



# WASHINGTON RED RASPBERRY COMMISSION NEWS

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## WRRC Funds Nearly \$200,000 in 2016 Raspberry Research

Over 75% of your 2015 Assessment dollars are being applied to the following research projects in 2016. We welcome your questions and scrutiny of these projects.

Project details are available at  
[www.red-raspberry.org](http://www.red-raspberry.org)



|  |                  |          |
|--|------------------|----------|
| Developing the Genomic Infrastructure for Breeding Improved Black Raspberries          | Finn             | \$1,000  |
| Cooperative raspberry cultivar development   | Finn             | \$4,000  |
| Red Raspberry Breeding   | Moore            | \$63,000 |
| Red Raspberry Cultivar Development   | Dossett          | \$6,000  |
| Regional on-farm Trials of Advanced Raspberry Selections                               | Peerbolt         | \$11,200 |
| Insecticide Degradation for Red Raspberry in the PNW                                   | Gerdeman/Joe DF  | \$13,619 |
| Effects of cane burning herbicides on fruit quality of red raspberry                   | Miller/De Vetter | \$3,204  |
| Testing herbicides for weed control in newly-planted red raspberries                   | Miller           | \$3,074  |
| Comparison of Alternate- and Every-Year Production in Summer-Bearing Red Raspberry     | DeVetter         | \$8,277  |
| Raspberry trellising demonstration plot for development of automation technologies     | Karkee/Tarara    | \$5,000  |
| Management of Fungicide Resistance in Botrytis in WA Berries                           | Schreiber        | \$12,000 |
| Fungicide Decline Curves for meeting MRLs for Raspberry                                | Schreiber        | \$14,000 |
| Biology of <i>Botrytis causing fruit rot of red raspberry and fungicide resistance</i> | Peever           | \$24,207 |
| Development of novel disease management methods for fruit rots of raspberry            | Stockwell        | \$10,000 |
| Evaluation of Raspberry Bushy Dwarf Virus strains                                      | Moore/Lanning    | \$1,249  |
| Fungicide Sensitivity of <i>Phytophthora rubi</i>                                      | Weiland          | \$5,265  |
| Evaluating soil fumigation alternatives  | Walters/Zasada   | \$8,405  |

## National Processed Raspberry Council News - Tom Krugman, Executive Director

2016 is shaping up to be an exciting year in the communications marketplace for the National Processed Raspberry Council. Now in its second year, our marketing communications program has extended to trade and consumer media, in addition to our efforts with registered dietitians. Some highlights from our current program:

- A reception for leading foodservice operators and food manufacturers at Vanderbilt University during the Academy of Nutrition and Dietetics (AND) Food and Nutrition Conference and Expo (FNCE) provided hands-on culinary education using processed raspberries.
- Outreach to health and science writers delivered raspberry health research information to the media and resulted in media coverage of Dr. Britt Burton-Freeman's latest research, which was published in the scientific journal, *Advances in Nutrition*.
- Planning is underway for a dynamic Product Development Workshop co-sponsored with the Oregon Raspberry Blackberry Commission.
- A social media campaign formally launched our video series, sharing our story with thousands of consumers and influencers.
- A lunch with key writers and editors for major national media, including *Family Circle*, *Parents*, *Every Day with Rachel Ray*, *SHAPE*, and *Better Homes and Gardens*, will provide education on the benefits and advantages of processed raspberries
- A survey to find out what motivates the foodservice trade and food manufacturers to use raspberries has been initiated and will build our knowledge base. Results will be presented at the Council's upcoming meeting in May.

## **Washington Red Raspberry**

### **Commission**

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*Henry Bierlink, Executive Director*

### **Board of Directors**

Jon Maberry, President  
Randy Honcoop, Vice-Pres.  
Joan Yoder, Treasurer  
Jessy Ghuman  
Glenn Sakuma  
Jon Cotton  
Steve Midboe  
Joel Kangiser

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

## **News Notes**

### **NPRC Update (cont.)**

The Council's website, [www.redrazz.org](http://www.redrazz.org) has been updated to present a fresher, easier to navigate look. Video library excerpts are featured on the homepage.

Following on last year's successful consumer media Harvest Tour, the Council will bring a group of influential foodservice and food manufacturer decision makers to Lynden to see and hear first hand why processed raspberries should be on their menus and in their food products.

These activities and more will be presented during the Council's meeting on May 25, 2016, to be held at the Jansen Art Center in Lynden. Contact Tom Krugman for more information at 354-0948, or by e-mail at [tkrugman@redrazz.org](mailto:tkrugman@redrazz.org). If you are not on the distribution list for the Council's e-newsletter, and want to be, send an e-mail to [newsletter@redrazz.org](mailto:newsletter@redrazz.org), requesting to be added to the list.

### **NPRC Board Nominations Needed**

The WRRC Board is asked to submit nominations for membership on the National Processed Raspberry Council's Board of Directors. We are recruiting WA based candidates who would be willing to allow their names to be nominated to fill two expiring positions at the end of this year. Nominees must be raspberry growers with a farm producing over 5 tons of raspberries for the processed market. If you fit this criteria and are willing to apply your ideas and energy to guide the promotional programs of the NPRC please contact the WRRC office or a WRRC board member before our April 6th meeting. This is a great opportunity to contribute to the health of your industry.

### **WRRC Board Changes**

Our board was restructured in January with Jon Maberry re-elected President for 2016. Erin Thoeny completed six years of service. Thank you Erin! Steve Midboe and Joan Yoder were re-appointed to the Advisory Board seats. Randy Honcoop was returned to the Vice-President role and Joan Yoder our Treasurer. Jessy Ghuman was appointed to fill a board vacancy. He was immediately tapped with the responsibility of directing the WRRC Promotional program. Welcome Jessy! The Board is still considering candidates to fill the one remaining open seat in District #1. Interested growers are encouraged to contact a board member.

### **WRRC Proposes Several Projects for Funding under WA State Specialty Crop Block Grants**

One of the dramatic improvements of the Farm Bill was the continuation of a Block Grant program to support "specialty crops" like berry production. Federal funds are distributed proportionally to states with significant specialty crop production. Washington State is in the top 5 in the nation in this category resulting in over \$4 million coming to support issues facing growers administered by the State Department of Ag.

The WRRC is already participating in SCBG funded projects and is proposing several new projects for funding this year. We submitted an application to develop some directions in our local and regional promotions program and an application that would address our short and long term challenges of controlling SWD in a manner that doesn't restrict our potential export sales due to MRL concerns. In addition we cooperated with the WA Blueberry Commission on a pulse irrigation project and with WSU on a cover crop project.

### **WRRC Audit Report**

Every three to four years the WA State Auditor's office goes through all the financial records of the WRRC to ensure all items are in order. They also review our compliance with all the state laws guiding our Commission including Open Meetings Act, Public Disclosure, and compliance with contracting laws. This Audit was just completed for the period January 1, 2011 through December 31, 2015. We are very happy to report that the Auditor found all our records and practices entirely in compliance with State Guidelines.

## **Calendar**

April 6 - WRRC Board Meeting - Lynden  
May 23-25 - NPRC Board Meeting - Lynden  
September 7 - WRRC Board Meeting - Lynden  
October 26 - WRRC Board Meeting - Lynden  
Nov. 30—Dec. 2 - WSU Small Fruit Workshop, Lynden Ag Show, WRRC Bd. Mtg. Lynden