

# WASHINGTON RED RASPBERRY COMMISSION NEWS

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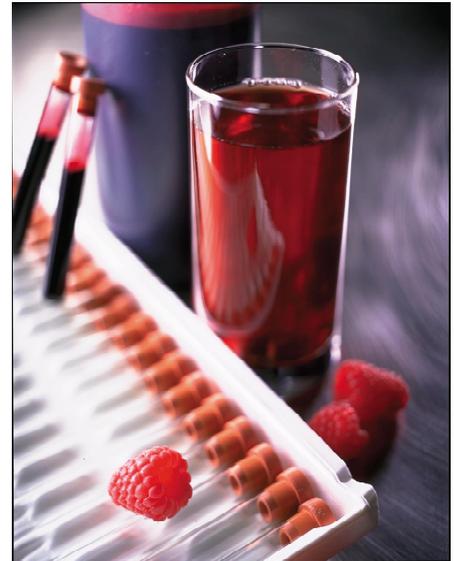
## Annual Meeting December 4th Mt. Baker Rotary Building

Growers have a great opportunity to help direct the future of the raspberry industry by participating in the 2007 Annual Meeting at 6 pm on December 4th in the Rotary Building in Lynden.

The Board will present reports from 2007 activities and discuss the 2008 priorities and budget. We welcome your ideas and guidance as we seek the best use of your assessment dollars.

Specific topics of interest include discussion of the newly proposed United States Red Raspberry Council which is patterned after the successful US Highbush Blueberry Council, new initiatives in health based raspberry research and marketing activities, and a focus on Innovation to create greater profitability for raspberry growers.

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



## Promotion Lessons From the International Symposium on Human Health Effects of Fruits and Vegetables in Houston

1. The process of developing a "health message" is very **long term** – several years, and longer if seeking a health claim, and requires a long term strategic and financial commitment.
2. The **quality** of the science is key – researchers and institutions must be accredited and the protocols acceptable by science peers.
3. **Publication** of the studies in peer reviewed journals is essential.
4. **Review** of current and past research is also essential, to help establish protocols and to benefit from earlier work.
5. Research and results about the **health benefits of phytochemicals** is still in early stages.
6. The many institutions and universities in heavy agricultural states are vying for research dollars and **competing** to create centers and reputations for excellence to attract students and funding.
7. Sessions on marketing nutrition information focused on **understanding the consumer, analyzing trends and creating credible scientific information** to communicate to consumers, directly as well as through healthcare professionals and the media.
8. **Post harvest and processing research** is becoming ever more important to determine if the nutritional benefits, especially phytochemicals, remain through processing.
9. Creating **new varieties and horticultural practices** to create and improve nutrition benefits is as important, and as competitive, as nutrition research.
10. An upcoming trend that could have significance for raspberries is the use of foods as **cosmeceuticals**, especially for skin care.

# 2007 Red Raspberry Production Report

	Grower #	2006 Pounds	2007 Pounds	Increase
Whatcom County	88	49,231,715	47,493,511	-3.5%
Central Puget Sound	8	646,001	1,126,918	74.4%
Southwest WA	14	3,462,866	3,105,209	-10.3%
Skagit, Snohomish Counties	11	2,903,755	1,419,128	-51.1%
<b>WA State Total</b>	<b>121</b>	<b>56,244,337</b>	<b>53,144,765</b>	<b>-5.5%</b>
	Oregon	5,084,605	4,024,351	-20.9%
	British Columbia (est.)	18,500,000	15,500,000	-16.2%
<b>Northwest Total</b>		<b>79,828,942</b>	<b>72,669,116</b>	<b>-9.0%</b>



## Raspberries Work Well With Others

Raspberries have much to learn and benefit from cooperation with other berries. Strawberries, blueberries, and cranberries have greatly benefitted from clear and well funded promotion efforts based on wise health research investments. We are learning from them and are working together with them in the National Berry Crop Initiative (NBCI).

