



COMMENTS FROM LEN TROUP, CHAIR ONTARIO TENDER FRUIT PRODUCERS' MARKETING BOARD

Crop Review - The 2010 crop and market results can be found elsewhere in the Annual Report. A quick review will indicate that although the **clingstone peach and tart cherry** crops were down, market returns did not recover. The good news is that inventories have returned to more normal levels and there are signs of improvement.

Fresh market crops were down 8% and farm gate values were down 6%. Prices for nectarines, pears and plums increased. Net returns for fresh peaches decreased as a result of a North American glut of peaches coupled with the ever increasing cost of production, which included a 27% increase in the minimum wage and increasing container costs. Due to competitive forces, our industry has been unable to recover these increased costs from the market.

Nectarines were the bright spot with the crop up 9% and net returns up 38%. Nectarines received a direct benefit from regulated pricing, new packaging formats (2 litre paper and plastic) and a strengthening U.S. market.

Packaging - Consumer packaging changed radically in 2010. New plastic baskets were introduced for one major retailer while all others shifted from the heaped 3 litre format to the two-layer pack for peaches. This was definitely a year of trial and error. We expect anticipated modifications will address some problems experienced last year. On a positive note, all remaining inventories will be utilized in 2011.

Orchard and Vineyard Transition Program – The four-year OVTP program ended on November 30, 2010. During that period, tender fruit producers removed about 4,000 acres most of which were clingstone peaches and processing pears in reaction to the closing of the CanGro fruit canning plant in 2008. The most recent tree census indicates the continued shift in sour cherry production from Niagara to Norfolk. Clingstone production continues to decline due to distressed prices. Although markets have firmed up, processors are reluctant to make long term grower commitments.

PPV Eradication Program – The current phase of the PPV Eradication Program ends on March 31, 2011. Testing continued throughout 2010 and all positive trees were ordered removed. Discussions are underway regarding the renewal of the program and related removal criteria and related compensation rates. Growers will be consulted before final decisions are made.

Business Risk Management – The Horticultural Sector, led by the Ontario Fruit & Vegetable Growers' Association has developed a proposal for a Self-Directed Risk Management (Like) Program as an off-set to the cost-of-production based Risk Management Program provided to the Grains & Oilseeds Sector. The program would allow producers to invest a percentage of their annual net sales (ANS) into an account which would be matched by government. The program would be simple, bankable and responsive. We strongly encourage governments to implement this program.

Acknowledgements – I express my thanks to the research and extension staff at Ontario Ministry of Agriculture, Food and Rural Affairs, Agriculture & Agri-Food Canada and the University of Guelph who continue to provide support and leadership to our industry. I acknowledge the Agricultural Adaptation Council which administers the various federal and provincial programs in which our industry participates as well as OMAFRA for their support through Foodland Ontario, the Ontario Market Investment Fund (OMIF) and the Food Safety & Traceability Initiative (FSTI).

Finally, I express my thanks to my fellow Directors and Grower Committee members, to Kelly Ciceran, Larissa Osborne, Sarah Marshall, Wayne Roberts, Adrian Huisman and the staff of Grape & Tender Fruit for their continued support and dedication throughout this past year.

A handwritten signature in dark ink, appearing to read 'Len Troup'. The signature is fluid and cursive, with a large loop at the beginning and a long, sweeping underline.

Len Troup
Chair

THIRTY-SECOND ANNUAL REPORT OF THE ONTARIO TENDER FRUIT PRODUCERS' MARKETING BOARD

An open winter with above normal temperatures led to an early spring, early bloom and an early start and finish to the 2010 harvest. Some pear growers experienced crop losses due to spring frost. Precipitation was about average but below 2008 and 2009 levels resulting in crop reductions due to smaller fruit size. Table 1 provides detailed information on crop volumes and values for the period 2008 to 2010.

TABLE I
Tonnage and Value of Ontario Tender Fruit
2008 – 2010

	2008	2009	2010		2008	2009	2010	
	Volume	Volume	Volume	%Change	Value	Value	Value	%Change
	Tons	Tons	Tons	'10 vs '09	\$000	\$000	\$000	'10 vs '09
Fresh Market								
Peaches	18,725	20,481	18,553	- 9%	\$20,073	\$21,956	\$19,369	-12%
Pears	4,087	3,250	3,255	0%	3,736	3,013	3,131	+ 3%
Plums & Prunes	2,832	2,775	2,333	-16%	4,056	3,805	3,486	- 8%
Nectarines	2,600	2,100	2,297	+ 9%	3,047	2,192	3,018	+38%
TOTAL	28,244	28,606	26,438	- 8%	\$30,912	\$30,961	\$29,004	- 6%
Processing								
Sweet Cherries	80	60	40	-33%	\$ 120	\$ 82	\$ 64	-22%
Sour Cherries	6,140	6,989	6,280	-10%	3,341	3,140	2,417	-23%
Peaches	2,756	2,621	1,715	-35%	1,433	736	572	-22%
TOTAL	8,976	9,670	8,035	-17%	\$4,894	\$3,958	\$3,053	-23%
COMBINED	37,220	38,276	34,473	-10%	\$35,806	\$34,919	\$32,057	- 8%

SALES TO PROCESSORS

Sour Cherries - There were 6280 tons of tart cherries sold to processors in 2010 (6989 - 2009). This represented a 10% decrease from 2009. Growers received \$2.4 million for their 2010 crop (\$3.14– 2009). The average price paid by processors was 19.6¢ per pound (24.5¢ - 2009). The negotiated price for 92 score cherries was 20¢ per pound (23¢ - 2009). 36 growers delivered tart cherries to processors in 2010 (47 – 2009).

TABLE II
Sour Cherries Purchased for Processing
2006– 2010

MARKET SEGMENT	2006 tons	2007 tons	2008 Tons	2009 Tons	2010 Tons
Processed and Distilled	3,157	7,864	6,140	6,989	6,280

Sweet Cherries - There were 40 tons of sweet cherries sold to processors in 2010 (60 tons - 2009). All cherries received for processing went to the chilled pitted cherry market again this year. The price for freezing for the chilled-pitted market increased to 80¢ per lb. (68¢ - 2009).

