

NSFGA Apple News



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NSFGA Board of Directors

The October NSFGA Board of Director's Meeting has been cancelled.

Please note: the November Board of Director's Meeting will be held one week earlier than normal, on **Nov. 17, 2011 at 2:00 PM** in the Cornwallis Room.

NSFGA Management Team

The next regular Management Team Meeting is scheduled for **Nov. 8, 2011 at 10:00 AM** at Blair House.

NSFGA and NSTFRF meetings are on the Calendar of Events found on the 'What's New and More' tab of our website www.nsapples.com

NSTFRF AGM

The date of Nova Scotia Tree Fruit Research Foundation 2011 Annual General Meeting and first Board Meeting of 2012 has been changed to Nov. 9th at 2:00 PM at Blair House.

Annual General Meeting

The 2011 **Annual General Meeting** will be held on Tuesday **November 29th**, 2011 at 2:00 PM in the Cornwallis Room of the AFHRC.

The **deadline for committee reports and resolutions is November 9th**, 2011. To facilitate mailing of the AGM Agenda and report booklet on November 14th please have your reports in on time. Please submit reports to Marjo by e-mail if possible at mbeilknapp@nsapples.com.

Rob Peill (542-4395) is the chair of the Resolutions Committee this year. A resolution sheet is included at the end of this newsletter for your convenience and is also located on the home page of our website www.nsapples.com. Please submit resolutions to the office by November 9th.

NSFGA Membership

NSFGA membership fees for the Aug. 1, 2011 - July 31, 2012 fiscal year are now due. Membership invoices were mailed with the August NSFGA Apple

News. If you have misplaced your copy you can download the form from our website www.nsapples.com by clicking on 'Our Organization', then 'Nova Scotia Fruit Growers' Association', followed by 'Membership'.

Important Advance Payment Program Update

The Fall APP is now available with a new rate of 10 cents per pound. Applications will be sent out this week to growers who had APP last year. If you did not participate last year and would like to know more about the program or would like to participate this year please call Teresa at 678-1093.

Scientific Research & Experimental Development (SR&ED) Tax Credits

A letter will be mailed in early December to growers, packers, and processors who were members of the NSFGA during the period August 1, 2010 - July 31, 2011. This letter contains the information you require to apply for SR&ED tax credits at your year end. If you have any questions please call Teresa or Dela at the NSFGA Office, 678-1093.

In Memoriam

Our sympathies are extended to Bill Craig and his family on the recent passing of his father, Dr. Donald Craig. Although Dr. Craig's research focused on berry crops and ornamentals many valley apple growers will have known him.

NSFGA Benchmark Study Follow-up

The George Morris Centre's (GMC) NSFGA Benchmark Study Report (BSR) was issued June 2011. Since that time industry representatives have met, or will meet, to discuss the report's findings (see meeting schedule below). The recommendations resulting from these meetings will be sent to the Board of Directors in January 2012 for review; the Board will then give its recommendations to the NSFGA Membership at a Special Membership Meeting to be held in March 2012.

A) Industry/NSFGA Special Membership Meetings, Mary Lou Power, Chair:

Meeting #1: Jul 12/11, 7 pm, Cornwallis Room, AFHRC. The purpose of this combined meeting was to review the Benchmark Study and conclusions re NSFGA services, financing, governance and industry re-alignment. The Membership portion of the meeting also addressed potential future financing options for the NSFGA.

Meeting #2: March 2012, date/time/location TBD. This will be a special meeting of the NSFGA Membership to review Board recommendations regarding NSFGA services, financing, governance and industry re-alignment and to decide on the actions to take.

B) NSFGA/AFANS Board to Board Meeting, Greg Coldwell, Chair:

Meeting #1: Aug 09/11 AFANS/NSFGA meeting, 7pm Cornwallis Room, AFHRC. The purpose of the meeting was to discuss industry issues and re-alignment.

C) NSFGA Management Team Benchmark Subcommittee Meetings, Mike Walsh & Mary Lou Power, Co-Chairs:

The MT Benchmark Subcommittee was established to discuss the four industry challenges: services, financing, governance, industry re-alignment, and to provide recommendations for action to the Board at the Jan 2012 meeting.

Meeting #1: Aug 29/11, 7:00 pm, Cornwallis Room, AFHRC. The purpose of the meeting was to address NSFGA services and governance.

