



Ontario Tender Fruit Producers' Marketing Board

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Items in this newsletter:

- ✓ Marketing Season Wrap Up
 - Fresh Market
 - Processing
- ✓ Premises I.D. Numbers - OnTrace
- ✓ New Research Initiatives Underway
- ✓ PPV – Management
- ✓ Tender Fruit & Grape Specialist
- ✓ Marketing Arrangement - Sundown Pears
- ✓ Promotion Update
- ✓ Food Safety
- ✓ Labour Issues Coordinating Committee Update
- ✓ Marketing Board History (101) – Board Chairs

Marketing Season Wrap-Up

Fresh Market - What started out with a real bang sort of ended up more of a whimper? Fruit sales were excellent during July and well into August, with most dealers experiencing shortages. By Labour Day weekend, movement slowed down and inventories started to back up. Unfortunately, due to the late season, growers were still into full production of peaches and started into late nectarines, grapes and pears, as well as other competing crops such as apples. Peaches finally cleaned up by the first week of October prices.

Nectarines were the anomaly this season. What started out as a Cinderella crop, turned out to look more like the wicked stepsister. Prices were quickly adjusted from their earlier levels to encourage continued features and listings. Unfortunately, in most cases, the prices at retail remained high and movement was very slow. Some retailers delisted Ontario nectarines entirely regardless of price.

A preliminary summary of the weekly receipts through dealers is attached. Highlights are as follows:

| Crop | Container | 2010 | 2011 | % Change |
|--------------------|--------------|------------------|--------------------|-------------|
| | | Actual (,000) | Estimate (,000) | |
| Peaches | 22 lb. | 1,575 | 1,650 | + 5% |
| Nectarines | 20 lb. | 225 | 175 | - 22% |
| Yellow Plums | 10x1.5L | 131 | 87 | - 33% |
| Blue Plums | 10x1.5L | 41 | 35 | - 15% |
| Grapes | 8x2L | 218 | 225 | + 3% |
| Clapp Pears | 6x3L | 5 | 2 | - 60% |
| Bartlett Pears | 36 Lb. | 97 | 71 | - 27% |
| Bosc Pears | 36 Lb. | 60 | 70 | +17% |
| Other Pears | 36 Lb. | 5 | 3 | - 40% |
| Total Fresh | Units | 2,357 | 2,318 | - 2% |

What's interesting is that with the change from paper baskets to plastic, the actual number of consumer packages has increased dramatically over the last 3 years. For example, the peach volume can be expressed in several different ways, i.e. tons, 22 lb. equivalent units (we use 22 lb. equivalents because that is the average net weight of all the units combined) or the actual number of cartons sold.

| | 2007 | 2008 | 2009 | 2010 | 2011 |
|-------------------------|---------------|---------------|---------------|---------------|-----------------|
| Peaches | Actual | Actual | Actual | Actual | Estimate |
| Tons | 14,740 | 17,850 | 19,400 | 17,600 | 18,150 |
| 22 lb. Unites (million) | 1.340 | 1.620 | 1.760 | 1.575 | 1.650 |
| Actual Units (million) | 1.186 | 1.425 | 1.530 | 1.580 | 1.700 |
| Nectarines | | | | | |
| Tons | 3,010 | 2,333 | 2,070 | 2,250 | 1,750 |
| 20 lb. Units (,000) | 301 | 233 | 207 | 225 | 175 |
| Actual Units (,000) | 230 | 179 | 159 | 196 | 162 |

From this, you can see that, although the peach crop was up about 5%, the actual number of units sold increased by 8%. You will also note that there has been a steady increase in the number of units sold since 2007, going from 1.186 million units to 1.7 million or 43% more units sold and 43% more consumer packages to move at retail. The actual volume (tons) sold only increased by 19% during that same period. Similarly, the nectarine volume expressed in tons is down 42% while the actual number of units sold is down only 30% (2007 vs 2011).

Processing Market

| | 2007 | 2008 | 2009 | 2010 | 2011 |
|--------------------|---------------|---------------|---------------|---------------|---------------|
| Crop | (tons) | (tons) | (tons) | (tons) | (tons) |
| Clingstone Peaches | 5,618 | 2,756 | 2,621 | 1,715 | 1,471 |
| Tart Cherries | 7,864 | 6,140 | 6,989 | 6,280 | 2,190 |
| Sweet Cherries | 50 | 80 | 60 | 40 | 34 |

Premises I.D. Numbers – OnTrace

More and more OMAFRA programs including the Self Directed Risk Management, the Food Safety & Traceability Initiative, and the Environmental Farm Plan grant programs now require growers have a Premises I.D. number issued by OnTrace. If you plan to participate in these programs, you must comply or risk being rejected. PID numbers can be obtained from OnTrace on-line at www.ontrace.ca or by phone 1-888-38-TRACE (8-7223).