TABLE III
Tonnage and Value of Sweet Cherries Sold for Processing
2006 – 2010

MARKET SEGMENT	2006 tons	2007 tons	2008 Tons	2009 tons	2010 Tons
Brining	372	0	0	0	0
Freezing	8	50	80	60	40
Distilling	41	0	0	0	0
TOTAL	421	50	80	60	40

Processing Peaches – Processors purchased 1,715 tons of clingstone peaches in 2010 (2,621 – 2009). All clings were either sold to Cherry Lane Frozen Fruit or exported to a peach freezer in Michigan. The frozen clingstone peach market remained weak in Ontario but showed improvement in the U.S. The minimum price for sales in Ontario was set at \$300 per ton (\$300 – 2009). The minimum price in Michigan was 18¢ (US\$) per lb. for 2 ½” – 2 ¾” (15¢ - 2009) and 22¢ (US\$) per lb. for 2 ¾” and up (18¢ - 2009). In both cases, the prices are delivered to the plant.

TABLE IV
Processing Peaches
2006 – 2010

CLINGSTONES	2006 tons	2007 Tons	2008 tons	2009 tons	2010 Tons
Base (Includes Exports – '09 & '10)	3,278	1,408	2,756	2,621	1,715
Oversize	2,318	3,556	-	-	-
Super Early	530	649	-	-	-
TOTAL	6,126	5,613	2,756	2,621	1,715

Processing Pears – With the closing of the CanGro Fruit Canning Plant, there were no sales to processors in 2008 - 2010.

TABLE V
Processing Pears Purchased for Processing
2006 – 2010

Size Range	2006 Tons	2007 Tons	2008 tons	2009 tons	2010 tons
Bartlett – Over Base	488	216	-	-	-
Bartlett – Base	1,989	633	-	-	-
Low Pressure	142	38	-	-	-
Weight Graded – Category 5 – Base	151	151	-	-	-
Weight Graded – Category 6	315	315	-	-	-
Weight Graded – Category 7	93	93	-	-	-
Weight Graded – Category 9	19	19	-	-	-
Weight Graded – Category 10	42	42	-	-	-
TOTALS	3,677	1,529	-	-	-

TABLE VI
MINIMUM DELIVERED PRICES – PROCESSING CROPS
2006 - 2010

CROP	2006 \$/ton	2007 \$/ton	2008 \$/ton	2009 \$/ton	2010 \$/ton
Sweet Cherries					
Freezing (Chilled Pitted Market)	1,320	1,360	1,500	1,360	1,800
Brining	560	-	-	-	-
Distilling	600	600	600	600	600
Sour Cherries					
97-100 Score	505	545	605	505	445
92 Score	460	500	560	460	400
69 & Under Score	390	430	490	390	330
Damson Plums	600	600	600	600	600
Processing Pears					
Over Base (2 ½")	640	640	-	-	-
Base (2 ¼"-2 ½")	480	480	-	-	-
Under Base (2-2 1/8")	240	-	-	-	-
Peaches – Clingstone					
Ontario – Oversize	535	535	-	-	-
Ontario – Base	500	500	535	300	300
Export – 2 ½" – 2 ¾"	-	-	-	300 US\$	360 US\$
Export – Over 2 ¾"	-	-	-	360 US\$	440 US\$
Peaches – Freestone	500	600	600	600	600

FRESH MARKET SALES

TABLE VII - Fresh market crops were down 8% to 26,438 tons (28,706 – 2009). The farm gate value was down 7% to \$29 million (\$31.3 million – 2009). Fresh peaches volume was down 9%, pears now change from 2009, plums and prunes down 16% and nectarines up 9%.

TABLE VII
Tonnage and Value of Tender Fruit Sold for Fresh Market
2007– 2010

	2007	2007	2008	2008	2009	2009	2010	2010
Crop	Tons	Value	Tons	Value	Tons	Value	Tons	Value
		(\$,000)		(\$,000)		(\$,000)		(\$,000)
Peaches	15,569	\$17,035	18,725	\$20,073	20,481	\$21,956	18,553	\$19,369
Pears	2,672	2,843	4,087	3,736	3,250	3,013	3,255	3,131
Plums	1,119	1,947	2,832	4,056	2,775	3,805	2,333	3,486
Nectarines	3,000	3,756	2,600	3,047	2,100	2,192	2,297	3,018
TOTAL	22,360	\$25,957	28,244	\$31,047	28,606	\$31,291	26,438	\$29,004

Note 1- Volumes include sales through appointed Dealer-Shippers and Licensed Growers. They do not include direct producer to consumer sales.

Note 2 - Values are net of board fees, dealer commissions and container costs.

Note 3 - Nectarine volumes & values are based on shipper estimates for 2007 – 2009.

TABLE VIII - Average net returns to producers selling through appointed Dealer-Shippers. Returns presented are after deducting shipper commissions, board fees and container costs. Packing costs have NOT been deducted.

TABLE VIII
Average Net Returns for Sales through Ontario Dealer-Shippers
2006 - 2010

Crop	2006 \$/ton	2007 \$/ton	2008 \$/ton	2009 \$/ton	2010 \$/ton
Peaches	\$1,070	\$1,152	\$1,072	\$1,044	\$1,008
Nectarines	-	-	-	-	1,314
Pears					
Clapp	954	1,064	972	960	1,130
Bartlett	954	1,068	884	888	902
Bosc	880	946	948	978	1,050
Plums					
Early Golden	1,484	2,323	1,396	1,382	1,482
Shiro	1,474	2,024	1,399	1,298	1,460
Red Plums	1,360	2,006	1,382	1,310	1,460
Blue Plums & Prunes	1,398	1,640	1,392	1,288	1,486
Grapes					
Coronation	1,398	1,640	1,226	1,180	1,274
Other Blue	1,148	1,214	1,060	-	-
Combined	1,214	1,358	1,219	1,180	1,274

TABLE IX - The volume (tons) of fresh fruit marketed by Appointed Dealer-Shippers.

TABLE IX
Fresh Fruit Sales through Ontario Dealer-Shippers
2006 - 2010

Crop	2006 tons	2007 tons	2008 tons	2009 tons	2010 tons	Change % +/-
Peaches	17,490	14,737	17,850	19,400	17,600	-9%
Pears						
Clapp	115	84	77	60	52	-13%
Bartlett	1,914	1,362	2,400	1,650	1,732	+5%
Bosc	2,218	1,159	1,330	1,256	1,067	-15%
Other (Flemish & HW)	123	44	44	44	69	+57%
Pears Combined	4,370	2,649	3,851	3,010	2,920	-3%
Plums						
Early Golden	1,120	65	1,501	1,420	1,140	-20%
Shiro	944	362	499	600	502	-16%
Total Yellow Plums	2,064	427	2,000	2,020	1,642	-19%
Red	40	16	30	30	11	-63%
Blues & Prunes	699	494	564	525	518	-1%
Plums Combined	2,803	937	2,594	2,575	2,171	-16%
Nectarines*	3,500	3,010	2,600	2,100	2,256	+7%
Grapes	2,420	2,200	2,165	2,248	1,851	-16%
Sweet Cherries*	500	750	420	380	193	-49%
TOTAL FRESH	31,083	24,283	29,480	29,713	26,991	-9%

* Estimates only based on dealer surveys.