NBCI is governed by a national board with representatives of all berries. WRRC has been very active on this board and hopes to leverage our efforts in research, promotion, and public policy with others to maximize our effectiveness.

The NBCI Annual Meeting will be held in Savannah, Georgia on January 11th. It is held at the SE Regional Fruit and Vegetable Conference. More information is available at: [www.gfvga.org](http://www.gfvga.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. The text of the proposals (*list on page 5*) are available from the WRRRC office.

### **Tuesday - December 4**

- 1:00 - 1:20 Chaim Kempler – Raspberry Breeding  
 1:20 - 1:50 Pat Moore – Raspberry Breeding, Machine Harvest trials, Molecular Markers  
 1:50 - 2:10 Carter Clary – Microwave drying  
 2:10 - 2:30 Carter Clary - Nutritional Properties of Fresh and Dried Raspberries  
 2:30 - 3:30 Roundtable discussion of:  
                   *New Technology in Labor Savings and Production Efficiencies*
- 3:30 – 3:45     *Break*
- 3:45 - 5:15     Promotion Committee Meeting
- 6:00             WRRRC Annual meeting

### **Wednesday - December 5 - 2007 Western WA Small Fruit Workshop** **7:30 am - 3:30 pm**

### **Thursday - December 6**

- 7:30 - 9:30     WRRRC research committee meeting  
                   *WRRRC strongly encourages all participants in this meeting to read the research presentations and attend all the raspberry research presentations.*
- 10:00           WRRRC Board meeting

### **WRRRC Board of Directors and Contractors**

<u>Year</u>	<u>Seat</u>		<u>Year</u>	<u>Seat</u>	
07	1	Vacant - District #2	09	9	Vacant—District #3
07	2	Rob Dhaliwal, President Lynden 360-318-8501 rob@samsonestates.com	07	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	<b>WRRRC Office</b>		
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>		
07	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		

## WRRC Financial Report & Draft Budget

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

### INCOME

<u>Category</u>	<u>2007 Budget</u>	<u>2007 Estimated</u>	<u>2008 Draft</u>
Assessments	\$285,047	\$288,186	\$265,000
Interest	\$9,000	\$29,863	\$20,000
Grant Income	\$0	\$10,000	\$88,000
Other income	\$100	\$1,185	\$1,000
Byrd Amendment	\$415,847	\$449,377	\$0
Reserve	\$75,000	\$75,000	\$10,000
<b>Total</b>	<b><u>\$784,994</u></b>	<b><u>\$853,611</u></b>	<b><u>\$384,000</u></b>

### EXPENSES

<u>Category</u>	<u>2007 Budget</u>	<u>2007 Estimated</u>	<u>2008 Draft</u>
Promotion	\$160,000	\$197,239	\$350,000
Research	\$100,000	\$57,415	\$150,000
Publicity	\$60,000	\$139,824	\$200,000
Research	\$109,369	\$97,527	\$137,000
Administration	\$60,000	\$60,000	\$60,000
Operations	\$60,000	\$34,200	\$40,000
Fair Trade	\$325,000	\$280,920	\$125,000
Bond for R & P Election			\$125,000
Communications	\$5,000	\$4,175	\$8,000
Chemical	\$2,500	\$2,750	\$5,000
Reserve	\$75,000	\$10,000	\$75,000
<b>TOTAL</b>	<b><u>\$796,869</u></b>	<b><u>\$686,811</u></b>	<b><u>\$800,000</u></b>
Total Retained Earnings	-\$11,875	\$166,800	-\$416,000
Bank Balance at end of year	\$954,044	\$800,000	\$119,000
2007 Assessments		<u>(\$265,000)</u>	
		<b><u>\$535,000</u></b>	

