

# WASHINGTON RED RASPBERRY COMMISSION NEWS

NOVEMBER, 2013

Volume 113 Issue 3

## Lynden Ag Show - Small Fruit Conference - WRRC Annual Meeting



**December 5 - 6**

**NW WA Fairgrounds**

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<http://whatcom.wsu.edu/sfc>



## Referendum on Changes to the WRRC

WA raspberry growers will soon be receiving ballots to vote on a series of proposed changes to the structure and operations of the WA Red Raspberry Commission. There are three reasons your board has been developing these changes; 1) to clean up outdated language, 2) to follow the lead of other state commissions by making our functions more in line with evolving laws, and 3) to adapt the WRRC to the new reality of working alongside the National Processed Raspberry Council.

The WRRC Board unanimously supports the recommended changes and hopes the growers concur by returning your ballots with a "yes" vote. Doing so will help position the WRRC to be a more effective and efficient advocate for the raspberry industry. A positive response would cause these changes to take effect next February.

We encourage you to read through the packet that WSDA recently mailed to you to fully grasp the proposed changes. We also encourage you to ask questions of your WRRC board members to better understand why these changes were proposed.

One of the more significant changes will be to the structure of the WRRC board. Currently there are 11 members including one representative of the WSDA. There are 3 seats that have been vacant for years as the industry has shifted north since the last revision to our governing documents. The proposal calls for a nine member board with 6 growers, 1 WSDA representative, and 2 annually appointed, non-voting advisors who will help bring needed expertise to the myriad of issues confronting raspberry growers.

A change in district representation will also occur. Whatcom County growers, with over 90% of the production, will occupy at least 3 of the seats. There are assurances that SW WA will have one seat. The remaining 2 grower seats will be filled by western WA growers regardless of districts. These will be nominated by the Board and approved by the WSDA Director. A chart indicating how the new board would be structured is on page 2. We will continue to keep seat #10 in place until the incumbent's term expires after which this seat will disappear.

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WRRC Marketing Contractors Leigh Shelby and Tom Krugman

The WRRC once again exhibited at the annual Academy of Nutrition and Dietetics (AND) Food and Nutrition Conference and Expo (FNCE). The AND has a membership of 74,000. This year marks the fifth consecutive year the Commission has participated in FNCE. Tom Krugman and Leigh Selby represented the WRRC. Conference attendance is estimated between 11,000 and 15,000 attendees (audited numbers will be available in two weeks) and comprised of leaders in health, wellness and nutrition, including researchers, professors, food writers, food industry spokespeople, clinical dietitians, public policy representatives, health professionals, and meal and menu planners (leaders who will be deciding what will be served in large scale institutions such as schools, hospitals, nursing homes). Also in attendance were health professionals who advise

## Proposed 2014 WRRC Board

Position 1, District 1	<b>Appointed</b>
Glenn Sakuma	
Expires: 11/30/15	
Position 2, District 1	<b>Elected</b>
Randy Honcoop	
Expires: 11/30/16	
Position 3, District 1	<b>Elected</b>
Kristie Clark	
Expires: 11/30/14	
Position 4, District 2	<b>Elected</b>
George Hoffman	
Expires: 11/30/14	
Position 5, At-large Western WA	<b>Appointed</b>
Erin Thoeny	
Expires: 11/30/15	
Position 6, At-large Western WA	<b>Appointed</b>
Jon Maberry	
Expires: 11/30/16	
Position 7, Advisory	<b>Appointed, non-voting</b>
Expires: 11/30/14	
Position 8, Advisory	<b>Appointed, non-voting</b>
Expires: 11/30/14	
Position 9, WSDA Rep	<b>Appointed</b>
Ted Maxwell	
No expiration	
Position 10, At-Large WW	<b>Elected</b>
Ralph Minaker	
Expires: 11/30/14	
Position expires in 2015	

the military and professional athletes, including those who serve as important role models for many. Buyers from large food manufacturers and suppliers attended, including Unilever, ConAgra, Campbell's, Kraft, Aramark and Sodexo. Students completing both undergraduate and graduate degrees in nutrition were well-represented and offer the industry a unique opportunity to influence emerging leaders and advocates.

Because WRRC's health and wellness function is transitioning to the National Processed Raspberry Council, "under construction" tape, safety cones, a sign and hard hats were used to attract attention to the booth and introduce Expo attendees to the national program.

