



WASHINGTON RED RASPBERRY COMMISSION NEWS

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What's Ahead for the Raspberry Industry?

Raspberry growers will likely look back at 2010 as an average to mediocre year that set the stage for a solid future. Predictions that crop yields were down from 15-20% were accurate for most farms. What was apparent from the recently released production data was that we have an estimated 700 more acres in raspberry production in 2010.

The reduced production combined with steady demand and lower import volumes should make growers optimistic about solid prices in 2011. Even though cold storage reports are quite similar to 2009 we hear reports from Chile that indicate that raspberry production there has decreased and they are much more interested in exporting to Europe than coming to the US because of the weak dollar.

Growers' optimism will likely be tempered by the reality of increased production costs. This season the long season required additional pickings driving up costs. The cost of spotted wing drosophila control also

increased production costs. There is also concern over what tools will remain available to control this pest.

Another area of interest to growers is the shift in the varieties of raspberries being planted. A table provided by WSU Plant Breeder Pat Moore (*page 5*) indicates that while Meeker remains the variety of choice several others varieties are garnering interest.

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Red Raspberries in the News - Tom Krugman, Marketing Director

It seems every time I open a food or health magazine I see an article touting consumption of the latest new exotic "superfood" as a possible cure for one malady or another. More often than not, these miracle cures do not stand up to objective scientific review. For years, we promoted Washington raspberries as tasting good and good for you. And for many years, the majority of the public has taken our message on face value. But in today's society, it has become vitally important to back up "claims" with facts.

Beginning three years ago, the Commission launched an aggressive health research program, seeking scientific justification for the "good for you" claims. We identified researchers conducting studies with other berry crops and offered support to include raspberries in their research on such subjects as cardiovascular health, diabetes, cognitive function, arthritis, and cancer (*see chart on page 2*). From these beginnings, we found other researchers who believed that raspberries potentially had unique characteristics that while not the proverbial silver bullet did provide a potential benefit beyond what other berries could offer.

What our laboratory and animal research has begun to show is that raspberries, when regularly consumed in realistic quantities, can be an effective part of weight management diets, can minimize inflammation (the source of many health problems), can suppress cancer cell formation, and can help scour cells of metabolic by-products that lead to declining brain function. Research will continue, with articles authored by raspberry researchers beginning to be published in scientific journals for peer review.

Armed with this information, our challenge is to craft our message to capitalize on research findings without making a health "claim". In 2010, the Commission identified two professional organizations focused on a whole food approach to human health and wellness. Their members understand the value of increased consumption of whole foods in the daily diet and readily picked up not only the raspberry

(continued on page 2)

2010 Red Raspberry Production

	Grower #	2008 Pounds	2009 Pounds	2010 Pounds	Increase	% State Production
Whatcom County	85	48,151,637	58,875,993	53,725,927	-8.7%	91.0%
Central Puget Sound	7	565,653	558,716	353,760	-36.7%	0.6%
Southwest WA	15	2,397,653	3,032,208	2,915,464	-3.9%	4.9%
Skagit, Snohomish Counties	18	2,209,952	1,818,917	2,013,282	10.7%	3.4%
WA State Total	125	53,324,895	64,285,834	59,008,432	-8.2%	
Oregon		3,408,667	4,225,631	3,063,822	-27.5%	
British Columbia		19,833,200	21,550,420	20,600,000	-4.4%	
Northwest Total		76,566,762	90,061,885	82,672,254	-8.2%	

Red Raspberries in the News *(continued from page 1)*

health message but understood some of the practical benefits of frozen raspberries – versatility, convenience, and affordability.

Over the last several months, a number of articles about true superfoods have been published. Almost without exception, raspberries are listed on “must eat, top 5” fruit lists. In 2011, we will work to continue this momentum and expand the reach of the raspberry message: “**Raspberries: the Nutrition you want, the Taste you love.**” Below are a few links to some of the recent articles written about raspberries.

