



WASHINGTON RED RASPBERRY COMMISSION NEWS

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RESEARCH -- ADDRESSING CRITICAL INDUSTRY NEEDS

WRRC funded research this year follows the priorities expressed by the growers in the raspberry grower survey done last year. The research committee has done its best to address the most pressing issues facing our industry and get a more immediate return on assessment dollars. A partial list of projects we funded and primary researcher(s) follows. If you have suggestions for future projects, please let us know soon.

- 1) **Issue:** The pending loss of Nemacur (The primary chemical control for nematode control now labeled in raspberries). **Project:** Trials for alternative nematode control products. (Pinkerton, Riga)
- 2) **Issue:** The critical need for raspberry varieties with phytophthora root rot resistance. **Project:** Identifying genetic markers in new raspberry selections to be able to quickly mark those that possess root rot resistance. This could shorten by years the time needed for developing improved resistant varieties. (Weber, Moore)
- 3) **Issue:** The critical need for machine harvestable, Raspberry Bushy Dwarf Virus resistant varieties. **Projects:** Ongoing machine harvesting trials in fields to test the machine harvestability of any potential new varieties. These selections are also evaluated for RBDV resistance. (Moore, Kempler)
- 4) **Issue:** The need to increase demand by finding new uses for raspberries in the market place. **Project:** Value added dried raspberry products using microwave technology. (Clary)
- 5) **Issue:** The need for increasing practical field resources and education for growers. **Project:** Sponsorship for irrigation evaluation education (*see News Notes on back of newsletter*). (Walters)
- 6) **Issue:** The loss of Guthion for control of Raspberry Crown Borer. **Project:** Grower field trials in Lynden evaluating the use of Bifenthrin (Brigade, Capture) as a drench in place of Guthion. Another aspect of this project is exploring if it might aid in the control of raspberry beetle and weevil larvae in the ground. (Tanigoshi)
- 7) **Issue:** The need for better control of thistle and bindweed. **Project:** New herbicide trials looking at improved control of these weeds. (Miller)



Plant breeders Pat Moore & Chaim Kempler take notes at the Sakuma Machine Harvest Trial.

MARKETING STRATEGY READY TO IMPLEMENT

The WRRC cooperated with the BC Raspberry industry and hired Rodger Wasson to develop a Marketing Strategy for our industry. Rodger has a long history of involvement with agricultural organizations across the nation and most recently headed the California Strawberry Commission. He is well positioned to provide a broad perspective and potential partners for our marketing activities.

Rodger met with both buyers and sellers of red raspberries over the past three months to help us develop this strategy.

The plan outlined for us focuses on:

- continued IQF growth,
- modeling the blueberry successes,
- identifying & promoting health benefits,
- promoting new product development,
- and targeting growing North American consumers' wellness trends.

We welcome your scrutiny and feedback on the plan. Contact us for a copy of the draft plan. The WRRC Board will be finalizing the plan and implementing several actions to accomplish the goals of the Plan this fall.

WORLD RASPBERRY CONFERENCE

WRRC Executive Director Henry Bierlink represented the WA raspberry growers at an International Raspberry Association meeting in Serbia in early June. Representatives from most of the major raspberry growing regions of the world were present at the conference.

Discussions among the participants reinforced the understanding that we were competing for too small a market. All agreed that increasing demand would benefit everyone. The challenge is how to fund the research and marketing needed to grow demand in an equitable manner.

Progress towards this goal was made in discussions surrounding the conference. The new IRA Chair, Rade Ljubojević of Serbia is dedicated to increasing grower profits for raspberry farmers around the world. The WRRC is advancing some ideas for funding health research and marketing strategies that will help guide the IRA in this goal.