At our exhibit booth, we offered printed collateral and sampled red raspberry slaw. The slaw and accompanying recipe were once again very well-received and provided an excellent means to showcase the versatility and taste of red raspberries. Showcasing a savory recipe was very effective. A steady flow of traffic of informed professionals engaged in spirited conversations with WRRC representatives. Several remarked that they appreciated our representing a whole food as well as serving samples made exclusively with healthy, plant-based foods. Reflecting the growing interest in whole plant-based foods, there were more whole foods exhibiting than in previous years, but processed foods and supplements were still significantly more dominant among the 350 exhibitors. We once again received positive feedback on the attractiveness of our booth, something that will be considered during design of the national program's new booth.

*Continued on page 3*

## 2014 Production Research Priorities

WRRC accepts funding proposals focused on the following priorities. Proposals are evaluated and designated for funding from our annual Research budget along with other funding sources that we seek to leverage to advance work on these issues.

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

### #2 priorities

- Root weevils
- Mite management

- Labor saving cultural practices including mechanical pruning and tying techniques.
- Nutrient/Irrigation management
- Viruses/crumblly fruit, pollination

### #3 priorities

- Vertebrate pest management
- Product and Production Certification Systems - food safety & security, standards, traceability
- Maximum Residue Limits (MRL) – residue decline curves
- Weed management
- Foliar & Cane diseases – i.e. spur blight, yellow rust, cane blight, etc.

### Also of note:

- Pest Management as it affects Pollinators
- Season extension: improve viability of fresh marketing

## Houston FNCE

*continued from page 2*

We had occasion to meet with quite a few high profile nutrition leaders, food writers, spokespeople and researchers. Some highlights of our participation include but are not limited to:

- Dr. Britt Burton Freeman (who participated in our raspberry roundtable at BHBS) was one of two presenters in an educational session. Her presentation focused on the health benefits of berries, including raspberries. She will be putting together a database of all research that has been done on raspberries.
- Renewing our relationships with many SCAN members
- Touching base with the consulting dietitian for the NFL's Houston Texans who we first met at the SCAN Symposium in 2010. She has agreed to a video interview where she talks about why she uses frozen raspberries for her players.
- Renewing our relationship with the dietitian, also a SCAN member, for the MLB's Cincinnati Reds
- Several conversations on separate occasions with Karen Collins, a well-renowned dietitian who specializes in food and cancer and serves as a writer and spokesperson for the American Institute for Cancer Research (AICR). She will be working with the national program on wellness communications
- Meeting with noted nutrition spokesperson and authority Sharon Palmer who has recently released a book on plant-based foods
- Attendees posting information on social media, including twitter, facebook, linkedin and pinterest.

This year we elected to have our booth in the Diabetes Pavilion to shift locations and anticipate that future scientific research will find that raspberries offer unique advantages over other berries on diabetes and related risk factors. Having our booth in the Diabetes Pavilion proved particularly advantageous to our promotions efforts. Leaders who interacted with us were generally of a higher caliber than we had encountered at previous locations.

In general, FNCE provides a unique opportunity to develop new relationships with leaders in health and wellness as well as reinforce existing relationships. Frozen fruits and vegetables are recognized by this audience as a viable, cost effective alternative for many consumers. Each year, we have been able to build our sphere of influence and converse with a significant number of current and former AND spokespeople. One of the Expo's greatest contributions to WRRC's promotion efforts is that we are able to reach key influencers in health and nutrition through a targeted, grassroots and cost effective approach.

# WRRC Financial Report & Draft Budget

The following financial report & budget will be considered at the annual meeting Dec. 5th.

