

WASHINGTON RED RASPBERRY COMMISSION NEWS

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Raspberries Follow Blueberry Strategy

Raspberry growers have much to learn from cooperation with other berries. Blueberry farmers have benefitted from a clear strategy for building and sustaining their industry by organizing a national blueberry council that has effectively funded research and promotion activities that has dramatically increased the public's understanding of the benefits of eating blueberries.

Raspberries have a strong nutraceutical story as well. Our challenge has been to follow the blueberry lead and document this story through university research and then to tell the story effectively through the media and industrial promotions. Both these efforts take substantial dollars.

The Washington Red Raspberry Commission (WRRC) has thought long and hard about the best response to this challenge. We have proposed the creation of a national raspberry council similar to the US Highbush Blueberry Council. These Councils, organized under the USDA's Research and Promotion Program, can effectively fund research and promotion in an equitable manner by requiring all imports to contribute to these programs. We estimate that establishing the US Raspberry Council (USRC) could raise over \$1 million annually to fund research and promotion.

All growers will have the opportunity to vote on a referendum to establish the USRC this fall. The WRRC welcomes questions about this proposal and is willing to send you information or come out to talk with you about the implications of establishing the USRC. Or simply look to the blueberry example . . . Have they been well served by the creation of their Council?



International Raspberry Conference In Poland



WRRC President Adam Enfield and past President Rob Dhaliwal represented the US raspberry industry in Poland last month. The International Raspberry Organization (IRO) brings raspberry growers from around the world together every other year to discuss projects to assist raspberry growers worldwide.

The IRO intends to build on the development of the USRC and similar efforts to organize raspberry growers in the EU. The IRO can act as a communication link and a steering committee to leverage promotion and research activities on both sides of the Atlantic Ocean.

Presentations from the countries represented at the IRO Conference are posted on the WRRC's website located at :

<http://www.red-raspberry.org/news/events.html>

WRRC Research Program Notes

Free testing for Phytophthora root rot: This is the last season this service will be available for Washington raspberry growers. WRRC and the Washington State Commission for Pesticide Registrations teamed up to pay for this service as a way to help growers determine if Phytophthora root rot is present either in their fields or in their planting stock. Colleen Burrows, WSU Whatcom IPM coordinator, will come out to take the samples, submit them and get you the confidential results. Call or email Colleen Burrows cburrows@wsu.edu, 360 392-1926 for more information. In the south, you can contact Tom Peerbolt at tom@peerbolt.com, 503-289-7287.

Nematode control update: Presently there are no available registered chemical post plant control materials for nematodes in raspberries. Nema-cur is now history and the attempt by the industry to get an emergency exemption for the use of Vydate was recently rejected by the EPA. In response to this very serious threat the commission coordinated a recent conference call and follow up meeting with DuPont, the producers of Vydate, and various industry people to come up with a plan of action. DuPont is very supportive of making Vydate available to raspberry growers and we are hopeful that a full label for Vydate in raspberries will be available within the next year. For more information on this issue, contact Tom Peerbolt at 503-289-7287.

New Tools—Encouraging innovations in raspberry production:

Workshop Survey: At the December WSU grower workshop we handed out a survey dealing with innovation issues and got 60 responses. Highlights of the survey results:

- **Email Use (Communication innovations):** 67% use email daily, 17% don't use email at all.
- **Most critical labor intensive jobs for which we need labor saving alternatives:** 45% said cane training, 20% harvesting, 19% weed management.
- **Cultural management areas needing more cost efficient methods:** 46% felt that fertilizer use/nutrition was an important need, 22% said irrigation management, and 8% organic production.
- **Other important areas for investment:** 26% emphasized grower communication/education, 17% food safety from field through processing, and 17% season extension/improve viability of fresh market.
- **Improving ways to share information:** 78% suggested we produce a innovative technology research & information website for berries.

Innovation tour: A tour of raspberry farms and support businesses was planned to accelerate the adoption of new practices to improve the profitability of raspberry growers. The late February bus tour consisted of about 40 industry people including many growers, suppliers and researchers. They toured 2 Lynden area equipment suppliers and 2 innovative raspberry growers to look at up-and-coming technologies and discuss ways we can speed up incorporating new ways of doing things into our operations.

