

# WASHINGTON RED RASPBERRY COMMISSION NEWS

MAY, 2011

Volume 11, Issue 1

## Decision Time!

Raspberry growers and the WRRC Board have been exploring ideas to “grow” market demand for raspberries for many years. We explored the formation of a National Raspberry Council since 2005 that provides us much more ability to invest in health related research to highlight the powerful raspberry health message and promotional efforts to ensure food manufacturers understand the value of using raspberries.

Discussions over how to form the Raspberry Council resulted in submitting a request to USDA to form the US Red Raspberry Council (USRRC) in early 2007. We perfected this idea with substantial feedback from growers and importers over the past 4 years. We are FINALLY at the point of deciding the fate of this idea.



All growers of more than 10 tons of processed raspberries have a vote on whether the USRRC is established. The referendum will be mailed June 1st and you will have to have your ballots returned to USDA by June 24th. Assessments collected under this program will not be in effect until the 2012 crop.

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Pages 3 and 4 of this newsletter outline the rationale the WRRC has developed to explain why we believe a “yes” vote on this referendum will have a very positive effect on the demand for raspberries. We welcome your questions and advice on how we should help direct the USRRC once it is established.

Detailed information on who will direct the USRRC, what the USRRC has authority to do, and the process ahead to form the Council is available on the WRRC website at [www.red-raspberry.org](http://www.red-raspberry.org) or you can contact the WRRC office and we will see to it you get a copy of the proposal.

We have invested years of time and thousands of dollars in this idea as we firmly believe it will create many new markets for raspberry growers. Don’t miss an opportunity to help build a much healthier future for your farm!

## Wellness Communications and Nutrition Research - Tom Krugman, WRRC

Spring may be late for the growers but not for our Promotions team. Two of the Commission’s four trade events scheduled for the year have been completed. By the time you read this report, the third will be behind us. It will be included in the next newsletter.



February saw the Commission participating as a sponsor at the SAP Open Tennis Tournament. Organizers sought out the raspberry industry, looking to add a “raspberry and cream” component to the tournament, following on Wimbledon’s famous “strawberries and cream” idea. We partnered with Aramark to provide healthy snack alternatives to the over 65,000 attendees at the week-long event. Food stands served items such as salad with raspberries, raspberry parfait, and raspberry shortcake. We will work to have raspberry offerings served year-round at the facility, especially since much of the food that is served is typical arena food and Aramark wants to serve healthier snacks to its patrons.

*(continued on page 2)*

## Wellness Communications *(continued from page 1)*

FRESH FRUIT SALAD	7.50
<b>SNACKS</b>	
RASPBERRY SHORTCAKE	5.00
RASPBERRY MOUSSE PARFAIT	5.00
PEANUTS	4.75
FRESH POPCORN	4.00
FROZEN YOGURT	6.00
<small>ALL PRICES INCLUDE SALES TAX</small>	
<b>SAP OPEN</b>	

In March the Commission attended the Sports Cardiovascular and Wellness Nutrition (SCAN) Symposium. The Symposium, attended by wellness communicators, American Dietetic Association spokespersons, sports cardiologists and trainers, is an excellent place to promote our product as a healthy alternative to nutrition supplements. One of only two whole food products in attendance, our message was well received by, among others, the nutrition consultants for the Houston Texans the School of American Ballet, and the U.S. Military Academy, all looking for ways to improve the performance of their clients. 2011 marked the second year participating with SCAN. Each year we learn more and are recognized for our commitment to wellness nutrition.

The story we tell about the health benefits of raspberries flows from scientific research funded by the Commission. It is accepted that inflammation and associated processes are linked to several chronic human diseases including cardiovascular and neurodegenerative diseases, such as arthritis and loss of muscle) function. A growing body of research suggests that red raspberries, a rich source of bioactive polyphenols, have anti-inflammatory properties and may have beneficial effects against inflammatory related diseases. The goal of funded research is to establish a link between red raspberry consumption and its anti-inflammatory potential and to then increase public awareness about the health benefits of raspberries through our communications activity to increase demand for raspberries.

Research findings to date suggest that moderate consumption of raspberry juices can help to prevent the development of early atherosclerosis and alleviate the symptoms of arthritis in animal studies. Findings are being published for peer review in leading scientific journals, with human studies to follow.