<http://www.drweil.com/drw/u/TIP03728/5-Reasons-to-Eat-Raspberries.html>

http://arabnews.com/lifestyle/food_health/article62900.ece

<http://www.torontosun.com/life/healthandfitness/2010/06/11/14352041.html>

<http://www.helium.com/items/1911439-health-benefits-of-raspberries>

http://www.healthnewsdigest.com/news/Food_and_Nutrition_690/What_Are_the_Top_5_Fruits.shtml

Recent Health Studies Funded by WRRRC

<u>Project</u>	<u>Lead Scientist</u>	<u>Institution</u>	<u>Completed</u>
<i>Suppression of Carcinogenesis by Consumption of Raspberries and Blackberries Through Activation of the Immune Response</i>	<i>Lyndon L. Larcom</i>	<i>Clemson University University of Montpellier, France</i>	<i>2007</i>
<i>Prevention of Diet-Induced Atherosclerosis, Obesity and Oxidative Stress in Hamsters</i>	<i>Jean-Max Rouanet Alan Crozier</i>	<i>University of Glasgow, UK</i>	<i>2009</i>
<i>Red Raspberries and Human Health</i>	<i>A. Venket Rao</i>	<i>University of Toronto</i>	<i>2010</i>
<i>The Effects of raspberries on Cognition and Neuronal Communication in Aging: Mechanistic Considerations</i>	<i>James A. Joseph</i>	<i>Tufts University - USDA Human Nutrition Research Center on Aging</i>	<i>2011</i>
<i>Bioavailability, metabolism, and impact of anthocyanins and ellagitannins on colonic health after consumption of raspberries</i>	<i>Alan Crozier</i>	<i>University of Glasgow, UK</i>	<i>2011</i>
<i>Anti-Inflammatory Effects of Red Raspberry in Rat</i>	<i>Dr. Navindra Seeram</i>	<i>University of Rhode Island</i>	<i>2011</i>

Raspberry Meetings — December 6th - December 8th

Growers will have the opportunity to participate in hearing reports of current research and presentation of newly proposed research projects on December 6th and 7th in Lynden. Research reports and proposals will begin at 6pm Monday at the NW WA Fair Expo Building will continue at the WSU Small Fruit Workshop on the 7th which will feature presentations from several of the WRRRC funded researchers. The text of the research proposals being considered by the WRRRC are available from our office.

Monday - December 6 - Research Presentations

- 6:00 – 6:20 Chaim Kempfer - Raspberry Breeding
- 6:20 -- 6:50 Pat Moore - Raspberry Breeding, Machine Harvest trials, Molecular Markers
- 6:50 – 7:20 Chad Finn - Raspberry Breeding
- 7:20 – 7:40 Tom Walters - Efficacy of Phosphite in Root Rot Control
- 7:40 – 8:00 Axel Elling - Interaction between nematodes and host plants

Tuesday - December 7 - 2010 Western WA Small Fruit Workshop

7:30 am - 3:30 pm

<http://whatcom.wsu.edu/ag/sfw/>

Promotions Committee Meeting – 5 - 6:30 pm, WRRRC Office

Research Committee Meeting – 6:30 - 8 pm, WRRRC Office

Wednesday - December 8 - 9-12 am, WRRRC Office

We are incorporating the Annual Meeting into the regular December Board meeting this year. We encourage you to attend and participate in current decisions on research funding, promotion activities, the formation of the USRRC, and finalizing the 2011 Workplan and Budget.

WRRRC Board of Directors - with term expiration date, December 1 . . .

Year	Seat		Year	Seat	
10	1	Vacant - District #2	12	9	Erin Thoeny
13	2	Adam Enfield, President Lynden 360-354-3019 adam@enfieldfarms.com			Woodland 360-225-7133 thoenyf@cni.net
11	3	Kristie Clark, Treasurer Lynden (360) 354-1294 clarksberryfarm@hotmail.com	10	10	Vacant - District #4
11	4	Ralph Minaker Everson 360-966-5645 minakerfarm@aol.com	WSDA	11	Bill Dallas Olympia 360-902-1925 bdallas@agr.wa.gov
12	5	Kevin Philbrook Vancouver (360) 931-3543 k.philbrook@yahoo.com	WRRRC Office		
12	6	Richard Sakuma Burlington 360-757-1855 richards@sakumabros.com	Henry Bierlink, Executive Director <i>henry@red-raspberry.org</i>		
09	7	Vacant - District #2	Tom Peerbolt, Research Coordinator <i>tom@red-raspberry.org</i>		
10	8	Randy Honcoop Lynden 360-354-1155 ranhonfarm@peoplepc.com	Tom Krugman, Marketing Director <i>tomk@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. 8th.