After seeing new sprayer technology, harvester innovations, new GPS/GIS uses as well as some home grown, on farm, solutions, many participants met in the afternoon at Homestead to discuss the next steps for getting new efficiencies into actual practice. There was an emphasis on establishing new communication tools and identifying the key individuals needed.



Engineering workshop July 28-29 in Kennewick: The raspberry commission will be participating in a late July Engineering workshop. This will bring together many northwest specialty crop industry and research personnel to develop plans for working together and using our joint resources, including the new Farm Bill specialty crop funding, to develop innovative engineering tools for labor saving our industries.

Washington Red Raspberry Commission Research Priorities

Funding research on long-term challenges to our growers is one of the primary missions of the WRRC. The following table lists the top concerns expressed by our growers and who is working on addressing these concerns. In most cases they are doing so with financial support coming from your assessment dollars.

Concern	Response
• Develop cultivars that are summer bearing, high yielding, winter hardy, machine-harvestable, disease resistant, virus resistant and have superior processed fruit quality.	Pat Moore, Chaim Kempler, machine harvest trials, Chad Finn, Courtney Weber, Variety Development Group
• Understanding soil ecology and soil borne pathogens and their effects on plant health and crop yields.	Tom Forge, Tom Walters, Tom Peerbolt
• Viruses/crumblly fruit.	Bob Martin
• Fruit rot including pre harvest, post harvest, and/or shelf life.	Joe De Francisco, Alan Schreiber, Tom Peerbolt
• Registration of new chemistries to address harvest contaminants and other problems stemming from the loss of longstanding insecticides and nematocides.	Jack Pinkerton, Ekaterina Riga, Lynell Tanigoshi, Alan Schreiber, Tom Peerbolt
• Product and Production Certification Systems - food safety & security, standards, traceability.	National Berry Crop Initiative, North Am. Raspberry Blackberry Assoc.
• Weed control.	Tim Miller
• Nutrient/Irrigation management.	Tom Walters, Tom Peerbolt
• Labor saving cultural practices including mechanical pruning and tying techniques.	Specialty Crop Research Team, NBCI
• Soil fumigation techniques and alternatives.	Joe De Francisco, Alan Schreiber, Tom Peerbolt
• Mite control.	Lynell Tanigoshi
• Yellow Rust.	Joe De Francisco, Tom Peerbolt
• Nutraceutical/Nutritional benefits for product development.	NBCI, Promotion Team

Darryl's Corner - by Darryl Ehlers

The Question all growers need to ask is “why am I willing to pay assessments to berry commissions?” As the cost of doing business rises, it becomes evident you must save and cut where you can. I, as a raspberry grower, need a continuing education on crop health, weed control, fertilization, new varieties of plants and someone to promote and sell my product or I am alone in this world to fend for myself. You can not be a world to yourself and survive! The Raspberry Commission has chosen to follow the Blueberry Commissions path, which in turn has promoted and raised the price and awareness of blueberries. If the world imports hold or increase and lower my market share the importers have a free rein to dump on me.

What do my assessments buy me? With the creation of the new national raspberry council I have roughly forty-five percent more monies coming in from outside exporters to support research and promotion in our country. If the assessment rate is approximately .075 cents then importers and USA producers would increase the flat cost of raspberries in the USA by the same amount. This means I am both being paid for monies paid for assessments and getting the services and resources I need to survive.

I believe that creating the National Council is a no brainer for going forward as an industry.



Promotion Programs Reach Millions

Telling consumers about the many benefits of Washington Red Raspberries helps increase awareness, preference and sales of raspberries as well as the many products that include raspberries.

Website Is Up

The Commission's market research showed that the internet is a key source for food, nutrition and health information for consumers. The home page, FAQs page, recipe page, health and nutrition, and products page of the Commission's all-new website www.raspberrinfo.com are now live.

The recipe page features all new recipes and photographs, ranging from salsa to fruit soup, smoothies to freezer jam. These new recipes were designed with consumer wants and current food trends in mind. The photos reflect the bright image of the home page.

Eating Well Whole Foods Program

Eating Well is a magazine created for consumers who are interested in good health and good eating. The magazine has created a web-based program to extend its reach beyond the 350,000 readers and now expects to reach 70,000,000 food-buying consumers through the web extensions.