### WRRC Board of Directors - with term expiration date, December 1 . . .

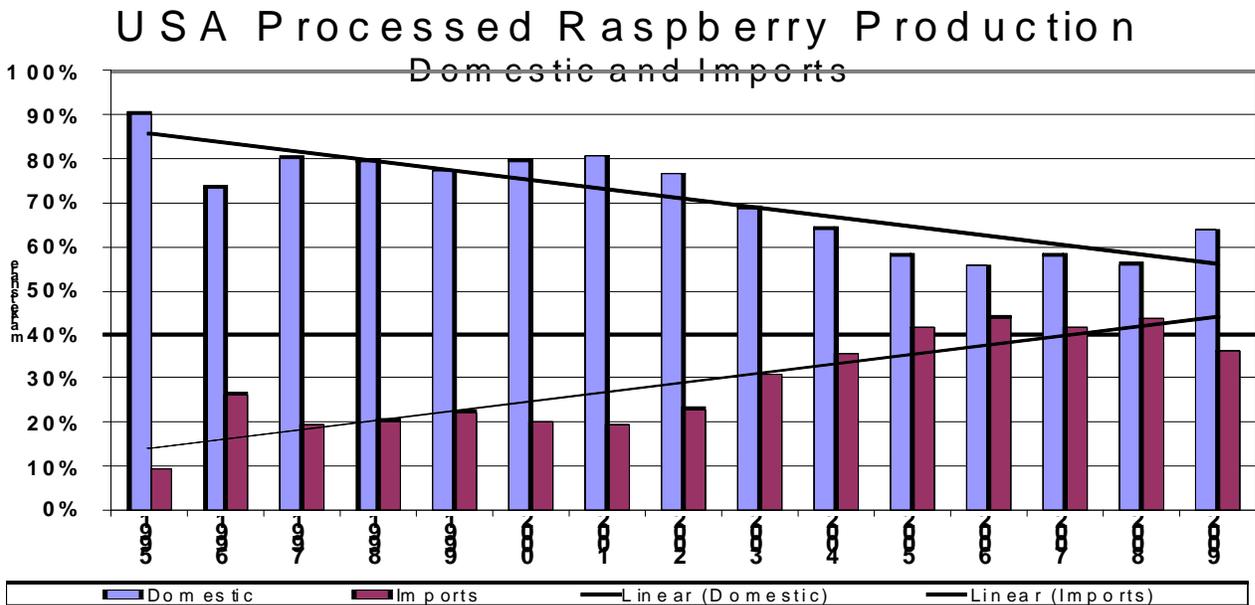
Year	Seat		Year	Seat	
10	1	Vacant - District #2			
13	2	Adam Enfield, President Lynden 360-354-3019 adam@enfieldfarms.com	12	9	Erin Thoeny Woodland 360-225-7133 thoenyf@cni.net
11	3	Kristie Clark, Treasurer Lynden (360) 354-1294 clarksberryfarm@hotmail.com	13	10	Satpaul Neger Mt Vernon 360-410-9300 ssneger@hotmail.com
11	4	Ralph Minaker Everson 360-966-5645 minakerfarm@aol.com	WSDA	11	Bill Dallas Olympia 360-902-1925 bdallas@agr.wa.gov
11	5	Kevin Philbrook Vancouver (360) 931-3543 k.philbrook@yahoo.com	<b>WRRC Office</b>		
12	6	Richard Sakuma Burlington 360-757-1855 richards@sakumabros.com	Henry Bierlink, Executive Director <i>henry@red-raspberry.org</i>		
09	7	Vacant - District #2	Tom Peerbolt, Research Coordinator <i>tom@peerbolt.com</i>		
13	8	Kyle Haugen Lynden 360-815-1346 kyle@nwberrycoop.com	Tom Krugman, Marketing Director <i>tomk@red-raspberry.org</i>		
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## Update on Formation of a USDA Research & Promotion Program for Processed Red Raspberries

The Washington Red Raspberry Commission (WRRC) invites you to consider the merits of forming a National Raspberry Research and Promotion Program.

### **Background**

Raspberry marketing has been a part of the WRRC work plan since it was organized in 1976. But changes in the worldwide market have presented challenges to our marketing strategy. It has been difficult for us to invest large sums in promotion when an increasingly large percentage of US berry consumption is coming from imports. Over the last 5 years (2004-2009) we are consistently seeing over 40% of the frozen raspberries consumed in the US coming from offshore.



### **Why Support This Program?**

Raises \$1 million annually for investments in Health Based Research and Promotion

- 58% from domestic growers, 42% from raspberry imports

Assesses imported berries for funds to support our marketing efforts.

Directed and controlled by US Growers.

