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The most enjoyable part of being president is getting out to meet members and member organizations. One year ago, the Ontario Greenhouse Vegetable Growers (OGVG) extended an invitation to me to tour some of their member operations and in July I was able to fulfill my promise to do so. However, given the diversity of the horticultural industry in Ontario, I could not limit my visit to only the greenhouse industry—I needed to sample, experience and taste the diversity of the industry.

I began my tour on a Monday morning at the farm of Charles Stevens in Newcastle. Charles is the chair of the CHC’s Crop, Plant Protection and the Environment Committee as well as the very active Crop Protection Advisory Committee (CPAC). When it comes to crop protection and pesticides there is never a shortage of issues to discuss. Thank you, Charles, for the extensive tour of your farm (Wilmot Orchards) and of Algoma Orchards.

That afternoon I arrived in the Holland Marsh area and visited farms with Jamie Reaume. I had the privilege of meeting Avia Eek; we both serve as directors on the CanAgPlus Board but had only talked on the phone until my visit to the area. Jamie had often talked to me about the variety of crops grown in the marsh and I was pleased to have a first-hand look.

I am impressed with the investment, hard work and commitment that horticulture producers make...

On Monday evening I enjoyed dinner just outside of Guelph with Don and Jayne Brubacher. Don and I have been good friends for many years and continue to work together on the Canadian Potato Council.

Tuesday morning I made my way to Simcoe and met with Murray Porteous at Lingwood Farms. Murray is a past president of the CHC and is now the chair of the Human Resource Committee. The farm grows asparagus, apples, cherries and peaches and it was great to see the farm as well as the cherry processing plant and apple packing plant. I am always amazed of the investment that growers make to keep the markets supplied.

Continued on page 9

I am impressed with the investment, hard work and commitment that horticulture producers make...

En après-midi, je suis arrivé dans la région du marais Holland pour visiter d’autres exploitations avec Jamie Reaume. J’ai eu le privilège de rencontrer Avia Eek. Nous siégeons tous les deux au conseil d’administration de CanAgPlus, mais nous nous étions seulement parlé au téléphone jusqu’à ce jour. Jamie m’avait souvent vanté la variété des cultures du marais, et je suis content d’avoir pu le constater de visu.

Lundi soir, j’ai partagé un repas avec Don et Jayne Brubacher, près de Guelph. Don est un bon ami depuis des années, et nous continuons de travailler ensemble au Conseil canadien de la pomme de terre.

Mardi matin, je suis allé à Simcoe pour rencontrer Murray Porteous à l’exploitation Lingwood Farms. Murray a déjà été...
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Tuesday evening and Wednesday morning were spent in the Leamington area with OGVG chair Don Taylor and general manager George Gilvesy visiting and touring greenhouse operations. After seeing the fruit orchards and new greenhouse operations, which tip the scales at approximately $750,000 per acre, the per acre investment that our farm has in potato production no longer seems high to me. Thank you to Pete Quiring of Nature Fresh as well as Paul Mastronardi of Mastronardi Produce for taking the time to tour me through your operations.

During my quick tour I also had the opportunity to meet John Kelly who has recently accepted the role of executive vice president for the Ontario Fruit and Vegetable Growers’ Association.

I am impressed with the investment, hard work and commitment that horticulture producers make to provide our consumers with wide range of high quality, safe, nutritious fruit and vegetables.

Continued from page 7

The CHC’s mission is to ensure a more innovative, profitable and sustainable horticultural industry for future generations.
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Fall is upon us yet again. The changing leaves bring us the bounty of hope and efforts of the spring and summer labours.

Science Cluster 2 is now well underway, and we are beginning to plan for the next framework expected in 2018. Cluster 1 resulted in a number of positive developments for horticulture, and we are pleased to highlight a number of the results in this issue, with more to come in the spring 2015 issue.

The 2014-15 shipping season bring with it a change in the relationship with our major trading partner: the United States. On October 1, 2014, the U.S. Department of Agriculture’s Agricultural Marketing Service (AMS) advised Agriculture and Agri-Food Canada that Canadian entities wishing to file a formal complaint against a PACA licensee must provide a surety bond prior to acceptance of the formal complaint for adjudication. AMS also advised that, in the future, should Canada implement, administer, and enforce a dispute resolution system that is comparable to that established under PACA, the determination on the requirement of a bond may be revisited.

