



WASHINGTON RED RASPBERRY COMMISSION NEWS

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National Raspberry Council Launches

During its first organizational meetings held June 3-4 in Seattle WA, the newly established National Raspberry Council elected John Clark, (Clark's Berry Farm, Lynden, WA) as its Chairman, along with Rob Dhaliwal (Samson Farms, Lynden, WA) Vice-Chairman, and Brad Rader (Rader Farms, Lynden, WA) Secretary-Treasurer. The Council's headquarters will be established in Lynden, WA.

In accepting the position, Clark said that this first meeting had been widely anticipated. "Many of the people at this meeting have worked long and hard to bring the raspberry industry together. I have every confidence in our ability to help the industry increase demand for our products."

The Council will fund nutrition research and conduct wellness messaging campaigns targeting health care professionals, consumers, manufacturers, and end users of frozen raspberries. Members on the Council include raspberry growers from Washington, Oregon, California, Canada, and Chile, and importers of frozen raspberries into the United States.

During the two-day meeting, the Council appointed Thomas Krugman to serve as its Executive Director. Krugman, who had been serving the Washington Red Raspberry Commission as its Marketing Director, shared



Clark's optimism for the future of the industry. "Raspberries truly have the taste consumers love packed with the nutrition they demand. The potential for this industry is only limited by our imagination!"

The National Raspberry Council is organized under the Commodity Promotion, Research, and Information Act of 1996, administered by the USDA's Agricultural Marketing Service. Research and promotion programs help expand, maintain and develop markets for individual commodities in the United States and abroad. They also allow commodity groups to conduct promotion, market and production research, and new product development for the benefit of their industries. Please visit www.ams.usda.gov/FVPromotion for more information about research and promotion programs.

New Raspberry Varieties Preview

The machine harvesting field day will be at Randy Honcoop's farm, Lynden on July 11 from 1:00-3:00 pm. The 2010 planting was machine harvested in 2012 and several selections appeared very promising and may soon be propagated for grower trial. The 2011 planting will be harvested for the first time this summer. Included in the two plantings are 168 WSU selections, 23 BC selections, 1 ORUS selection and the



cultivars Meeker, Willamette, Ukee, Rudi and Wakefield. WSU 1507 is a promising selection in the 2010 planting that may be released in the near future. Fruit of all selections will be harvested that morning and will be displayed for your evaluation.

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, WSU Berry breeder

Washington State University

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Changes in Store for WRRRC

The WA State Legislature passed a bill allowing for commodity commissions to appoint non-voting advisory members to our boards. This is an idea generated by the WRRRC and it will be incorporated into a set of WAC revisions to be voted on by the industry this fall. We anticipate significant revisions to our board and annual workplans due to the creation of the National Raspberry

Council.

Included in this grower mailing is information on a set of changes we have been working on for several years. A Public Hearing on these changes is scheduled for the morning of September 11th just prior to the fall WRRRC board meeting. The venue will be Bellewood Acres, 6140 Guide Meridian, Lynden.

Washington Red Raspberry

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News Notes

Farm Bill Uncertain

The Senate passed 2013 Farm Bill but the House could not achieve the same outcome. The fate of the Farm Bill is uncertain which may point to another year extension of the 2008 act. The Senate bill includes key specialty crop industry priorities such as research, pest and disease mitigation, as well as trade, nutrition, and other programs that help producers be competitive and meet the needs of American consumers. Highlights of the bill include:

- Specialty Crop Block Grants funded at \$70 million per year
- Specialty Crop Research Initiative funded at \$25 million (FY2014); \$30 million (FY2015-2016); \$65 million (FY2017); \$50 million (FY2018)
- Market Access Program and Technical Assistance for Specialty Crops fully funded at 2008 Farm Bill levels

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. The WRRRC participates in the Farm Bill formation through our role in the National Berry Crop Initiative.

December Berry Meetings

Plans are underway for the third annual Lynden Ag Show and NW Berry Conference to be held December 4-6 in Lynden. We anticipate meetings of the berry commissions on the 4th followed by the conference and trade show on the 5th and 6th. Learn more at <http://whatcom.wsu.edu/ag/edu/sfc/>

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

Food Safety Update

The Food Safety Modernization Act (FSMA) will up the ante on food safety issues. This act gives FDA new and enhanced mandates and authorities to protect consumers and promote public health. [Whatcom County Extension's food safety overview](#) in their May newsletter is a good place to sort through the issues surrounding implementation of this act. The WRRRC also has educational materials and forms from the seminars we sponsored with the WA Blueberry Commission this spring.

On a related note the WRRRC has prepared and posted a press release informing consumers about the recent Hepatitis A outbreak in the southwest. We are confident that berries were not the source of the contamination yet concerned about the harm this caused to consumers who purchased frozen berries. The press release and links to updated information are available at <http://www.red-raspberry.org/info/HEPATITISA1B-raspberry.pdf>

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 #1 (Whatcom) and #2 (Central Puget Sound) asking you to be thinking about who you want to represent you. Adam Enfield (District #1) is completing his second term and is no longer eligible to be re-nominated. Kyle Haugen (District #1) completes his first three-year term and is eligible for re-nomination. There is a vacancy in the District #2 position. 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.

Should the proposed changes to the WAC be approved the arrangement of these seats will change but we plan to respect your choices for industry leadership and rework the board to continue to make use of these nominees.

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 11 - Machine Harvest Field Day - 1-3 pm - *Honcoop Farm*

July 11 - WSU Mt Vernon Field Day - 3:30-6 pm - *Mt Vernon*

July 19-20 - NW Red Raspberry Festival - *Lynden*

September 11 - WRRRC Board Meeting, 1 pm - *Bellewood Acres, Lynden*

October 23 - WRRRC Board Meeting, 1 pm - *WRRRC office, Lynden*

November 4-5 - National Raspberry Council meeting - *Seattle*

December 4-6 - WSU Small Fruit Workshop, Lynden Ag Show, WRRRC Bd. Mtg. *Lynden*