

Small Fruit Update



Providing Northwest berry growers with the information they need when they need it.

The Small Fruit Update is sent out weekly during the growing season by [Peerbolt Crop Management](#) and is funded entirely by the Northwest berry growers and industry through their commissions and councils.

October 1, 2014

Week 40

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- [Washington Blueberries Look to Extend Record Streak](#) (9/25, Capital Press)
- [Argentina: First Airfreight Blueberry Exports Lift off](#) (9/30, Fresh Fruit Portal)
- [The Illusion of "Natural"](#) (9/30, The Atlantic) A little off my usual focus on specific berry issues but a nice in-depth analysis of a concept that affects all of us and our business.

[The Weather Cafe](#) by Rufus La Lone [Small Fruit Cold Storage report](#)

Calendar Items of Note – Expanded & Updated

(from the version 2 weeks ago)

For complete calendar, [go here](#)

- **October 21 & 22 — Washington Commissions' Research Review Meeting** ~ The WSU Mt Vernon Center. The Washington Blueberry Commission (21st) and the Washington Red Raspberry Commission (22nd) will be holding research review meetings. Anyone with an existing project with either Commission or wishing to make a proposal should attend. For more information contact [Henry Bierlink](#) (WRRC Exec) or [Alan Schreiber](#) (WBC Exec)
- **October 22 & 23 — Northwest Center for Small Fruits Research--Work Session Summit for the Centers of Excellence Grant Proposal** ~ Monarch Hotel, Portland (Clackamas). Wine Reception: October 22 @ 6:00; Work Session: October 23 @ 8:00 am-2:30 pm; [go here](#) for all the details. Hotel and Travel Support funds available for OSU and WSU participants.
- **New Posting: November 19 — Oregon Strawberry Commission workshop** "Fresh market strawberries: What it takes to be successful." 8am-7pm, lunch and dinner provided. Admittance is free. Woodburn, OR. [Here's the agenda](#). Contact Lora Liegel by phone (503-289-7287) or [email](#) to RSVP or for more info.
- **New Posting: December 17 — Oregon Raspberry and Blackberry Commission Annual meeting** ~ Wellspring Medical Center, Woodburn. Details TBA

Disseminating information for:
Washington

[Washington Red Raspberry Commission](#)
[Washington Blueberry Commission](#)
[Washington Strawberry Commission](#)

Oregon

[Oregon Raspberry and Blackberry Commission](#)
[Oregon Blueberry Commission](#)
[Oregon Strawberry Commission](#)

British Columbia

[Fraser Valley Strawberry Growers Association](#)
[Raspberry Industry Development Council](#)
[B.C. Blueberry Council](#)

National

[North American Blueberry Council](#)

- **January 6, 2015 — Oregon Blueberry Commission** ~ Research updates 7:30-11:30am; Committee meetings 11:30am-12:30pm; Regular Commission meeting 12:30pm. At Chemeketa Events at Winema, Building 48, Room 210. Contact Bryan Ostlund for more information at 503-364-2944 or by email.
- **New Posting: January 12 & 13 — 74rd Annual Pacific Northwest Insect Management Conference.** ~ At the Hilton Hotel, 921 SW 6th Ave, Portland, OR 97204. Details to follow. Proceedings from the previous years can be viewed here.
- **New Posting: January 15 — North Willamette Horticulture Society Berry Day** ~ Clackamas County Event Center, 694 NE 4th Ave, Canby, OR 97013. For the Society's web page with the latest information [click here](#).
- **January 27— Oregon Blueberry Conference** ~ 8 am - 8 pm (tentative), Red Lion on the River - Jantzen Beach, Portland. For those interested in sponsorships, contact the Commission office: Oregon Blueberry Commission 503.364.2944 or email. Agenda and online registration TBA.
- **January 29-31 — Horticulture Growers Short Course at the Pacific Agriculture Show,** Tradex, Abbotsford, BC. For the webpage with all the latest information [click here](#).
- **March 16-17— OSU Blueberry School** ~ From Dr. Bernadine Strik: "Please put our two-day "OSU Blueberry School" on peoples radar screen. The course will be focused on blueberry production on the east and west sides and target PNW issues. More info to follow."

Commission Requests for Research Proposals

- **Washington Red Raspberry Commission [Request for Proposals & Research Priority List](#)**
November 17 is the deadline for proposal submissions. The WRRRC has traditionally always had the earliest submission dates compared to the rest of the Northwest berry commissions and councils.
- **Washington Blueberry Commission [Request for Proposals & Research Priority List](#)**
December 1 is the deadline for proposal submissions. The WBC has revised some of their protocols for proposals so review the attached document carefully before submitting.



Liming

Industry news/resources

Newsletters/ berry reports

- [BC Blueberry IPM Newsletter](#) (9/21) Weekly by [ES Cropconsult](#). Sponsored by the BC Blueberry Council.
- [Whatcom Ag Monthly](#) Produced by WSU Whatcom County Extension. Includes excellent berry crop information.
- [National Berry Report](#) Daily fresh market berry reports. Hosted by the California Strawberry Commission, this report is generated from data from the USDA Agricultural Marketing Service and is updated daily.
- [The Source](#) (9/29) marketing news from The Produce News.
- [Weekly Market Report](#) (9/29) from General Produce Company

Magazine/website compilations

- **The Packer:** [blueberries](#), [blackberries](#), [raspberries](#), [strawberries](#).
Recent stories and fresh market pricing for the various berries from The Packer.