PEACHES - The fresh peach crop was down 9% from 2009. Dealer sales in southwestern Ontario decreased 33% to 425 tons. Producer sales were down 12% to 954 tons. These figures do not include direct grower to consumer sales.

TABLE X
Fresh Peach Volumes Reported to the Board
2006 – 2010

Marketer	2006 tons	2007 tons	2008 tons	2009 tons	2010 Tons	% Change '10 vs '09
Niagara Dealers	16,794	14,238	17,275	18,762	17,175	-10%
Southwestern Ontario Dealers	696	500	575	638	425	-33%
Licenced Producers	1,049	831	875	1,081	954	-12%
TOTALS	18,539	15,569	18,725	20,481	18,554	- 9%

PEARS - TABLE XI Provides a breakdown for fresh pear sales for the years 2006 – 2010.

TABLE XI
Fresh Pear Volumes Reported to the Board
2006 – 2010

Marketer	2006 tons	2007 tons	2008 tons	2009 tons	2010 Tons	% Change '10 vs '09
Niagara Dealers	4,189	2,587	3,782	3,017	2,911	- 4%
Southwestern Ontario Dealers	58	18	25	11	9	-18%
Licenced Producers	308	67	280	222	335	+51%
TOTALS	4,555	2,672	4,087	3,250	3,255	0 %

PLUMS AND PRUNES - TABLE XII Provides a breakdown for fresh plum and prune sales for the years 2006 – 2010.

TABLE XII
Fresh Plum & Prune Volumes Reported to the Board
2006 – 2010

Marketer	2006 Tons	2007 tons	2008 tons	2009 tons	2010 Tons	% Change '10 vs '09
Niagara Dealers	2,741	915	2,569	2,552	2,161	-15%
Southwestern Ontario Dealers	65	22	25	13	10	-23%
Licenced Producers	206	182	238	200	162	-19%
TOTALS	3,012	1,119	2,832	2,775	2,333	-16%

NECTARINES – TABLE XIII Proved a breakdown for nectarine sales for 2010 and estimated total sales for 2006 – 2009.

TABLE XIII
Fresh Nectarine Volumes Reported to the Board
2006 – 2010

Marketer	2006 Tons	2007 tons	2008 tons	2009 tons	2010 Tons	% Change '10 vs '09
Niagara Dealers	-	-	-	-	2,256	-
Southwestern Ontario Dealers	-	-	-	-	-	-
Licenced Producers	-	-	-	-	41	-
TOTALS	3,500	3,000	2,600	2,100	2,297	+9%

TABLE XIV
PRODUCER-MEMBERS OF THE LOCAL BOARD
2006 - 2010

	2006	2007	2008	2009	2010
Producers Selling to Processors					
Sweet Cherries	49	8	4	7	9
Sour Cherries	52	60	52	47	36
Plums & Prunes	1	1	-	-	-
Pears	104	57	-	-	-
Peaches	83	75	31	25	16
Total Number of Producers Fresh and Processing Combined	559	550	426	361	362

TABLE XV
LICENCE FEES AND SERVICE CHARGES
PROCESSING CROPS

License Fees – established by the Board on fruit for processing – 2006 – 2010.

Crop	*2006 \$/ton	*2007 \$/ton	*2008 \$/ton	*2009 \$/ton	*2010 \$/ton
Peaches	\$10.00	\$ 8.00	\$ 8.00	\$10.00	\$10.00
Pears	\$10.00	\$ 8.00	-	-	-
Sweet Cherries	\$10.00	\$ 8.00	\$ 8.00	\$10.00	\$10.00
Sour Cherries**	\$10.00	\$28.00	\$28.00	\$20.00	\$10.00

* Rates include \$1 per ton to support research and the (VRIC) University of Guelph Breeding Programs.

** Rates do not include the 25¢ per ton chilled pitted promotion check-off grower and processor. They do include the check-off for the International Tart Cherry Initiative (\$20/ton for 2007& 2008, \$10/ ton for 2009 and \$0 for 2010).

TABLE XVI
LICENCE FEES & SERVICE CHARGES
FRESH MARKET CROPS

Crop	Adminis- tration \$/ton	Research & Food Safety \$/ton	Promotion \$/ton	Incentives \$/ton	Total 2010 \$/ton	Total 2009 \$/ton
Peaches	\$10.00	\$1.00	\$6.00	\$30.00	\$47.00	\$44.00
Nectarines	\$10.00	\$1.00	\$6.00	\$22.00	\$39.00	-
Yellow Plums	\$10.00	\$1.00	\$6.00	\$32.00	\$49.00	\$30.00
Blue Plums	\$10.00	\$1.00	\$6.00	\$10.00	\$27.00	\$25.50
Red Plums	\$10.00	\$1.00	\$6.00	-	\$17.00	\$10.00
Pears-Bartlett	\$10.00	\$1.00	\$6.00	\$10.00	\$27.00	\$31.00
Pears-Bosc	\$10.00	\$1.00	\$6.00	\$22.00	\$39.00	\$41.00
Pears-Other	\$10.00	\$1.00	\$6.00	-	\$17.00	\$10.00

The administration component was increased from \$7 in 2009 to \$10 in 2010. The research & food safety and promotion components were unchanged from 2009. The Incentive Fee components are adjusted annually based on crop size and market conditions. Incentive fees are accounted for in special reserve funds. Any unused balances or shortfalls are carried forward to subsequent years and fees adjusted accordingly.

PRODUCTION INSURANCE

TABLE XVII
ONTARIO PRODUCTION INSURANCE RESULTS
2010

Commodity	Number of Accounts	Total Premiums (\$)	Grower Premiums (\$)	Total Approved Claims (\$)
Peach & Nectarine	71	\$515,551	\$206,221	\$330,492
Pear	39	\$133,800	\$53,520	\$201,323
Sweet Cherry	17	\$44,358	\$17,743	\$65,993
Plum & Prune	17	\$378,322	\$151,329	\$359,422
Sour Cherry	23	\$194,970	\$77,988	\$59,532

Note: Data is as of January 25, 2011 and subject to change.