The Ontario Tender Fruit Board is currently in the process of applying for OMAFRA funding to conduct a Traceability Project which will include GPS mapping all tender fruit orchards in Ontario. This is a very important project and will eventually replace the old tree census process and thereby provide the most up-to-date tree planting information for use by the Board and its members and marketers in establishing future promotion and marketing programs.

If you do not already have a PID number issued by OnTrace, you are encouraged to do so immediately so that you do not miss out on the benefits of these important government programs.

New Research Initiatives Underway

The Board has been successful in obtaining funding under the Farm Innovation Program (FIP), a component of the Growing Forward suite of programs. The FIP program is administered by the Agricultural Adaptation Council. These projects are outlined as follows:

1. **IPM On-Line** - OMAFRA specialists, Margaret Appleby, Leslie Huffman, and Wendy MacFadden-Smith, will add peaches and nectarines to the current version of "Ontario Crop IPM". This is a web-based platform that allows growers to source information on insects, diseases, herbicide injury, etc. To see the current version which includes apples and grapes, visit <http://www.omafra.gov.on.ca/IPM/english/index.html>. Once complete, tender fruit growers will be provided with a CD version of the software as well as grower training sessions tentatively scheduled for March 2012. An information session will also be held during the OFVC convention in February.
2. **High Density Pear Trial** – This project commenced in the spring of 2011. The objective is to provide data on the compatibility of the newer fireblight tolerant pear varieties, including Sundown and Harrow Crisp, in a high density orchard (1,000 trees /acre). Data will also be collected on the cost of establishment, years to production (compared to standard spacing), fruit size and yield. Ken Slingerland is the project manager. Thwaites Farms is the grower cooperator.
3. **New Variety Evaluations** – This project, which is managed by Ken Slingerland, is designed to evaluate the potential of new and novel fruit cultivars such as plumcots, pluots, donut peaches and several U.S. varieties of peaches, nectarines and plums. Singer Farms of Appleton, N.Y. is the U.S. grower cooperator. Local cooperators include: Torrie Warner, Leo Devries, and Lakelee Orchards who have also provided access to several varieties of peaches, nectarines, apricots and pears for evaluation. Data is being collected on production, ripening dates, fruit quality, etc. Mori Nurseries has obtained access to several new cultivars with a U.S. nursery. Small quantities of trees will be available in spring 2012 for production trials and evaluation.
4. **Tree Census** – Ken Slingerland has been contracted to update the tree fruit census which was last updated in 2008. The results will provide the Board and their appointed dealers with up-to-date information on the production base which in turn will assist them in making better marketing and promotion decisions and will provide guidance to our producer members on planting and removal opportunities. All tender fruit growers are encouraged to cooperate with Ken on this important project.
5. **Pear Storage Trials** – Dr. Jennifer DeEil, OMAFRA, Post-Harvest Specialist – Storage trials on Harrow Crisp, Sundown, HW 620 and Bosc utilizing SmartFresh technology. This is not a FIP funded project. It is partially funded by the manufacturer of SmartFresh.

PPV – Management

CFIA introduced a PPV Management Strategy in the spring of 2011. This entails monitoring the periphery of the current Niagara quarantine zones area and conducting research projects to assist growers mitigate the effects of the virus. The Board and the PPV Grower Advisory Committee continue to strongly support the non propagation ban in the quarantine zone in order to assure growers of PPV clean nursery stock. It is our understanding that they have found no new PPV positives during the 2011 sampling. It is also our understanding that there has been only one confirmed, positive detected in N.Y. State.

Tender Fruit and Grape Specialist

Dr. K. Helen Fisher has joined Agriculture Development Branch of the Ontario Ministry of Agriculture, Food and Rural Affairs as Tender Fruit and Grape Specialist in Vineland, filling the void left by Ken Slingerland earlier this year. This is an interim assignment until Kathryn Carter assumes the position sometime in February. The Board extends its appreciation to Helen for filling in and congratulations to Kathryn Carter on her career move.

Marketing Arrangement – Sundown Pears

Agriculture & Agri-Food Canada has granted the rights to the Sundown pear to the Vineland Research and Innovation Centre (VRIC). In May 2011, VRIC announced that they had entered into an agreement with Vineland Growers Cooperative Ltd. for the production and marketing of the Sundown Pear. This arrangement basically makes the Sundown pear a Club Variety. The Sundown pear has proven to be fireblight tolerant, produce high yields of large fruit and has excellent post harvest storage life. Growers who are interested in producing the Sundown pear should contact Vineland Growers directly.

