

BERRY COMMISSIONS News



A grower newsletter for the
Oregon Raspberry & Blackberry Commission
and the Oregon Strawberry Commission



Bee Pastures May Help Pollinators Prosper

- By Marcia Wood -

Beautiful wildflowers might someday be planted in “bee pastures,” floral havens created as an efficient, practical, environmentally friendly, and economically sound way to produce successive generations of healthy young bees.

The pesticide-free pastures could be simple to establish, and—at perhaps only a half-acre each—easy to tend, according to U.S. Department of Agriculture (USDA) entomologist James H. Cane. He’s based at the Pollinating Insects Biology, Management, and Systematics Research Unit operated by USDA’s Agricultural Research Service (ARS) in Logan, Utah. ARS is USDA’s principal intramural scientific research agency.

Bee pasturing isn’t a new idea. But studies by Cane and his collaborators, conducted in a research greenhouse and at outdoor sites in Utah and California, are likely the most extensive to date.

Two bee businesses are already using the findings to propagate more bees.

The research indicates that species of pastured pollinators could include, for example, the blue orchard bee, *Osmia lignaria*. This gentle bee helps with pollination tasks handled primarily by the nation’s premier pollinator, the European honey bee, *Apis mellifera*. Cane estimates that, under good conditions, blue orchard bee populations could increase by as much as four- to fivefold a year in a well-designed, well-managed bee pasture.

Cane and colleagues have studied wildflowers that might be ideal for planting at bee pastures in California. In particular, the team was interested in early-flowering annuals that could help bolster populations of blue orchard bees needed to pollinate California’s vast almond orchards.

The research, funded by ARS and the Modesto-based Almond Board of California, resulted in a first-ever list of five top-choice, bee-friendly wildflowers for tomorrow’s bee pastures in almond-growing regions. These pasture-perfect native California plants are: Chinese houses (*Collinsia heterophylla*), California five-spot (*Nemophila maculata*), baby blue eyes (*N. menziesii*), lacy or tansy phacelia (*Phacelia tanacetifolia*), and California bluebell (*P. campanularia*).

Cane has presented results of his research to almond growers at workshops.

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Discussions About USDA R & P Program for Blackberries

The North American Raspberry & Blackberry Association (NARBA) has initiated a plan to investigate setting up a USDA Research & Promotion Program for fresh and processed blackberries. NARBA hired Tom Krugman, who recently helped the Washington Red Raspberry Commission prepare its petition for a R&P program for processed red raspberries. He was hired to gather data on domestic and imported blackberry production, acreage, farm size, etc.

The ORBC has participated in several meetings with NARBA members to discuss this issue, but so far, has not endorsed it. Unlike blackberry growers outside our state, Oregon growers already have an established commission that supports research and promotion. There are a number of issues that would need to be scrutinized before a commission endorsement would be a consideration.

Below is an explanation of a Research & Promotion Program. If you have any questions or comments, please feel free to contact our commissioners or the administrative office.

What is a Research & Promotion Program? - A Research and Promotion Program is a national program created by a fruit or vegetable industry to support research and promotion to benefit that commodity.

Authorized by federal legislation, these programs are designed to strengthen the position of the industry in the marketplace and to maintain and expand domestic and foreign markets. The programs are all fully funded by industry assessments. Board members are nominated by industry and appointed officially by the Secretary of Agriculture.

An R & P program can choose to invest funds in many ways: • Research: production, packaging, handling, market, nutrition

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Bob Conroy Award to Harold Wyatt

2010



The Oregon Raspberry & Blackberry Commission (ORBC) has selected Harold A. Wyatt as this year's recipient of the Bob Conroy Award. The award is a non-annual industry recognition award for people who have contributed in some significant way to the berry industry. There



are three areas of recognition, which include Contribution, Ethics and Leadership. Awards may be given to a person who excels in any one of these categories. In 1998 Bob Conroy was the first recipient. Since then, other recipients have included John Rowell, Arden Sheets, Whitey Lawrence, Dean Katterheinrich, Gene Littau, Dean & King Bredenkamp, Ken Brown, and Floyd Aylor.

Wyatt, a fourth generation Oregonian, was born in Wyatt's Gulch near Richland Oregon on March 27, 1913 (now 97). His great-grandparents came to eastern Oregon by covered wagon in 1864. He graduated from Reed College, Portland, in 1938. After a series of jobs and military service, Wyatt formed a partnership with Gribner Bros. in Banks in 1951 to process frozen fruits. In 1953 he incorporated Banks Frozen Foods, and with local growers, purchased the Gribner Bros. operation and subsequently, Sunset Packing Co. in Banks, the Chandler Co. in Tigard, and Pacific Packers in Salem. After building new facilities in Forest Grove, he changed the name of his company to Flavorland Foods, and added corn and other fruit items. During the 1970's, Flavorland Foods was the largest employer in Forest Grove and the number one processor of frozen strawberries in the country. Also, the company established the first national brand for IQF (individually quick frozen) fruits and berries under the Flavorland label.

In 1980, after twenty nine years in the frozen food industry, Wyatt sold the company to a large Canadian food processor and distributor and retired. Later he

wrote a book entitled "Experiences of a Frozen Food Processor and some Agricultural Issues in Washington County 1952-1980."