Meeting #2: Scheduled for Oct. 24, 2011, cancelled. Meeting re-scheduled for Nov 16/11, 2 pm, Cornwallis Room, AFHRC. The purpose of the meeting is to address NSFGA financing and industry re-alignment.

Meeting #3: Date/time/location TBD

D) AFANS/NSFGA Working Group Meeting,:

Meeting #1: Jul 04/11 NSFGA/AFNS Kitchen Meeting, Mike Walsh & Danny Davison Co-Chairs. The purpose of the meeting was for representatives of both organizations to discuss industry issues.

Meeting #2: Sep 01/11, 7 pm, Home of Greg Coldwell, Chair. The purpose of the meeting was for representatives of both organization to discuss industry re-alignment.

If you have any questions our would like to make a comment please contact Mike Walsh (680-2435) or Mary Lou Power (582-3260).

Cherry Crop Insurance

The NSFGA met with Nova Scotia Crop and Livestock Insurance Commission (NSCLIC) representatives in late August to discuss the development of a crop insurance product for cherries. The Commission plans to gather information from within the province as well as from other jurisdictions and is willing to meet with the NSFGA again next year to review the progress made in establishing a cherry crop here in Nova Scotia. Cherry growers are encouraged to forward their cherry production data from this and previous years, in confidence, to the NSFGA. This will enable the NSFGA to have an amalgamated production figure ready for future meetings with NSCLIC.

Minimum Wage

On October 1, 2011 the minimum wage increased to \$10 per hour. Future increases will occur in April, beginning in 2012, indexing the minimum wage to the Low Income Cut Off, a figure set by Statistics Canada. Increases will be based on the national Consumer Price Index from the previous calendar year.

New Wetland Conservation Policy Released

(from a press release and personal communication)

On October 14, 2011, the NS Dept. of Environment released it's new Wetland Conservation Policy after a lengthy consultation period during which over 700 Nova Scotians participated.

The new policy's goal is to prevent the net loss of wetlands. It protects wetlands of special significance, promotes wetland protection and stewardship, encourages a long-term net gain in wetland types that have experienced high losses, and raises awareness on the benefits of maintaining buffers near wetlands when developing new areas.

The NSFGA was represented by Andy Parker in the consultation period leading to the development of the new policy and he confirmed that there are upcoming discussions with the Wetlands Committee and the Government to provide details on how the policy will be applied to agriculture.

For more information on the new policy, the application process or resources available please visit the website www.gov.ns.ca/nse/wetland/.

Ribbon Cutting for Re-constructed Wetland

A ribbon cutting ceremony will be held on Friday November 4th at 10:30 AM, 4409 Brooklyn St., Somerset for a newly re-constructed wetland located in the Upper Cornwallis Headwaters watershed. This wetland handles wash water from a large dairy's milking parlour. Re-construction efforts to improve the biological, chemical and physical processes of the wetland will be highlighted by the projects partner groups who will be attendance. For further details please contact Angie Garnett at 690-2078.

Tick Surveillance Program

(from a press release)

In late September the province announced that the tick surveillance program will change focus to active field surveillance from the previous program where ticks were submitted by the public for identification.

Beginning on Friday Sept. 30, Dept. of Natural Resources staff will visit areas of NS, from where multiple submission of ticks have been made, to look for more.

Blacklegged ticks, which carry the bacteria that cause Lyme disease, are found throughout NS. Dr. Robert Strang, Chief Public Health Officer for NS, says that ticks can only submit the bacterial infection after they have been attached to the skin for about 24 hours. There have been 67 cases of Lyme disease reported in NS since 2002.

Brown Marmorated Stink Bug Update

(by Dr. Suzie Blatt, AAFC)

Several specimens were submitted for identification to the NS Museum and Kentville Research Station over the summer months. All were indigenous stink bug species. At present, no instances of the Brown Marmorated Stink Bug have been reported in Nova Scotia. Requests for specimens will continue into the fall and another request will be circulated in the spring of 2012. Reports from the US continue to emerge. Washington Post, October 6, 2011, reported on a peach grower in Maryland cutting down his trees after BMSB damaged more than 60% of his crop. Research continues on this pest in the US and a Working Group is being formed in Ontario to address this issue when BMSB is confirmed in Canada. OMAFRA have received and confirmed the identity of 2 specimens, both from the Hamilton area. Sweep sampling and trapping efforts within the Province did not yield any specimens. It is most likely the 2 instances in Hamilton were brought in by travellers.