2010 PROMOTION ACTIVITIES

CHILLED PITTED RED TART AND BLACK SWEET CHERRIES

The Board, in partnership with the cherry processors conducted a “Chilled Pitted Cherry Promotion” delivered by Faye Clack Communications Inc. Growers and processors each contributed 25¢ per ton. The participating processors also paid a per pail check-off. Sales remained relatively unchanged from 2009 at 27,000 11 lb. tarts (26,500 – 2009) and 6,000 10 lb. black sweets (6,000 - 2009).

NORTH AMERICAN CHERRY INITIATIVE

Ontario growers and processors again partnered with their U.S. counterparts to conduct a North American Cherry Initiative targeted at promoting the health benefits and usage of tart cherries. Weber, Shandwick were retained to conduct both the U.S. and the Canadian programs. On the U.S. side, the cherry industry received a boost from the following:

1. Top lifestyle/food magazine “Everyday with Rachael Ray” named cherry juice a top food trend for 2011. The article says “the cherry based super fruit drinks will surge in the marketplace past Coconut water to help with sore muscles, sleepless nights and wrinkles”.
2. Dr Oz – mentioned cherry juice also noting that it promotes sleep.
3. Rachel Ray – mentioned the nutritional value of dried cherries.

Although many of the products being promoted are not produced in Ontario i.e. dried cherries cherry juice and concentrate, Ontario processors have enjoyed export opportunities for their block frozen products in the U.S. which in turn are further processed and exported back to Canada.

No decision has been made as to whether to continue the program for 2011.

FRESH FRUIT MARKET DEVELOPMENT PROGRAM

The Board, with financial assistance from the Canada/Ontario Research and Development Program, conducted the “2010 Fresh Fruit Marketing Development Program”. Additional funding support for the Ontario component was provided by the Ontario Market Investment Program (OMIF). This year’s campaign was delivered by Faye Clack Communications Inc. during the months of July, August and September. The objectives were to increase retail, media and consumer awareness of the availability of the 2010 crop and awareness of proper care and storage; to strengthen consumer loyalty; and to be proactive in maintaining Ontario’s market share, primarily in the Quebec and Ontario markets. Strong support was again received from the Foodland Ontario Program.

Foodland Ontario Partnership:

- **Foodland Ontario Calendar** – The month of July was secured for Ontario fresh fruit and Coronation Grapes. There was no cost to the Boards as Foodland had secured co-sponsors from other sources.
- **In-Store Services** – Foodland's in-store service representatives visited 1,200 retail food outlets and distributed fresh fruit POS material to produce managers.
- **Retail Display Contest** – Foodland continued their Retail Display Contest promotion this year. Many participating retailers utilized Ontario fresh fruit to build their displays. The Board provided contest prizes and also co-sponsored the Awards Ceremony.

Pear Specific – Ontario Bartlett pears received additional promotional support. The program was successful. Ontario sold out of Bartlett by mid-October and growers received higher returns. Funding for this three-year program (2008 – 2010) was partially provided by the CARD Program administered by the Agricultural Adaptation Council. Residual funding will be applied to the 2011 program.

Ontario Produce Marketing Association:

The Board continued its partnership with major Ontario retailers and collectively raised over \$39,000 for the Canadian Cancer Society, the Heart and Stroke Foundation, and the OPMA “5 – 10 a Day for Better Health” Campaign. The program included peaches and nectarines for the entire season and Bosc and Bartlett pears for the month of October. The Ontario trade participants included: Metro, Loblaws, Sobeys and Walmart.

MEMBERSHIPS AND SPONSORSHIPS

The Board is a contributing member and/or sponsor of a number of agricultural and trade organizations.

Memberships

Agricultural Adaptation Council	\$ 150
Canadian Horticultural Council	Paid by OFVGA *
Canadian Produce Marketing Association	1,097
Ontario Agricultural Commodity Council	500
Ontario Federation of Agriculture	500
Ontario Produce Marketing Association	300
Presidents' Council	250

* The OFVGA paid the CHC fees on behalf of their member organizations that pay container tolls.

Sponsorships

Canadian Produce Marketing Association	\$ 2,500 *
CPMA – Semi-Annual	500
Foodland Ontario	
2010 Retailer Awards Ceremony	800
2010 Retail Display Contest	5,000
Niagara-on-the-Lake – Peach Celebration	2,500
Ontario Fruit & Vegetable Conference	1,000
Ontario Produce Marketing Association	1,500 *
OPMA – 5 to 10 a Day - Peach Program	30,450 **
OPMA – 5 to 10 a Day - Nectarine Program	6,250 **
OPMA – 5 to 10 a Day - Bosc Pear Program	2,470 **
Quebec Produce Marketing Association	1,000 *
Weather Innovation Network	1,500

* Cost-shared with the Ontario Fresh Grape Board and their appointed Dealer-Shippers in Niagara

** Cost shared with Metro, Loblaws, Sobeys and Walmart – Ontario Divisions

RESEARCH ACTIVITIES

The Tender Fruit Board is involved in establishing research priorities and in securing funding for research. Programs offered by the Agriculture and Agri-Food Canada's Matching Investment Initiative (MII), CanAdapt and NSERC Programs, Canada/Ontario Research and Development (CORD) Fund and the Farm Innovation Program (FIP). The current projects include:

A) EFFICACY TESTING OF PESTICIDES

Cooperators include the Grape Growers of Ontario, the Tender Fruit Board, the Ontario Apple Growers, A.A.F.C., and pesticide manufacturers. The goal is to assess the efficacy of crop protection materials for control of pest insects and mites on tree fruit and grapes. Both insecticides and miticides are being evaluated. Collectively, the cooperators support a technical position at AAFC Vineland to further the pesticide evaluation and registration process and alternative products. This project has been approved through 2011.

B) CANADA/ONTARIO PPV ERADICATION PROGRAM

C.F.I.A. and Agricornp continued sampling during both the winter of 2009/10 and the 2010 growing season. All positive trees were ordered removed. The current Eradication Program expires on March 31, 2011.

