



WASHINGTON RED RASPBERRY COMMISSION NEWS

MARCH, 2009

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Krugman Rejoins WRRC As Marketing Director

Tom Krugman was selected to become the Commission's Marketing Director at the January board meeting. Tom worked with the Commission over the last two years to develop and write the proposed national Research and Promotion program. In his role as Marketing Director, he will advise and assist the WRRC Board in implementing strategies outlined in the strategic marketing plan, and develop and oversee execution of Marketing and Promotions programs.

Tom was born and raised in Southern California and attended the University of California, San Diego, where he completed his degree in Biochemistry before attending and graduating from the Santa Clara University with an MBA, Agribusiness.

In his twenty-five year career, Tom served the California Cling Peach Advisory Board, Tri Valley Growers, the Almond Board of California, and the California Strawberry Commission before moving to the Pacific Northwest. Leadership positions with these organizations provided the opportunity for him to experience the challenges of working with an elected board of directors, and to direct food safety programs, crisis management, strategic planning, and domestic and international market development programs.

Tom's first task for the Commission was to evaluate the status of the Strategic Plan adopted two years ago and make specific recommendations for the 2009 marketing year. His proposal re-focuses the Commission's activities towards nutrition research, with public relations following, rather than leading, the effort. "While we may not have a health claim, raspberries do have a tremendous health story," notes Krugman. "It is our job to continue to feed that story to decision makers and consumers with good, solid, science-based information in a cost effective way".

Tom resides just south of Tumwater with his wife and daily walking companion, Snickers, the family dog. Please join us in welcoming Tom to the Commission!



Research Update - Tom Peerbolt, *Research Coordinator*

Raspberry Growers—Last Chance for free *Phytophthora* root rot testing!

This grower service project, started back in the fall of 2004 is ending as of July 1, 2009. Just about 200 samples have been run at no cost to any of the growers. WRRC, WSU, and the WA State Commission on Pesticide Registration have been partners on this project. Any grower interested in having their field or pre-plant stock tested for the presence of this disease needs to contact [Colleen Burrows](mailto:Colleen.Burrows@wsu.edu), (360) 676-6736 for Northern Washington, or [Tom Peerbolt](mailto:Tom.Peerbolt@wsu.edu), 503-289-7287 for Southern Washington. All tests are completely anonymous. More information can be found at: <http://whatcom.wsu.edu/ag/IPM/phytophthora.htm>.



Raspberry Cultivar News

WRRC has been working in close cooperation with Washington State University to make use of intellectual property tools such as plant patenting and plant breeder rights to be able to better manage the distribution and propagation of new raspberry cultivars released by the Washington State breeding program. Recent releases, **Cascade Bounty** and **Cascade Dawn** are both now the subject of negotiations to determine how we can return the most benefit to the north-west raspberry industry through these legal intellectual property mechanisms.

In another development, the Canadian raspberry breeding program has released two new cultivars.

- **Ukee red raspberry** (tested as BC86-41-15) shows potential for root rot resistance and good berry quality. One of its parents was Chilliwack. The other parent has a wild North American raspberry (*Rubus strigosus*) background that has a high level of root rot resistance. The ripening season for Ukee is similar to Meeker.
- **Rudyberry red raspberry** (tested as BC90-4-23) also has shown potential for root rot resistance in test plots. One parent is Qualicum and the other is the same as Ukee, with the *Rubus strigosus* background. The ripening season for Rudyberry starts a few days before Meeker and ends almost a week before Meeker making for a more concentrated harvest.

These cultivars will be further tested over the next few years. If you have interest in trying them, call your wholesale nursery supplier.

Washington Red Raspberry

Commission

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News Notes

WRRC Awaits Referendum for National Research and Promotion Program

We received word from USDA in late February that all the criteria in the process to prepare for a referendum on our proposal to create a United States Red Raspberry Council (USRRC) has been met. The next step is publication of the proposal in the Congressional Record followed by a 60 day comment period on the proposal. All US Raspberry growers and international growers exporting to the US are encouraged to submit comments on the proposal. We will be working with our members to ensure they provide comments that will make the proposed USRRC the most effective body possible.

The WRRC believes 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. We anticipate a referendum on this issue this fall.

Scouting for Pest in Blueberries and Raspberries - Tuesday, March 31

WSU/Whatcom County is sponsoring a field day that will be covering scouting technique and current pest issues related to pre-bloom growth stage in blueberry and raspberry production. A pest scouting guide for each individual crop will be provided. The field day will begin with blueberries at 10AM and followed by raspberries at 11AM. It will be held at Boxx Berry Farm, 6211 Northwest Road, Ferndale, WA. Refreshments will be served. For more information please contact Whatcom County WSU Extension (360) 676-6736.

Export MRL Presentation

The April 15 Board meeting will feature a presentation by Matt Lantz of Bryant Christie Inc., a firm that is widely recognized as experts in international trade. They will address Maximum Residue Levels (MRL) and how they are used in international trade. Those involved in international berry exports are encouraged to attend. Contact us for the time of the presentation.

Calendar

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

- April 15 - WRRC Board Meeting, 1 pm - *WSU Mt. Vernon*
- June 22-23 - Berry Health Symposium - *Monterey*
- July - Raspberry Field Days - *Puyallup, Abbotsford, Mt. Vernon, Lynden*
- September 9 - WRRC Board Meeting, 1 pm - *WSU Mt. Vernon*
- October 28 - WRRC Board Meeting, 1 pm - *WRRC Office, Lynden*
- December 2-4 - Small Fruit Center Conference - *Kennewick*
- December 7-9 (tentative) - *WSU Small Fruit Workshop, WRRC Bd. Mtg. Lynden*

Kristie's Corner

A new Year and a new board structure requires us to literally "transfer the Communications Committee chair's hat from Darryl Ehlers to new Chair Kristie Clark. Darryl and Kristie co-authored this reflection on the current issues facing our industry.

Hi Folks,

Subject: Food Safety

The country reels from food recalls, loss of sales, and rejection of food based on food safety concerns. It must be understood : one bad operator can ruin your business. This becomes a grass roots situation for each of our farms. The Commission is looking into workshops and easy-to-read manuals to prepare blueberry and raspberry growers to be certified with Good Agricultural Practices (GAP). There is still a bit of time, but coming up fast, to help you responsibly maintain a clean healthy farm if you plan to feed other people, besides your self. If not, you may be eating your own berries because they will be rejected as sub-standard produce. I still see that some of our family of farms have not cleaned up around their fields and gathering areas. This is a important starting place. Remember: *We are all in this Together* .