Patterned on the success of the US Highbush Blueberry Council (USHBC)

Builds cooperative marketing programs with foreign competitors

### **For More Information**

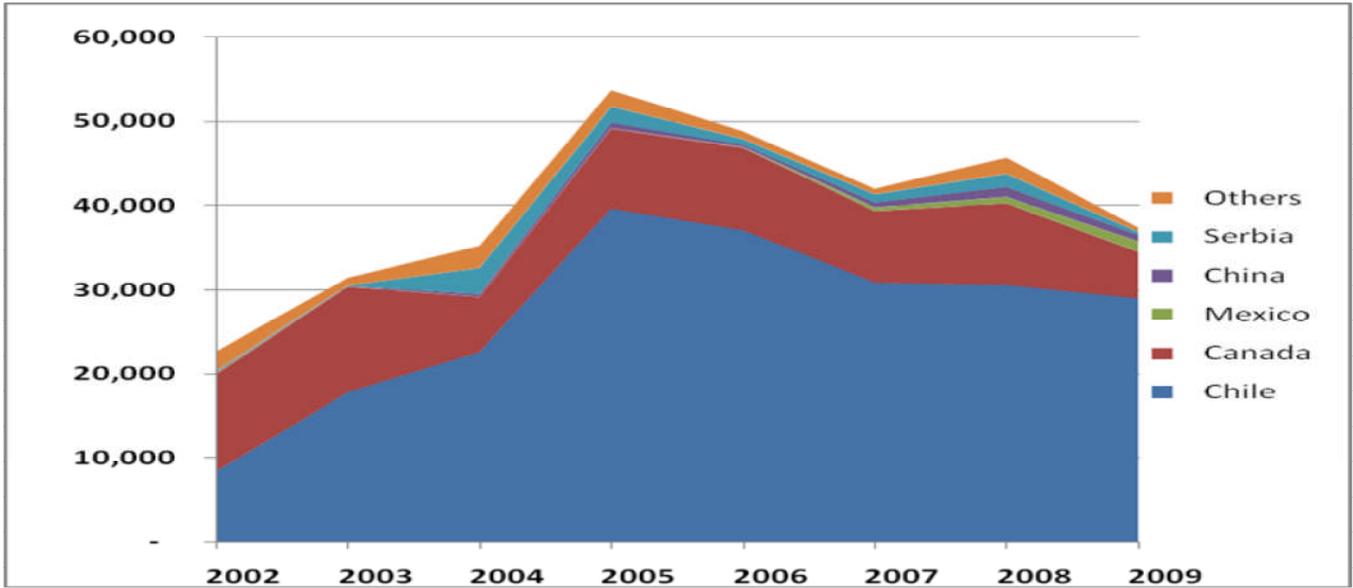
More information is available at the WRRC website [www.red-raspberry.org](http://www.red-raspberry.org)

Contact Henry Bierlink, WRRC Executive Director (360-354-8767), a WRRC Board member, or Tom Krugman, WRRC Marketing Director, for more information.

**WRRC Board Members:** Adam Enfield, Kyle Haugen, Sat Neger, Ralph Minaker, Kristie Clark, Richard Sakuma, Erin Thoeny, Kevin Philbrook, Bill Dallas

# Source of Imported Frozen Raspberries

(thousand pounds)



## Economics 101- Price follows Demand

**GOAL:** To raise consumer demand for frozen raspberries

*BENCHMARK:* currently .32 lb/per person (USDA ERS, 2009)