C) DOMESTIC PRUNUS CERTIFICATION PROGRAM

This program is an important component in the effort to eradicate PPV from Ontario. Only by replacing the affected trees with clean PPV tested trees can we reasonably expect to be successful. Most of the trees sent to CFIA, Sidney, B.C. for cleanup to nuclear status have now been returned to Ontario as sources of Prunus Certified quality budwood. A few varieties submitted have tested positive for Peach Latent Mosaic Viroid. These will be returned once they have been cleaned up. In 2010, Essex Nurseries took total control of the common budwood block and now deal directly with Ontario nurseries for the distribution of virus free budwood.

H) FRUIT BREEDING PROGRAM

The Tender Fruit Board provides \$1 per ton of fresh peaches, plums and nectarines per year in support of the Fruit Breeding Program at the Vineland. This amounted to \$23,183 in 2010. A government/industry committee provides direction on varietal needs to fill market gaps and quality demands.

I) PLATINUM PEACH & NECTARINE PROJECT

The Tender Fruit Board partnered with Vineland Growers' Cooperative, Loblaw's Companies Ltd, the Value Chain Management Centre of the George Morris Centre and the Vineland Research & Innovation Centre in a project to develop a market for premium peaches and nectarines similar in size and quality to California peaches. The project included developing best management practices in the field as well as along the value chain to meet these objectives. In 2010, the emphasis was on peaches. This will be expanded to include nectarines in 2011. The project received support and funding from the AAFC (CAAP) Program delivered by the Agricultural Adaptation Council, Vineland Growers' Cooperative and their participating growers and was administered by the Tender Fruit Board.

CROP PROTECTION PRODUCTS REPORT

EFFICACY TESTING OF PESTICIDES

Cooperators include the Grape Growers of Ontario, the Tender Fruit Board, the Ontario Apple Growers, the pesticide manufacturers and AAFC. The goal is to assess the efficacy of pesticides for control of pest insects and mites on tree fruit and grapes. Both insecticides and miticides are being evaluated. Collectively, the cooperators have entered into an agreement to support a new technical position at AAFC Vineland to further the pesticide evaluation and registration process and alternative products. This project has been approved through 2011.

Wayne Roberts continued to work with employees of the Ontario Ministry of Agriculture, Food and Rural Affairs (OMAFRA), Agriculture and Agri-Food Canada (AAFC), the Pest Management Regulatory Agency (PMRA) and the chemical manufacturers to promote the registration of new and/or more effective crop protection materials. Although Wayne has retired, he has agreed to work on an annual contract basis for the Tender Fruit Board and will continue to do so in 2011.

ON-FARM FOOD SAFETY INITIATIVES

FOOD SAFETY & TRACEABILITY EDUCATION PROGRAM (FSTE)

Cost-shared funding was provided through the Food Safety & Traceability Program (FSTE) administered by the Agricultural Adaptation Council (AAC). The purpose of the program is to reach out to and train growers who had not participated in the previous Partners-in-Quality (PIQ) Program. *Safefoods* were retained to deliver the program for 2010 and 2011. This report was prepared and provided by *Safefoods*.

In the 2010 season *safefood* completed:

- A total of **80** on-site visits
- **4** program information workshops for members
- **3** employee training workshops for members
- **65** pre-audits for shippers or producers and packers
- **113** water samples from 46 growers
- Provided phone assistance on **20** occasions
- Distributed version 4.1 of the CanadaGAP manual to all tender fruit & fresh grape producers
- Developed and distributed new bilingual hand washing signs

Conclusions and Next Steps

Pressure from the retailers is starting to filter further down to the smaller growers and we reached mostly smaller growers and fresh grape growers who had never been contacted before. We also had requests for pre-audits from growers who had been visited in the past but wanted their records and/or facilities checked.

Documentation support remains the biggest value received by growers in preparing from their audits. For 2011, it will be important to reach some growers who have still been missed however this may be a fairly small number. More value can be added by providing greater employee training support and actually deliver formal employee training sessions for more producers and packers. This will require more time spent with each site but will provide training not only to the employees but also to the producer who will be able to take over the training in subsequent years.

Finally, CHC has released a new version of the CanadaGAP manual for Tree and Vine Fruit Producers. The changes are not extensive and will not have a significant effect on producers who are not exporting. Time should be taken at the beginning of 2011 to summarize the changes that will apply to Ontario tender fruit and fresh grape growers, packers and shippers.

MEMBERS AND STAFF OF THE ONTARIO TENDER FRUIT PRODUCERS' MARKETING BOARD 2010 - 2011

CHAIR	Len Troup	13 th Street Louth, Jordan Station, ON, L0R 1S0
VICE-CHAIR	Ken Porteous	44 Forestwood Dr., Port Dover, ON, N0A 1N3
DIRECTORS	Leo DeVries Fred Meyers Jenifer Smith Russell Smith John Thwaites Phil Tregunno Jamie Warner	825 Canboro Road, Box 143, Fenwick, ON, L0S 1C0 1444 Irvine Road, Niagara-on-the-Lake, ON, L0S 1J0 R.R. 1, Vineland Station, ON, L0R 2E0 R.R. 1, Blenheim, ON, NOP 1A0 R.R. 3, Niagara-on-the-Lake, L0S 1J0 R.R. 1, Niagara Parkway, Niagara-on-the-Lake, ON, L0S 1J0 4515 Lincoln Avenue, Beamsville, ON, L0R 1B3
MANAGER	Adrian Huisman	P.O. Box 100, Vineland Station, ON, L0R 2E0 Email: adrian@ontariotenderfruit.com
TREASURER	Larissa Osborne	P.O. Box 100, Vineland Station, ON, L0R 2E0
R & D COORDINATOR	Kelly Ciceran	P.O. Box 100, Vineland Station, ON, L0R 2E0
NEW PROJECTS	Sarah Marshall	P.O. Box 100, Vineland Station, ON, L0R 2E0
PPV/IPM ISSUES	Wayne Roberts	P.O. Box 100, Vineland Station, ON, L0R 2E0
OFFICE STAFF	Sylvana Lagrotteria	Accounting Assistant
OFFICE	Ontario Tender Fruit Producers' Marketing Board P.O. Box 100 Vineland Station, ON, L0R 2E0 Phone: (905) 688-0990 Fax: (905) 688-5915 Website: www.ontariotenderfruit.ca Website: www.ontariotenderfruit.com (media)	
DELEGATES	Agricultural Adaptation Council – Jim Rickard Canadian Horticultural Council – Len Troup F.A.R.M.S. – Ken Porteous Labour Issues Coordinating Committee – Ken Porteous (Phil Tregunno – Alt.) Niagara Peninsula Fruit and Vegetable Growers' Association – Jamie Warner North American Cherry Initiative – Jenifer Smith Ontario Agricultural Commodity Council – Ken Porteous OACC Technical Committee – Adrian Huisman Ontario Federation of Agriculture – Ken Porteous Ontario Fruit Testing Association – Torrie Warner, Hector Delanghe, Len Troup, Leo DeVries, Rusty Smith, J. Warner Ontario Fruit and Vegetable Growers' Association – Len Troup (now Fred Meyers) OFVGA – Safety Nets Committee – Adrian Huisman PPV Grower Advisory Committee – Fred Meyers, John Smith, Dave Enns, Phil Tregunno, Robert Troup, Len Troup Presidents' Council – Len Troup Regional Niagara Agricultural Task Force – Len Troup Vineland Research & Innovation Centre – Jenifer Smith	

