

November 2011

PEI Department of Agriculture

PEI Wild Blueberry Newsletter

PEI Wild Blueberry Growers' Association



PEI Blueberry Information Day

Tuesday, November 29, 2011

Howard Johnston Dutch Inn, Cornwall

Full Agenda Enclosed



Special Meeting Notice



Amendment of By-Laws

In accordance with Article 13 AMENDMENT OF BY-LAWS the directors of the PEI Wild Blueberry Growers' Association are making the following resolution to be voted on November 29, 2011 at the Association Information Meeting.

Be it resolved that: Article 7.1 be amended to add Past-President as an Officer.

Be it further resolved: To separate 7.1 (iii) which reads Secretary-Treasurer to Secretary and Treasurer.

Resolution

WHEREAS the Acadian Blueberry Price Report is useful and practical information regarding the marketing of wild blueberries,

AND WHEREAS one of the objects of the Association is to disseminate among its members useful and practical information regarding the growing and marketing of blueberries,

BE IT THEREFORE RESOLVED that the Association contribute \$40.00 per subscription purchased by an active member of the Association and purchase 10 subscriptions at \$58.50 to be distributed at the Board's discretion.

PEI Wild Blueberry Growers' Association Website

Check it Out!



www.peiwildblueberrygrowers.com



Blueberry Land Fly-Over

The PEI Wild Blueberry Growers' Association recently conducted a fly-over of blueberry land in Prince Edward Island. Many of these shots will be available for viewing at the November 29 PEI Blueberry Information Meeting. Who knows? You may be able to pick out some of your land in the photos!



To renew your pesticide applicator certificate, there are three options available for you:

First Option: Renewal of your certificate by receiving Continuing Education Credits.

Second Option: Participate in a one day training course & write the two hour exam at the end of the day.

Third Option: Make an appointment to write the two hour exam.

First Option:

The Department of Agriculture will be once again offering two different training days (**Day A and Day B**). You are required to attend one **Day A** and one **Day B** over the five year re-certification period. Day A and Day B must be taken in separate calendar years.

Day A - Topics covered: General Information, Regulations, Environmental Safety, and Application Technology.

Day B - Topics covered: Emergency Response, Labeling, Professionalism, Traceability, Integrated Pest Management, and Human Health and Safety.

The 2012 training schedule is as follows:

Day A:	January 12	Dutch Inn, Cornwall
	February 2	Causeway Bay Linkletter Inn, Summerside
	February 9	Red's Corner, Pooles Corner
	February 16	Access PEI , O'Leary
	February 28	Causeway Bay Linkletter Inn, Summerside
	March 6	Dutch Inn, Cornwall
Day B:	January 5	Dutch Inn, Cornwall
	January 17	Causeway Bay Linkletter Inn, Summerside
	January 24	Red's Corner, Pooles Corner
	February 7	Access PEI , O'Leary
	February 14	Causeway Bay Linkletter Inn, Summerside
	March 8	Dutch Inn, Cornwall

All sessions begin at 8:15 am with registration, information sessions begin at 9:00 am and will be completed by 4:00 pm. Lunch and refreshments will be provided, and there is a \$20 fee to offset this cost.

To register for one of these training **Days** please call 368-4145 or 1-866-734-3276.

Your current Pesticide Applicator Certificate will remain valid until the expiry date printed on the certificate. New Class A certificates will now have a common expiry date of March 31st. **The fee payable for a new 5-year certificate is \$78.75, including GST.**

When you have met the requirements to renew your license, you will be mailed an application/photo waiver form for renewal of your Pesticide Applicator Certificate. Should you fail to attend both of these training Days prior to the expiry date on your current Certificate, you will need to successfully complete the written examination to obtain a new certificate.

Should you have questions or require additional detail, please do not hesitate to contact Shelley at (902) 368-4154 or via e-mail at seployer@gov.pe.ca

Second Option:

You can also renew your license by attending a one day training course and writing the exam at the end of the day. This training course is designed to refresh your memory and prepare you for writing the exam. **It DOES NOT** provide you with any certification **Days**. **The cost is \$78.75 including GST.**

The 2012 training schedule for the one day course followed by writing the exam is as follows:

February 15	Howard Johnson Dutch Inn, Cornwall
February 22	Causeway Bay Linkletter Inn, Summerside
March 7	Howard Johnson Dutch Inn, Cornwall

Registration begins at 8:15 a.m. Training sessions run from 8:45 a.m. to 3:30 p.m. and the exam will be from 3:30 to 5:30 p.m.

To register for one of these training days please call 368-4145 or 1-866-734-3276.

Third Option:

You can make an appointment to write the two hour exam by calling the Department of Agriculture in O'Leary at 859-8844, in Summerside at 888-8040, and in Charlottetown at 368-4154. **The cost to write the exam is \$78.75 including GST.**

Should you have questions or require information on which Day you have taken or which Day you need to attend to renew your certificate, please do not hesitate to Shelley Ployer, Pesticide Training Coordinator, at (902) 368-4154.



OCTOBER 28, 2011 WBANA REPORT

by Tom Matheson, WBANA Rep

Crop and Market Conditions

The 2011 wild blueberry crop appears to have returned to normal levels. The preliminary estimate is approximately 216 million pounds. (Maine, 85 million; Nova Scotia and New Brunswick, 28 million each; Quebec 65 million; and PEI 10 million) Despite this increase in production, conversations with several processors indicate that demand is strong and there is little likelihood of the processors having excess supply.

Agrimarketing

The previous federal Government decision to deny \$250,000 in our applied for matching funds to be used for off-shore promotional activities has been changed in part. The approval for the current fiscal year is now \$613,000 in federal matching funds rather than the \$500,000 previously approved. This has allowed WBANA to restore marketing programs in several markets, which had been cut previously. This positive development has created some budgetary problems as these additional federal funds must be matched by WBANA.

WBANA Budget

WBANA continues to suffer from cash flow problems. The crop shortfall in Quebec in 2010 caused a significant revenue drop. WBANA budgets its current year marketing activities based on the previous year's processor and grower contributions. To continue our promotional activities this budgeting principle must be ignored on a temporary basis. Accordingly there will be a budgetary deficit which will exceed \$100,000 the current year.

WBANA Promotional Activities

The WBANA "brand" of promoting wild blueberries as a distinct product from cultivated blueberries is under further attack as one western United States supplier of highbush blueberries is marketing his berries as "wild". WBANA will further sharpen its definition of "wild" to distinguish the differences between wild blueberries and cultivated berries. This enhanced branding may have to include legal protection to prevent confusion over the true characteristics of wild blueberries.

The processors continue to indicate they are experiencing export difficulties with import tariffs on Canadian wild blueberries in a number of European and Asian countries.

Health Research

The Health Research Committee is in conjunction with the US Highbush Council is preparing a database on blueberry health research literature.

The Health Research Committee is also providing funding to research in the following areas:

- Changes in visual acuity and blueberry consumption,
- The reduction of cognitive decline and blueberry consumption,
- The effect of blueberry consumption on triple negative breast tumors in mice,
- The effect of blueberry consumption on improving vascular tone in rats and vascular function in humans,
- The dietary effects of wild blueberries on beneficial microbes in the intestinal tract,
- The effects of blueberry fractions on cardiac hypertrophy in humans,
- The effects of blueberry supplementation on renal and cognitive functions in aging humans, and
- The effects of blueberry diet supplementation on stroke prone rats.

Tom Matheson will be available at the November 29 Blueberry Information Day to answer questions on WBANA.