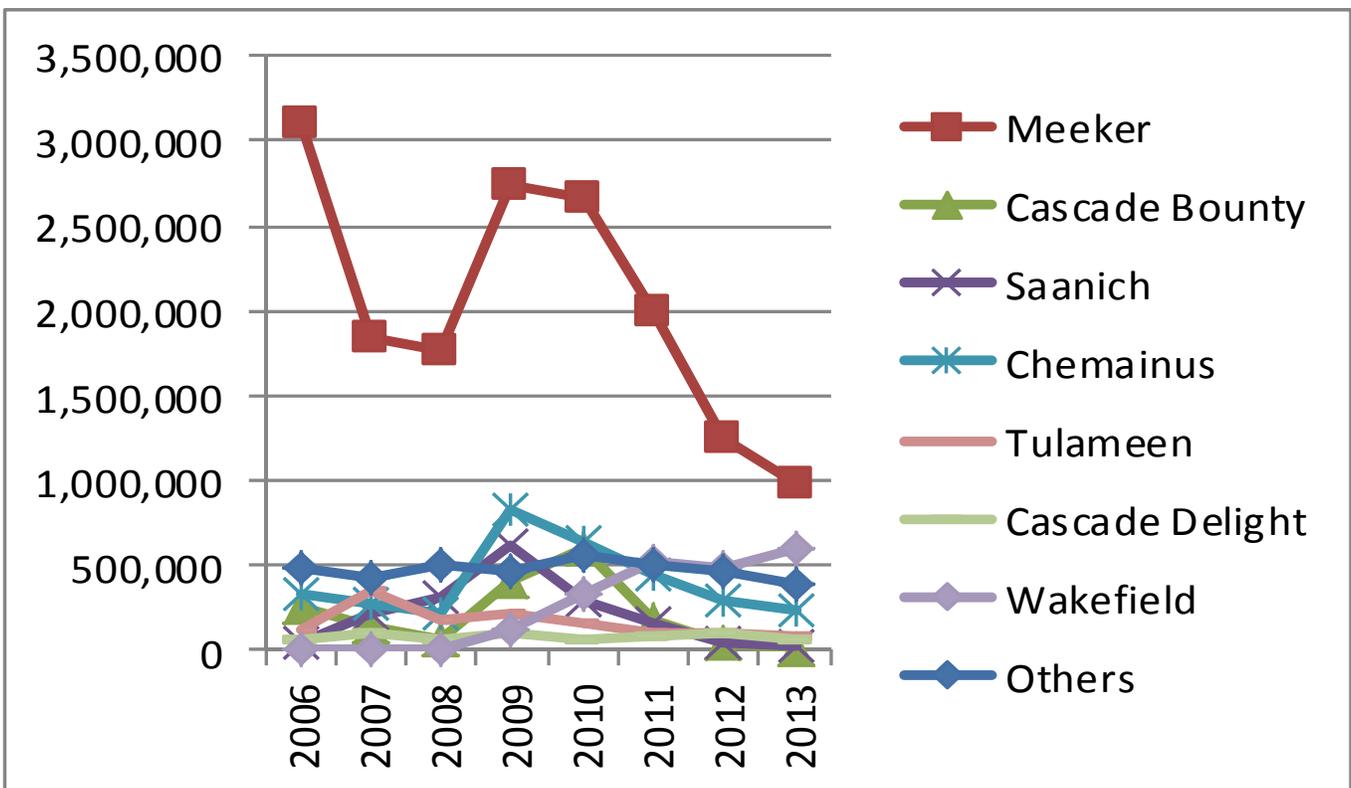
## INCOME

Category	2013 Budget	2013 Projected	2014 Draft Budget 1
Assessments	\$316,000	\$310,000	\$335,000
Interest	\$800	\$1,000	\$750
Grant Income		\$12,000	\$6,000
Other income	\$750	\$660	\$750
<b>Total</b>	<b>\$317,550</b>	<b>\$323,660</b>	<b>\$342,500</b>

## EXPENSES

Category	2013 Budget	2013 Projected	2014 Draft Budget 1
Promotion	\$128,500	\$94,492	\$30,000
Research	\$165,000	\$155,000	\$200,000
Administration	\$50,000	\$50,000	\$50,000
Operations	\$35,000	\$22,000	\$35,000
National Program/Fair Trade	\$7,500	\$11,409	\$10,000
Communications	\$10,000	\$7,000	\$7,500
Crop Protection	\$10,000	\$8,500	\$10,000
<b>TOTAL</b>	<b>\$406,000</b>	<b>\$348,401</b>	<b>\$342,500</b>

## Raspberry Plant Sales in the Pacific NW





The National Processed Raspberry Council is established and busily meeting its mandate to help build strong raspberry markets. They are focused on strengthening the raspberry health message through investments in research projects that demonstrate the health message of raspberries. The second priority is to make sure the information developed in these projects reaches consumers and critical food processing companies.