**ONTARIO TENDER FRUIT PRODUCERS'
MARKETING BOARD**

FINANCIAL STATEMENTS

FOR THE YEAR ENDED

JANUARY 31, 2011



INDEPENDENT AUDITORS' REPORT

To the Members of
Ontario Tender Fruit Producers' Marketing Board

We have audited the accompanying financial statements of the Ontario Tender Fruit Producers' Marketing Board, which comprise the statement of financial position as at January 31, 2011 and the statement of revenues, expenses and unrestricted net assets; internally restricted net assets statement of revenues, expenses and fund balance; and statement of cash flows for the year then ended, and a summary of significant accounting policies and other explanatory information.

Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with Canadian generally accepted accounting principles, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

Auditors' Responsibility

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with Canadian generally accepted auditing standards. Those standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance whether the financial statements are free of material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditors' judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Opinion

In our opinion, the financial statements present fairly, in all material respects, the financial position of the Ontario Tender Fruit Producers' Marketing Board as at January 31, 2011, and its financial performance and its cash flows for the year then ended in accordance with Canadian generally accepted accounting principles.

St. Catharines, Ontario
March 1, 2011.



CHARTERED ACCOUNTANTS

Licensed Public Accountants

MacGillivray (St. Catharines)

One St. Paul Street, 10th Floor

Box 848, St. Catharines, ON L2R 6Z6

T: 905.682.8363 • F: 905.682.2191

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ONTARIO TENDER FRUIT PRODUCERS' MARKETING BOARD

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STATEMENT OF FINANCIAL POSITION

AS AT JANUARY 31, 2011

	2011	2010
ASSETS		
Current		
Cash and equivalents	\$ 1,429,120	\$ 1,469,469
Accounts receivable (note 3)	210,280	81,529
Research, food safety and promotion contributions receivable (note 13)	152,721	45,545
Due from related parties (note 4)	75,960	68,205
Prepaid expenses	<u>3,594</u>	<u>5,040</u>
	<u>1,871,675</u>	<u>1,669,788</u>
Investments (note 5)	<u>286,408</u>	<u>286,408</u>
	<u>\$ 2,158,083</u>	<u>\$ 1,956,196</u>
LIABILITIES		
Current		
Accounts payable and accrued liabilities	\$ 347,807	\$ 274,992
Deposits, licence fees	<u>1,600</u>	<u>2,400</u>
	<u>349,407</u>	<u>277,392</u>
NET ASSETS		
Unrestricted net assets	1,392,359	1,325,823
Marketing Incentive Program	250,960	195,654
Sour Cherry Chilled Pitted Promotion Program	9,287	21,770
Red Tart Sour Cherry Market Development	<u>156,070</u>	<u>135,557</u>
	<u>1,808,676</u>	<u>1,678,804</u>
	<u>\$ 2,158,083</u>	<u>\$ 1,956,196</u>

Approved on behalf of the Board


Director
Director

See Accompanying Notes to the Financial Statements



ONTARIO TENDER FRUIT PRODUCERS' MARKETING BOARD

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STATEMENT OF REVENUES, EXPENSES AND UNRESTRICTED NET ASSETS

FOR THE YEAR ENDED JANUARY 31, 2011

	2011	2010
Revenues		
Service charges and licence fees, fresh market (note 7)	\$ 1,222,038	\$ 1,183,623
Appropriated to marketing incentive program (note 6)	<u>(783,207)</u>	<u>(738,659)</u>
	438,831	444,964
Licence fees, processing (note 7)	79,051	96,492
Government and industry funding		
Promotion activities	160,044	135,416
Research and food safety activities	264,025	436,362
OFVGA member rebate	-	26,456
Interest and other income	<u>19,613</u>	<u>20,038</u>
	<u>961,564</u>	<u>1,159,728</u>
Expenses		
Directors' fees, honoraria and benefits	58,348	56,741
Salaries and benefits (note 8)	214,547	191,718
Travel	49,466	47,513
Meetings and conventions	11,501	10,422
Office supplies and expenses	40,551	44,773
Postage	5,519	7,412
Telephone	10,669	11,898
Dues and subscriptions	4,255	4,130
Labour Issues Coordinating Committee	2,100	7,000
Promotion (note 13)		
OTFPMB portion	63,690	65,682
Government and industry funded portion	120,654	135,416
Professional fees (note 9)	9,376	11,741
Miscellaneous	2,165	2,061
Utilities and maintenance	23,159	23,467
Insurance and taxes	14,904	14,688
Amortization	11,213	18,236
Bad debts	463	2,001
Research and food safety activities (note 13)		
OTFPMB portion	16,040	19,226
Government and industry funded portion	264,026	436,362
Expense recoveries from other associations	<u>(27,618)</u>	<u>(27,511)</u>
	<u>895,028</u>	<u>1,082,976</u>
Excess of Revenues over Expenses	66,536	76,752
Net Assets - Beginning of the year	<u>1,325,823</u>	<u>1,249,071</u>
Net Assets- End of the year	<u>\$ 1,392,359</u>	<u>\$ 1,325,823</u>

See Accompanying Notes to the Financial Statements



ONTARIO TENDER FRUIT PRODUCERS' MARKETING BOARD

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INTERNALLY RESTRICTED NET ASSETS STATEMENT OF REVENUES, EXPENSES AND FUND BALANCE
FOR THE YEAR ENDED JANUARY 31, 2011