Promotion Update

1. **Grower Recipe Contest** - The media did an excellent job in covering the recipes from our Grower Recipe Contest. All the recipes were carried in various on-line and hard copy publications - most recently with Carol Puddicombe's creamy pear pie recipe coverage in 8 cities across Canada through Metro News on-line. We extend our sincere appreciation to the all the growers who submitted their favourite recipes and to the contest winners: Carol Puddicombe (pear pie), Debbie Hipple (nectarine/plum crisp), Agnes Wiens (grape buckle) and Jackie Troup (peach coffee scone) and for their participation in the photo shoot and interview sessions.
2. **Display Bins** – Hopefully, everyone has seen the new Tender Fruit Display Bins at their retail stores throughout the 2011 fruit season. Our retail partners considered this a successful initiative and are very interested in cooperating again in 2012. They felt that this was a great way to increase our exposure and draw attention to Ontario fruit and grapes at retail. Many stores had multiple units and created some wonderful looking displays. A sample of one of the displays is included below:



3. **Foodland Facebook** - Postings were made on the Foodland Facebook throughout the seasons to announce the arrival of Ontario tender fruit and fresh grapes and to provide a link to our website where consumers could access recipes. With almost 40,000 followers, this is inexpensive way to get the word out to consumers quickly.
4. **Foodland Retail Display Contest** – Foodland Ontario conducted a retail display contest again this season. The new Display Bins provided additional impact for our retailers. Our appreciation is extended to the team at Foodland Ontario and to the participating retailers.

Food Safety

The 2011 season marks the conclusion of the funding support for growers to help them through the CanadaGAP On-farm Food Safety Program and audit process. The Board has been involved since 2003 and is pleased to see that the program has now been implemented by the majority of Ontario tender fruit growers. During 2011 alone EBiz, the service provider, conducted 55 on-site visits, 4 workshops, 5 employee-training sessions and completed 30 water samples. The program has assured continued market access and may have opened some new doors. We congratulate those growers who took advantage of this opportunity. For those who have not, they can obtain this service in the future by contacting EBiz directly at 1-519-821-9908 or visit their website www.safefood.ca.

Labour Issues Coordinating Committee Update

1. 2012 Premium Rates—Workplace Safety Insurance Board

| Rate Group | Description | 2012 | 2011 | 2010 | 2009 |
|-------------------|----------------------------------|-------------|-------------|-------------|-------------|
| 159 | Livestock | \$6.91 | 6.78 | 6.78 | 6.78 |
| 167 | Field Crop Fruit & Vegetable | 2.77 | 2.72 | 2.72 | 2.72 |
| 174 | Tobacco & Mushroom | 5.03 | 4.93 | 4.36 | 4.27 |
| 181 | Fish & Misc. (including flowers) | 3.58 | 3.51 | 3.14 | 3.14 |
| 184 | Poultry & Ag Services | 3.19 | 3.13 | 2.62 | 2.54 |
| 190 | Landscape | 4.81 | 4.72 | 4.31 | 4.31 |

2. New MOL Web Page for Farmers

The new page for farming operations is live now on the Ministry of Labour (MOL) website: [English: http://www.labour.gov.on.ca/english/hs/topics/farming.php](http://www.labour.gov.on.ca/english/hs/topics/farming.php)

The MOL site has incorporated all the pertinent information into one:

1. Publications
2. Information for Farming Operations
3. Occupational Health and Safety Guidelines for Farming Operations in Ontario
4. Sector plan for farming operations
5. Laws and regulations
6. Partners-Farm safety and WSIB links
7. OMAFRA, employment Standards
8. Contacting MOL **1-877-202-0008**
9. Other Languages

3. Agriculture/Horticulture Safety Group

Workplace Safety & Prevention Services (WSPS - Farm Safety) is launching a “safety group” chapter for agriculture and horticulture in Niagara. This is great news.

You too can achieve health and safety success through sharing best practices with like businesses, and at the same time earn a rebate of up to 6% of your annual Workplace Safety & Insurance Board (WSIB) premiums!

As thousands of members and alumni will tell you, joining a Safety Group works. It brings together like-minded, safety-conscious firms to build health and safety across their businesses, reducing workplace illness and injury, and lowering their premiums. Find out more by visiting www.wsps.ca/safetygroups.

REGISTRATION: call 1 877 494 9777 to register for the information session.
Registration for the Safety Group starts now! Register before October 31, 2011 and receive an early bird discount of a \$100.00. Applications must be received by December 16, 2011.

Marketing Board History (101) – Board Chairs

We are compiling a brief history of the Board and a list of the growers who chaired the Board. This is what we have so far. It would be appreciated if you can help fill in some of the blanks. I realize that the original Boards were named Schemes and that the Processing Peach, Processing Pear and Processing Plum Schemes were introduced in the 1940's. They were later amalgamated into one and called the Ontario Tender Fruit Producers' Marketing Board. I'm working on these as well and any information would be very helpful as well.