INCOME

Category	2010 Budget	2010 Projected	2011 Draft Budget
Assessments	\$320,000	\$294,450	\$300,000
Interest	\$10,000	\$4,398	\$4,000
Grant Income	\$0	\$0	
Other income	\$0	\$0	
Reserve	\$300,000	\$300,000	\$300,000
Total	\$630,000	\$598,848	\$604,000

EXPENSES

Category	2010 Budget	2010 Projected	2011 Draft Budget
Promotion	\$300,400	\$282,485	\$197,266
Research	\$164,000	\$148,398	\$76,266
Publicity	\$136,400	\$134,087	\$121,000
Research	\$165,000	\$165,000	\$165,000
Administration	\$50,000	\$50,000	\$50,000
Operations	\$30,000	\$29,392	\$30,000
National Program	\$130,000	\$86,019	\$105,000
<i>Bond for R & P Election</i>	\$125,000	\$85,000	\$100,000
<i>Misc. Expenses</i>	\$5,000	\$1,019	\$5,000
Communications	\$12,000	\$10,518	\$10,000
Crop Protection	\$5,000	\$2,634	\$5,000
Reserve	\$300,000	\$300,000	\$300,000
TOTAL	\$992,400	\$926,048	\$862,266

Total Retained Earnings	(\$362,400)	(\$327,200)	(\$258,266)
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2011 Production Research Priorities

#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.
- Soil fumigation techniques and alternatives to control soil pathogens, nematodes, and weeds.
- Fruit rot including pre harvest, post harvest, and/or shelf life.
- Evaluation of the life cycle and management options of the Spotted Wing Drosophila

#2 priorities

- Harvest contaminants and other problems stemming from the loss of longstanding insecticides.
- Weed management.
- Nutrient/Irrigation management.
- Viruses/crumbley fruit.
- Mite management.

#3 priorities

- Product and Production Certification Systems - food safety & security, standards, traceability.
- Foliar & Cane Diseases – i.e. spur blight, yellow rust, cane blight, etc.
- Season extension: improve viability of fresh marketing.
- Labor saving cultural practices including mechanical pruning and tying techniques.
- Vertebrate pest management

Randy Honcoop Reflects on the Industry, WRRRC Board

Why were you willing to serve as a WRRRC board member?

I have always been very grateful for the opportunity to grow and sell a “high value” crop like raspberries. I also understand that those growers who “built the industry” are largely responsible for the opportunities that a lot of us now enjoy. I want to be one of those responsible “industry builders”. (If not me – who?) Over the years I’ve seen where the WRRRC can provide a lot of help in building a better industry so I wanted to do my part by serving on the board.

What are the most significant changes in the industry during the past six years?

- The huge shift toward becoming “grower-processors” as local processors/buyers disappeared.
- The formation of a large grower co-op in the Lynden area as a way for them to process, pack, and sell their production.
- The teamwork that is growing among our growers – both internally and with other regions nationally and internationally.

Why should the WRRRC support a public plant breeding program?

We need better raspberry varieties to plant. New varieties come from either a public program, or a private/proprietary program. Releases from a public program are available/accessible to all our growers while varieties developed by a private program/company may not be accessible to all growers. I like the idea of having as many options open to the grower as possible.

What are the major accomplishments of the WRRRC during your time on the board?

- The development of a “we are all in this together” mentality at both the board level and out in the industry, that has allowed us to deal with issues in an honest and respectful way.
- Provided significant leadership in the formation of the National Berry Crops Initiative – a nationwide berry group that allows all berry industries to “speak with one voice” to the other Washington.
- Developed a strategic plan for the promotion of our product, and have “got the ball rolling” to accomplish it.

What are the major challenges ahead?

For the Commission: finding growers who are qualified (U.S. citizens) who would be willing to commit to serving with that teamwork approach on the board. For the industry: developing a more sustainable growing system that would allow our growers to remain profitable in the long term.

Other Reflections?

Although “responsibility” has been a big driver for me in serving on the board, I have benefitted personally and professionally.

On the personal side: I have been forced to “come out of the rows” on my farm (where I am the most comfortable), and look at more of the bigger picture, not just the raspberry industry but also where we fit into the larger agricultural community. I have also had the blessing of getting to know, and working with, a lot of great people in our industry and the greater community. These people are local, as well as national, even international. They are growers, processors, contractors, researchers, legislators, agency leaders, and community leaders. I have come to recognize some of the significant parts this “team” plays in my ability to farm profitably and responsibly. They are friends and I thank them.

