



Ontario Tender Fruit Producers' Marketing Board

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April 8, 2011

Items in this newsletter:

- ✓ Phil Andrewes – 2011 Award of Merit Recipient
- ✓ 2011–2012 Grower Committee Members, Board Directors, Officers and Appointments
- ✓ PPV Eradication Program
- ✓ SDRM Program Reinstated
- ✓ Peach Size Increase Maintained for 2011
- ✓ Partners-in-Quality (CanadaGAP) Education Program
- ✓ Farm Innovation Program & Other Research Projects
- ✓ 2011 Promotions Initiatives
 - Retail Display Bins
 - Grower Heirloom Recipe Contest
 - Foodland Ontario on Facebook
- ✓ Tart Cherry Market Update
- ✓ Coming Events? – Let Us Know!
- ✓ Event – Ken Slingerland Retirement
- ✓ Event – Niagara Workers Welcome Concert
- ✓ 2011 Appointed Dealer-Shippers
- ✓ Grower Contact Information for Email News Distribution

Phil Andrewes – 2011 Award of Merit Recipient



Len Troup presented Phil Andrewes with the 2011 Award of Merit
During the March 30, 2011 Annual Meeting

Philip Andrewes received the 2011 Award of Merit for his lifetime of service to the agriculture sector in his many roles which include two terms as the Board Chair, Chair of AgriCorp, Member of the Provincial Legislature which included terms as the Minister of Agriculture, Health and Energy and more recently, several years as Chair of Vineland Growers' Cooperative. Phil continues to be fully involved in his farming operation along with his son Chris.

2011-2012 Grower Committee, Board Directors, Officers & Appointments

Board Directors:

District 1 (Niagara North) - Len Troup, Fred Meyers, Jenifer Smith, Phil Tregunno, Jamie Warner
District 2 (Niagara South) - Leo DeVries
District 3 (Essex) - Vacant (see Director at Large)
District 4 (Kent) - Rusty Smith
District 5 (Norfolk) - Ken Porteous
Director at Large - John Thwaites

Officers:

Chair - Len Troup
Vice-Chair - Phil Tregunno
Manager - Adrian Huisman
Treasurer - Larissa Osborne

Delegates to Association:

Canadian Horticultural Council - Len Troup (Phil Tregunno – alternate)
F.A.R.M.S. - Ken Porteous
Labour Issues Coordinating Committee - Ken Porteous (Phil Tregunno – alternate)
Niagara Peninsula Fruit and Vegetable Growers' Association - Jamie Warner
Ontario Fruit & Vegetable Growers' Association - Fred Meyers (John Thwaites – alternate)
Ontario Fruit & Vegetable Growers' Association (Technical Committee) - Adrian Huisman
Ontario Federation of Agriculture - PAC - Ken Porteous
Ontario Agricultural Commodity Council - Ken Porteous (alt. Len Troup)
OACC (Technical Committee) - Adrian Huisman

Committee Members:

Budget Committee – All Directors
Crop Insurance Committee – All Directors
Fresh Market Advisory Committee:
Chair – Adrian Huisman
Grower Reps - Jenifer Smith, Phil Tregunno, Dave Froese (Leo DeVries - Alternate)
Shipper Reps - Vineland Growers' Cooperative, Niagara Seasonal Sales, Niagara Orchard & Vineyard Corp., Niagara Fruit & Vegetable Growers
Grape & Tender Fruit (Ont.) Ltd. - Len Troup and Phil Tregunno
Niagara Regional Agricultural Task Force - Len Troup
Ontario Fruit Testing Association - Len Troup, Leo DeVries, Russell Smith, Jamie Warner
Peach & Nectarine Sub-Committee - Len Troup, Chris Andrewes, Leo DeVries, Joe Dutchyn, Mike Ecker, Scott Epp, Dave Froese, Fred Meyers, Ken Slingerland, John Thwaites, Jenifer Smith, Dr. Jay Subramanian, Phil Tregunno, Dave Lepp, Rob Haynes
Pear & Plum Sub-Committee - Len Troup, Leo DeVries, Joe Dutchyn, Mike Ecker, Dave Hunter, Art Moyer, Ken Slingerland, John Thwaites, Jamie Warner, Dave Lepp, Rob Haynes
PPV Grower Sub-Committee – Len Troup, Phil Tregunno, Fred Meyers, John Smith, Robert Troup and David Enns
Sour Cherry Sub-Committee - Len Troup, Ken Porteous, Leo DeVries, Russell Smith, Jenifer Smith

Grower Committee Members (2011 – 2012) – See page 7

PPV Eradication Program

Despite tender fruit growers' willingness to see the PPV Eradication effort continue, the federal government appears to have decided otherwise. The March 22, 2011 federal budget included \$17 million over five years to finance a Management Program. Management includes monitoring the

quarantine zone boundaries and containment in the current Quarantine Zones in Niagara where over 90% of Ontario's tender fruit crops are produced. This leaves growers to fend for themselves in the future.