	2011	2010
Marketing Incentive Program <i>(note 6)</i>		
Revenues		
Service charges and licence fees, fresh market	\$ 783,207	\$ 738,659
Expenses		
Incentive program	<u>727,901</u>	<u>713,224</u>
Excess of Revenues over Expenses for the year	55,306	25,435
Fund Balance - Beginning of the year	<u>195,654</u>	<u>170,219</u>
Fund Balance - End of the year	<u>\$ 250,960</u>	<u>\$ 195,654</u>
 Sour Cherry Chilled Pitted Promotion Program		
Revenues		
Sour cherry promotion fees	\$ 12,517	\$ 12,508
Expenses		
Cherry promotion program	<u>25,000</u>	<u>25,000</u>
Deficiency of Revenues over Expenses for the year	(12,483)	(12,492)
Fund Balance - Beginning of the year	<u>21,770</u>	<u>34,262</u>
Fund Balance - End of year	<u>\$ 9,287</u>	<u>\$ 21,770</u>
 Red Tart Sour Cherry Market Development		
Revenues		
Red tart market development grant	\$ 132,812	\$ 72,716
Grower fees	<u>-</u>	<u>69,889</u>
	132,812	142,605
Expenses		
Red tart market development	<u>112,299</u>	<u>149,304</u>
Excess (Deficiency) of Revenues over Expenses for the year	20,513	(6,699)
Fund Balance - Beginning of the year	<u>135,557</u>	<u>142,256</u>
Fund Balance - End of the year	<u>\$ 156,070</u>	<u>\$ 135,557</u>

See Accompanying Notes to the Financial Statements



ONTARIO TENDER FRUIT PRODUCERS' MARKETING BOARD

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STATEMENT OF CASH FLOWS

FOR THE YEAR ENDED JANUARY 31, 2011

	2011	2010
Cash Flows from Operating Activities		
Excess of revenues over expenses for the year, unrestricted net assets	\$ 66,536	\$ 76,752
(Deficiency) Excess of revenues over expenses for the year, internally restricted net assets	63,336	6,244
Changes in non-cash working capital		
Accounts receivable	(128,751)	39,215
Research, food safety and promotion contributions receivable	(107,176)	(1,193)
Due from related parties	(7,755)	(28,399)
Prepaid expenses	1,446	(142)
Accounts payable and accrued liabilities	72,815	69,297
Deposits, licence fees	<u>(800)</u>	<u>100</u>
(Decrease) Increase in Cash and Equivalents	(40,349)	161,874
Cash and Equivalents - Beginning of year	<u>1,469,469</u>	<u>1,307,595</u>
Cash and Equivalents - End of year	<u>\$ 1,429,120</u>	<u>\$ 1,469,469</u>

See Accompanying Notes to the Financial Statements

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED JANUARY 31, 2011

1. NATURE OF OPERATIONS

The Board was established to regulate prices and conditions of sale for tender fruit, as well as for the purposes of marketing and promoting tender fruit. It is incorporated by Letters Patent as a corporation without share capital under the laws of Ontario, and is exempt from income taxes under the Income Tax Act.

2. SIGNIFICANT ACCOUNTING POLICIES

The Board follows accounting principles generally accepted in Canada in preparing its financial statements.

The significant accounting policies used are as follows:

(a) Fund Accounting

The Board follows the deferral method of accounting for contributions and reports using fund accounting.

The Board follows the restricted fund method of accounting for contributions. Revenues and expenses related to the Marketing Incentive and Sour Cherry Market Development Programs are reported in these internally restricted funds. All other revenues and expenses are reported in the unrestricted fund.

(b) Financial Instruments

The Board continues to disclose and present financial instruments in accordance with Section 3861 "Financial Instruments - Disclosure and Presentation. Financial assets are classified as either "held-for-trading", "held-to-maturity", "available for sale" or "loans and receivables". Financial liabilities are classified as either "held for trading" or "other liabilities". Financial assets and liabilities classified as held-for-trading are measured at fair value with changes in fair value reported in the statement of operations. Financial assets classified as held-to-maturity or loans and receivables are subsequently measured at amortized cost using the effective interest rate method.

The Board has classified its financial instruments as follows:

Cash is classified as held-for-trading

Guaranteed investment certificates are classified as held-to-maturity

Investments are classified as available for sale

Accounts receivable are classified as loans and receivables

Accounts payable and accrued liabilities are classified as other liabilities.

(c) Property and Equipment

Property and equipment which are shared with other related marketing boards are capitalized by Grape and Tender Fruit (Ontario) Limited. The amortization charge for property and equipment is reported according to the cost sharing arrangement by each benefiting board.



NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED JANUARY 31, 2011
(d) Revenue Recognition

Restricted contributions related to marketing operations are recognized as revenue in unrestricted net assets in the year in which the related expenses are incurred. All other restricted contributions are recognized as revenue in internally restricted net assets.

Unrestricted contributions are recognized as revenue in unrestricted net assets in the year received or receivable if the amount to be received can be reasonably estimated and collection is reasonably assured.

(e) Use of Estimates

The preparation of financial statements in accordance with Canadian generally accepted accounting principles requires management to make estimates and assumptions that affect the amounts reported in the financial statements. These estimates are reviewed periodically, and, as adjustments become necessary, they are reported in operations in the period in which they become known. Actual results could differ from those estimates.

3. ACCOUNTS RECEIVABLE

	2011	2010
Producer licence fees	\$ 23,095	\$ 39,480
Research & Marketing Funding Program	39,390	-
HST receivable	38,769	-
Ontario Apple Growers- Research Fund	23,333	-
Marketing incentive program refund	9,040	-
Grape and Tender Fruit (Ontario) Limited	1,371	-
Red tart market development grant	75,282	-
North American Promotion Initiative	-	16,905
Vineland Research and Innovation Centre	-	25,000
Other receivables	-	144
	<u>\$ 210,280</u>	<u>\$ 81,529</u>

4. RELATED PARTY TRANSACTIONS

The Board has amounts receivable of \$75,960 (2010 - \$68,205) from Grape & Tender Fruit (Ontario) Limited, a related party. Expenses include a \$180,425 (2010 - \$194,110) charge for the Board's share (50% (2009 - 50%)) of management operation costs incurred during the year by Grape & Tender Fruit (Ontario) Limited. These costs have been allocated to the relevant individual expense accounts.

Also, accounts receivable include amounts receivable for expenses paid on Grape & Tender Fruit (Ontario) Limited's behalf for \$1,371. The transactions and balances are measured at their exchange amount, being the amounts agreed upon by the parties.