Wyatt was active in community affairs; serving as president of the Sunset Chamber of Commerce, Director of the Forest Grove Cham-

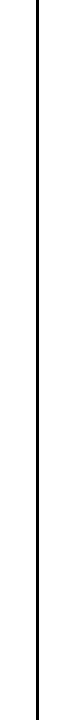
ber of Commerce, Director and Officer of the Oregon Strawberry Council, and was appointed by Governor McCall to two terms on the Oregon Strawberry Commission. He was a Director of the Northwest Food Processors Association and a member of the Washington County Planning Commission during the development of the comprehensive plan.

In 1993 he established the Harold Alfred Wyatt Scholarship Fund, administered by the Oregon Community Foundation, for Baker County high school graduates interested in further education. Later he funded a similar program for western Washington County students interested in agriculture. More than 185 students have received financial assistance through these scholarship programs. The Oregon State Scholarship Commission honored Wyatt in 1999 as scholarship donor of the year. Most recently, he donated \$1 million to Forest Grove High School for need-based college scholarships. When he dies, he will bequeath the school another \$1 million.

Wyatt regards his most important contribution to be the employment of so many young people during their summer vacations, giving them work experience, and the opportunity to save enough money to start them on the road to a higher education.



Berry News



Floyd Aylor 1942 - 2010

Floyd Aylor, age 68, the last recipient of the ORBC's Bob Conroy Industry Recognition Award died August 7, 2010. He was born in Madison, Va., son of Russell Bryant Aylor and Ruth May Berry Aylor in 1942, residing there until after graduation from Virginia Tech.

He moved to Dundee, Oregon in 1976, to join his best friend and Corp of Cadets brother, Robert B. Pamplin, Jr. in building Columbia Empire Farms. From their efforts the company has grown to be acknowledged as one of Oregon's largest farming operations. Columbia Empire Farms encompasses more than 60,000 acres on both sides of the mountain and is vertically integrated in berries, hazelnuts, hay, cattle, preserves, honey, grapes, wine and candies. He was President of Columbia Empire Farms and lived in Oregon for the past 34 years.

Floyd Aylor was well recognized in the Newberg, Dundee, and McMinnville communities. He was President of the Newberg Rotary, Mayor of Dundee, President of Michelbook Country Club, Chairman of the Newberg School District Board, and served for thirteen years on the Committee of Ministers for Prespretary of Cascades for the Presbyterian Church.

Floyd served on the Oregon Raspberry & Blackberry Commission from 1996 to 2002. He chaired the Promotion Committee for five years and was chair of the commission for four years. The ORBC award was given to Aylor during the ORBC Annual Grower's Meeting in December 2009 at the Woodlands at Wellspring in Woodburn.

Memorial contributions may be made in his name to the American Cancer Society, 2654 Valley Ave., Suite B, Winchester, VA 22601. An online guestbook and tribute wall is available at www.foundandsons.com



Discussions About USDA R & P Program for Blackberries

- Continued From Page 2 -

- Information programs: consumer, industry, trade, food safety
- Promotion: nutrition messaging, advertising, media relations, sales development, etc., to a variety of audiences.

What can a Research & Promotion Program do for blackberries? - An R & P program provides the means to allow all blackberry growers above the threshold level to cooperate in promoting their commodity and advancing the blackberry industry. More importantly, it will also assess imported berries to support these efforts. This strategy, utilized by many other agricultural crops, has resulted in increased demand for both domestic and imported product, which in turn has yielded an increase in returns realized by all growers. The creation of a national program under the USDA provides an opportunity to:

1. Address new and changing opportunities to collectively build strong markets
2. Formalize informal working relationships across the industry under a grower-directed national program
3. Require companies importing blackberries into the U.S. to pay their fair share of the cost of building blackberry markets through mandatory assessments collected by U.S. Customs.

How would a Blackberry Research & Promotion Program be created? - A Working Group to develop a draft proposal for this R & P has been created, with initial staff support provided by the North American Raspberry & Blackberry Association (NARBA). Participating in this group are growers, marketers, importers, and grower organizations (NARBA, the ORBC).

Once the proposal is completed, if the ORBC believes the R & P will benefit Oregon's blackberry growers, the proposal will be made available to review and discuss. Meetings would be held to bring together Oregon blackberry growers to give them an opportunity to voice their opinions and concerns as well as have questions answered.

If there is broad consensus that the proposal is sound, it will be presented to the USDA, which will administer a referendum of producers/growers and importers. USDA suggests a minimum of 12 – 18 months once the proposal is submitted for formal review before a program is declared effective and the Board is seated.

Who votes in the referendum? - Voting authority can be defined as a one entity/one vote basis, by volume of production, or by a combination of the two. Each eligible producer above a **threshold level of blackberries and eligible importer of blackberries is entitled to vote in the referendum. The program will not be estab-**

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Help Fight Hunger Throughout Oregon and Southwest Washington - Donate Your Excess Frozen Berries to



“The Great Recession has taken an enormous toll on the families our network serves,” said Dan Crunican, Oregon Food Bank food resource developer. “Distribution of emergency food boxes has reached unprecedented levels.”

Since the beginning of the recession, emergency food box distribution increased 17 percent. During the last fiscal year, the Oregon Food Bank Network distributed 917,000 emergency food boxes or more than 130,000 emergency food boxes since the recession began.

Why? Every two years, the Oregon Food Bank Network surveys food box recipients to find out.