Monitoring Efforts and Detection of the Invasive Pest, Spotted Wing Drosophila (*Drosophila suzukii*)

(By Dr. Deb Moreau)

Spotted wing drosophila (SWD) is considered a new invasive pest in Canada, having been first detected in British Columbia in 2009 and in Ontario in the fall of 2010. This pest is considered a serious threat to most temperate fresh fruits. Climate analysis conducted by the Canadian Food Inspection Agency, showed that British Columbia, Ontario, and Nova Scotia are all at high risk for establishment of this pest. National surveys in 2011 did not detect SWD in Alberta, Saskatchewan or Quebec, despite captures in Quebec in 2010.

Monitoring efforts in Nova Scotia were conducted in the Annapolis Valley and Colchester/Parrsboro counties. Sixty traps were set up in various crops that included strawberry, sweet cherry, raspberry, blackberry, high and low-bush blueberry, cold hardy kiwi and grapes with additional traps in the vegetation adjacent to the crops (hedgerow, bramble, wind breaks, etc.). Compost sites/receiving sheds were also monitored in addition to six 'wild' sites (no crop nearby). Weekly sampling started in late May with our first confirmed capture in early August 2011. Since that time, we have continued to find both male and females within the Annapolis Valley and numbers are steadily increasing. In late August, we incubated fruit from confirmed trap capture sites and had adults emerge. Overall fruit inspection confirmed that fruit quality in Nova Scotia remains high and current research efforts in BC and the USA have demonstrated that this pest can be managed.

Our plans for 2012 include: fitting an existing climate based distribution model to Annapolis Valley/NS conditions and relating to 2011 capture data (Jeff Franklin), survey in early season to establish overwintering sites and spring numbers, determine distribution/basic phenology of pest, and continue to work with growers to monitor and control for SWD.

Contact: Deb Moreau at 679-5710 or Debra.Moreau@agr.gc.ca

Committee Corner

Education Committee

The Education Committee is seeking new members and a new chair for 2012. If you are interested in talking to consumers of apples or helping to decide how the NSFCA will connect with apple consumers then this is the committee for you. Please contact

Mary Lou Power (582-3260) or Helen Arenburg (678-1093) to volunteer.

Donations of apples to various events and groups come out of the Education Committee's budget and the fall is always a busy time for these requests. Recently we have donated to the Breast Cancer Run for the Cure - a huge event- and to a number of mid-size events such as a church conference where attendees were from all four Atlantic Provinces, and to small events such as a meeting of 60 health professionals in the metro area. Wherever feasible we try to stretch our donation dollar by having the recipient pick up the apples.

The NSFGA booth was part of the NS Farm Centre at the Maritime Fall Fair again this year. Nova Scotia apples were well represented; in addition to the NSFGA booth, apples were featured at the nearby



Agriculture and Agri-Food Canada booth, and Scotian Gold Country Store was selling apples at their booth as well. There were 21 demo's on the Nova Scotia Cooking Stage and fortunately for us, eight of those demo's featured apples! Chef Hans Wicki featured Apple Harvest Soup from our website, and Helen prepared moose-lips (an apple snack) with the assistance of a 'guest (child) chef' three times. In an un-anticipated, but appreciated, turn of events the Dairy Farmers and Egg Producers featured pancakes with an apple topping three times, and Select Nova Scotia featured and apple cranberry crisp recipe.

Nominating Committee

One of the Nominating Committee's main functions is to make nominations for the following positions: President, 1st Vice President, 2nd Vice President, 5 directors, and 4 group leaders. Chair Mary Lou Power

will be meeting with the committee soon and would welcome suggestions or input for any of these positions from the general membership. Please drop her a line at powerfarm@xcountry.tv or call her at 582-3260 if you would like to volunteer yourself for any of these positions or if you would like to suggest another person to her.

Canada Research Chairs

In 2000, the Government of Canada created a permanent program to establish 2000 research professorships—Canada Research Chairs—in eligible degree granting institutions across the country, as part of a national strategy to make Canada one of the world's top countries in research and development. Currently there are 1845 filled Canada Research Chairs across the nation.

Canada Research Chairs fall into one of two categories:

- **Tier 1 Chairs**, tenable for seven years and renewable, are for outstanding researchers acknowledged by their peers as world leaders in their fields. For each Tier 1 Chair, the university receives \$200,000 annually for seven years.
- **Tier 2 Chairs**, tenable for five years and renewable once, are for exceptional emerging researchers, acknowledged by their peers as having the potential to lead in their field. For each Tier 2 Chair, the university receives \$100,000 annually for five years.