Serbian raspberry field



Washington Red Raspberry Commission

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Board of Directors

Rob Dhaliwal, Pres.	John Ozuna	Darryl Ehlers
Erin Thoeny, Vice-Pres	Jon Cotton	John Vander Veen
Glenn Sakuma, Treas.	Randy Honcoop	Bill Dallas
Henry Bierlink, Executive Director		Tom Peerbolt, Research Coordinator

Calendar

September 6 - WRRC Board Meeting - 1-5 pm - at Olson House, WSU Mt. Vernon
November 1 - WRRC Board Meeting - in Lynden
December 6 - WRRC Board Meeting - in Lynden

News Notes

WRRC Board Votes to Pursue Federal Marketing Order

Blueberry growers established a federal Research and Promotion Program (R & P Program) in 2001. This order mandates that imported blueberries pay the same level of assessments towards research and promotion program that domestic blueberry growers do. This allowed the US Highbush Blueberry Council to add nearly 1/2 million dollars to these programs in 2005. Blueberry growers are voting to renew their R & P Program this fall. The WRRC Board voted to pursue a similar R & P Program for raspberries. We have had discussions over the summer with fresh berry companies and with other caneberry growers around the nation. It appears the frozen raspberry companies will lead the effort to establish a R & P Program and will continue discussions with fresh berry companies and blackberry growers about expanding the R & P Program in the near future. You can learn more about R & P Programs at <http://www.ams.usda.gov/fv/rpb.html> or contact us and we'll send you the information.

Irrigation Systems Evaluation Training

The Washington Raspberry Commission, along with the Blueberry Commission, sponsored training for six berry industry representatives in evaluating irrigation systems. The training class at Cal Poly San Luis Obispo was conducted in June. Project advisors Dr. Tom Walters and Dr. Dave Bryla will use the results of this program to help identify future research needs in water systems management. Contact one of our newly trained representatives for your irrigation evaluation. They are: David Haggith, Dan Coyne, Bill Bensen, Mike Particka, Don McMoran, and Tom Walters. Contact WRRC if you need contact information.

Nominations for WRRC Board Recruited

Nominations for upcoming board positions will be received by the WA Department of Agriculture in September. They will be contacting you to announce the nominating procedure. It is time for those of you in Districts #4 (Skagit, Snohomish) and #3 (Clark, Cowlitz) to be thinking about who you want to represent you. Terms are expiring for Glenn Sakuma and Jon Cotton. We also have vacant seats in the Central Puget Sound and Olympic Peninsula district.

Production Reports Due

The Grower and Processor Report Forms are being mailed along with this newsletter. The State Auditor has been critical of the low percentage of these forms that have been returned. Only YOU can help address that concern. Please return your completed form to insure you are properly credited for your assessment dollars.

Phytophthora Root Rot Survey Still Available

Last season the commission, with matching funds from the Washington State Commission for Pesticide Registration, provided growers with an opportunity for testing their plants and fields for Phytophthora using a new, highly accurate testing method called PCR. This opportunity is still available. Contact WRRC for a testing kit or arrange for a field service representative to collect your samples. There is no charge to the grower for these tests. A list of field service companies approved for collecting samples is available at the WRRC.

WSU Seeking Support for 2007 Food and Agriculture Initiative

Dan Bernardo, the new Dean of the College of Ag in Pullman, has been out listening to farmers and farm organizations since his appointment last year. The result has been the development of a proposal to the State Legislature to fund an \$11+ million commitment to improved research and extension to support the farmers of the state. Berry farms would be served by several of these new positions and will also benefit from a berry pathologist slated to be based in Mt. Vernon funded by USDA/Ag Research Service. Berry growers are encouraged to let their State legislators know the value of quality ag research.

Washington Displaced by California in Total Raspberry Production

For the past few years we've heard that California's raspberry production was approaching, if not surpassing, the production in Washington. A new report, issued by USDA Economic Research Service, outlines this trend and notes the growth in fresh market raspberries. The report contains interesting information concerning raspberry production, prices, and imports. You can access it at <http://www.ers.usda.gov/Publications/FTS/Jul06/FTS323.pdf> or contact our office and we will email or fax you a copy.