In CFIA's own words they describe PPV as follows:

“The Plum Pox Virus (PPV) is a serious plant disease affecting tender fruit orchards including peaches, plums, nectarines and apricots. PPV does not pose a risk to humans or animals but can drastically reduce yields and render the affected fruit unmarketable. If left uncontrolled, PPV can pose a major threat to the future of tender fruit production in Ontario.”

This information was presented at each of the annual meetings and there was clear consensus at each meeting that the growers wish to see the Eradication Program continue. The following motion was passed:

Moved, Seconded and CARRIED

That the Tender Fruit Board aggressively lobby the Federal and Provincial Governments for the continuation of an orderly and effective PPV Eradication Program.

It was further discussed that, if the government can be convinced to reconsider their decision, a special meeting of growers be called to review the proposed eradication approach and that a referendum be conducted to determine grower support and direction.

Growers are encouraged to contact their local candidates and express their support for the continuation of the PPV Eradication Program. In Niagara, this would include:

The Honourable Rob Nicholson	- 905-353-9590	nicholson.r@parl.gc.ca
Dean Allison	- 905-563-7900	allison.d@parl.gc.ca
Rick Dykstra	- 905-934-6767	dykstra.r@parl.gc.ca

SDRM Program Reinstated

The March 29th Provincial Budget included funding for a permanent Self-Directed Risk Management (SDRM) program for edible horticulture, as well as programs for pork, beef, sheep, veal, and grains and oilseeds. No details were included in the announcement other than it includes \$150 million total premiums (combined government & grower). The government hopes to have the program up and running by June. Further details to follow.

Our thanks go to Premier Dalton McGuinty and Minister Carol Mitchell for this valuable program funding and for working with the industry to develop and implement this sustainable, predictable, and bankable funding mechanism. What we need now is to convince the federal government to fund their share of these programs in order to make them more meaningful. Unfortunately, this doesn't seem to be in the cards with no new federal programming expected until 2013. Thanks are also extended to the Ontario Fruit & Vegetable Growers' Association for their efforts in developing the program and convincing the Ontario government to adopt it.

Peach Size Increase Maintained for 2011

The minimum peach size was increased in 2010 in response to recommendations included in the recent "Strategic Plan for the Tree Fruit Industry" and minimum requirements by our major retail partners. Due to weather conditions at the start of the 2010 harvest and difficulty meeting these new standards, the Board amended their regulation and allowed growers to pack up to 20% at 2 1/8" for

the PF-1 and Springcrest varieties. In hindsight this was a mistake. Therefore, the Board has passed Regulation #1 – 2011 which establishes the minimum size for peaches for 2011 at:

To August 15th	2 ¼”
August 15th and later	2 3/8”

Note that the peaches must be through the system by these dates, therefore, growers will have until August 10th to pack 2 ¼” after which the size increases to 2 3/8” on August 11th.

Partners-in-Quality (CanadaGAP) Education Program

The Partners in Quality (CanadaGAP) On-farm Food Safety Education Project ends after 2011. EBiz will deliver the program for 2011. Activities will include:

- grower workshops
- updated manuals and hand washing signs
- on site visits (including water testing)

One major national retailer has advised that, not only are their suppliers (dealer-shippers) required to be on the CanadaGAP Program, the growers who supply those shippers must also be on the program by December 31, 2012. Most major growers are already on the program but several of the smaller growers are not. These growers are encouraged to participate this season or risk having their fruit rejected next year.

Theresa Brickell from EBiz will be conducting workshops and farm visits to assist growers in implementing the program and preparing them for their audits. Her contact information is: 519-821-9908 ext 203 or email at tbrickell@ebpros.com. Please contact her if you wish to receive one-on-one instruction or advise your shipper that you wish to participate in a grower workshop.

All growers who are already registered on the CanadaGAP audit plan will receive an updated manual in CD format directly from CHC.