Under this program \$300 million per year is invested into research in engineering and the natural sciences, health sciences, humanities, and social sciences. Nearly 80 of the Canada Research Chairs are located at Nova Scotian Universities. The apple industry is fortunate to have two Tier 2 Canada Research Chairs whose research involves apples. Dr. Vasantha Rupasinghe is the Canada Research Chair (CRC) in Fruit Bioactives and BioProducts and Dr. Sean Myles is the CRC in Agricultural Genetic Diversity.

Apple Biodiversity Collection established in Nova Scotia

In July 2011, Dr. Sean Myles commenced his CRC (Tier 2) position. Dr. Myles is an Assistant Professor at the NSAC. As part of an effort to accelerate the breeding of improved apple cultivars for Canadian growers, a team of researchers at the AFHRC in Kentville have established a diverse collection of apple cultivars. "With over 1300 different apple cultivars, we now

have one of the most diverse apple collections in the world right here in Nova Scotia!" reports Dr Sean Myles, CRC for Agricultural Genetic Diversity and leader of the project. The majority of the buds that were grafted this past summer onto M9 rootstock came from the USDA collection in Geneva, NY but they also included several hundred promising cultivars from Canadian breeding programs in the Apple Biodiversity Collection, commonly known as the "ABC". Not only will traits like disease resistance and flavour profile be characterized in the ABC, but Dr Myles plans to sequence the DNA of all of the apples as well. "Using genetic information, we can select promising cultivars at the seedling stage and potentially speed up the breeding of improved cultivars by orders of magnitude". The research team at the AFHRC looks forward to welcoming growers to visit the collection when it begins fruiting in a few years.

Currently the NSAC is working on accessing funds for a collaborative NSAC/NSFGA research project led by Dr. Myles. Also, the NSFGA will be contributing financially to a CHC national apple genetics project led by Dr. Myles.

Canada Research Chair in Fruit Bioactives and BioProducts

In July 2011, Dr. Rupasinghe, an Associate Professor at the NSAC, commenced his CRC (Tier 2) position with the research theme of Fruit Bioactives and BioProducts. This CRC position is a five-year term with the possibility for one renewal. Under the new mandate, Dr. Rupasinghe's research will also be involved in understanding the biological functions and industrial uses of flavonoids in cool climate fruits. This research could lead to the development of value-added foods, food additives and ingredients and natural health products that could fight chronic disease. North America faces significant challenges from epidemics of chronic disease that are directly or indirectly linked to diet, lifestyle and the environment. However, adequate consumption of fruits and vegetables has been shown to reduce the risk of these health care challenges. The recent research findings of Dr. Rupasinghe's research program have already demonstrated that flavonoids found in apples could act as dietary supplements that can reduce the risk of chronic diseases like brain disorders and heart disease. Furthermore, future research could also lead to the development of chemically-altered flavonoid molecules which could be used in investigating cures for human disorders.

Canadian Project Underway to Evaluate Naturalis L for the Management of Cherry Fruit Fly in Cherry

(From AAFC's Pesticide Risk Reduction Website)

In Canada 6883 metric tonnes of cherry are produced annually. Cherry fruit fly (*Rhagoletis spp.*) is a major threat to this crop. Its life-cycle is similar to that of the apple maggot; overwintering in the soil as pupae and emerging from the soil in the spring as adults to lay eggs in fruit. Two efficacy trials are being carried out in BC's Fraser Valley to evaluate Naturalis L in both a large plot and small plot experimental setup. Naturalis L, a biopesticide developed by Troy Corporation, has been shown to reduce the incidence of European cherry fruit fly (*Rhagoletis cerasi*) in Swiss organic orchards.

Canada Brand

(Communication from AAFC)

AAFC is now implementing the Canada Brand in the domestic market. Companies are encouraged to become Canada Brand members and to use the stylized maple leaf on their product labels along with a clear Canadian content statement. For more information on Canada Brand visit the website

<http://www.marquecanadabrand.agr.gc.ca/intro/index-eng.htm> and check the links on the left. If you are

interested in becoming a Canada Brand member visit

<http://www.marquecanadabrand.agr.gc.ca/who-qui/marquecanadabrand-eng.pdf> and follow the instructions. When your application is approved you will be contacted by a Canada Brand staff member who will give you information on accessing the password protected part of the Canada Brand website.

