



WASHINGTON RED RASPBERRY COMMISSION NEWS

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Annual Meeting December 4th Rotary Building

Growers have a great opportunity to help direct the future of the raspberry industry by participating in the 2006 Annual Meeting at 6 pm on December 4th in the Rotary Building in Lynden.

The Board will present reports from 2006 activities and discuss the 2007 priorities and budget. A report on the activities of the National Berry Crop Initiative will provide you an opportunity to be part of WRRC's strong commitment to partnerships with other berry groups around the nation.

We welcome your ideas and guidance as we seek the best use of your assessment dollars.

Plan to join us at the Rotary Building on the NW WA Fairgrounds on December 4th. Refreshments will be available.

Matching Our Berries to New Markets

A relatively inexpensive lesson in marketing is to look for other's successes and simply copy them. It is never as simple as this but it is also true that there is much to be learned from examining the strategies of others.

The recent success of pomegranates is a fine example. A relatively unknown fruit has become wildly popular primarily based on strategic health related research and a focused promotion plan to alert the consumer to their health benefits. Many of our berry farmers have experienced similar success in the blueberry market due to a similar strategy.

In the spirit of learning from others the WRRC is engaged in the following efforts which we believe will effectively increase raspberry demand and the profitability of our industry:

Marketing Strategy - The WRRC Board endorsed a new Marketing Plan in September. The plan analyzes current market conditions and outlines steps we can take that will improve raspberry consumption. The following steps flow from this master plan.

Nutraceutical Research - A literature search of all health related studies done that involve raspberries is being completed at Washington State University with support from the WRRC. The results of this search will be used to identify 4-5 leading scientists from around the world who already have, or are actively interested in, new studies analyzing the health benefits provided by raspberries. These scientists will be invited to a Roundtable facilitated by WRRC where key health messages will be identified and focused scientific research projects will be initiated.



Raspberry Marketing *(continued from page 1)*

Product Development - A key, and often overlooked, ingredient in a successful marketing program is identifying the best types of products to deliver the health message from the farm to the consumer. The WA red raspberry industry is 98% processed berries. We need to continue to develop improved food products that make use of the healthy berries we produce. WRRC has invested in research to improve current products and is considering investing in developing new berry products.

Marketing Partnerships - It becomes clear that the costs of nutraceutical research and product development is greater than our budget and the benefits provided by this work go far beyond the WA raspberry industry. We have sought partnerships in these efforts beginning with our neighbors in British Columbia and expanding our discussions to raspberry producers worldwide and all other berry producers through North America. The Raspberry Industry Development Council in BC has helped to fund our joint marketing strategy and also plans to help implement our marketing program. We have been working with the International Raspberry Association to develop a formal organization that can help to fund and promote the health message of raspberries. We are also working to develop the National Berry Crop Initiative so that all berry crops can cooperate to inform the consumer about the benefits of eating berries.

Funding Market Promotion - We are also aware that increasing raspberry consumption in the US can directly benefit our worldwide competitors. It only makes sense to have them pay a portion of the research and promotion program that helps increase all our markets. 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 ½ million dollars to these programs in 2005. 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.

WRRC Board of Directors

Year	Seat		Year	Seat	
04	1	Vacant - District #2	03	7	Vacant - District #2
07	2	Rob Dhaliwal, President Lynden 360-318-8501 rob@samsonestates.com	07	8	Randy Honcoop Lynden 360-354-1155 ranhonfarm@peoplepc.com
08	3	John Vander Veen Lynden 360-988-7477 tjveen@cs.com	06	9	Vacant—District #3
08	4	Darryl Ehlers Lynden 360-988-5184 lingonberry1@aol.com	07	10	John Ozuna Mt. Vernon 360-770-1182
08	5	Erin Thoeny, Vice-President Woodland 360-225-7133 thoenyf@pacifier.com	WSDA	11	Bill Dallas Olympia 360-902-1925 bdallas@agr.wa.gov
09	6	Richard Sakuma Burlington 360-757-1855 richards@sakumabros.com	WRRC Office		
			Henry Bierlink, Executive Director		
			Tom Peerbolt, Research Coordinator		
			Cathy Kellett, Office Manager		
			1796 Front St., Lynden, WA 98264		
			360-354-8767 fax 360-354-0948		
			info@red-raspberry.org		
			www.red-raspberry.org		

Raspberry Research — December 4th - December 6th

Growers will have the opportunity to participate in hearing reports of current research and presentation of newly proposed research projects on December 4th and 5th at the Rotary Building in Lynden. The WSU Small Fruit Workshop will be held on the 5th which will also feature presentations from several of the WRRRC funded researchers. The schedule for the afternoon of the 4th is tentatively set below. If you desire to read the actual proposals (*list on page 5*) contact the WRRRC office and we'll get you the copies you desire.