Survey Highlights:

According to the 2010 survey of more than 4,000 emergency food-box recipients in Oregon and Clark County, Washington:

- Unemployment forced more people to seek emergency food: 52 percent of survey respondents cited “to be employed” as critical to improving their situation. That compares to 45 percent in 2008.
- More families fell into poverty: 73 percent of surveyed households had incomes below the federal poverty level (\$22,050 for a family of four). That compares to 67 percent in 2008.
- Households with children are the largest group served.
- 33 percent of those receiving food are children.
- 30 percent of households with children report cutting or reducing the size of a child’s meals. That compares to 27 percent in 2008. 37 percent report cutting meals almost every month, compared to 30 percent in 2008.
- 76 percent of households worry how they will get their next meal. That compares to 69 percent in 2008.

The Hunger Survey results come on the heels of the 2009 U.S. Census Bureau poverty report, which found that the ranks of the working-age poor climbed to the highest level since the 1960s, leaving one in seven Americans in poverty.

The good news: The Oregon Food Bank Network moved a record 72-million pounds of food in 2009-10.

“Most of the food we receive – 55 percent – comes from the food industry – growers, food processors, wholesalers and retailers,” said Crunican.

More good news: Oregon Food Bank is on the home-stretch of its capital campaign to fund a facility in Washington County that allows Oregon Food Bank to process and distribute more frozen food throughout the OFB Network.

“Our new facility on N.W. Cornell and 173rd makes it easier and convenient for berry processors to donate frozen berries,” said Crunican.

“We remain disturbed that children are disproportionately represented in both poverty and emergency food relief,” said Crunican. “Kids love nutrition-packed berries. And so do their parents.”

“You can help us get more berries on the plates of people who are hungry and receive a charitable tax credit at the same time. We now have the capacity to accept truckloads of frozen berries and welcome your donations.”

To learn more, visit www.oregonfoodbank.org or contact Dan Crunican, 503-358-0798 or dcrunican@oregonfoodbank.org.



Berry News



An Invasive Stink Bug

- From The Bramble Newsletter -

Part of this report is drawn from a web article by Jerry Brust, University of Maryland Extension, at www.hgic.umd.edu/content/timelytips.cfm.

The brown marmorated stink bug (BMSB) *Halyomorpha halys* was accidentally introduced into the United States in shipping containers arriving from Asia. The first confirmed specimen was collected in Allentown, PA, in October 2001. Since becoming established in Pennsylvania, the BMSB has spread throughout the mid-Atlantic as far south as Virginia. It also has been found in several southern and Midwestern states. It had mostly been considered a homeowner nuisance pest, but, reports University of Maryland Extension agent Jerry Brust, "That has all changed this year. Fruits such as apple, peach, and raspberries have been attacked in western and to a lesser degree in north central Maryland."

Comments NARBA Vice President Nathan Milburn, who farms in Elkton, Maryland, "I saw some damage last year, I'm guessing maybe 10%, but this year, I'd say 80% damage in all my fruit. They can very easily shut your operation down. The berries in peak season look like they do at the end of the season. We had a good early harvest, but are having to shut down early. The only controls are contact sprays without residual action. They are incredible flyers and they fly in from outside even if you do treat, You can control them with pyrethroids, but we try to do a strict IPM operation, and I really don't want to have to spray weekly with something that will kill everything."

Says Brian Butler, Extension Agent in Carroll County, MD, "I am working Josephine raspberries in tunnels and outside at the Western Maryland Research and Education Center in Keedysville, MD. We are experiencing over 90% loss in the outdoor planting. The numbers of BMSB are so high here that picking has become a very uncomfortable endeavor.

"They are feeding on the fruit as nymphs and adults which causes the fruit to completely shrivel but not come free from the receptacle. This makes a real mess as they begin to mold. Less severe damage to the drupelets is also bad enough to render the fruit totally unmarketable.

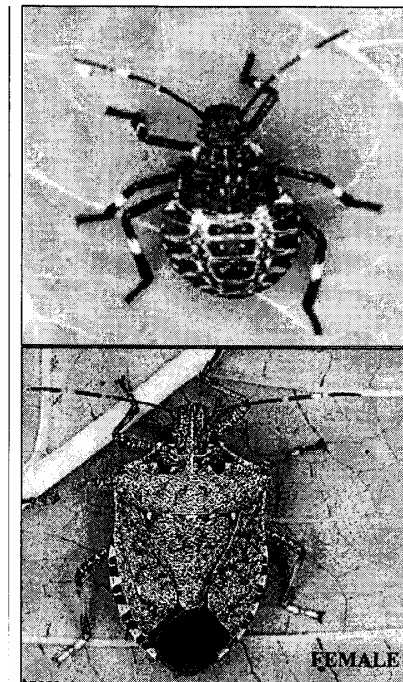
"Another interesting problem is that the nymphs can fall into the containers while picking and will crawl into the fruit so when one eats the fruit they are also getting a stinkbug nymph."

The BMSB also feeds on vegetables, notes Jerry Brust. "The damage from BMSB feeding is especially bad on some vegetables where it can deform the fruit more severely than other stink bug species. Whether this is due to greater amounts or different types of enzymes in its saliva is not known. The BMSB also seems to more readily introduce yeast contaminants into its feeding sites that further degrade the fruit." The worst vegetables for damage appear to be tomato and pepper.