- **Growing Produce:** [recent berry articles](#).
- **Fresh Fruit Portal:** [blueberries](#), [blackberries](#), [raspberries](#), [strawberries](#).
Recent stories for the various berries from Fresh Fruit Portal.

Berry research blogs

- [Strawberries and Caneberries](#) by Mark Bolda, UC Davis Berry Extension Agent. **Recent entry (9/22): Warm fall temperatures, plant vigor and mites in strawberries** *Reports on recent insect and disease research and observations in California.*
- [Team Rubus](#) by Gina Fernandez, North Carolina State Small Fruit Specialist. **Recent entry (9/23): Fingerprinting raspberries and blackberries** *Reports on issues in blackberries and raspberries from the Southeast.*

Ag & Politics

- [Oregon Board of Ag sets legislative agenda](#) (9/23, Capital Press)

Industry

- Michigan: [Lawsuit roils Michigan blueberry fields](#) (9/24, The Packer)

Technology

- [New tracking system could improve how companies ship fresh produce](#) (9/6, Growing Produce)

Variety Development

- Southern Highbush Blueberries: [Indigocrisp promises to deliver plenty of pop](#) (9/24, Growing Produce)

Research

- [Implications for the fate of green fertilizers](#) (9/23, Ag Professional)

The West

- California: [Short strawberry market leads to higher prices](#) (9/29, Fresh Plaza)
- California: [Spring strawberry crop could be reduced by groundwater squeeze](#) (9/29, Fresh Plaza)
- [California strawberry crop on pace for record](#) (9/26, Capital Press)

International

- Mexico/China: [Mexico & China agree to berry export protocols](#) (9/23, Fresh Fruit Portal)
- Mexico/China: [Raspberries and blackberries to be shipped to China](#) (9/24, Fresh Plaza)
- Europe: [Euroberry increasing its focus on the production of raspberries](#) (9/24, Fresh Plaza)
- Britain: [British blackberry sales rocket as warm weather delivers bumper crop](#) (9/30, Fresh Plaza)
- Japan: [Reaching to the sky with strawberries](#) (9/29, Fresh Plaza)



Sandhill Cranes over a SW Washington Raspberry Field

Event calendar

- **October 1 — North American Blueberry Council (NABC) 2014 Fall Meeting.** Rosemont, Illinois, Hyatt Rosemont Hotel. The USHBC will hold meetings at the same hotel on Oct 1-3. [Registration form](#) and more information. [Tentative schedule](#).
- **October 21 — Washington Commissions' Research Review Meeting** ~ The WSU Mt Vernon Center. The Washington Blueberry Commission and the Washington Red Raspberry Commission will hold a joint research review meeting. Anyone with an existing project with either Commission

in 2014 or wishing to make a proposal in 2015 should attend this meeting. For more information contact [Henry Bierlink](#) (WRRRC Exec or [Alan Schreiber](#) (WBC Exec)

- **October 29 — Washington Red Raspberry Commission** ~ Board meeting in Lynden. [Contact Henry Bierlink](#) for more information.
- **November 11 — Oregon Blueberry Commission** ~ 12 pm, at Chemeketa Events at Winema, Building 48, Room 210. Contact Bryan Ostlund for more information at 503-364-2944 or [by email](#).
- **November 16 — 19 Entomological Society of America Annual Meeting** at the Oregon Convention Center, downtown Portland.
- **November 17-18 — National Processed Raspberry Council** ~ Seattle Airport Marriott, Seattle, WA. For more information, contact Tom Krugman, 360-354-0948.
- **November 19 — Oregon Strawberry Commission workshop** "Fresh market strawberries: What it takes to be successful." 8am-7pm, lunch and dinner provided. Admittance is free. Woodburn, OR. More details to follow. Contact Lora Liegel by phone (503-289-7287) or [email](#) for more info.
- **December 3 — Washington Red Raspberry Commission** ~ Annual Meeting in Lynden in the evening. [Contact Henry Bierlink](#) for more information.
- **December 4-5 — WSU Small Fruit Conference & Lynden Ag Show** ~ [Go here](#) for full agenda and registration information.
- **New Posting: December 17 — Oregon Raspberry and Blackberry Commission Annual meeting** ~ Wellspring Medical Center, Woodburn. Details TBA
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- **January 29-31 — Horticulture Growers Short Course at the Pacific Agriculture Show, Tradex, Abbotsford, BC.** For further information go to <http://www.agricultureshow.net/>. Program and on-line registration to come
- **March 16-17— OSU Blueberry School** ~ From [Dr. Bernadine Strik](#): "Please put our two-day "OSU Blueberry School" on peoples radar screen. The course will be focused on blueberry production on the east and west sides and target PNW issues. More info to follow."

Archived Small Fruit Updates

(For older Updates [click here](#).)

[38-SFU09-17-14](#) [36-SFU09-04-14](#) [35-SFU08-27-14](#)