**Ontario Fresh Peach Growers' Marketing Board (1954 – 1965)
(Fresh Peaches Only)**

1954 – 1956 Uncertain – Need help – Possibilities include Jack Broderick and Harry Dawson
1957 – 1965 Philip Edward Tregunno, Sr.

**Ontario Tender Fruit Growers' Marketing Board (1966 – 1997)
(Fresh Pears and Plums were added to the Mandate of the Board)**

1966 – 1975 Philip Edward Tregunno, Sr.
1976 – 1978 Philip Andrewes

**Ontario Tender Fruit Producers' Marketing Board (1998 – 2011)
(The Fresh & Processing Boards amalgamated then moved into the current offices which are shared with the Grape Growers of Ontario)**

1979 – 1980 Philip Andrewes
1981 – 1983 Sam Piott
1984 – 1987 John Smith
1988 Pieter Buis, Sr.
1989 – 1993 Philip Andrewes
1997 – 1996 Pieter Buis, Sr.
1997 – 2011 Lenard Troup

Yours truly,



Adrian Huisman
Manager



Sarah Marshall
Marketing Director

Enclosure

2011 ONTARIO TENDER FRUIT WEEKLY RECEIPT ESTIMATES

ESTIMATE AS OF JULY 11, 2011 & **ACTUAL TO DATE**

| Weekly Periods (Tues. to following Mon.) | Yellow Plums 10x1.5L | Peaches 6x3L | Nectarines 8x2L | Blue Plums 10x1.5L | Grapes 8x2L | Bartlett 36lb Equiv. | Bosc 36lb Equiv. |
|--|-------------------------|------------------|--------------------|-----------------------|----------------|-------------------------|---------------------|
| July 12 - 18 | 10,000 | 0 | | | | | |
| ACTUAL | 11,000 | 0 | | | | | |
| July 19 - 25 | 35,000 | 35,000 | | | | | |
| ACTUAL | 35,000 | 45,000 | | | | | |
| July 26 - Aug 1 | 45,000 | 150,000 | 0 | | | | |
| ACTUAL | 25,000 | 150,000 | 6000 | | | | |
| Aug 2 - 8 | 25,000 | 200,000 | 15,000 | 0 | 0 | | |
| ACTUAL | 15,000 | 195,000 | 12,000 | 0 | 0 | | |
| August 9 - 15 | 15,000 | 230,000 | 25,000 | 2,000 | 5,000 | 0 | |
| ACTUAL | 1,000 | 220,000 | 15,000 | 1,500 | 15,000 | 0 | |
| Aug 16 - 22 | 0 | 230,000 | 30,000 | 2,000 | 35,000 | 3,000 | |
| ACTUAL | 0 | 240,000 | 30,000 | 3,500 | 60,000 | 3,000 | |
| Aug 23 - 29 | | 230,000 | 25,000 | 8,000 | 70,000 | 10,000 | |
| ACTUAL | | 240,000 | 17,000 | 8,000 | 45,000 | 10,000 | |
| Aug 30 - Sept 5 | | 230,000 | 30,000 | 9,000 | 75,000 | 15,000 | |
| ACTUAL | | 225,000 | 35,000 | 9,000 | 35,000 | 15,000 | |
| Sept 6 - 12 | | 180,000 | 40,000 | 9,000 | 40,000 | 15,000 | |
| ACTUAL | | 145,000 | 30,000 | 5,000 | 35,000 | 15,000 | |
| Sept 13 - 19 | | 150,000 | 35,000 | 5,000 | 20,000 | 15,000 | 0 |
| ACTUAL | | 135,000 | 15,000 | 5,000 | 25,000 | 15,000 | 0 |
| Sept 20 - 26 | | 85,000 | 10,000 | 0 | 5,000 | 15,000 | 5,000 |
| ACTUAL | | 55,000 | 10,000 | 0 | 5,000 | 8,000 | 5,000 |
| Sept 27 - Oct 3 | | 0 | 0 | | 0 | 10,000 | 10,000 |
| ESTIMATE | | | 5,000 | | 5,000 | 5,000 | 10,000 |
| Oct 4 - 10 | | | | | | 7,000 | 10,000 |
| ACTUAL | | | | | | | |
| Oct 10 on | | | | | | 0 | 35,000 |
| ACTUAL | | | | | | | |
| TOTAL ESTIMATE | 130,000 | 1,700,000 | 210,000 | 35,000 | 250,000 | 90,000 | 70,000 |
| ACTUAL TO DATE | 87,000 | 1,650,000 | 175,000 | 32,000 | 225,000 | 71,000 | 15,000 |
| 2010 ACTUAL | 131,000 | 1,575,000 | 225,000 | 41,000 | 218,000 | 97,000 | 60,000 |
| % CHANGE 2011 vs 2010 | -34% | 5% | -22% | -22% | 3% | -27% | na |