Farm Innovation Program Projects

Two tender fruit projects have been submitted to the Agricultural Adaptation Council for funding approval under the Farm Innovation Program (Note, project #3 is industry funded). These are:

1. **High Density Pears** – Two one-half acre trial high density plantings of new pear cultivars will be planted at Thwaites Farms this spring and monitored by Ken Slingerland.
2. **New Variety/Crop Evaluation** – New cultivars including donut (flat) peaches and pluots currently planted in New York State will be monitored by Ken Slingerland to determine winter hardiness, productivity and consumer acceptance.
3. **Pear Storage Project** – Dr. Jennifer DeEil (OMAFRA) will continue working on ways to extend the storage life of Ontario pears and reduce the development of physiological disorders, such as senescent scald and internal breakdown. A 3-year project looking at Bartlett, Bosc, and the new cultivars Harrow Crisp, Sundown, and HW620 will begin this growing season. Fruit maturity at harvest, cooling delays, pre- and post-harvest treatment with 1-MCP, and the use of DPA are some of things to be investigated. Thanks to AgroFresh Inc. for providing the core funding, Dr. DeEil in collaboration with Drs. Bozzo and Shelp at the University of Guelph will pursue additional funding through various programs to expand the project.

2011 Promotional Program

Retail Display Bins - In an effort to increase the profile of Ontario fruit, the Tender Fruit and Fresh Grape Boards, in cooperation with the Ontario Market Investment Fund, will provide our major Ontario retailer partners with eye catching display bins. We hope to be able to offer these bins, at a discounted price, for use at farm markets as well. More information on this will be provided in our next newsletter.



Grower Heirloom Recipe Contest – Faye Clack Communications will conduct a grower recipe contest to increase the connection between growers and consumer. Growers who have their heirloom recipe selected will be featured in this year's media awareness campaign along with their favourite recipe. More information on this initiative is attached. Time is short – growers are asked to submit their entries by April 25, 2011.

Foodland Ontario on Facebook - To supplement this campaign and ensure that we continue to capture consumers through traditional media, we will be working closely with Foodland Ontario, utilizing their newly launched facebook page. This will be used to disseminate timely crop availability information and quick and easy recipes including those heirloom recipes submitted by our growers.

Tart Cherry Market Update

CherrCo CEO, Jim Jensen, reports as follows:

1. Frozen Sugar Pack – Inventories nearing normal levels (after a very large carry-over going into the 2010 crop).
2. IQF – Inventories becoming limited, demand increasing.
3. Dried – Inventories in balance, demand increasing.
4. Pie Filling – Inventories in balance, demand continue to decrease slightly
5. Concentrate – Inventories short, demand increasing
6. Canned (water pack) – inventories in balance, demand decreasing

In short, North America doesn't need a bumper crop but they sure don't need a short crop. The markets for cherry juice and concentrate continue to increase with some processors concerned over a shortage of juice stock to satisfy demand. This market has been supplied by packing line sort-outs as well as low-grade, processed cherries. Consideration is being given to diverting damaged crops, i.e. hailed, low scores and soft cherries directly into the juice market. This could have a positive affect on crop insurance as returns could be similar and production guarantees would remain higher.

Got Coming Events? Let Us Know!

If you have an upcoming event that promotes the tender fruit industry, let us know and we'll advertise it on our website! Example: Niagara-on-the-Lake Peach Festival.

Ken Slingerland Retires – Event Planned

Ken Slingerland retired from OMAFRA on March 31, 2011. A special event has been planned for May 25, 2011 to celebrate Ken's many years of service to the tender fruit industry. Details are:

Date: Wednesday, May 25, 2011
Place: Grand Niagara Golf Course
8547 Grassy Brook Road, Niagara Falls, Ontario
Time: 6:00 p.m. – Cocktails (Cash Bar)
7:00 p.m. – Dinner
Cost: \$30.00 per person - Make cheques payable to Hugh Fraser and mail to: Ken Slingerland Retirement, c/o OMAFRA, Box 8000, Vineland Station, Ontario, L0R 2E0
- Gift donations welcomed
RSVP: By May 6, 2011 to Carolyn Prieur
Tel: 905-562-1631
Email: carolyn.prieur@ontario.ca

Niagara Workers Welcome Concert

On May 1st, the fifth annual Niagara Workers Welcome Concert will take place at Orchard Park Church in St. Catharines. Those that wish to sponsor the event or buy tickets are asked to contact Jane Andres at 905-468-0408. Tickets are almost sold out for this important event so if you're interested call immediately!

Appointed Dealer-Shippers - 2011

The 2011 list of the Appointed Dealer-Shippers along with their contact information is attached – See pages 8 & 9.

Grower Contact Information for Email News Distribution

Currently about 180 tender fruit growers receive the Board's newsletters and other timely information and news by email. Email is the most efficient and least expensive means of distribution. If you are not on our email distribution list, please call Sylvana at the Board offices and provide your contact information.

