



Ontario Tender Fruit Producers' Marketing Board

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Items in this newsletter:

- ✓ Annual Meeting Results
- ✓ Strategic Plan for Tree Fruit Industry Released
- ✓ Packaging Options for 2010
- ✓ Code-a-Phone – Niagara Crop Report
- ✓ Variety Fact Sheets
- ✓ CanadaGAP – New Audit Alternatives
- ✓ Food Safety & Traceability Initiative
- ✓ Nursery Stock for Sale

Annual Meeting Results

The Annual General Meetings were held on March 29, 30 and 31. The Annual Report and Financial Statements for the year ended January 31, 2010 were presented and adopted at each meeting. The 2010 District Grower Committees were elected (results attached). The District Committees met on April 8, 2010 and elected the Board of Directors. The results are as follows:

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

Strategic Planning for the Tree Fruit Industry

An integral component in the Ontario Orchard & Vineyard Transition Program was the development of a Strategic Plan intended to better position the tree fruit and fresh grape industry to take advantage of market opportunities. Highlights of the recommendations include:

Strategy 1

1. Focus on the consumer – variety, size, maturity, colour, taste, packaging format
2. Improve two-way value chain communications – grower to shipper, shipper to retailer and retailer back down the chain
3. Improve quality and value chain performance – freshness, taste, nutrition, convenience, consistency
4. Improve marketing – in depth marketing expertise

Strategy 2

1. Improve quality and consistency
2. Improve service/delivery
3. Improve producer efficiency – adapt leading edge cultural and packing practices

4. Improve packer/producer/shipper efficiency
 - a. Consolidation, transportation, logistics
 - b. Improved cold chain effectiveness

Strategy 3

1. Update product mix – best varieties/best commodity mix
2. Develop robust processing sector
3. Take advantage of government programs, i.e. R & D and other incentives
4. Invest in non-traditional market development
5. Improve efficiencies – take best advantage of mechanization opportunities and best production practices, i.e. improve yields and less acreage

This is considered the start of the process, not the end. The industry is now charged with the responsibility of dealing with these recommendations. Our retail partners – Loblaw, Sobeys, Metro and WalMart have all been invited to participate. This is a very positive first step.

Packaging Options for 2010

In response to a recommendation brought forward in the strategic plan (packaging format), I can report that this process began in early 2009 with a considerable amount of research in Europe and the U.S. on packaging, packing and packing systems. This led to consumer surveys during the 2009 season which included traditional baskets as well as non-traditional plastic basket formats with lids as well as netting. Retailers have for years expressed concerns over shrink at retail (pilferage and consumer handling). Honestly, this had to and is being addressed. Growers are advised to contact their dealers to determine which containers they should purchase for the 2010 crop.

Niagara Crop Report (Code-a-Phone) – Grower Survey

Based on a grower survey, only 15 growers have showed interest in receiving the Niagara Crop Report on a fee for service basis. Full cost recovery would have meant a fee of \$700 per participant. KCMS (Kevin Ker) provides this full service for approximately the same fee which includes on farm monitoring as well as the written reports. Therefore, the Board will not be sponsoring the Niagara Crop Report this year and encourages growers to contact KCMS directed to obtain this support or contact an alternate service provider.

KCMS Applied Research and Consulting 2010 Crop Advisory and Monitoring Services

OUR EXPERTISE – full time personnel with more than 40 years of professional experience combined with advanced university degrees and teaching experience * **Active** involvement in collaborative research * **Project management** for growers and organizations qualifying for SRED Tax Credits* **Authors** of factsheets, book chapters and publications used locally and internationally * **Recognized expert** for legal issues (OMB, court, insurance) * **truly independent** – no product sales

OUR SERVICES – Full crop monitoring (pest monitoring, crop nutrition, crop assessment)
* **Complete KCMS crop report** and weekly meetings in season * **GPS GIS** mapping, soil moisture measurements and soil quality evaluations * **Research** projects eligible for SRED Tax Credits * **Comprehensive** advisory service program to meet premium fruit production standards

OUR PROMISE – to provide a full range of professionally recognized services – available full growing season and year round – to meet YOUR needs on time and best value * to work with you to develop the best solutions – economically viable and environmentally responsible

Contact us for 2010 prices and packages and see our website for the latest on winter injury research

Main Office -1215 Maple Street, Fenwick, Ontario – 905 892-7050
Lab – South Service Road, St. Catharines, Ontario - 905 688-8189

See our website [.kcms.](http://www.kcms.com)

Variety Fact Sheets

Another recommendations included in the Strategic Plan was for growers to plant the most acceptable varieties based on consumer preference – proper maturity, size, colour and taste. In response, an industry advisory committee (growers, shippers, researchers) developed a series of fact sheets for peaches, nectarines, apricots, plums and pears. Copies of these fact sheets are included in this newsletter. You are encouraged to review these selections when making planting decisions.