## 2008 WRRC Research Budget

Project Title	Researcher (s)	Proposed Budget
Integrating Insect and Mite Management	Lynell Tanigoshi	\$9,821
Red Raspberry Breeding, Genetics, Clone Evaluation, Machine Harvest Trials	Pat Moore	\$45,000
Machine Harvest Testing	Pat Moore	\$12,846
Postemergence Canada Thistle & Bindweed Control in Red Raspberries	Tim Miller, Carl Libbey	\$3,986
Red Raspberry Cultivar Development	Chaim Kempler, Brian Harding	\$6,000
Effects of drip tape placement on spread of raspberry root rot caused by <i>Phytophthora fragariae var. rubi</i>	Thomas Walters, Gary Grove	\$6,375
Irrigation deficits at critical raspberry developmental stages and cover crops to reduce nitrate leaching potential	Thomas Walters	\$7,483
Cooperative Raspberry Cultivar Development	Chad Finn	\$5,000
Soil Ecology	Tom Forge, Tom Walters	\$7,250
Molecular Markers	Courtney Weber	\$5,000
Yellow Rust	?	\$1,839
Research Related	WRRC expenses	\$7,500
Research Coordinator	Tom Peerbolt	\$18,900
<b>Total Production Research</b>		<b>\$137,000</b>

### Washington Red Raspberry Commission Research Priorities (2008)

#### #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/crumby fruit.
- Fruit rot including pre harvest, post harvest, and/or shelf life.
- Registration of new chemistries to address harvest contaminants and other problems stemming from the loss of long-standing insecticides and nematocides.

#### #2 priorities

- Product and Production Certification Systems - food safety & security, standards, traceability.
- Weed control.
- Nutrient/Irrigation management.
- Labor saving cultural practices including mechanical pruning and tying techniques.
- Soil fumigation techniques and alternatives.

#### #3 priorities

- Mite control.
- Yellow Rust.
- Nutraceutical/Nutritional benefits for product development.
- Season extension: improve viability of fresh marketing.

## **Washington Red Raspberry Commission**

Promotion, Fair Trade, and Research  
assistance for Growers

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Email: [info@red-raspberry.org](mailto:info@red-raspberry.org)  
[www.red-raspberry.org](http://www.red-raspberry.org)

### **Calendar**

November 29 - NWCSFR meeting, Boise  
December 4-6 - WRRRC Board & Annual Meeting  
January 11 - NBCI Meeting, Savannah, GA  
January 16 - WRRRC Board Meeting, Lynden  
January 30-31 - NABGA Meeting, Hershey, PA  
February 13-15 - BC Hort. Show, Abbotsford  
February 21-22 - Berry Innovation Workshop, Lynden

### **Short Notes**

- Rob Dhaliwal completes six years of service on the Board at the Annual Meeting in December. Be sure to thank him for the positive contribution he has made to the industry. Rob served as the WRRRC President for 4+ years providing us with steady and wise guidance. We will miss his presence on the board but we expect to enjoy his continued involvement in WRRRC projects.
- Adam Enfield has been elected to fill Rob's board position in District #1. Adam is a partner in Enfield Farms, a leading raspberry and blueberry farm in Lynden. Adam is also heavily involved in Northwest Plant Inc., one of the plant propagators in the region. Randy Honcoop was also reelected to a new three-year term on the Board. Thank you to both Adam and Randy and for Ralph Minaker for being willing to serve.
- Information on any of the meetings/events listed on the calendar above is available at the WRRRC office. We encourage you attend to hear the latest information on raspberry production and farm policies.
- The North American Bramble Growers Association (NABGA) provides an opportunity for raspberry and blackberry growers to learn from each other in production and marketing issues. The WRRRC is a member and through our membership you can join at a reduced rate of \$30/yr. for a new membership. Membership entitles you to a subscription to their newsletter "*The Bramble*", and discussion forums re: bramble growing. It also helps support research projects important to bramble growers. Contact us if you are interested in joining.
- 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.
- A workshop on Innovation is planned for February 21-22, 2008 at the NW WA Fairgrounds in Lynden. This workshop will feature many of the latest practices and technology in the berry industry. More details on this workshop will be available in early 2008. But mark your calendars - you won't want to miss it!
- The US Congress is debating the 2007 Farm Bill with hopes that it may be completed before the year's end. 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 likely receive large blocks of funds to be spent to advance priorities of specialty crop producers.