Eating Well will provide the Commission with an editorial page on Eatingwell.com, including photos, nutritional analysis, facts, recipes and two links. The first link is to our editorial page on Eatingwell.com and the second raspberrinfo.com. The Commission will provide the copy, recipes and photos.

The Commission's part in this exciting new program will begin in October and run for one year. The sponsorship cost to the Commission is only \$1500.

Research Chefs of America

In March this influential group of chef/food scientists, who direct product and menu development for major food manufacturers and restaurant chains, had their annual conference in Seattle. The Commission sponsored a very well received dessert reception and presented Raspberry Crème Brulee to 350 culinologists™ (as the research chefs are called).. As a sponsor the Commission was invited to present raspberries at a reception at May's National Restaurant Association convention in Chicago. Again, several hundred product and menu decision makers tasted raspberries and saw the Commission's logo. There was no cost to the Commission. Thanks to Curt Maberry Farms for donating the raspberries.

Production Video

Promotion committee chair Erin Thoeny coordinated the editing of the older production/harvest video so the Commission now has correct visuals to use in many programs. One of the first uses will be for the Dave Grotto video.

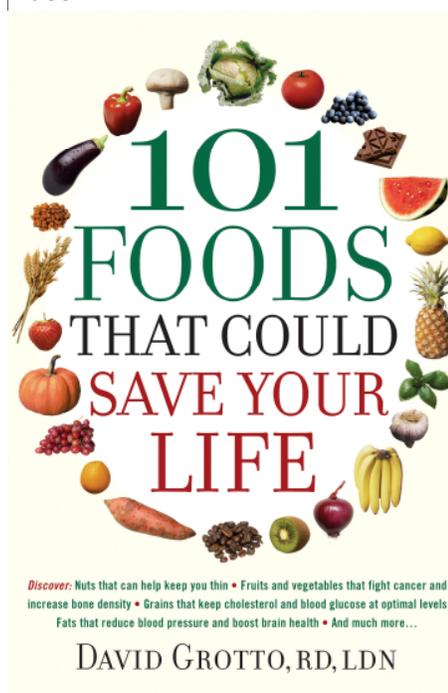
Nutrition Spokesperson

Dave Grotto, Registered Dietitian and author of **101 Foods That Can Save Your Life** is now the Commission's official spokesperson. He will be quoted in all publicity materials, will be featured on the website and is in the process of creating a short video on raspberries for his website. That video will link to the Commission's site, and the Commission's site will link to Grotto's.

Grotto will also be the media spokesperson when the nutrition research projects are completed, published and ready for announcement.

Nutrition Research

University of Montpellier, France. At the March meeting the Commission approved an additional nutrition research project presented by Dr. Alan Crozier of the University of Glasgow and Dr. Jean-Max Rouanet of Montpellier University in France. Their study is based on a successful hamster model which, in a preliminary study, showed that daily ingestion of several juices, including raspberry, can markedly reduce arterial fatty steak development which is associated with the onset of atherosclerosis. The study will begin in October, when staff and animal facilities are available. The paperwork for the project is already underway.



Promotions Report — *continued from page 4*

Tufts University is just completing the approval process to begin work on a project to determine if rats fed raspberries for 8 weeks will show improved behavioral and neuronal effects. Earlier work at Tufts, on blueberries, was key in creating consumer demand for blueberries.

The University of Toronto will soon begin feeding human subjects raspberries to determine the effects of raspberries on satiety (feeling of fullness), to clarify the role of raspberries in weight loss and to determine biomarkers as indicators of the risk of human diseases and health.

Project completion and publication of the three studies are expected early in 2009, when we'll begin publicity programs to market the expected positive results.

Publicity

Newspaper all across the country continue to run the two releases (Double Raspberry Cheesecake and Trio of Smoothies) that were sent out last year.

To date the Smoothie release has been featured in 504 articles in 36 state, with readership of 22,856,960 and an equivalent ad value of \$111,353.11.

The Double Raspberry Cheesecake release has been featured in 620 articles in 33 states with readership of 34,280,736 and an equivalent ad value of \$190,864,85.

