



# WASHINGTON RED RASPBERRY COMMISSION NEWS

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## ***Raspberry Promotion Efforts Show Promise - Tom Krugman, Marketing Director***

The Washington Red Raspberry Commission participated in two recent trade shows.

**Research Chefs Association** — RCA membership includes corporate R&D chefs, chain restaurant chefs, and individual chefs from small, independently owned restaurants. The purpose in attending was to remind chefs about raspberries. In partnership with the Oregon Raspberry Blackberry Commission, WRRRC worked with the Phoenix Culinary Institute to identify two students to create and prepare unique recipes for raspberries and blackberries, and then to attend the Expo to serve their creation. The raspberry recipe, a raspberry curd served in a white and dark chocolate shell garnished by a raspberry napoleon, was well received by attendees as tart and refreshing.



**SCAN**— SCAN (sports cardiologists, nutritionists, trainers, and weight management consultants) is the second largest work group within American Dietetic Association (behind Diabetes), and has a very active membership. Dr. Jim Joseph was a session presenter (touting berries and walnuts). His raspberry research is complete, the raspberry paper is nearly written, and there are some great things to say about raspberries. He is interested in seeing us partner with nuts on future research projects. Dedicated Expo hours provided ample opportunity to have long, detailed conversations, unique at these types of shows where attendees are usually rushing through the hall on their way to the next session.

## ***Spotted Wing Drosophila—Present state of recommendations***

*Subtitle: The best guesses we've got at this point!* - **Tom Peerbolt, Research Coordinator**

**Brief Description:** Spotted Wing Drosophila (SWD) is an exotic vinegar fly species that has rapidly emerged as a threat to Washington berry crops. It causes damage by laying eggs within ripening fruit and feeding within the berries. It has been found in blueberries, caneberries, strawberries, grapes, cherries, peaches, and other thin skinned fruit.

Given our limited knowledge of the pest and its lifecycle in our region, the impact on the 2010 crop cannot be predicted; therefore, the coordination of accurate and timely information is critical to growers and researchers.

This is a pest that has the potential to cause major losses and our lack of actual facts on how it will behave in our crops and our climate, necessitates that caneberry growers go into the season with a crisis management plan in place. We can and will manage this pest in the future but the 2010 season presents the greatest threat to our crops due to this lack of experience and information.

### **Elements of a grower crisis management program**

Plan for well timed insecticide applications. **Insecticide timing** will be determined by :

- **Trap counts** - (presence of pest). Know how to make and maintain the monitoring traps.
- **Fruit ripening stage** - (vulnerable host) Researchers are still working on refining the timing of when this insect will begin laying its eggs in the berries but the best indicator right now is when the fruit starts turning color. *Stay in touch to have the latest information on this point.*

**When it's possible to get the application on** - Have strategies worked out in advance for how to get insecticides on when you're getting close to or during

harvest. This could be a new sprayer type, an on-farm sprayer modification and/or aerial applications.

**During harvest** plan on needing to continue to monitor and re-apply insecticides as needed and/ or at regular intervals. *Stay in touch to have the latest information on this point.*

**Field sanitation could be critical** - The experience of California caneberry growers demonstrated the need to minimize the presence of intact ripe and over-ripe fruit in the field. With our machine harvesting, this could be our greatest challenge. Closer picking intervals as well as innovative techniques to remove cull and/or break up the fruit integrity might be needed. If the berry drupelets are broken, the fly will not be able to reproduce on or within it.

**Stay in touch! Get online!** Know where to go to get regular, real-time updates.

[www.berriesNW.com](http://www.berriesNW.com) Peerbolt Crop Management's (PCM) site will have real time regional scouting and monitoring information, the latest management recommendations and links needed to other sources.

[Oregon State University SWD Website](#) - OSU's SWD dedicated site has very comprehensive SWD information and the latest research findings as well as all the needed links to other sources.



## Washington Red Raspberry

### Commission

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*Promotion, Fair Trade, and  
Research assistance for  
Growers*

«First Name» «Last Name»  
«Company»  
«Street1»  
«City», «State» «Zip»  
«Country»

## News Notes

### WRRC Requests Delay in National Raspberry Referendum for National Research and Promotion Program

We were prepared to have the referendum on our proposal to create a United States Red Raspberry Council (USRRC) in early March. But when we received the final version we recognized that there was still a fatal flaw in the package. Due to the way import codes are assigned it was impossible to isolate red raspberry concentrate from other berry juice concentrates at the Ports of Entry. The result would be that we would be assessing domestic juice concentrate but allowing foreign concentrate in without assessments.

We requested USDA put the referendum "on hold" until we are able to establish a new import code for red raspberry juice and juice concentrate. We petitioned the International Trade Commission to establish this code and we are hopeful that it will be established this summer. That will allow us to restart the referendum process this fall.

The WRRC continues to believe the creation of a strong national organization to promote raspberries is long overdue. The USRRC will provide raspberry growers an opportunity to invest many more dollars in market development and advertising than what has been possible with the limited budgets of the state berry commissions. We encourage your active involvement in the campaign to inform growers of the potential of the USRRC.

### WSU Presents SWD Workshops throughout WA

Growers and field service representatives will want to take advantage of upcoming workshops addressing spotted wing drosophila management. WSU is hosting these workshops with support from the WRRC. There will be a Whatcom, Skagit and SW WA workshop at the following times and locations:

April 22 - WSU Grower Workshop, 9 am - Noon

*19th Street Firehall, Lynden, (RSVP to Colleen Burrows: [cburrows@wsu.edu](mailto:cburrows@wsu.edu) (360) 676-6736)*

April 28 - WSU Grower Workshop, 9 am - Noon

*WSU REU Vancouver 1919 NE 78th Str. (RSVP to Todd Murray: [tmurray@wsu.edu](mailto:tmurray@wsu.edu) (509) 427-3931)*

April 30 - WSU Grower Workshop, 9 am - Noon

*WSU Mt. Vernon (RSVP to Don McMoran: [dmcmmoran@wsu.edu](mailto:dmcmmoran@wsu.edu) (360) 428-4270 ext.225)*

### Food Safety Progress

WRRC and the WA Blueberry Commission are cooperating on a grant application that would help all of our growers be GAP certified in the next two years. It is clear that both food safety laws and market demands will require this step. Those that have already gone through the process report that certification is simply documenting what growers already are doing to ensure they are producing quality berries. We hope to have the education and direct assistance efforts underway by this fall.

### Buyer's Guide in Development

Part of this year's marketing plan is to develop a Buyer's Guide which will identify the breadth of raspberry products available from Washington. The target audiences for the Guide, which will include nutritional information and handling suggestions, are institutional and industrial buyers. At the end of March a photo session took place to supplement existing product photography supplied by many of the processors. The Buyer's Guide is well into the first draft and processors will be encouraged to review the Guide before it is finalized. The guide is expected to be completed well before this coming harvest season. We welcome participation from all who market our raspberries. We intend to provide you with a quality product that will augment your existing marketing activities.

## Calendar

*Contact the WRRC office for information on each of these upcoming educational opportunities*

April 14 - WRRC Board Meeting, 1 pm - *WSU Puyallup, partially conducted via teleconference*

July - Raspberry Field Days - *Puyallup, Abbotsford, Mt. Vernon, Lynden*

September 8 - WRRC Board Meeting, 1 pm - *WSU Mt. Vernon*

October 27 - WRRC Board Meeting, 1 pm - *19th Street Firehall, Lynden*

December 2-3 - Small Fruit Center Conference - *Boise*

December 6-7 (*tentative*) - WSU Small Fruit Workshop, WRRC Bd. Mtg. *Lynden*