## 2013 Red Raspberry Production

	Grower #	2009 Pounds	2010 Pounds	2011 Pounds	2012 Pounds	2013 Pounds	Increase	% of State Production
Whatcom County	93	58,699,371	54,287,694	66,367,838	57,739,866	63,718,945	10.4%	93.2%
Central Puget Sound	6	558,716	533,760	345,618	294,181	305,882	4.0%	0.4%
Southwest WA	12	3,032,208	2,915,464	3,369,313	3,108,916	2,599,862	-16.4%	3.8%
Skagit, Snohomish Counties	11	1,818,917	2,013,282	2,196,472	1,526,877	1,716,598	12.4%	2.5%
<b>WA State Total</b>	<b>122</b>	<b>64,109,212</b>	<b>59,750,199</b>	<b>72,279,241</b>	<b>62,669,840</b>	<b>68,341,288</b>	<b>9.0%</b>	
Oregon		4,225,631	3,063,822	5,002,000	5,729,987	5,353,904	-7.7%	
British Columbia		21,550,420	20,449,000	22,545,000	18,000,000	16,000,000	-11.1%	est.
<b>Northwest Total</b>		<b>89,885,263</b>	<b>83,263,021</b>	<b>99,826,241</b>	<b>86,399,827</b>	<b>89,695,192</b>	<b>3.7%</b>	

## Taste Test of New Berry Selections

The research evaluations of the USDA-ARS/OSU berry breeding selections is upcoming. OSU is looking for anyone who knows berries and knows what the industry needs. There will be two evaluation days:

**Blackberries, Raspberries and Black Raspberries will be evaluated on Monday, December 16, starting at 10 am.**

**Strawberries and Blueberries will be evaluated on Friday, December 20, starting at 10 am.**

You will be expected to evaluate over 100 IQF selections and cultivars. We will be evaluating **ALL** the selections and varieties from the 2011 season, many from several harvest dates. Results from this evaluation will be used to determine which cultivars and selections will be discarded and which will continue on in the breeding program. We will also decide which selections will be displayed at the Commission research meetings and at the Northwest Food Processors meeting.

The evaluation will be held in the OSU Food Science Department, Wiegand Hall, at the corner of 30<sup>th</sup> and Campus Way in Corvallis. Questions? Call or email Brian Yorgey @ [brian.yorgey@oregonstate.edu](mailto:brian.yorgey@oregonstate.edu) (541) 737-6496.

**Washington Red Raspberry  
Commission**

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[www.raspberryinfo.com](http://www.raspberryinfo.com)

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

### **Calendar**

November 14 - Ballots mailed for referendum on WAC changes  
December 5-6- WSU Small Fruit Workshop, Lynden Ag Show,  
WRRRC Annual Mtg. *Lynden*  
January 22 - WRRRC Board Meeting, *Lynden*  
January 27-29 -- North American Raspberry/Blackberry  
Conference - *Hershey, PA*  
January 30-31 - Pacific Ag Show and Grower Shortcourse  
*Abbotsford, BC*  
April 9 - WRRRC Board Meeting, *Puyallup*  
May 29 - NPRC Board Meeting, *SeaTac*  
September 10 - WRRRC Board Meeting, *Lynden*  
October 29 - WRRRC Board Meeting, *Lynden*

### **Short Notes**

- The WRRRC expresses our sincere thank you to Adam Enfield whose six-year term ends December 1st. Adam was elected President at his first meeting and held that office for 6 years. Everyone serving with him appreciates his hard work and fairness as we dealt with numerous issues confronting the berry industry. Kyle Haugen is also leaving the board after one three year term. Thank you Adam and Kyle. Their terms are being filled by Jonathan Maberry and Randy Honcoop.
- WRRRC participated in a meeting with the federal Department of Labor (DOL) Wage and Hour Division in October. At issue were concerns DOL has over child labor violations and reported violations of the Fair Labor Standards Act on Washington and Oregon berry farms. Our concerns included their use of the "hot goods" provision in this law which means that highly perishable crops cannot be shipped for a thirty day period from the alleged violation. The result of this meeting will be improved communication between DOL and berry growers and a sensitivity to using "hot goods" as an initial tool to force grower compliance.
- Darryl Ehlers has arranged to make it possible for US growers to get pesticide credits at the Pacific Ag Show and Grower Shortcourse in Abbotsford. He asks that you contact him if you plan to go to the late January meetings. Darryl can be reached at 360.988.5184 or [lingonberry1@aol.com](mailto:lingonberry1@aol.com).
- 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](http://www.nwipm.info/calendar.asp))