ONTARIO TENDER FRUIT PRODUCERS' MARKETING BOARD

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NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED JANUARY 31, 2011

5. INVESTMENTS, at cost

	2011	2010
Ontario Fruit-For-Processing Co-Operative Limited: 12 common shares	\$ 55	\$ 55
Grape & Tender Fruit (Ontario) Limited: 106 common shares	53	53
Grape & Tender Fruit (Ontario) Limited: 2,863 special shares	<u>286,300</u>	<u>286,300</u>
	<u>\$ 286,408</u>	<u>\$ 286,408</u>

The investment in Grape & Tender Fruit (Ontario) Limited represents the Board's share of the equity of Grape & Tender Fruit (Ontario) Limited whose primary purpose is to operate the Marketing Board's shared offices and whose major asset is the land and building shared by the Marketing Boards.

6. MARKETING INCENTIVE PROGRAM

The funds raised for this program in 2011 in the amount of \$ 783,207 (2010 - \$738,659) were generated by a levy on producers included in service charges and licence fees. The \$ 727,901 (2010 - \$713,224) marketing incentive expenditures were paid out to qualifying retailers in Ontario, Quebec and the Atlantic and Western Provinces to encourage sales through additional features.

A summary of the incentive program by crop as reported on the statement of unrestricted and internally restricted net assets is as follows:

	Peaches	Nectarines	Pears	Plums	Total
Balance, beginning of year	\$ 93,061	\$ -	\$ 79,526	\$ 23,067	\$ 195,654
Transfer from service charges and license fees, fresh market	622,728	55,984	41,203	63,292	783,207
Incentive program expense	<u>(633,843)</u>	<u>(19,054)</u>	<u>(28,877)</u>	<u>(46,127)</u>	<u>(727,901)</u>
Balance, end of year	<u>\$ 81,946</u>	<u>\$ 36,930</u>	<u>\$ 91,852</u>	<u>\$ 40,232</u>	<u>\$ 250,960</u>

7. SERVICE CHARGES AND LICENCE FEES

	2011	2010
Service charges and licence fees, fresh market		
Service charges		
peaches	\$ 886,799	\$ 916,357
pears	81,553	109,228
plums and prunes	95,350	88,395
nectarines	92,144	-
Licence fees		
peaches	50,509	55,375
pears	9,022	8,460
plums and prunes	4,833	5,808
nectarines	1,828	-
	<u>\$ 1,222,038</u>	<u>\$ 1,183,623</u>
Licence fees, processing		
sweet cherries	\$ 383	\$ 391
sour cherries	62,673	69,890
peaches	15,995	26,211
	<u>\$ 79,051</u>	<u>\$ 96,492</u>



NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED JANUARY 31, 2011
8. SALARIES AND BENEFITS

	2011	2010
Total salaries and benefits	\$ 243,997	\$ 266,249
Recoveries:		
Project management	-	(43,331)
Ontario Apple Growers	(19,250)	(21,000)
Ontario Fresh Grape Growers Marketing Board	<u>(10,200)</u>	<u>(10,200)</u>
	<u>\$ 214,547</u>	<u>\$ 191,718</u>

9. PROFESSIONAL FEES

	2011	2010
Audit	\$ 8,900	\$ 8,900
Legal	<u>476</u>	<u>2,841</u>
	<u>\$ 9,376</u>	<u>\$ 11,741</u>

10. NON-MONETARY TRANSACTIONS

The Board receives benefits from a substantial amount of contributions in-kind for research and promotion activities. No amounts have been reflected in the statements for these items.

11. FINANCIAL INSTRUMENTS
Fair Value

The Board's financial instruments consist of cash and equivalents, accounts receivable, accounts payable and accrued liabilities. The carrying values of these instruments approximates their fair value. Financial instruments also consists of investments, for which fair market value cannot be determined.

Risks

Unless otherwise noted, it is management's opinion that the Board is not exposed to significant interest, currency or credit risk arising from these financial instruments .

12. CAPITAL MANAGEMENT
Unrestricted Fund:

The Board's objective in managing the unrestricted fund capital is to maintain a sufficient level to provide for normal operating requirements. Normal requirements also includes maintaining sufficient funds to provide for an unanticipated short crop.

Internally Restricted Fund

The Board's objective in managing the Marketing Incentive Program fund is to raise adequate funds to make payments to retailers and shipper dealers who meet the marketing criteria of the program. Any excess funds raised will be directed to fund marketing costs in the subsequent crop year.



ONTARIO TENDER FRUIT PRODUCERS' MARKETING BOARD

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NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED JANUARY 31, 2011

13. DEFERRED CONTRIBUTIONS, RESEARCH, FOOD SAFETY AND PROMOTION ACTIVITIES

	Deferred (Receivable) Contributions February 1, 2010	Government/ Industry Contributions 2011	Expenses 2011	Board Funded Expenses 2011	Deferred (Receivable) Contributions January 31, 2011
Research					
CanAdapt Projects:					
Pear Variety Trials	\$ 7,976	\$ -	\$ 7,976	\$ -	\$ -
Extending Marketing Season of Bartlett Pears	(25,949)	28,420	2,896	425	-
CAAP - Increasing Competitiveness of Ontario Tender Fruit Industry	-	32,960	174,435	-	(141,475)
FIP - New Packing Technology	-	6,500	6,500	-	-
FSTE - Ontario Food Safety Project	13,783	26,299	41,853	-	(1,771)
Storage Project	15,913	6,048	21,961	-	-
Bacterial Spot of Stone Fruit	-	2,750	1,125	-	1,625
Pear Research Program	7,704	-	7,704	-	-
	<u>19,427</u>	<u>102,977</u>	<u>264,450</u>	<u>425</u>	<u>(141,621)</u>
Non-Funded Research				<u>15,615</u>	
OTFPMB Portion of Research Activities				<u>16,040</u>	
Promotion					
CHC Agri-Marketing Program	-	12,261	12,261	-	-
Increasing Sales of Ontario Bartlett Pears	(5,250)	52,650	73,000	14,500	(11,100)
Ontario Fresh Fruit Market Development - 2010	(59,722)	109,615	82,300	32,407	-
	<u>(64,972)</u>	<u>174,526</u>	<u>167,561</u>	<u>46,907</u>	<u>(11,100)</u>
Non-Funded Promotion				<u>16,783</u>	
OTFPMB Portion of Promotion Activities				<u>63,690</u>	
	<u>\$ (45,545)</u>				<u>\$ (152,721)</u>