These numbers, combined with the 10,512,000 reached by the Mr. Food broadcasts, valued at \$218,828 have resulted in a publicity program that has reached **67,649,696** food buying consumers. The equivalent ad value (what it would cost to buy the space and time the information has garnered) would be **\$521,042,96** These two programs alone brought the Commission a **29.77:1 return on investment!**



WRRC Board of Directors and Contractors

Year	Seat		Year	Seat	
07	1	Vacant - District #2	09	9	Vacant—District #3
10	2	Adam Enfield, President Lynden 360-354-3019 adam@enfieldfarms.com	10	10	John Ozuna Mt. Vernon 360-770-1182
08	3	John Vander Veen Lynden 360-988-7477 tjveen@cs.com	WSDA	11	Bill Dallas Olympia 360-902-1925 bdallas@agr.wa.gov
08	4	Darryl Ehlers Lynden 360-988-5184 lingonberry1@aol.com	WRRC Office		
08	5	Erin Thoeny, Vice-President Woodland 360-225-7133 thoenyf@pacifier.com	Henry Bierlink, Executive Director <i>henry@red-raspberry.org</i>		
09	6	Richard Sakuma Burlington 360-757-1855 richards@sakumabros.com	Tom Peerbolt, Research Coordinator <i>tom@red-raspberry.org</i>		
09	7	Vacant - District #2	Tom Krugman, Development Coordinator <i>tomk@red-raspberry.org</i>		
10	8	Randy Honcoop Lynden 360-354-1155 ranhonfarm@peoplepc.com	Dee Munson, Promotions Coordinator <i>dee@red-raspberry.org</i>		
			Cathy Kellett, Office Manager 1796 Front Street Lynden, WA 98264 360-354-8767 fax 360-354-0948 info@red-raspberry.org www.red-raspberry.org		

Washington Red Raspberry Commission

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

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

«First Name» «Last Name»
«Company»
«Street1»
«City», «State» «Zip» «Country»

Calendar

July 10 - Ag Canada Field Day
July 15 - EQIP Deadline
July 23 - Machine Harvest Trial—Randy Honcoop Farm
July 28-29 - Engineering Solutions for Specialty Crops
Conference - Tri-Cities
September 10 - WRRRC Board Meeting, Mt Vernon

Short Notes

- The board has three vacant seats that we would like to fill. If you are a grower in District #2 or #3 we'd like to hear of your interest. These districts cover all Westside counties south of Snohomish including the Olympic Peninsula.
- The US Congress passed the 2008 Farm Bill in May. There is a substantial increase in support for "specialty crops" like berries in the bill which will come to the industry in support for research projects and marketing programs. In addition, the States will receive large blocks of funds to be spent to advance priorities of specialty crop producers. The Raspberry Commission is part of a Specialty Crop Alliance which worked together to advance our interests in the development of this bill.
- Environmental Quality Incentive Program - July 15th is the application cut-off date for USDA's Environmental Quality Incentives Program (EQIP). EQIP is a voluntary, cost share assistance program that assists conservation practices to improve irrigation efficiency, pest management, control erosion, and improve native plant communities. Prospective applicants are encouraged to contact their local NRCS office as soon as possible to ensure eligibility and to begin the application process. Contact the WRRRC for information about the NRCS office in your area.
- Be sure to take advantage of the Raspberry Field Days organized for your benefit this season. The Machine Harvest Trial of promising new raspberry varieties will be held July 23 from 2-4 at Randy Honcoop's farm north of Lynden. Both WSU's Pat Moore and Ag Canada's Chaim Kempler will be on hand to discuss the traits of their respective varieties. Chaim will also have a field day in Abbotsford from 3-5 pm July 10th.
- Farmworker Housing has the attention of the State Legislature. Effective July 1st there will be over \$2 million available to growers through the Farmworker Housing Infrastructure Loan Program. This program provides no-interest loans to growers to finance the infrastructure necessary for the development of on-farm housing that is owned and operated by the grower. You can learn more about this program at <http://www.cted.wa.gov/site/516/default.aspx> or by contacting Pat Arnold at 800-796-0422.
- It has been a year since we lost berry patriarch Curt Maberry. The Lynden community is honoring him by raising funds for one of his passions - youth baseball. Berry farmers that choose to contribute to the **Curt Maberry Field House** can do so by sending contributions to 710 W. Front St., Lynden, WA 98264.