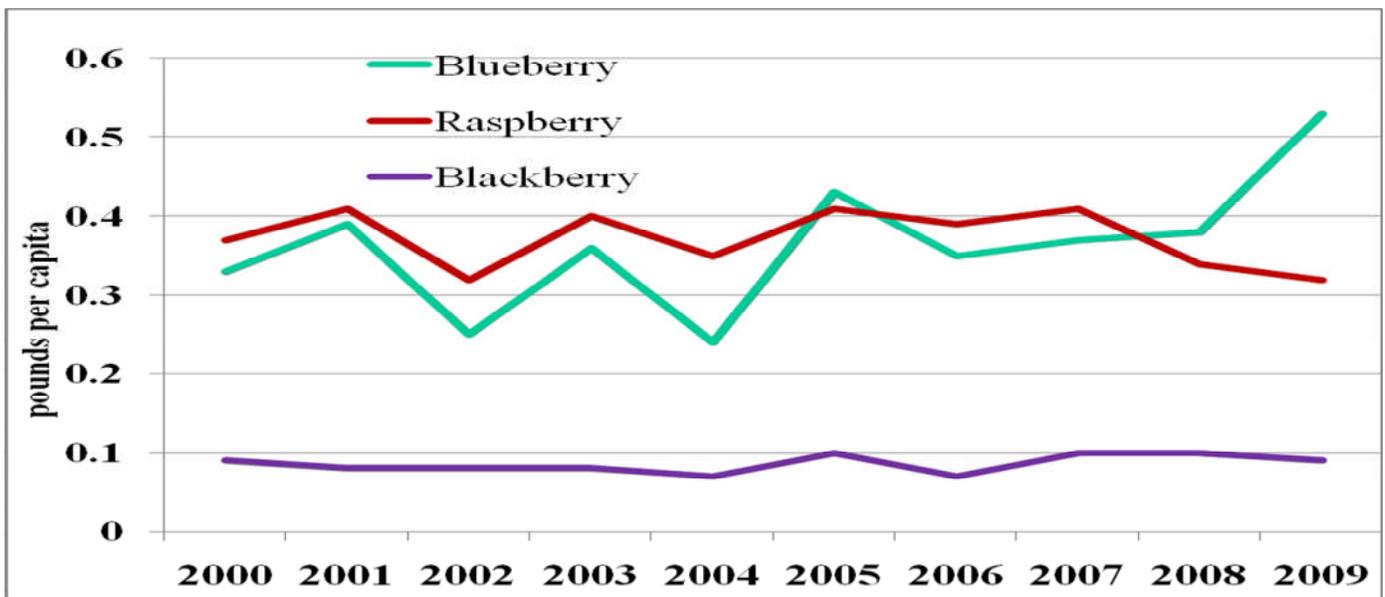
2012 TARGET = .35 lb/per person

2013 TARGET = .40 lb/per person

2014 TARGET = .45 lb/per person

US Population (2010)	lbs. of frozen raspberries consumed currently	lbs. of frozen raspberries consumed GOAL	Increased Demand
308,700,000	98,784,000	138,915,000	28.9%

## US Frozen Berry Consumption



## Northwest Berry Conference and Trade Show in Lynden

The Northwest Berry Industry has grown quite dramatically over the past decade. Raspberries still are the major berry crop but blueberries are coming on strong and it appears they will generate more market value in the very near future.

The Raspberry and Blueberry Commissions have decided to provide some “seed money” to initiate a NW Berry Conference and Trade Show in Lynden in early December. This Conference will incorporate the Small Fruit Shortcourse organized by WSU Whatcom County for many years. It will extend the program over two days, incorporate annual meetings for the Raspberry and Blueberry Commissions, and provide a venue for machinery exhibits and information booths for numerous organizations and suppliers who have a messages or services to deliver to berry growers.



Lynden is the epicenter of the NW berry industry and the Fairgrounds provides a number of potential venues that may fit the needs of this new conference. Plans are already being developed and there is substantial optimism that we may be a point where we can begin

to build this as an Ag Show that begins with berries but may grow to include dairy and row crops in the future.

December 8-9 are the dates for the Conference. WSU remains active in setting up the conference program. A NW Berry Conference planning committee including WSU and both berry commissions have been working on this for several months. Unlike past Small Fruit Workshops this program will include much more than just talks that quality for pesticide credits. We will incorporate marketing and promotion presentations and worldwide reports and projections of berry production and markets.

We welcome your ideas for what should be on the program and what businesses you would like to see bring equipment or information that interests you. We are making those connections in the next months. You can reach conference organizers or follow the developments of this conference at [www.lyndenagshow.com](http://www.lyndenagshow.com).



## Our New Invasive Pests: Some Perspectives - Tom Peerbolt, WRRC

Last year we were inundated with warnings and information about Spotted Wing Drosophila. This year, everywhere we turn we're hearing about the Brown Marmorated Stink Bug. What's going on and what are the odds that either of these insects are going to threaten your crop and impact your livelihood?

**Spotted Wing Drosophila**—If you're still a skeptic about how serious SWD is in raspberries, you're not listening to the right people. The last two seasons have proven that it is a major pest with the potential to cause significant economic damage in Pacific Northwest raspberries. Be sure to stay up on SWD by signing up for the Small Fruit Update, the industry email newsletter sponsored by the commission (<http://www.berriesnw.com/SFU.asp>).

**Brown Marmorated Stink Bug**—There's certainly potential for BMSB to be a pest in Washington raspberries. But, other than staying informed, knowing how to identify it when you see it, and being alert to what's in your field--no immediate action plan is needed.

