

## BC Fruit Growers' Association Friday File



October 2, 2015

### ***Vote October 19 for the federal candidate of your choice Election Update for Agriculture***

*The Canadian Federation of Agriculture hosted a 'webcast' debate on September 30, 2015. The agriculture minister/critics from each of the 5 parties participated - Bloq, Conservative, Green, Liberal, and New Democratic parties were all present. The debate features 2 hours of in-depth discussion of agriculture issues. You can view the debate on this website (scroll down the page):*

[www.cfa-fca.ca/election2015](http://www.cfa-fca.ca/election2015)

*Issues raised include:*

- *Agriculture research.*
- *Labour.*
- *Encouraging new farmers to enter the industry.*
- *Trade.*
- *Biodiversity impact on agriculture.*
- *Social License.*
- *Risk Management.*

### ***Federal Election***

#### ***Local All-Candidates meetings***

The local Chambers of Commerce often organizes all-candidates forums. The BCFGA has co-sponsored 3 meetings, which gives the opportunity for the BCFGA to pose an agriculture-related question and display our BCFGA industry banner. This opportunity to raise the profile of the tree fruit sector has generated positive public response at the meetings.

### ***Federal Election***

#### ***What you can do***

Growers may wish to meet with individual candidates to find out where the parties stand on agriculture issues - as well as provide candidates with input on what is important to the tree fruit sector. The BCFGA has been promoting the idea of infrastructure investment in innovative packing lines and storages, to accommodate future growth for the industry and to make packing more efficient and effective. Here are some links to agriculture programs and policies that are being promoted by the Canadian Federation of Agriculture and the Canadian Horticultural Association:

CFA <http://www.cfa-fca.ca/node/2238> (scroll to bottom of page)

CHC <http://www.hortcouncil.ca/tools/advocacy.aspx>

## ***Seasonal Agriculture Worker Program Housing Inspectors must be accredited***

Be aware that Service Canada is checking that housing inspectors are properly accredited. The following inspectors are accredited with the Canadian Association of Home and Property Inspectors (BC).

### Okanagan:

Mike Bradshaw - mike.bradshaw@telus.net / 250-870-8340

Bob Hamm - bob@theinspectionpro.com / 250-862-1054

### Kootenays:

Brian Blair - blairshome@nethop.net / 250-443-1905

There are other accrediting organizations - please contact the BCFGA if you need more information.

## ***Seasonal Agriculture Worker Program Annual Program Review***

Pinder Dhaliwal and Glen Lucas will be attending provincial meetings to review SAWP requirements and agreements with the foreign governments. There are two sets of meetings - one for Mexico (October 13 - 14) and one for the Caribbean Commonwealth countries (October 20). The BCFGA is leading the Caribbean meeting on behalf of the BC Agriculture Council.

Following the regional SAWP meetings, held in each province, the national SAWP meetings are held in late November, early December. Terms of the employment agreements are determined at the meetings (minimum wage, minimum hours of employment, housing, transportation, etc).

## ***Bursary Applications Available University Students - apply now!***

The deadline for the BCFGA Joe Sardinha Memorial Bursary and the BCFGA Golden Jubilee Bursary (each \$1,000) is November 1, 2015. The Golden Jubilee bursary requires that the applicant be a close relative of a BCFGA member. The Joe Sardinha Memorial bursary requires a short essay. Applications are available on-line - visit [www.bcfga.com](http://www.bcfga.com) and select the link on the lower right-hand corner.

## ***Magazines***

Following the issuance of our new privacy of information policy in August, we are providing free subscriptions to members for several industry magazines/newspapers:

- BC Fruit Grower Magazine
- Orchard and Vine Magazine
- The Grower

We continue to negotiate with Country Life in BC and hope to be able to provide this monthly provincial agricultural newspaper to our list of free subscriptions for members . If at any time

you do not wish to receive a magazine/newspaper, please contact us and we will remove your address from the mailing list.

### ***How to contact the BCFGAs Office***

BCFGA Office  
250-762-5226  
or toll free 1-800-619-9022

Our new phone extensions:

Brenda Zarr, Member Services and Replant Admin, local 1

Glen Lucas, General Manager, local 2

Sheila MacGregor, Accountant, local 3

Bunvir Nijjer, Corporate Secretary and Seasonal Agriculture Worker Program, local 4

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## **2016 Tree Fruit Replant Program Announcement**

The updated requirements of the 2016 Replant Program will be available soon on the BCFGAs Website, [www.bcfga.com](http://www.bcfga.com). A delay has occurred as we await BC Ministry of Agriculture finalization of the 2016 program application and requirements.

**The deadline for applications is November 16, 2015.**

An horticultural advisor is required to help prepare and sign individual applications for the 2016 Tree Fruit Replant Program.

- a. A list of qualified advisors will be provided on the BCFGAs website, or contact the BCFGAs.
- b. An example of a high quality project will be provided on the BCFGAs website.
- c. A series of reports on replanting and varieties are available and should be referenced when preparing a 2016 Tree Fruit Replant Program application. Links are available on the BCFGAs website.