The BMSB adults emerge from over-wintering sites during late May through the beginning of June. They mate and lay eggs June through August and probably into September. The eggs hatch into small black and red nymphs that go through five molts throughout July and August. Adults begin to show in mid-August. Their flights for overwintering sites (often in homes, in large numbers) start in mid-September and continue through October.

Writes Jerry Brust, "I do not know if BMSB populations will continue at these extraordinarily high levels in the next couple of years. We had a perfect storm develop this summer for the BMSB population to explode: a severe drought early in the summer and extreme heat. These two factors literally dried up the usual wild plant hosts not only of BMSB but also other pests as well and drove them into our fruit and vegetable fields. The dry weather appeared to be conducive to BMSB survival as their population exploded in August. We probably will not have these same conditions next year and will hopefully not see these high populations again. However, we just don't know enough to predict accurately what the situation will be in the coming years."

Their range is expected to spread. For more information, visit www.hgic.umd.edu/content/brownstinkbug.cfm, which also has links to several related sites. This topic will be discussed at the conference in Savannah.



Raspberry & Blackberry News

Berry Boost for School Nutrition Grant Update

- By Food First Marketing -

The Berry Boost for School Nutrition grant awarded to the Oregon Raspberry & Blackberry Commission (ORBC) last year is nearing completion and has provided numerous tools that Oregon berry growers and packers can use to help them successfully market berries to school foodservice programs.

The main focus of the grant was product development, specifically to create a product using Oregon berries that could be sold to the schools and help boost the nutrition profile of school meals. In conjunction with the Food Innovation Center of Oregon State University, we were able to develop two products using berries, a berry sorbet and a berry syrup. Both of these products are produced with no white sugar or high fructose corn syrup and use only Oregon berries, pear concentrate and lemon juice, with the syrup having a natural



thickening agent added as well. The products have turned out to be a great hit with everyone who has tasted them, including school food service personnel as well as children.

The formulas for these products have been posted on the ORBC website so that anyone interested in producing the product may use them. Simply go to: oregon-berries.com and click on the brand new "schools" tab, choose "selling to schools" from the drop down menu and you will open a page with links to both of the formulations. Also on that page, are listings for all Oregon school district food service managers to contact if you would like to explore selling the products or your own berries to the schools. Listings for the Oregon

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Oregon Berry Camp 2010

- By Food First Marketing -

What do you get when you mix together product development specialists from some of the hottest food service companies in America and top food writers from major magazines with a liberal helping of Oregon berries? You get the Oregon Raspberry & Blackberry Commission 2010 Berry Camp, an event that works hard to show why we call Oregon "The Berry State"

This year's camp the 6th annual hosting of the event, was fun for all concerned, with great weather and great opportunities to showcase how Oregon berries go from farm to fork. The six berry campers came from diverse parts of the food service industry and the media. Campers included Michael J. Goldstein, Vice President for R&D/National Account Sales for Love and Quiches Desserts. Founded in 1973, Love and Quiches Desserts is a second generation, family owned business which has grown from a small start up serving selected restaurants and gourmet retailers in the New York Market, to a \$25 million manufacturer of frozen gourmet desserts and quiches serving major Foodservice Operators and Food Retailers throughout the U.S. and Internationally. Lauren R. Herzig, Innovation & Development Chef for Rich Products brought her chef's eye to Berry Camp looking for new product opportunities. Rich Products Corporation is known around the world as a pioneer in the frozen food industry and a leading supplier and solutions provider to the food service, in-store bakery, and retail marketplaces. Alfred Castro, Culinary Research and Development Director for Diversified Foods and Seasonings, came from New Orleans and brought a Cajun flair to his take on berry camp. Diversified Foods and Seasonings Inc. is committed to providing customers with the finest line of convenient specialty food products. From key recipe components to ready-to-serve menu items, their products are created to compliment food service menu. With over 25 years of experience, Diversified is comprised of fully automated kettle cook operations in Madisonville, Louisiana and Nebraska City, Nebraska.. Additionally, they have a flour blending operation in Theodore, Alabama which houses a state of the art bakery focusing on the premium cheesecakes.

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Teamwork and State Funds Help Oregon's Berry Growers Limit Spotted Wing Drosophila Losses

- By Tom Peerbolt, Peerbolt Crop Management -

This past season presented Oregon's raspberry and blackberry growers with a new pest with the potential to cause major economic losses. Thanks to the actions of a group of growers and researchers who petitioned the Oregon Legislature, \$225,000 in emergency funding was made available to confront the crisis. Getting funding, of course, is only a first step. Developing and implementing an effective response came down to teamwork. By pooling Oregon State, USDA-ARS, ODA, and industry resources we were able to provide critically needed field scouting, control product information, and grower education meetings and materials to minimize grower fruit losses.

With this first season living with SWD behind us, we can approach next year with more information and more resources which is great since there's still a lot to learn about this pest and growers need to remain alert. This bug is not going away any time soon. We caught a big break this year since the cool season slowed down the fly's development and build up. If next year comes out warmer, we can expect to see bigger numbers of SWD much earlier. While some public scouting and reporting will be in place next year, growers would be wise to stay up with the still-developing SWD monitoring and management practices to insure they don't get surprised next year.