Yours truly,



Adrian Huisman
Manager



Sarah Marshall
Marketing Director



**ONTARIO
TENDER FRUIT
PRODUCERS**

PO Box 100, Vineland Station, ON L0R 2E0

GROWERS' COMMITTEE – 2011 - 2012

DISTRICT 1a – JUDICIAL DISTRICT OF NIAGARA NORTH

Town of Niagara-on-the-Lake

				<u>PHONE</u>	<u>FAX</u>	<u>CELL</u>	<u>EMAIL</u>
David Enns	286 Lakeshore Road	N-O-T-L	L0S 1J0	(905) 934-8438	935-4823	651-0207	dl.enns@sympatico.ca
Scott Epp	1752 Concession 2	N-O-T-L	L0S 1J0	(905) 328-4431	934-9234	328-4431	epp_scott@hotmail.com
David Froese	282 Niven Road	N-O-T-L	L0S 1J0	(905) 468-4609	468-1211	933-0794	dashfroese@hotmail.com
Fred Meyers	1444 Irvine Road	N-O-T-L	L0S 1J0	(905) 934-3925	934-1121	651-2810	fred@meyersfruitfarms.com
John Thwaites	RR3-1984 Townline Rd.	N-O-T-L	L0S 1J0	(905) 934-3880	934-1595	651-6245	thwaites@talkwireless.ca
Phil Tregunno	RR1-15176 Niagara River Parkway	N-O-T-L	L0S 1J0	(905) 262-4886	262-5483	984-0437	ptregunno@talkwireless.ca

City of St. Catharines – District 1b

Doug Backus	3925 9 th Street	St. Catharines	L2R 6P9	(905) 682-1626	682-1626	658-1645	backusfarms@earthlink.net
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Town of Lincoln – District 1c

David Hipple	3919 King St.	Beamsville	L0R 1B1	(905) 658-4832	562-8360	658-4832	david@hipple.ca
Jenifer Smith	4230 Victoria Ave.	Vineland Station	L0R 2E0	(905) 562-0307	562-5577	325-3363	jenifer@cherrylane.net
Robert Troup	4145 13 th Street	Jordan Station	L0R 1S0	(905) 562-5129	562-0130		EOI@live.ca
Len Troup	4402 13 th Street	Jordan Station	L0R 1S0	(905) 562-5303	562-8709	988-2452	info@ontariotenderfruit.ca
Jamie Warner	4515 Lincoln Avenue	Beamsville	L0R 1B3	(905) 563-6901	563-6900	658-1551	jim@warnerorchards.com

Grimsby, West Lincoln, Hamilton-Wentworth – District 1d

Art Moyer	114 Ridge Road East	Grimsby	L3M 4E7	(905) 945-2408	945-6241	978-2408	moyerfarms@sympatico.ca
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DISTRICT 2 – JUDICIAL DISTRICT OF NIAGARA SOUTH

Leo DeVries	825 Canboro Road – Box 143	Fenwick	L0S 1C0	(905) 892-8724	892-8556	658-6746	leodevries6@hotmail.com
Matt Jansen	433 Tice Rd.	Ridgeville	L0S 1M0	(905)-892-6292	892-0742	658-5007	m31_jansen@hotmail.com

DISTRICT 3 - ESSEX COUNTY

Dave Nickels	1498 County Rd. 34	Ruthven	N0P 2G0	(519) 326-3702	326-8907	796-7661	nickels_orchards@yahoo.ca
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DISTRICT 4 – COUNTIES OF KENT AND LAMBTON

Russell Smith	8445 Talbot Trail	Blenheim	N0P 1A0	(519) 676-8310	676-1797	359-3804	manitreefruitfarm@hotmail.com
Mark Delanghe	19310 Craford Rd.	Blenheim	N0P 1A9	(519) 676-4475	676-1506	809-4475	delhaven@ciaccess.com

DISTRICT 5 – REGIONAL MUNICIPALITY OF HALDIMAND-NORFOLK AND THE COUNTIES OF BRANT AND ELGIN

Ken Porteous	44 Forest Wood Drive	Port Dover	N0A 1N3	(519) 583-2813	583-2052	428-8734	loisporteous@sympatico.ca
Chris Shaw	80 Wetmores Rd.	Mount Pleasant	N0E 1K0	(519) 484-2558	446-3600	754-6606	pattyshaw@sympatico.ca

Appointed Dealers Niagara Peninsula

JAMES BARTKIW PRODUCE

4226 - 13th Street Louth
Jordan Station, Ontario, L0R 1S0
Contact: Jim Bartkiw
Phone: (905) 562-7170
Fax: (905) 562-7960
Mobile: (905) 641-5177
Email: naturesbest@talkwireless.ca

LAKELEE ORCHARDS LTD.