The Replant Program provides funding for quality projects. Applications will be rated by a committee of horticultural experts. The rating of individual applications will be based on meeting the program requirements and on the quality of their replant plan. Projects will be placed in order of the rating for the projects, and the top-rated projects will be approved until all funding is utilized.

The Tree Fruit Replant Program is a 7 year, \$8.4 million program, funded by the Province of BC.

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### ***2015 Tree Fruit Replant Program Update***

The program is oversubscribed, but further funding has and will continue to become available through 'project slippage'. Summerland Varieties has also approved new, additional funding for

2015 projects. We will provide an update on progress as we seek to complete 2015 inspections before winter.

## ***Invasive pests Detection***

A single detection of Apple Maggot in a residential area of the Okanagan has been confirmed by the Canadian Food Inspection Agency. At this time, no further detections have been recorded, and samples from crab apple and hawthorn host trees in the area have been collected and are being assessed. Attached is an update from the CFIA. BCFGAs works with the Tree Fruit Sub-Committee of the BC Plant Protection Advisory Committee and the Sterile Insect Release Program on invasive pest action planning. Further updates will be provided over the winter as CFIA investigates the detection of a single apple maggot in a residential area of the Okanagan.

## ***Public Relations Salmon Arm Apple Fair***

On a positive note, the first annual Salmon Arm Apple Fair on September 28 was a great success. The local Downtown Association organized the event, which featured outdoor booths in the Ross Street Plaza. Local booths were hosted by Hanna's Farm, Pedro's Fruit Stand, and Davidson Farm. The SIR program and Fruit Testers Association also had booths. Childrens' entertainment made for a very active morning at the festival. Another booth preparing Bannock sold out twice during the day and had to replenish their supplies! The BCFGAs booth featured samples of Ambrosia. The New Variety Development Council assisted by providing recipe cards and other promotional material. We served about 600 samples to local and visiting families attending the event.

## ***Apple Variety Selection High value***

Selection of an apple variety to plant is one of the most important decisions facing growers. The focus on varieties extends to the Tree Fruit Industry Strategy developed by the BCFGAs. Variety selection to target specialty or niche markets is part of the strategy. How can growers find out about variety trends? Look at retail data!

Recent information developed by Columbia Marketing International used Nielsen data on actual sales performance from approximately 19,000 supermarkets representing 67% of total U.S. supermarket sales.

Among the top five apples, Honeycrisp sales jumped by 25%, cementing its position as the #2 selling apple in the United States. Among all varieties in the top 10, Ambrosia™ showed the strongest dollar growth. Ambrosia™ sales jumped over 47% for the year, moving the apple into the top 10 selling varieties in the U.S. for the first time, displacing Braeburn. Ambrosia™ had the largest dollar growth rate of any apple in the top 10.

Despite the record crop, only three apple varieties in the top 10 generated year over year sales increases, all of which are premium varieties with an average retail over \$2.00 per pound. (In the following table, "YAGO" means "year ago")

Product	Dollars % Change vs YAGO	Average Retail YAGO	Average Retail % Change vs YAGO
<b>Apples</b>	<b>-2.0%</b>	<b>\$1.59</b>	<b>-3.9%</b>
Gala	-4.8%	\$1.46	-7.1%
Honeycrisp	24.8%	\$2.76	-2.6%
Fuji	-7.7%	\$1.63	-8.7%
Red Delicious	-15.4%	\$1.31	-9.0%
Granny Smith	-2.5%	\$1.51	-2.3%
Golden Delicious	-8.3%	\$1.45	-7.6%
Cripps Pink/Pink Lady	-4.6%	\$1.86	1.7%
McIntosh	-9.0%	\$1.32	-2.3%
Jazz Apples	1.8%	\$2.11	-13.3%
Ambrosia	47.4%	\$2.06	0.8%

Industry experts see category growth being driven by consumers shifting from commodity apples to premium varieties. Katharine Grove, Marketing Specialist at CMI, highlights the big sales increases in Honeycrisp and Ambrosia™, plus other emerging brands driving the trend.

“Every retailer should take note that despite a record crop and cheap prices last year, category sales actually declined,” said Grove. “Retailers that identified the opportunity to maximize performance of Honeycrisp, Ambrosia™ and some of the key emerging branded apples like Kanzi® and KIKU® probably had a pretty good year while their competitors lost market share.”

“Premium packaged apples captured consumer attention and also drove retail growth,” said Grove. “The Nielsen data shows that for the year, 2 lb premium pouch bags had the strongest growth rate of all of the major packaged apple segments.”

Thanks to Fresh Plaza, <http://www.freshplaza.com>, an online produce publication, for this information

## **Events**

### ***BC Cider Week- October 17-25, 2015***

Summerland Heritage Cidery is planning an event on October 17th. The hosts will be pouring cider from five or six interior cideries at the tasting room in Trout Creek. This event is in conjunction with the grand opening of the tasting room and BC Cider Week.

If you are in Victoria after Thanksgiving, Sea Cider is hosting an event on October 18: <http://m.bpt.me/event/2253104>. Our next newsletter will contain more information on Cider Week events. If you hear of any, let us know!