Some of the preliminary findings from the 2010 season monitoring program include:

- Raspberries and mid-season blackberries, which began harvest in early to mid July, found that a program of an insecticide application just before harvest (standard practice) plus an application in late July/early August was adequate for management in most cases. Very little SWD losses were reported in these crops. This could change in a warmer season if the pest emerges sooner.
- Late season blackberries and raspberries were very susceptible to SWD infestation and required a management program to prevent major losses.

- Raspberries appear to be a preferred host. Cherries and blackberries are also very attractive to the pest. Blueberries are a host, but are not as preferred as caneberries.
- June bearing strawberries are susceptible but were not at as great a risk as others since they finished harvest before the pest numbers built up. Late season everbearing strawberries monitored did have infestations if left untreated.
- Wild cherry trees were quickly identified as an early SWD host that could be a source of the insect's spread into nearby fields.
- Cherry is a preferred host that needs careful monitoring to prevent infestations.
- There were some SWD 'hot spots' in the early season with moderately high trap counts, while most fields had very low numbers well into July.
- During July 20 to 25, SWD began reaching population levels that threatened to cause major damage to ripening fruit, and regular sprays were initiated by commercial growers to mitigate the threat.



Blackberry/Marionberry Certification Video Available



A video showcasing the Oregon Department of Agriculture's Genuine Oregon Blackberry and Genuine Oregon Marionberry certification program is now available to all ORBC members.

The three-minute video explains to buyers the importance of the high standards under which genuine Oregon berries are grown and the process by which berries are certified by the ODA. For the buyer who wants assurance that the product they are purchasing is 100% Oregon blackberry or Oregon Marionberry, the ODA seal on each box of berries will provide confidence and assure the safety and quality of the product.

This video is available free of charge by calling the ORBC office at 541-758-4043. Be sure to order as many as you need for your customer base, and for brokers and distributors as well.



ORBC Receives Second Specialty Crop Block Grant

- By Food First Marketing -

For the second time in two years, the Oregon Raspberry & Blackberry Commission (ORBC) has been chosen as a recipient for one of the USDA Specialty Crop Block Grants awarded by the Oregon Department of Agriculture (ODA). ORBC's grant is for "Eat Your Berries!" the Oregon Berry Festival.

This is a great boost to the promotion and marketing outreach program that the ORBC has put together. This grant, which will be executed in partnership with all the Oregon berry commissions including the Oregon Blueberry Commission, Oregon Strawberry Commission, and Oregon Cranberry Growers Association, will provide funding to put on a two-day Festival to help tell the Oregon berry story. The Festival will be held at the EcoTrust Building in Portland, Oregon on July 22-23, 2011.

The Festival will include a farmer's market focusing entirely on Oregon berries, a trade show of Oregon berry products, including everything from jam to wine, an Iron Chef Cook Off using berries as the ingredient, and a gala dinner prepared by well known Oregon Chefs using our berries in a gourmet meal. The Festival will also include booths from all the Oregon berry groups, a children's area with games and activities designed to teach children about Oregon berry farming, and the health benefits of Oregon berries. In order to help the public better understand how Oregon berry farmers work, there will be an Agri-Business tour that will take people to berry farms in the Portland area to see farms and hear the farmers speak about their work. The ORBC Marketing Director, Cat McKenzie, is working with the Western United States Agriculture Trade Association (WUSATA) to hopefully bring a visiting international trade group to the Berry Festival. McKenzie will also be working to bring representatives of major companies, who manufacture products using berries, to the event to showcase our premium Oregon berries to them. Media representatives will be invited to attend as well.

This Festival will allow Oregon berries to have an event similar to the Oregon Brewers Festival and the Oregon Seafood and Wine Festival to shine a light on the unique properties of our berry crops and help associate Oregon berries more completely to the Oregon story of clean environment and safe agricultural practices; as well as, outstanding great taste and health benefits.

You will be hearing more about the Festival in the months to come. We will need the help of many people to make this event a great success, so if you would like to be part of this event, as a vendor or as a trade show exhibitor, a chef, or in any capacity, we would love to hear from you. Call or Email Cat McKenzie at 541-456-2264 or catmc@peak.org.



Oregon Berries Shine at the International Pinot Noir Celebration and Timberline Lodge

- By Food First Marketing -

Oregon berries made a big splash at the 2010 International Pinot Noir Celebration (IPNC) in McMinnville, Oregon this summer. This world-renowned event draws wine connoisseurs from around the globe in search of the perfect Oregon Pinot and other great varietals.

The Oregon Raspberry & Blackberry Commission (ORBC) was able to purchase, or have donated, over 100 flats of fresh Oregon berries for use in the numerous gourmet meals prepared for the week long event. The ORBC logo was featured on signage at the site, menus, and the web page for the event. Our berries were used in both sweet and savory applications that gave out-of-town visitors a true taste of premium Oregon berries.

The IPNC is an opportunity for Oregon berries to shine in a new spotlight and educate a brand new audience about why Oregon is "The Berry State"!

In July, Timberline Lodge, the iconic Oregon landmark, featured Oregon berries in an "Oregon Berry Week", which was right at harvest time for many berries. Executive Chef, James Healy, prepared new dishes each day for the fabulous Timberline Lodge brunch that featured Oregon berries. Fresh berries were also available to guests at the brunch. The ORBC marketing materials were made available to guests and Oregon Berry Posters, recipe cards, and other collateral material were supplied for use in the promotion. Timberline Lodge, one of Oregon's premier tourist destinations, was pleased with the reception the berry meals created and hopes to continue this as an annual event.