A quote from a Virginia researcher seems appropriate here. *“The pattern (for BMSB) in Virginia and elsewhere was for the population to take a couple of years until it became a nuisance in houses in the fall, as the bugs were seeking a place to overwinter, and then 1-2 years after that, numbers became high enough to create significant injury in crops”* (North America Raspberry Blackberry Association (NARBA) Newsletter)

I've been looking for this bug for over a year and have found three: one in my Portland backyard garden last fall, one in our bathroom window in January, and one in a window sill I was cleaning out this morning. I'm not alone, NO public or private source has come up with any evidence of a Northwest BMSB population buildup. My advice: monitor your houses and shops for this guy to know if there's a chance he and his family are going to show up in your field.

There has been no verified damage caused by this bug in any Northwest berry crop. Even if there were, the only crisis management options for it right now would be more broad spectrum insecticide sprays. SWD has us spraying more of those anyway. We've got some very serious economic pests to manage: SWD, fruit and cane molds, root rot, weevils, mites, etc.. Let's keep our attention and priorities on those for this season.

But, you and your family might want to keep a close eye on your window sills, porches, and shops for any stink bugs, especially if they're aggregating. If you find any, get them in to the WSU Extension office for identification—that's important!

**Washington Red Raspberry  
Commission**

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*Promotion, Fair Trade, and Research  
assistance for Growers*

## Calendar

June 22-26 Rubus Ribes Symposium - *Zlatibor, Serbia*  
June 27-29 Berry Health Benefits Symposium -  
*Westlake Village, CA*  
July 20 - Raspberry Field Day - *Sakuma 1-3, WSU 3-5 pm*  
July 21 - Raspberry Field Day - *Honcoop Farm, 11 - 1 pm*  
September 21 - WRRRC Board Meeting - *Mt Vernon, WA*  
October 26 - WRRRC Board Meeting, - *Lynden, WA*  
December 1 - Small Fruit Center Conference - *Corvallis, OR*  
December 8-9 Northwest Berry Workshop, Trade Show,  
and WRRRC Annual Meeting - *Lynden, WA*  
December 1 - Small Fruit Center Conference - *Corvallis, OR*  
January 26-28, 2012 - Pacific Ag Show - *Abbotsford, BC*  
June 3-7, 2012 - International Raspberry  
Organization Conference - *Abbotsford, BC*

## Short Notes

- The WRRRC benefits from the addition of two new board members who were appointed to fill vacate positions in late 2010. Kyle Haugen fills a Whatcom County seat formally held by Randy Honcoop. Kyle is part owner of Haugen Raspberries and has helped his father in the management of the Northwest Berry Co-op. Satpaul Neger has been appointed to the Board as a representative from the Skagit/Snohomish district. Sat works in his family's berry business, Mukhtiar Farms, with raspberry fields in Skagit and Whatcom Counties as well as in BC. We welcome both Kyle and Sat to the Board and have already benefitted from their perspectives.
- Growers are encouraged to take advantages of opportunities to learn more about issues surrounding the raspberry industry by attending the meetings on the calendar above. More details for any of these meetings are available by contacting the Commission's office. Another fine resource for keeping in touch with industry information is the Calendar page of the NW IPM site located at ([www.nwipm.info/calendar.asp](http://www.nwipm.info/calendar.asp))
- The calendar above indicates the International Raspberry Organization Conference is coming back to our area in June, 2012. This is a great opportunity to learn directly from raspberry growers around the world. BC will be the host of this conference but there will be a day tour south of the border as well. We welcome your questions about the program and are seeking sponsors to help defray some of the organizational costs. It is a chance to connect to a worldwide raspberry audience.
- The July 20 and 21 Mechanical Harvest Trial Field Days provide you an opportunity to evaluate promising new raspberry selections from the WSU and Ag Canada plant breeding programs . There are 100 plots at both Sakuma's in Burlington and Honcoop's in Lynden. WSU will have a beery Open House at Mt Vernon following the Sakuma Field Day and will host a fumigation field day following the Field Day at Honcoop's.
- Darryl Ehlers is heading the Food Safety committees for both the WA Red Raspberry and Blueberry Commissions. He understands that it will soon become mandatory for all growers to be certified as following food safety practices. He offers to assist anyone who is interested to see what he went through for his farm. He reports that it is not as difficult as you might think. The WRRRC and the State Department of Agriculture are also sources of information and assistance.