Cleavers

Each year the IFP committee submits a list of pest issues to the PMRA's Minor Use Workshop. Cleavers have been on this list repeatedly as a weed that we do not have a good control option for. Apparently cleavers have also been causing problems for cereal, forage crop and oilseed growers in Alberta and Saskatchewan. The 2010 Alberta weed survey ranked cleavers third (and increasing at a fast pace compared to other species). Group 2 herbicide resistant cleavers have been found in field peas in Saskatchewan. In one area yields were 30% by weight cleavers. The good news is that research is underway at the AAFC Scott Research Farm (Scott, SK) and the University of Saskatchewan looking for new herbicide options to control cleavers. We'll have to wait and see if any options found will be useful to tree fruit growers.

NSFGA Web Presence

Website

Statistics regarding the NSFGA's website use have been compiled in the NSFGA office each month for almost 5 years. Some of the stats are generated and available to us from our internet provider, while other stats are collected from our website by Google through Google Analytics. Over time, interesting trends are noted, some that confirm what we already suspect and others that are a surprise to us. Over the past few years we have noted that traffic on the website is high on the Thanksgiving weekend. This year was no exception. Oct. 6 -10 saw 1786 visits to our website. 1610 of these visits were from Canada with the remainder coming from 32 other countries. 1126 of those 1610 visits came from Halifax, Dartmouth and Bedford. There were 1484 visits to the page on our website that lists 'Farm Markets, Orchards and U-Picks in the Annapolis Valley'. During the same period last year (the Thursday preceding Thanksgiving to Thanksgiving Monday) there were 627 visits to that same page. Reasons for this huge increase? Activities in February that increased our public profile such as visits to Breakfast Television, Live at 5 and the apple month TV commercial; Interest in visiting farms increased by activities of others such as the Buy Local movement, Meet your Farmer, Select NS, Open Farm Day etc.; and beautiful weather this year on the long weekend. There are likely many other reasons as well. Looking back through the collected stats, it was noted that in March of 2009 there were 160 other pages on the internet that had links to our website (this number is likely a bit low as Google Analytics was not collecting data on all our pages at that time) and that on October 12 of this year there were 1374 other pages on the internet with links to our website; another big increase.

Something surprising learned from the statistics? Over the 5 years we've collected the stats, 357 people have landed on our website because they searched for Golden Russet, 149 have landed there because they searched for Novaspy, and 139 for Paulared. During the same period of time only 3 have landed on our website because they searched for Honeycrisp, and only 3 for Gravenstein. So how can this be interpreted? Perhaps very few other websites have information on Golden Russet, Novaspy and Paulared, while information on Honeycrisp is widespread and our page is too far down in the search? What about Gravenstein? We will never really know.

Facebook

In February of 2011 the NSFGA set up a Facebook page. In spite of the fact that no effort has been made to advertise or attract consumers to the page 43 Facebook users have 'Liked' our page. If the NSFGA posts a picture or comment on our Facebook page it shows up on the Facebook wall of those 43 users. In a little experiment, a new recipe page was loaded to the NSFGA website at 4:30 pm on Oct. 20 and a comment was posted on the Facebook page about the recipe, with a link to our homepage. By the next evening the new recipe page had 12 visits.

At a social media workshop this week we heard that 50% of the world's population is under 30 years old, that 75% of Canadians are online and that 60% of the Canadian population is using social networking. If we'd like this next generation of Canadians to know about, buy and eat NS apples, we should probably try to connect with them in a way that resonates with them. See you on Facebook!

Select NS Feedback Sessions

As the Select NS campaign enters it's fifth year, the NS Dept of Agriculture will hold five lunchtime feedback sessions around the province in November and December 2011. Each 1.5 hour session will begin at noon with a brief overview of Select NS activities followed by a facilitated discussion to identify opportunities for future directions of the campaign. Space is limited so RSVP to reynoljm@gov.ns.ca or call Jennifer Reynolds at 902-722-1305.

Date	Town	Location
Nov. 17	Baddeck	Inverary Resort
Nov. 21	Lunenburg	L'burg Board of Trade
Nov. 22	Truro	Saltscapes Restaurant
Nov. 28	Yarmouth	Rudders Restaurant
Dec. 1	Wolfville	Wolfville Farmers Market

NS Fruit Growers' Assoc.

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