Berry Boost for School Nutrition Grant Update

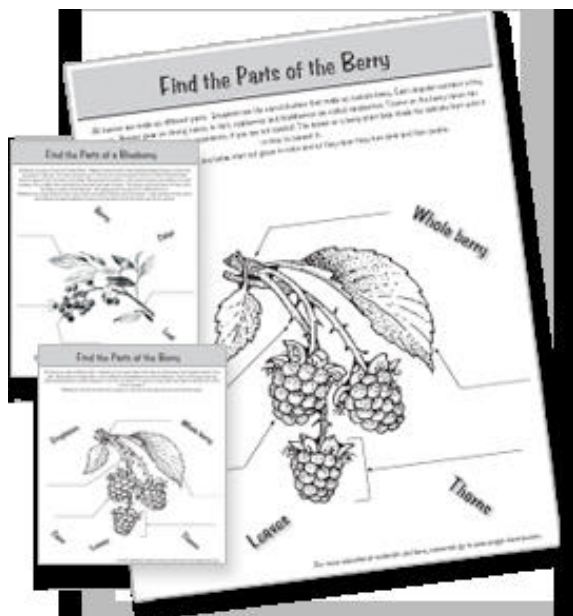
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School Nutrition Association and the National School Nutrition Association are also on the page if you would like to work with either group on selling berries or berry products to schools. Their annual conventions are a great way to get your berry product noticed and purchased by school districts.

ORBC Marketing Director, Cat McKenzie, is available to work with anyone interested in learning more about producing the sorbet or syrup or selling to the schools.

Other focus areas for the grant included an online training for school foodservice personnel to acquaint them with the uses of Oregon berries as well as over a dozen new recipes using Oregon berries that have been created in food service format for use by institutional cooks using Individually Quick Frozen (IQF) berries.

Teacher lesson materials and games for children were created for the grant to help teachers generate lessons about Oregon berries including how farmers grow berries and how important berries are for health and wellness. Two worksheets, a word search and “Find the Parts of the Berry” sheet were created to be used as well. “Pick the Marionberry”, a simple interactive computer game, is online in the “games for children” section under the “Schools” tab. Be sure to visit and see if you have the skills to fill your basket picking Marionberries in the dark!



Outreach to processors, school districts and commodity distributors will continue in an effort to make sure that this product gets to be a part of school lunch and breakfast programs in the near future.

As part of the grant outreach, McKenzie and Darcy Kochis, Marketing Assistant, hosted a booth at the National School Nutrition Association Annual Expo in Dallas, Texas in July. The Expo was an important focus of the event, which had 25,000 attendees, all from the school foodservice community. The ORBC booth was situated in “produce row” and handed out samples of the berry sorbet created for the grant in three flavors – strawberry-raspberry, blueberry-blackberry and strawberry-blueberry. All the flavors were well received by the attendees. The ORBC also handed out four of the new school foodservice recipes that were developed through the grant held together with a practical and fun “Eat Your Berries” magnetic clip.

The ORBC was one of six groups chosen to present an on-stage cooking demonstration for the School Nutrition Association meeting. Chef Tom Nixon of Dallas cooked three of the recipes from the handouts and McKenzie spoke to the audience about the importance of using Oregon berries in school meals and the health benefits for children. It was an exciting event and the ORBC was able to network with thousands of visitors to the booth and tell them about our berries.



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Opportunity for all ORBC Members

- By Food First Marketing -

We certainly hope that you have been visiting the Oregon Raspberry & Blackberry Commission's (ORBC) Facebook page and taking the opportunity to send us feedback on how you like this new tool. The number of visitors to our Facebook site has been steadily rising and we post new information weekly. There are recipes to try, updates on the USDA Grants we've received, and the latest information on berries and how they positively affect human health.

We get lots of comments from our readers and other Facebook sites. Just recently, one of our own ORBC packing companies wanted to link their site to ours for a bit more fun and information on Oregon berries for all concerned. Naturally, we were delighted to help. We have to be fair to all ORBC members and let them know that this is a great opportunity for everyone, before we can move ahead with a link to this company's site.

Do you own a packing company or do you have a value added product you are producing? Either way you could boost your fan base by linking your Facebook page, blog or website to the ORBC's page. If you are in Oregon and work with Oregon berries contact Cat McKenzie catmc@peak.org or Darcy Kochis dzettler2000@gmail.com and we will gladly hook you up to our fan base so we can all spread the word to "Eat Your Oregon Berries!"



ORBC Annual Berry Growers Meeting to be Held at Wellspring Medical Center

Don't miss the Oregon Raspberry & Blackberry Commission's (ORBC) Annual Berry Growers Meeting that will take place at the Woodlands Conference and Event Center at Wellspring Medical Center in Woodburn on Tuesday, December 14, 2010.

Further information, as well as a draft agenda, will be mailed out closer to the meeting date. If you have any questions or need any further information, please call the ORBC office at #541-758-4043, or email: rachel@oregon-berries.com.