4452-Thirteenth Street
Jordan Station, Ontario, L0R 1S0
Contact: Ron Troup
Phone: (905) 562-4850
Fax: (905) 562-3588
Mobile: (905) 933-0417
Email: lakelee@talkwireless.ca

NIAGARA ORCHARD & VINEYARD CORP.

1550 Hwy. 55, Box 43
Virgil, Ontario, L0S 1T0
Fruit Sales:
Contact: Joe Dutchyn
Phone: (905) 468-3298
Toll Free: (888) 267-5551
Mobile: (905) 650-6157 – Joe
Fax: (905) 468-2527
Email: jdutchyn@niagaraorchard.com
Louth Division:
Contact: Rob Fast
Phone: (905) 468-3297
Toll Free: (888) 310-1158
Mobile: (905) 651-0392 – Rob
Fax: (905) 468-2527
Email: rfast@niagaraorchard.com
Niagara Division:
Contact: Arnie Lepp
Phone: (905) 646-5777
Mobile: (905) 984-0363 - Arnie
Fax: (905) 646-5891
Email: alepp@niagaraorchard.com

NIAGARA FRUIT & VEGETABLE GROWERS' LTD.

1579 Creek Road, Box 99
Virgil, Ontario, L0S 1T0
Contact: Dave Dionne/ Norman Hope
Phone: (905) 468-3261
Fax: (905) 468-5414
Mobile: (905) 328-6345 – Dave
Email: dave@niagarafruitvegetable.com
Website: www.niagarafruitvegetable.com

N.B.F. PRODUCE LTD.

3325 First Avenue
Vineland Station, Ontario, L0R 2E0
Contact: Phil Short
Phone: (905) 562-4857 or 7743
Fax: (905) 562-4291
Mobile: (905) 651-7151
Email: philshort@nbfproduce.com

NIAGARA SEASONAL SALES INC.

R.R. #3, 1300 Lakeshore Road
Niagara-on-the-Lake, Ontario, L0S 1J0
Contact: Jamie Mastronardi
Phone: (905) 938-2363
Mobile: (519) 796-2970
Fax: (905) 934-9234
Off-Season: (905) 934-1944 Niagara Office or
Jamie at (519) 322-2328
Email: nss@iaw.com

VINELAND GROWERS' COOPERATIVE LTD.

Box 700, 4150 Jordan Rd.
Jordan Station, Ontario, L0R 1S0
Contact: Michael Ecker
Phone: (905) 562-4133 – Ext. 117
Direct: (905) 228-7759
Toll Free: (800) 481-9921
Fax: (905) 562-7997
Mobile: (905) 651-4386
Email: mike@vinelandgrowers.com
Website: www.vinelandgrowers.com

Appointed Dealers Outside Niagara Peninsula

ERIE-JAMES LIMITED

Box 457, 102 Queen Street, N.
Leamington, Ontario, N8H 3W5
Contact: Mark Slater, Tim Iles, Stephanie
Lariviere
Phone: (519) 326-4417
Fax: (519) 326-7461
Email: mark@eriejames.com
Website: www.eriejames.com

MANITREE FRUIT FARMS

R.R. #1, Blenheim, Ontario, N0P 1A0
Contact: Russell Smith
Phone: (519) 676-5428
Cell: (519) 359-3804
Fax: (519) 676-1797
Email: manitreefruitfarm@hotmail.com

MARTIN'S FAMILY FRUIT FARMS LTD.

R.R. #1, 1420 Lobsinger Line
Waterloo, Ontario, N2J 4G8
Contact: Steve Martin or Tom Westerveld
Phone: (519) 664-2750
Fax: (519) 664-1505
Email: info@martinsapples.com
Website: www.martinsapples.com

NORFOLK FRUIT GROWERS' ASSOCIATION

Box 279, 99 Queensway E.
Simcoe, Ontario, N3Y 4L1
Contact: Tom O'Neill or Don Werden
Phone: (519) 426-0640
Cell: (519) 427-8500
Fax: (519) 426-2012
Email: toneill@nfga.ca
Website: www.norfolkfruitgrowers.com

GEORGE WHALEY & SONS LTD.

R.R. #2
Ruthven, Ontario, N0P 2G0
Contact: Doug Whaley
Phone: (519) 326-9330
Fax: (519) 326-3083
Email: gwfarm@on.aibn.com