



WASHINGTON RED RASPBERRY COMMISSION NEWS

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Finally!!! National Raspberry Promotions Program Approved

The final step in forming the United States Red Raspberry Council (USRRC) was made May 8th when the program was published in the Federal Register. The USRRC took effect on the 9th and will soon be forming a board of directors to guide the program. Growers and importers can anticipate paying 1 cent per pound into this program beginning September 5th.

This program has been a long time coming. In 2005 the WRRRC Board determined that sustained investments in berry marketing would require more funds than the WRRRC had available. We had established relationships with international competitors to a point where they agreed to help fund joint raspberry promotions to grow the market for all growers. The fairest way to do this proved to be establishing a National Research and Promotion Program similar to what blueberries did over 10 years ago. The USRRC is the result. Both raspberries grown in the US and raspberries imported into the US will be contributing to market promotion.

The industry will have opportunity to nominate prospective board members in upcoming months. We have identified 10 growers willing to fill the 5 board seats allotted to WA state growers. There will be 5

appointed to the board and another 5 appointed as alternates. The WRRRC published this list and short profiles of the candidates in our fall newsletter. This information is available on our website www-red-raspberry.org.

We welcome other nominations to the board. Contact the WRRRC office or a current board member by the end of June if you have interest.

We anticipate the USRRC to be fully functioning by the end of the year. The \$1.2+ million budget will provide significant opportunities to inject the raspberry health information we have been generating into strategic markets. It also provides an opportunity for fair and proportional investments into building a strong future for the international raspberry industry. There will be continued discussions (*see note on IRO conference on page 2*) with other raspberry growing regions about how to ensure that the market investments made by the USRRC can help build raspberry demand internationally as well as domestically.

Finally, the WRRRC has some decisions to make about how it will function in the future. How will it partner with the USRRC? What other challenges remain? Your suggestions are always welcomed.



SCAN Symposium 2012 Summary

Submitted by Tom Krugman and Leigh Selby, WRRRC Marketing Contractors

For the third consecutive year, WRRRC exhibited at the SCAN (Sports, Cardiovascular Disease and Wellness Nutrition) Spring Symposium. This group is a critical audience for WRRRC's communications on health and wellness. Membership includes food and nutrition writers and influencers, health spokespeople, public policy makers, researchers, professors, and practicing dietitians in both private and institutional settings.

The Symposium was held April 20-22 in Baltimore, Maryland with 450 registered participants. One of twenty exhibitors, raspberries were the only whole food represented. Exhibiting provides a unique venue for productive in depth conversations with practicing dietitians covering a wide range of information, and drawing attention to our cardiovascular, diabetes, anti-inflammatory, and cancer research. Many dietitians in attendance recognized frozen fruit as a least cost alternative for much of the U.S. population.

The sports dietitians found the results of Dr. Navindra Seeram's research on arthritis-related inflammation and joint health especially relevant for their patient base. In the SCAN conference issue of the magazine *Today's Dietitian*, an article titled *Alleviate Achy Joints*

– *Healthful Fats and Whole Foods May Alleviate Symptoms* recommends eating raspberries.

Another highlight of the Symposium took place in the course of a conversation about research on raspberries and cancer when a dietitian shared that her oncologist specifically recommended that she eat raspberries daily as part of her recovery.

The fiber content of raspberries came up in the context of several conversations, and the importance of fiber was the focus of several education pieces distributed at the American Institute for Cancer Research's booth. In *Today's Dietitian*, another article, *Fill the Fiber Gaps*, underscored the high fiber content in raspberries. Raspberries were also mentioned and included in a recipe in yet another article, *Reducing the Risk of CVD*.

The subject of raspberry ketone supplements was also raised in the course of discussions. Participating professionals were positive about eating whole raspberries but very skeptical about ketones as a supplement. Several remarked that they were disappointed in Dr. Oz's endorsement of a product with very limited research.

Washington Red Raspberry

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News Notes



International Raspberry Organization 2012

The 8th IRO conference will be held in Abbotsford June 3-7. Plans are being made for the one day program and for raspberry tours in the Fraser Valley and in NW Washington. This is a good opportunity for growers to hear the highlights and challenges of your colleagues in Chile, Serbia, Poland, China, and other countries. Support businesses are encouraged to help sponsor portion of this program and make your products known to an international raspberry audience. Registration for the conference is open and can be accessed at http://www.agricultureshow.net/form_3. If you can only make it to the lunch or dinner for the Whatcom tour day on June 5th purchase tickets at <http://form.jotform.us/form/21156532698156>.

2012 Farm Bill in Development

There is some optimism that Congress may be able to generate a timely 2012 Farm Bill this year. Federal farm policy is guided by the Farm Bill which is redone every 5 years. Berry farmers made significant progress in the 2007 Farm Bill which wasn't completed until 2008. Funding for research programs have been our biggest need. We are working with other crop organizations to affect improvement in the Farm Bill that will benefit berry growers.



December Berry Meetings

The WRRRC and the WA Blueberry Commission are working with WSU to organize a two day Small Fruit Workshop and Trade Show in Lynden December 6-7. We had over 300 berry growers from the northwest participating in 2011. Learn more at www.lyndenagshow.com. Sponsorships and Trade Show space is available and the program topics and speakers are being identified.

SWD Workshop

Wednesday, May 23, WSU will sponsor a SWD identification workshop from 1-3pm at WSU Mt. Vernon REC. Dr. Beverly Gerdeman will teach techniques in identifying SWD using a hand lens and microscope and how to avoid mis-identification of look-alike flies. Participants will have the opportunity to dissect infested fruit, observe all the life stages of SWD and practice a salt-disclosing technique to subsample fruit. Please RSVP to cburrows@wsu.edu.

Progress on Pathology

NW berry growers have been living on past pathology work of WSU's Pete Bristow. Pete retired in 2006 and despite numerous attempts the industry has not been able to generate the support to have his services replaced. Meanwhile we have identified fruit pathology as a component of 7 of our 15 top research priorities. We have great concern over our vulnerabilities in this area. It is imperative that work to develop pathology focused alternatives be conducted before we hit crisis state with our numerous pathology concerns.

To our delight USDA Ag Research Service (ARS) has responded to our need and has created a berry pathology position in the NW. We are debating over where this position should be based and hope to be in the hiring process later this year. We are quite fortunate as many ARS positions are being terminated. It is a solid vote of confidence in a growing NW berry industry that one of only two new positions in the nation will be based here.

New Board Member

We are fortunate to have George Hoffman from Vancouver, WA join the WRRRC board in December. George was appointed to an open position from the SW WA district. George has been in the berry production business with raspberries and strawberries for over 20 years. He runs a delightful farm stand, the Felida Red Barn, in NW Vancouver. The Board also accepted Satpaul Neger's resignation in January creating an open position in the Skagit/Snohomish district. Interested growers should contact our office or an existing WRRRC board member.

Calendar

Contact the WRRRC office for information on each of these upcoming educational opportunities

May 23 - SWD Workshop - WSU Mt. Vernon

June 3-7 - International Raspberry Organization Conference - Abbotsford, BC

September 12 - WRRRC Board Meeting, 1 pm - WSU Mt. Vernon

October 24 - WRRRC Board Meeting, 1 pm - Lynden

November 29 - NW Small Fruit Center Conference - Tri Cities

December 7-9 - WSU Small Fruit Workshop, Lynden Ag Show, WRRRC Bd. Mtg. Lynden