On the professional side: Being involved with the field/production research side of things on the Commission, I have first-hand knowledge of some of the newest ideas and products being looked at by the research community both locally and regionally. That allows me the opportunity consider or implement those things on my farm, and to give direct feedback to the researchers about what they are doing, helping them to be “on target” for us. I want to be on the “cutting edge” in my farming, as much as possible, and that can only happen when I have access to good information that comes from good research. We have a great team of researchers in our region, both state/provincial, and federal. I have thoroughly enjoyed working with them over the years.

Over the past 15 years, I’ve come to see that the Raspberry Commission plays a very important role (many times behind the scenes) in protecting the interests of, and working to support the raspberry growers in our state.

Raspberry Plant Sales

	2006	2007	2008	2009	2010	Total	
Meeker	2,138,674	1,342,535	1,291,515	1,663,386	2,052,580	8,488,690	61.5%
Cascade Bounty	129,600	83,200	59,830	362,629	192,750	828,009	6.0%
Saanich	9,500	193,425	170,900	274,525	144,700	793,050	5.7%
Chemainus	78,850	39,900	87,205	288,304	291,950	786,209	5.7%
Caroline	433,180	34,040	225,840	43,680	41,815	778,555	5.6%
Tulameen	90,975	183,083	159,765	69,342	95,345	598,510	4.3%
Wakefield	0	0	0	123,222	335,400	458,622	3.3%
Willamette	40,625	58,100	89,625	0	169,120	357,470	2.6%
Others	225,900	124,178	121,699	156,596	95,290	723,663	5.2%
Raspberry Plants sold	3,147,304	2,058,461	2,206,379	2,981,684	3,418,950	13,812,778	

**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

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

Calendar

- November 4-6 - 2nd National Berry Congress,
Zamora, Michoacan, Mexico
- November 29 – December 1 - International Raspberry
Organization Conference - *Talca, Chile*
- December 2 - Small Fruit Center Conference - *Boise, ID*
- December 6-8 - WSU Small Fruit Workshop,
WRRC Bd. Mtg. *Lynden*
- January 6-7 -- North American Raspberry/Blackberry
Conference - *Savannah, GA*
- January 26 - WRRC Board Meeting, *Lynden*
- January 27-29 - Pacific Ag Show and Grower Shortcourse
Abbotsford

Short Notes

- The WRRC Board lost one of our board members this fall in a manner we hope never to experience again. John Ozuna, a Skagit County berry grower and veteran of six years on the WRRC board, lost his long battle with kidney disease on September 18th. John was a steady and encouraging voice on the board and he will be greatly missed.
- Adam Enfield was reappointed to a second three year term on the WRRC Board representing Whatcom County. The Whatcom County seat currently held by Randy Honcoop will be open in December as no one was nominated for this position. The WRRC Board can appoint a grower to fill this position. We ask that you provide us with your suggestions prior to our December meetings. Randy has served six years on the Board and is ineligible to be reappointed. Our sincere thanks to him for the positive contribution he made to the industry through his service on the board.
- Growers are encouraged to take advantages of opportunities to learn more about issues surrounding the raspberry industry by attending the meetings on the calendar above. More details for any of these meetings are available by contacting the Commission's office. Another fine resource for keeping in touch with industry information is the Calendar page of the NW IPM site located at (www.nwipm.info/calendar.asp)
- Darryl Ehlers is heading the Food Safety committees for both the WA Red Raspberry and Blueberry Commissions. He understands that it will soon become mandatory for all growers to be certified as following food safety practices. He offers to assist anyone who is interested to see what he went through for his farm. He reports that it is not as difficult as you might think.
- The WRRC is a member of the WA Friends of Farm and Forests, a group dedicated to educating the public and decision makers about the science and technology necessary to produce safe, abundant, economical food, fiber and landscaping and to maintain a healthy, productive and safe environment for our agricultural and urban communities. This group is actively engaged in the effort to ensure growers have the crop protection tools they need to farm economically. There are great concerns over the proposed limits to pesticide use due to court imposed buffers driven by salmon protection. We encourage growers to join this group.