CanadaGAP New Audit Alternatives

CanadaGAP will be offering two new certification options, one of which could provide benefits to individual growers and shipper:

Option A2 – For a facility to be certified to the program in the first year the operator must successfully complete a full on-site audit. Annually for the next three years, the operator completes a self-declaration a self-assessment checklist and submits it to the Certification Body. Randomly selected farms will be chosen for an on-site audit during years 2, 3 and 4. If selected for a random audit, the next scheduled audit will be extended to four years from the random audit date.

We suggest that growers contact their shippers to ensure that this new option is acceptable to them. If so, this seems like the best alternative.

Food Safety & Traceability Initiative

OMAFRA has reported that the entire 2010 funding allotment was subscribed for during the first day of applications (March 1, 2010). Although growers were advised that their applications would be dealt with on a first-come, first-served basis, we expect that all those who applied on March will be accepted. Some may have to wait to receive their payments until 2011. I'm just guessing, but it would be logical and fair.

Nursery Stock for Sale

1. Lingwood Farms has approximately 500 Belaire peach trees available for sale. Freestone, matures about August . Contact Ken Porteous at (519)-428-8734 (cell).
2. Abe Epp & Family has peach trees for sale, many varieties available. Contact Jeremy Voth at (905)-351-2807.

Yours truly,



Adrian Huisman
Manager



Kelly Ciceran
Assistant



Sarah Marshall
New Project Coordinator

**ONTARIO TENDER FRUIT PRODUCERS' MARKETING BOARD
GROWERS' COMMITTEE – 2010 - 2011**

DISTRICT 1a – JUDICIAL DISTRICT OF NIAGARA NORTH				PHONE	FAX
<u>Town of Niagara-on-the-Lake (6)</u>					
David Enns	286 Lakeshore Road	N-O-T-L	L0S 1J0	(905) 934-8438	935-4823
Scott Epp	RR #6-1752 Concession 2	N-O-T-L	L0S 1J0	(905) 328-4431	934-9234
Fred Meyers	RR #5-1444 Irvine Road	N-O-T-L	L0S 1J0	(905) 934-3925	934-1121
John Thwaites	RR #3	N-O-T-L	L0S 1J0	(905) 934-3880	934-1595
Phil Tregunno	RR #1-Niagara River Parkway	N-O-T-L	L0S 1J0	(905) 262-4886	262-5483
Kai Wiens	RR #6-905 Concession 2	N-O-T-L	L0S 1J0	(905) 468-4179	468-1182
<u>City of St. Catharines – District 1b (1)</u>					
Doug Backus	3925- Street-RR #3	St. Catharines	L2R 6P9	(905) 682-1626	682-1626
<u>Town of Lincoln – District 1c (5)</u>					
David Hipple	3919 King Street	Beamsville	L0R 1B1	(905) 562-3366	562-8360
Jenifer Smith	RR #1	Vineland Station	L0R 2E0	(905) 562-0307	562-5577
Robert Troup	4145 Street	Jordan Station	L0R 1S0	(905) 562-5129	562-0130
Len Troup	RR #1- Street Louth	Jordan Station	L0R 1S0	(905) 562-5303	562-8709
Jamie Warner	4515 Lincoln Avenue	Beamsville	L0R 1B3	(905) 563-6901	563-6900
<u>Town of Grimsby and Township of West Lincoln – District 1d (1)</u>					
Art Moyer	RR #1-114 Ridge Road East	Grimsby	L3M 4E7	(905) 945-2408	945-6241
<u>DISTRICT 2 – JUDICIAL DISTRICT OF NIAGARA SOUTH (2)</u>					
Leo DeVries	825 Canboro Road – Box 143	Fenwick	L0S 1C0	(905) 892-8724	892-8556
Matt Jansen	433 Tice Rd.	Ridgeville	L0S 1M0	(905)-892-6292	892-0742
<u>DISTRICT 3 - ESSEX COUNTY (2)</u>					
Dave Nickels (1) Vacant	RR #2	Ruthven	NOP 2G0	(519) 326-3702	326-8907
<u>DISTRICT 4 – COUNTIES OF KENT AND LAMBTON (2)</u>					
Russell Smith	RR #1	Blenheim	NOP 1A0	(519) 676-8310	676-1797
Mark Delanghe	RR #1	Blenheim	NOP 1A9	(519) 676-4475	676-1506
<u>DISTRICT 5 – REGIONAL MUNICIPALITY OF HALDIMAND-NORFOLK AND BRANT AND ELGIN (2)</u>					
Ken Porteous	44 Forest Wood Drive	Port Dover	N0A 1N3	(519) 583-2813	583-2052
Chris Shaw	80 Wetmores Rd., RR # 1	Mount Pleasant	N0E 1K0	(519) 484-2558	446-3600