Monday - December 4

<u>Time</u>	<u>Presentation</u>
12:45 - 1:00	Chaim Kempler - Raspberry Breeding
1:00 - 1:30	Pat Moore - Raspberry Breeding, Machine Harvest trials, Molecular Markers
1:30 - 1:45	Colleen Burrows - Western Raspberry Fruitworm
1:45 - 2:00	Craig MacConnell - <i>Phytophthora fragariae</i> survey
2:00 - 2:30	Tom Walters - Raspberry Irrigation projects, Soil Ecology
2:30 - 3:30	Roundtable discussion of: soil ecology, irrigation, root rot
3:30 - 3:45	<i>Break</i>
3:45 - 4:45	Tom Wahl (proxy) - Raspberry Market & Product Development
4:45 - 5:15	Carter Clary - Microwave drying proposal
6:00	WRRRC Annual meeting

Tuesday - December 5

2006 Western WA Small Fruit Workshop
 7:45 am - 3:20 pm NW WA Fair Grounds, Rotary Building
 6 Pesticide Recertification credits
 Contact WSU/Whatcom County for a registration form
 Register by November 24 for discounted rate

<u>Time</u>	<u>Presentation</u>
4:00 - 4:30	Lynell Tanigoshi - Insect and Mite Management
4:30 - 5:00	Tim Miller - Weed Control

Wednesday - December 6

8:30 - 10:30	WRRRC research committee meeting <i>WRRRC strongly encourages all participants in this meeting to read the research presentations and attend all the raspberry research presentations.</i>
11:00	WRRRC Board meeting
6:30 pm	Open House at WSU NW WA Research and Extension Station - Mt. Vernon

WRRC Financial Report & Draft Budget

The following financial report & budget will be considered at the annual meeting Dec. 4th.

INCOME

Category	2006 Budget	2006 Actual (proj)	2007 draft Budget
2006 Assessments	\$330,300	\$285,047	\$285,047
Interest	\$1,000	\$9,400	\$9,000
Other income	\$100	\$390	\$100
Byrd Ammendment	\$0	\$381,553	\$415,847
Reserve	\$75,000	\$75,000	\$75,000
Total	\$406,400	\$751,390	\$784,994

EXPENSES

Category	2006 Budget	2006 Actual (proj)	2007 draft Budget
Promotion	\$75,000	\$45,000	\$60,000
Research	\$140,000	\$140,000	\$271,093
Production			\$109,181
Product Development			\$161,912
Administration	\$44,000	\$44,000	\$60,000
Operations	\$60,000	\$58,000	\$60,000
Fair Trade	\$0	\$106,409	\$300,000
Communications	\$5,000	\$3,100	\$3,500
Chemical	\$2,500	\$250	\$2,500
Reserve	\$75,000	\$75,000	\$75,000
TOTAL	\$401,500	\$471,759	\$832,093

Total Retained Earnings

\$567,874

\$520,775

2006 Red Raspberry Production Report

	Grower #	2006 Pounds	2005 Pounds	Change
Whatcom County	99	48,522,309	58,663,517	- 17.3%
Central Puget Sound	9	646,001	489,425	+ 32.0%
Southwest WA	13	3,450,486	4,234,199	- 18.5%
Skagit, Snohomish Counties	11	2,899,895	4,670,037	- 37.9%
WA State Total	132	55,518,691	68,077,179	- 18.4%
Oregon Total		5,084,605	5,639,715	- 9.8%
British Columbia Total		18,500,000	23,000,000	- 19.6%
Northwest Total		79,103,297	97,216,894	- 18.2%

