



WASHINGTON RED RASPBERRY COMMISSION NEWS

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Tough Year for Raspberry Growers

This season's production has been below average both in quantity and quality. Production data will be tabulated soon and by most estimates we expect a 15-20% drop from 2009 production in the Pacific Northwest. We know that farming is less than a precise science and production varies for an infinite number of reasons much having to do with weather patterns. While we can't change the weather there are a lot of things that we can change.

The Raspberry Commission exists to give growers a way to pool their resources and work together to improve those things that can be improved. Some of the areas we need to discuss:



1. The raspberry varieties we have to choose from and what's coming down the road. What can we do to speed up the process to give us better genetic material?
2. How much of a factor was poor pollination this past season? What can we do to improve it next year?
3. What's the latest in our ongoing struggle with raspberry plant viruses? How much did they affect this year's crop?
4. And...our latest factor....Spotted Wing Drosophila. Now that we've got some field experience with this new pest, what needs to be done to be better prepared next year? And just how much of a factor was it this year?
5. Complicating the swd threat . . . we have EPA proposed restrictions on 36 chemical pesticides that have the potential to greatly impact the way we manage and protect our crops. It could severely limit available tools; increasing our cost of inputs while simultaneously increasing our risks. How can we respond?

Growers assess themselves so that questions like these get proper attention. We encourage you to participate in WRRRC discussions this fall as we seek answers to these, and other, questions that impact your farms.

The Chinese Raspberry Industry

By Tom Krugman, WRRRC Marketing Director

The First Shenyang International Raspberry Festival, held July 15-17, 2010, was organized and hosted by the Liaoning New Land Industrial Development Group in Shenyang, the capitol city of Liaoning Province. Liaoning Province is in the northeastern portion of China bordering North Korea. The Festival had the strong support of the local government.

The overwhelming pomp and circumstance throughout the Festival made it hard to separate appearance from substance. The tissue culture facilities, factories, and growing areas visited indicate a real potential for a future thriving industry.

Liaoning Province, the largest of three raspberry growing areas (approximately 90% of China's raspberries reportedly come from Liaoning), has three processing plants, the largest and most modern of which is managed by the Liaoning New Land Industrial Development Group. It recently received a significant infusion of government funding and support. New Land's factories produces both IQF and juice products. Mr. Wang also operates two modern tissue culture facilities, the newer of which was built with a reported \$10 million from the government. In one growing room, there was an estimated 20,000 plants under culture.

The industry in China is very fragmented. A "Chinese Raspberry Organization" was created as a "unified" Chinese response to participating in the upcoming International Raspberry Organization meeting by the Liaoning New Land Industrial Development Group. New



Left to right—Tom Krugman (WRRRC Marketing Director), Kevin Johnston (Dragon Investment Group, Sydney, Australia), Evica Mihaljevic (Coldstores Association of Serbia, Fruits of Serbia Association), Antonio Dominguez, (Nevada Export; Chile), Artur Tyminski (Symbio Polska), and Predrag Orescanin (Frikos, Serbian raspberries).

Land has the strong backing of the provincial government and would appear to be the major player in the Chinese raspberry industry right now. There is no doubt that there is considerable momentum behind the raspberry industry in China. It would appear there is potential for existing suppliers to export product to China even as China exports its own production. The bigger question is whether Chinese suppliers will seek to grow the domestic market as stated or continue to focus on the export market.

Washington Red Raspberry

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*Promotion, Fair Trade,
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for Growers*

News Notes

Update on the National Raspberry Research and Promotion Program

The ongoing effort to form a United States Red Raspberry Council (USRRC) had a few more twists this summer. We asked the International Trade Commission to establish new import codes for raspberry puree and juice concentrate and these codes were granted and became official in July. The WRRRC then reinitiated the request to hold a grower referendum on the proposal and this process is now underway. Our hope is that the referendum could be ready for the growers this winter.

The delay in forming this necessary organization has not diminished the need to establish it. The board is unanimous in its opinion that the long term financial health of US raspberry growers requires we take this step. We encourage your active involvement in the campaign to inform growers of the potential of the USRRC. We are most willing to visit your farms or grower meeting to talk through how this organization can be made to work for your benefit.

Food Safety Update

Anyone not concerned about the potential impact of a food safety violation should consider the fate of peanuts, pistachios, sprouts, tomatoes, melons, etc. One problem can negatively affect entire industries in catastrophic ways. Contamination of our food is a big deal and the WRRRC is dedicated to helping the entire raspberry industry address the issue. We want an effective program that is reasonably easily implemented and is focused on true safety concerns not just increasing red tape. We encourage you to take the simple steps (proper field and field worker sanitation, record keeping, water testing, etc.) that could help reduce the risks of contamination. The WRRRC has numerous resources that could help you along this path. Contact Darryl Ehlers, our food safety chair, or the office.

Nominations for WRRRC Board Recruited

Nominations for upcoming board positions will be received by the WA Dept. of Agriculture in September. They will be contacting you to announce the nominating procedure. It is time for those of you in Districts #1 (Whatcom), #2 (Central Puget Sound), and #4 (Skagit, Snohomish) to be thinking about who you want to represent you. Randy Honcoop's term is expiring and he is not eligible to be renominated to a third term. Adam Enfield and John Ozuna will complete their first terms and are eligible to be renominated. The other seats are currently vacant. We encourage you to be part of the nominating and election process so that you can keep your Raspberry Board responsive to your top priorities.

National/International Berry Forums

The WRRRC will be represented at several national and international forums where the future of the raspberry industry will be discussed. We encourage growers to attend these conferences and be part of the discussions that will shape the industry in the future. Check out these websites or contact us.

<http://www.irochile2010.com/english/index.php?page=invitacion-a-iro-2010>

<http://congresodeberries.com.mx/en/>

<http://www.raspberryblackberry.com/local.cfm?doc=webdocs/ConferencePreview.htm>

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.

Calendar

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

September 8 - WRRRC Board Meeting, 1 pm - *WSU Mt. Vernon*

October 27 - WRRRC Board Meeting, 1 pm - *19th St. Fire Hall, Lynden*

November 4-6 - 2nd National Berry Congress, *Zamora, Michoacan, Mexico*

November 29 – December 1 - International Raspberry Organization Conference - *Talca, Chile*

December 2 - Small Fruit Center Conference - *Boise, ID*

December 6-8 - WSU Small Fruit Workshop, WRRRC Bd. Mtg. *Lynden*

January 6-7 -- North American Raspberry/Blackberry Conference - *Savannah, GA*