



WASHINGTON RED RASPBERRY COMMISSION NEWS

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Promising New Raspberry Selections

The raspberry machine harvesting field day will be at Randy Honcoop's farm, Lynden on **July 18** from 1:00-3:00 pm. The 2009 planting was machine harvested in 2011 and several selections appeared very promising and may soon be propagated for grower trial. The 2010 planting will be harvested for the first time. Included in the two plantings are 190 WSU selections, 8 BC selections, 1 ORUS selection and Meeker, Willamette and Rudi as standards.

I encourage growers and processors to attend the field day. Your input is essential in deciding which selections best meet your needs and have commercial potential.

Patrick P. Moore
Washington State University
Phone - 253-445-4525



International Raspberry Growers Gather in Abbotsford

Raspberry growers from around the world gathered in Abbotsford, BC in early June to discuss the state of the raspberry industry and how we could make cooperative steps to build the industry worldwide. Day One of the Conference featured presentations by all member countries that reported their recent and anticipated production volumes, predominate varieties being grown, and recent production and market trends and challenges facing each nation.

The WRRC has posted the presentations on our website at <http://www.red-raspberry.org/worldNews.asp>

A common goal for all raspberry growers is to improve our ability to build a market for raspberries. There are numerous examples of how other fruits have built a strong taste and nutrition story and told that story effectively in order to increase consumption. We have a good product, have made some good investments in documenting the health benefits of raspberries, but remain frustrated by our ability to effectively convey this message leading to a steady growth in demand.

There is optimism that the newly established US Red Raspberry Council will be able to dramatically improve our marketing ability and will become a model for similar organizational efforts in Europe and Asia.

The International Raspberry Organization Conference is held every two years. The BC Conference was the 8th time the growers came together. The next conference is scheduled for 2014 in China.



The WA Field Day was capped by a dinner in a barn at Enfield Farms. USA pride was effectively conveyed!



**WSU Mount Vernon
Northwestern Washington
Research & Extension Center
Field Day and Tour**

16650 State Route 536. Mount Vernon, WA 98273

July 12, 2012

Learn about current
Agricultural research at WSU Mount Vernon NWREC.

3:30 Field Tour
6:00 Pulled Pork Barbecue

Free and Open to the Public

Washington Red Raspberry

Commission

1796 Front Street
Lynden, WA 98264
Phone: 360-354-8767
Fax: 360-354-0948
Email: info@red-raspberry.org
www.red-raspberry.org
www.raspberryinfo.com

Henry Bierlink, Executive Director
Tom Krugman, Marketing Director
Leigh Selby, Marketing Consultant

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

News Notes

Farm Bill Progressing

The Senate produced a version of the 2012 Farm Bill and the process has shifted to the House Agriculture Committee, where Chairman Frank Lucas is expected to release a draft farm bill after the Fourth of July holiday. A few notable differences from the Senate's bipartisan 2012 Farm Bill are expected, particularly larger cuts to the Supplemental Nutrition Assistance Program (SNAP, formerly Food Stamps). Nutrition spending, including SNAP, makes up about 80 percent of that total. Overall, while the Senate version saves about \$23 billion over 10 years, the House version is expected to save about \$30 billion.

Berry farmers used to essentially ignore the Farm Bill process as it had little effect on "specialty crops" (non-program crops such as grains, cotton, sugar). Farm Bills are traditionally produced every 5 years setting farm policy over that time period. The most recent Farm Bill made dramatic strides towards providing research and marketing support for specialty crops such as berries. So far these gains are embedded in the 2012 Farm Bill. The WRRRC participates in the Farm Bill formation through our role in the National Berry Crop Initiative.

December Berry Meetings

Last December the WRRRC and the WA Blueberry Commission cooperated with WSU to organize a two day Small Fruit Workshop and Trade Show in Lynden. This was a learning experience for all of us as it involved a lot more work than the one day seminars that had been the norm in the past 20+ years. We received a lot of positive feedback along with some valuable suggestions for improvements. The attendance of over 300 far surpassed our expectations providing us with the encouragement to try a similar Workshop and Trade Show December 6-7 this year.

Plan to participate in commission planning meetings, earn pesticide credits, discuss new production challenges and tools to manage them, and hear the results of berry marketing efforts. A Trade Show featuring new berry machinery and services will again be featured. Learn more at www.lyndenagshow.com.

Exhibitors are encouraged to contact one of the Commissions or the organizational team via the website.

Food Safety Update

The ag and food industries are patiently awaiting the release of the standards associated with the Food Safety Modernization Act. These standards were promised in early 2012 but have not yet been approved for release. The Food Safety Modernization Act (FSMA), the most sweeping reform of our food safety laws in more than 70 years, was signed into law by President Obama on January 4, 2011. It aims to ensure the U.S. food supply is safe by shifting the focus from responding to contamination to preventing it. This act gives FDA new and enhanced mandates and authorities to protect consumers and promote public health.

Berry organizations around the nation are concerned that the standards will be effective and achievable. They intend to provide feedback on the standards through the National Berry Crop Initiative.

Nominations for WRRRC Board Recruited

Nominations for upcoming board positions will be received by the WA Dept. of Agriculture via phone in early September. They will be contacting growers in Districts #3 (Clark, Cowlitz) and #4 (Snohomish, Skagit) asking you to be thinking about who you want to represent you. Erin Thoeny (District #3) will complete her first term and is eligible to be re-nominated. Richard Sakuma (District #4) completes his second three-year term and will not be eligible for nomination. There is also a vacancy in the other District #4 position. There are two vacant positions in District #2 (Central Sound and Olympia Peninsula). 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.

Production Reports Due

The Grower and Processor Report Forms are being mailed along with this newsletter. Please return your completed form prior to the due date to insure you are properly credited for your assessment dollars.

Calendar

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

July 12 - WSU Mt Vernon Field Day - Mt Vernon

July 18 - Machine Harvest Field Day - Honcoop Farm

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

October 24 - WRRRC Board Meeting, 1 pm - *Lynden*

November 30 - NW Small Fruit Center Conference - *Tri Cities*

December 5-7 - WSU Small Fruit Workshop, Lynden Ag Show, WRRRC Bd. Mtg. *Lynden*