Oregon Berry Camp 2010

- Continued From Page 7 -

All three of our berry campers from the food service industry were impressed with the great taste and versatility of all the berries they sampled. The health benefits of Oregon berries were another important factor that these product developers are looking for in new product lines, and they learned what super fruits Oregon berries are as well. Large foodservice companies like the ones these berry campers represented are important for marketing our berries. By widening the scope of choices these companies look at and letting them know that a premium berry product, like Oregon berries, is the exact ingredient needed for a premium product line, we hope to sell more Oregon berries.

While it is important to reach out to the manufacturing sector it is equally vital to bring Oregon and its berries front and center to the consumer through media outlets. Both are necessary to boost Oregon berry sales. If consumers read about berries and their great taste and health benefits they will create a demand for new products using our berries. This year's media Berry Campers came from the world of magazines and newspapers, looking for a great story and Berry Camp always delivers on that point. Some of our most important media coverage in the last 6 years has come directly from writers who have attended Berry Camp. This year we hosted Ashley Leath, Senior Recipe Editor from Southern Living Magazine. Southern Living magazine is one of the most respected and largest selling magazines on food and lifestyle in the SE United States and has a circulation of over 2 million readers. The Southeast is no stranger to the great taste of blackberries and we are proud to be able to introduce them to varieties like the Oregon Marionberry. Coming from the northeastern corner of the map, Carolyn Casner is the Food Editor of Eating Well magazine. Eating Well is a premier food magazine stressing healthy and wellness, and is also well known for its stunning food photography. Carolyn was pleased to find that Oregon berries are an excellent source of numerous polyphenols that help fight diseases such as cancer, brain aging and diabetes. Rounding up our media group at the 2010 Berry Camp was Portland's new Food Editor for the Food Day magazine at the Oregonian, Katherine Miller. Katherine was able to join us for some of the camp activities when her very busy schedule allowed. We are happy to be working with Katherine who has proven to be a great fan of Oregon berries.



Raspberry & Blackberry News





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Willard Kreder
Larry Duyck

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Tim Kreder
Don Sturm
Larry Duyck
Janie Hibler

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Larry Duyck

PRODUCT SAFETY

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Linda Strand
Don Sturm
Janie Hibler
Tom Peerbolt – Ex-officio

Oregon Berry Camp 2010

- Continued From Page 11 -

Campers were treated to rooms at Portland's White House Bed & Breakfast, which served as our camping accommodations. The first day found campers braving the early morning fog for a visit to Don Sturm's berry farm. Don was able to help campers understand the difference between red and black raspberries and explain the particularly difficult year it had been for Oregon berry farmers in 2010 due to the fickle weather conditions. From Sturm's campers traveled to Schedeen's berry farm, where host Julie Schedeen showed off the incredible variety of berries grown at the farm to supply both their farm stand and local Portland area restaurants. A lunch was served at the farm featuring Oregon Salmon and naturally, Oregon berries. After lunch campers visited Steve's Cheese, one of the area's trendiest artisanal shops where campers were shown how to pair Oregon berries with cheeses from around the world as part of a fine dining experience. After a suitable interval to let all the berries they had eaten digest, campers were treated to a cocktail hour at ORBC Commissioner Janie Hibler's delightful home overlooking Portland. Janie was able to talk to campers about her cookbook "The Berry Bible" and show why IQF berries should become a kitchen staple for any cook. With the sun sinking over Mt. Hood campers rode over to "In Good Taste" Portland's well-known cooking shop and school, for a class in how to use Oregon berries in gourmet meal prep. Prior to the meal, ORBC Marketing Director, Cat McKenzie gave a presentation on the health benefits of Oregon berries, with emphasis on the latest scientific research in this field.

It was an early morning the next day for campers who were driven by Eco Shuttle to the Portland Farmers Market in the Park Blocks to see berries, jams, jellies and sodas made and direct marketed by Oregon berry farmers. This was another great opportunity to show that Oregon berry farms are mainly family run, small operations. Following the trip to the market, campers toured Oregon Berry Packing to see berry processing and how Oregon berries go from the field to the package in record time. Host Jeff Malensky showed campers how important good manufacturing practices are to Oregon producers and what stringent tracking measures were in place to make sure the traceability of Oregon berries is second to none.

A lunch stop at the McMennimen's Cornelius Pass Roadhouse gave campers a chance to sample not only berry salads and pulled pork sandwiches with berry BBQ sauce, but a variety of Oregon beers brewed using local berries. Since it was a hot day everyone had great praise for the home brew!

It wouldn't be Berry Camp without a visit to the North Willamette Research and Extension Center to meet with Chad Finn and learn about berry breeding and what it takes to develop a new and successful berry variety. Campers looked over the

vines and got to taste and evaluate new cultivars and learn from Chad a bit about the differing types of caneberrys and how they are suited for differing growing environments.

After tromping through the hot fields campers were more than ready to visit Portland's Stacatto Gelato where owner Jessica Holliday had campers tie on aprons and make Oregon berry gelato from scratch in her kitchen. Boysenberry Green Tea and Raspberry Lavendar sorbet were then featured in the shop's display, but not before campers finished off a cup or two to cool down.


After resting for a bit at the White House campers changed from field visiting attire to garb more suited to a night on the town. Fenouil restaurant, one of Portland's top eateries, overseen by Chef Jake Martin, prepared a five star gourmet meal using Oregon berries in every course and changing the way any of us thought about what could be done with a humble berry forever. Commissioners Janie Hibler and Don & Rosie Sturm joined the campers for this gala finale to the 2010 Oregon Berry Camp.