2007 Research Project Proposals	Researcher	Proposed \$
Integrating Insect and Mite Management	Lynell Tanigoshi	\$12,762
Red Raspberry Breeding, Genetics, Clone Evaluation, Machine Harvest Trials	Pat Moore	\$30,500
Postemergence Canada Thistle & Bindweed Control in Red Raspberries	Tim Miller, Carl Libbey	\$3,770
Red Raspberry Cultivar Development	Chaim Kempler, Brian Harding	\$6,900
Effects of drip tape placement on spread of raspberry root rot caused by <i>Phytophthora fragariae var. rubi</i>	Thomas Walters, Gary Grove	\$5,913
Irrigation deficits at critical raspberry developmental stages and cover crops to reduce nitrate leaching potential	Thomas Walters	\$9,437
New Strategies to Replace Nematicur in Red Raspberries for Plant Parasitic Nematode Control	Ekaterini Riga, Jack Pinkerton	\$5,149
Soil Ecology	Tom Forge, Tom Walters	\$7,250
Molecular Markers	Courtney Weber	\$10,000
Literature Review	Power	\$6,000
Development of Value-Added Dried Raspberry Products	Carter Clary	\$20,415
Bioavailability & Action of Antioxidants	Park (2 year, \$76,830 total)	\$39,554
Consumer Response to Health Info	McClusky	\$35,113
Raspberry Health Benefits	Wieck	\$27,898
WSU Food Product Development Team	Clark	\$1,500
Impact of Raspberry Juice Processing on Phytochemicals and Extraction from Raspberry Juice and Pomace	Joe Powers, Juming Tang - (2 year, \$63,864)	\$31,432
Research Related	WRRC expenses	\$4,500
Research Coordinator	Tom Peerbolt	\$13,000
		\$271,093

Washington Red Raspberry Commission Research Priorities (2007)

#1 priorities

- Develop cultivars that are summer bearing, high yielding, winter hardy, machine-harvestable, disease resistant, virus resistant and have superior processed fruit quality.
- Understanding soil ecology and soil borne pathogens and their effects on plant health and crop yields.
- Viruses/crumbley fruit
- ***Product and Production Certification Systems - food safety & security, standards, traceability***
- Registration of new chemistries to address harvest contaminant and other problems stemming from the loss of longstanding insecticides and nematocides.

#2 priorities

- Weed control
- Labor saving cultural practices including mechanical pruning and tying techniques
- Fruit rot including pre harvest, post harvest, and/or shelf life.
- Nutrient/Irrigation management
- Nutraceutical/Nutritional benefits for product development

#3 priorities

- Yellow Rust
- Soil fumigation techniques
- Mite control

***Bold\Italics
reflect priorities that
were added to the list
for 2007***

**Washington Red Raspberry
Commission**

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

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Calendar

November 30 - NWCSFR meeting, Kennewick
December 4-6 - WRRRC Board & Annual Meeting
January 5 - NBCI Meeting, Savannah, GA
January 31 - WRRRC Board Meeting, Lynden
February 15-17 - BC Hort. Show, Abbotsford

Short Notes

- Glenn Sakuma and Jon Cotton will each complete six years of service on the Board at the Annual Meeting in December. Be sure to thank them for the positive contributions they made to the industry. Glenn served as the WRRRC Treasurer for five years providing us with steady and wise guidance. Jon represented the concerns of SW Washington growers well and maintained a strong interest in our research program. We will miss their presence on the board but we expect to enjoy their continued involvement in WRRRC projects.
- Richard Sakuma has been elected to fill Glenn's board position in District #4. Richard is a partner in Sakuma Brothers Farm, Sakuma Brothers Processing, and NorCal Nursery. Richard chaired our research program in the late 90's and comes to the board with a proven track record of accomplishment. Thank him for his willingness to serve on your behalf.
- 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.
- 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 WRRRC 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 WRRRC.
- The WRRRC is aware of a group of growers based in the Lynden area who are considering forming a juice berry cooperative. This is an effort that the WRRRC has long encouraged as a means of bringing some price stability to the market. We are not in a position to provide financial or technical assistance due to legal constraints on State commissions but we encourage growers to look into what participation in such a cooperative could provide for them. Contact Amarjit Brar @ 360-815-5888 or Rolf Haugen @ 360-305-1271 for more information on the emerging co-op. You can also reach them at nwberrycoop@hotmail.com.