been busy adjusting to his new office and participating in various BNBB events. The Board of Directors extends a warm welcome to Jamie. Joe Rideout, who served as Secretary Manager during our first 15 months, has retired. Joe worked successfully to establish a solid foundation on which to continue building a strong blueberry agency in the province. The Board of Directors extends heartfelt thanks to Joe with best wishes for future projects. BNBB held annual regional meetings in April that coincided with spring technical sessions conducted by officials from the provincial Department of Agriculture and

Aquaculture. At the meetings, held on April 14 (Moncton), April 17 (Tracadie) and April 26 (St. George), two new Directors were elected; Stuart Bowman from Jardineville and Graham Hooper from St. George. The Board of Directors welcomes Stuart and Graham. We look forward to our new working relationship. The arrival of two new Directors also means we must bid farewell to old friends. The Board of Directors thanks Len Flynn and John Ness for their dedication and hard work to advance the blueberry industry of New Brunswick. It was a pleasure working with you both and we look forward to future opportunities for cooperation and collaboration.

Crop Updates PRODUCER INFORMATION FOR THE GROWING SEASON

Producers are encouraged to use resources being made available to them by the provincial Department of Agriculture and Aquaculture. Crop Updates are published every two weeks on the website at www.gnb.ca/agriculture, and contain relevant information on pest management activities, leaf disease occurrence and blight conditions. Crop Updates are intended as a guide for producers to assist them with managing and monitoring conditions in their fields. Please phone (506) 453-3480 for further information.

Emergency Registration

Assail 70WP Insecticide has been granted emergency registration for the control of the blueberry maggot in New Brunswick for the year 2008. Growers should consult the label or their chemical supplier for directions concerning use and care.



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HOT OFF THE PRESS

New Brunswick Agri-Land Development Initiative

The Minister of Agriculture and Aquaculture, the Honourable Ronald Ouellette, announced on June 25, the New Brunswick Agri-Land Development Initiative. The program is designed to assist agricultural producers bring new land

into production and improve the productivity of existing land. Blueberry land development is included in this initiative. Eligible costs are outlined in the guidelines which are posted on the website of the Department of Agriculture and Aquaculture at

<http://www.gnb.ca/agriculture>.

Application forms and guidelines may also be obtained from your local Agricultural office. Producers are encouraged to take advantage of this opportunity to improve their land base.

BOARD OF DIRECTORS

Northeast Region

Joseph Savoie 395-4068
 ► Vice Chair, Board of Directors
 Benoit Savoie 776-4432
 Gail Savoie Doucet 395-3734

Southwest Region

Graham Hooper 755-6615
 Richard Taylor 755-2104
 ► Chair, Pollination Committee
 Russell Weir 755-6001
 ► Chair, Research Committee

Southeast Region

Stuart Bowman 532-4318
 Arden Woodworth 882-2550
 Kathy Trueman 536-8995
 ► Chair, Board of Directors

Producers are invited to call their local board members with any ideas, questions, and comments they may have concerning the agency **Bleuets NB Blueberries**, 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 Room 247 of the Hugh John Flemming Forestry Centre are: Wednesdays and Thursdays from 8:30 to 4:30. 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: John Argall, Executive Director, BioAtlantech; Anne Fowle, Executive Vice President, Canadian Horticultural Council; Kelvin Lynch, Pathologist and Pesticide Minor Use Coordinator, NBDAA; Michel Melanson, Crop Development Specialist, NBDAA; Gary Stephens, Project Executive, Business New Brunswick; Neri Vautour, Executive Director, WBANA; Paul Vautour, President, New Brunswick Beekeepers Association; Richard Veinot, Blueberry Co-Chair, Apple and Fruit Committee, Canadian Horticultural Council.



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