



Ontario Tender Fruit Producers' Marketing Board

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March 14, 2011

Items in this newsletter:

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- ✓ Marketing Director – Sarah Marshall
- ✓ PPV Eradication Program
- ✓ Packaging Update for 2011
- ✓ Food Safety & Traceability Initiative (FSTI)
- ✓ Grower Registered Own Use (GROU) Program
- ✓ KCMS Tree Fruit and Grape Crop Report 2011 (insert)

Notice of Annual Meetings

The annual meetings of tender fruit growers will be held on March 28, 29 and 30, 2011. Notice attached. The Niagara meeting will start with a session on how to **Maximize Government Programs for On-Farm Innovation**.

Time: 3:30 p.m. – **Maximizing Government Programs for On-Farm Innovation**

Presenters will include:

- Jim Brandle, CEO, VRIC
- Jim Wheeler, Wheeler Group – Scientific Research & Experimental Development (SR&ED)

5:30 p.m. – Dinner – Confirm attendance with Sylvana

6:45 p.m. – Registration for the Annual Meeting

7:00 p.m. – Annual Meeting

Date: Wednesday, March 30, 2011

Place: Hernder Estates Winery, St. Catharines.

Marketing Director – Sarah Marshall

The Tender Fruit Board has selected Sarah Marshall as their Marketing Director. Sarah takes on her new responsibilities on April 1, 2011.

Sarah was formerly the New Projects Coordinator for the Tender Fruit and Apple Boards where she demonstrated her strong analytical and communication skills. She worked closely with industry and government representatives to develop cost of production budgets, packaging and labour studies, market share analysis, administered food safety and research projects, established storage holding systems for the apple industry, and many others.

Sarah brings a wealth of knowledge to her new position and will provide much greater depth into the collection and dissemination of crop and market intelligence necessary for growers, marketers and retailers to base their production, purchase and marketing decisions.

Sarah will collaborate closely with the Board's Manager, Adrian Huisman, throughout the 2011 season. Together they will work closely with all participants of the value chain to identify and fill gaps in knowledge and provide a united, industry-led approach to problem solving focusing on providing a win-win plan to move the industry forward.

PPV Eradication Program

Grower representatives met with both levels of government to discuss the parameters for the extension of the PPV Eradication Program. The program itself hinges on both grower acceptance as well as government funding. If funding is available, then the details would be presented to all affected producers. Growers would then be asked to vote on either the continuation of the Eradication Program or Management. Stay tuned.

Packaging Update

As always, growers are advised to keep in touch with their shipper to determine what containers to purchase for this season. Having said that, the Board has been advised that the use of the plastic baskets will be expanded to include the 8x2 plastic for pears by one major retailer and the introduction of the 6x3 plastic at selected banners of most Ontario retailers. The 6x3, 2 layer paper basket will still be widely used where the plastic baskets are not. Again, keep in touch with your marketers.

Food Safety & Traceability Initiative (FSTI)

We have been advised that the FSTI Program will start to accept applications for this year's round of funding on April 5, 2011. You will recall that last year's funding was exhausted on the first day so be sure you have your application in order, complete and on time. Also, see the attached letter from Dermot Mark. More information is available on the Growing Forward website: www.ontario.ca/foodsafety.

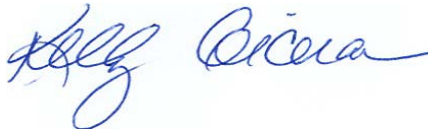
GROU (Grower Registered Own Use) Program Update

We have received requests for more information on the GROU program which allows growers or their agents to purchase certain crop protection materials in the U.S. and import them into Canada. We enclose a copy of a bulletin issued by AgCARE which provided greater detail on the steps required to use the GROU program streamline the re-entry into Canada from the U.S.

Yours truly,



Adrian Huisman
Manager



Kelly Ciceran
Assistant



Sarah Marshall
Marketing Director

Enclosures



Une initiative fédérale-provinciale-territoriale
A federal-provincial-territorial initiative

February 28, 2011

Dear Adrian,

This letter is to notify you, so that you in turn can inform your membership that the Food Safety and Traceability Initiative will be accepting applications for 2011, beginning April 5, 2011, at 10:00 a.m. (9:00 a.m. CST).

The Food Safety and Traceability Initiative (FSTI) provide cost-shared funding to a maximum of \$25,000 per operation to assist agri-food producers and processors to:

- support the implementation of written food safety programs;
- support the implementation of a working traceability system;
- assist in the purchase and installation of equipment to improve food safety or traceability;
or
- train staff increasing the adoption of food safety and traceability.

The updated Application Form and Application Guidebook version 3.0 are now available on the Growing Forward website: [.ontario.ca/](http://ontario.ca/) . Applicants can also request these documents by emailing the Agricultural Information Contact Centre at growingforward@ontario.ca or by calling 1-888-479-3931.

Applicants are strongly encouraged to submit their complete Application Form version 3.0 on-time, as annual funding is limited and applications will be reviewed on a first come first served basis. Applications may be submitted by email, fax, mail or in-person. In-person applications may be submitted at most OMAFRA offices [see website for locations]. Applicants can only submit one application at a time. Group or batch submission of applications (by email, fax, in-person or mail) will not be accepted nor considered.

If applicants have any questions when completing their application, they can contact the Growing Forward Contact Line at 1-888-479-3931.

Thank you for your continued interest in the Food Safety and Traceability Initiative.

Sincerely,

Dermod Mark