**With Great
Taste Comes
Great Power –
Get This
Brochure Today!**

The ORBC promotional brochure entitled "With Great Taste Comes Great Power", is not only an elegant eye catcher, but contains the most up to date health benefit berry information available. The best news is that this fantastic marketing tool is available absolutely free.

The brochure is a three fold, full color presentation that is designed to let people know that Oregon berries are among the highest foods in antioxidants, vitamins, minerals, and a host of other nutrients. The brochure is written in clear and to the point language, which is easy for customers to understand.

The ORBC is making these brochures available to all Oregon berry growers and processors upon their request. The brochures are offered free of charge and you may order as many as you will need by contacting the ORBC offices at 541-758-4043. 





ARS Strawberry Research Marks 100 Years

- By Stephanie Yao, Agricultural Research Service -

Commercial growers and home gardeners nowadays have many great strawberry varieties to choose from, thanks to Agricultural Research Service (ARS) scientists.

ARS scientists with the agency's Genetic Improvement of Fruits and Vegetables Laboratory in Beltsville, Md., created many of the popular varieties grown for commercial production and by home gardeners. The ARS strawberry-breeding program in the United States – celebrates its 100th anniversary this year.

In fact, three of the most popular strawberries featured in a marketing e-mail from a popular gardening catalog this spring – Earliglow, Tribute and Northeast – were developed by ARS scientists.

Earliglow, which was released in 1975, set a new flavor standard for strawberries. The berry is perfect for fresh eating: bite-sized and very sweet. High-yielding and very disease resistant, Earliglow is an excellent choice for beginners and home gardeners.

Tribute, released in 1981, produces fruit multiple times during the growing season. This variety is also easy to grow, yielding large amounts of firm fruit in the spring, summer and fall.

Northeast, released in 1994, is prized for its high-yielding, large, beautiful, aromatic fruit. The berries ripen early and freeze well. Northeast is an ideal garden variety, growing well in light or heavy soils.

The ARS strawberry-breeding program has released several other notable varieties. Blakemore, released in 1931, was the first variety firm enough for shipping, making it possible for consumers all over the country to enjoy fresh strawberries. The release of Steelmaster in 1954 saved the early strawberry industry from the devastating root-rot disease called red stele.

Throughout its history, the ARS strawberry-breeding program solved problems plaguing growers and consumers. According to plant geneticist Kim Lewers, who currently oversees ARS strawberry breeding at the Beltsville lab, the program is now focused on production nutritious, flavorful, disease-resistant production.

The OSC is Looking for You!

The Oregon Strawberry Commission (OSC) has two Commissioner Positions that are currently vacant – One Processor position and one Public Member position.

Voluntary service on an Oregon Commodity Commission is an important way for the agricultural community and interested members of the public to serve our state's agriculture. Appointment of commission members is the responsibility of the Director of Agriculture. The Director's decision to appoint is based on a number of factors; such as, but not limited to, applicant experience, commitment to service; as well as, industry input and counsel.

Oregon is fortunate to have a robust system of commodity commissions. Much of the success of these commissions is the countless hours of service provided by volunteer members as they oversee and manage the important business of the commissions.

If you are interested, you may fill out the Commissioner Application & Qualification form found at: www.oregon-strawberries.org/attachments/_Commissioner-Application-&-Qualification-Form.pdf and submit it to: Agricultural Development & Marketing Division, Oregon Department of Agriculture, 1207 NW Naito Parkway, Suite 104, Portland, OR 97209-2832. If you have any questions or need any further information, please contact the OSC office at #541-758-4043.



Come By and Visit the OSC at the Following Media Sites:

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2010-11 Commissioner List

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Strawberry News



2010-2011 Oregon Strawberry Commission Committee List

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Arne Goddik
Matt Unger
Manuel Silveira

Discussions About USDA R & P Program for Blackberries

- Continued From Page 4 -

lished unless the referendum is approved by a majority of producers and importers. Final determination of the establishment of the Council will be made by the U.S. Secretary of Agriculture.

Composition of the Board of Directors? - This subject is under active discussion. Domestic producers, importers, foreign producers, and members-at-large could make up the Board. The number of members and alternates has not been determined.

What is the cost to growers? - The proposed program would assess all domestic growers producing above a threshold level, and all importers importing above a threshold level. The assessment would be levied on both fresh and processed product. What a fair and equitable assessment rate should be is one of the issues that still needs to be determined.

NARBA and the North American Bramble Growers Research Foundation have provided the seed money to start the development of a blackberry R & P proposal, but funding from industry will be needed to complete the proposal and to post a substan-

tial performance bond to USDA for the cost of conducting the referendum. The ORBC has not yet contributed any funding to support this proposal.

What can you do to participate in the process? - First, participate in the ongoing discussion about the program's creation and authority. Ask questions. Attend grower meetings.

Second, if the program is published in the Federal Register, make sure to submit comments and encourage other growers to submit theirs as well. Drafts of comment letters which can be personalized or bullet points that can be included in your own letter will be made available.

Third, be prepared to vote if a referendum is announced. Find out whatever you need to know about this proposal so you are comfortable it is moving in the right direction.

How can you find out more? - Visit: www.raspberryblackberry.com/blackberryRandP to find contact information for project staff and Working Group members, a draft of the R & P proposal, and additional information.



Berry Commissions News
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