“Renewed attention to plant health and trade and commerce are key to the horticulture sector’s ability to thrive and grow.”

Consultation fatigue continues to be pervasive but has, perhaps, never been more important to ensure that our concerns and needs are represented through the consultation process. In 2015, regulations associated with the Safe Food for Canadians Act will come into force, and as the Canadian Food Inspection Agency focus shifts from food safety to other business lines, we look forward to a renewed attention to plant health and trade and commerce, which are key to the horticulture sector’s ability to thrive and grow.

The Pest Management Regulatory Agency will continue to challenge us, as we address proposed re-evaluation decisions over the coming months, and as an industry long-term strategy around crop protection issues is developed.

Many challenges face us, and with the challenges, we look for the opportunities that await our collective efforts to ensure a more innovative, profitable, and sustainable horticultural industry for future generations.

L’automne est déjà arrivé. Les couleurs rougeoyantes amènent avec elles le généreux résultat des efforts déployés dans les champs au printemps et à l’été.

Le travail de la grappe scientifique 2 est déjà bien entamé, et nous commençons à élaborer le prochain cadre stratégique prévu pour 2018. La grappe 1 a fourni des résultats encourageants pour l’horticulture et nous sommes fiers de vous les partager dans ce numéro et dans notre prochaine publication au printemps 2015.

La saison d’expédition 2014-2015 se voit le théâtre de changements dans la relation que nous entretenons avec notre principal partenaire commercial, les États-Unis. Le 1er octobre dernier, l’Agriculture Marketing Service (AMS) du département de l’Agriculture des États-Unis (USDA) a informé Agriculture et Agroalimentaire Canada (AAC) que les entités canadiennes désireuses de déposer une plainte officielle contre un détenteur de permis PACA devraient désormais fournir un cautionnement en vue de l’acceptation de la plainte officielle et de la décision qui s’ensuit. L’AMS a aussi fait savoir qu’il sera possible de revoir l’exigence d’un tel cautionnement lorsque le Canada créera, gérera et mettra en vigueur un système de règlement des différends tel que celui établi en vertu de la PACA.

“L’attention à la phytoprotections, aux échanges et au commerce sont des éléments clés permettant au secteur de l’horticulture de croître et de prospérer.”

Malgré la lassitude omniprésente, les consultations n’ont jamais été aussi importantes que maintenant pour veiller à ce que nos besoins et nos inquiétudes soient bien représentés tout au long du processus. Alors que la réglementation découlant de la Loi sur la salubrité des aliments au Canada entrera en vigueur en 2015, l’Agence canadienne d’inspection des aliments (ACIA) axera ses efforts sur d’autres secteurs d’activités après s’être concentrée sur la sécurité alimentaire. Nous sommes donc ravis que l’attention soit à nouveau portée à la phytoprotections, aux échanges et au commerce, des éléments clés permettant au secteur de l’horticulture de croître et de prospérer.

Dans les mois à venir, pendant que se développera une stratégie à long terme en matière de phytoprotection, l’Agence de réglementation de la lutte antiparasitaire (ARLA) continuera de nous questionner alors que nous étudierons les décisions de réévaluation proposées.

Les nombreux défis qui nous attendent exigent que nous mettions nos efforts en commun pour assurer l’avenir de notre industrie horticole en la rendant durable, profitable et novatrice pour les générations futures.
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The Canadian horticultural sector is one of Canada’s largest agri-food industries. An overall objective for the sector is to ensure the continued growth of a near $5 billion dollar sector, which has already doubled since 2000. Today, farm gate sales, with additional processing, supply chain, and induced impacts create an economic footprint of $11.4 billion in real GDP.*

To build awareness of the value of the sector, the Canadian Horticultural Council (CHC) has released the comprehensive 2013 Statistical Overview of the Canadian Fruit and Vegetable Industry.

Horticulture plays a significant role within Canada’s economy in the provision of quality, safe food of many sorts, as well as important contributions to Gross Domestic Product (GDP), availability of direct and indirect employment opportunities and associated household incomes, and contributions to local, provincial and federal tax revenues. With a multitude of domestically produced commodities, Canada’s horticulture sector is certainly one of Canada’s most diverse. As with any economy, a multitude of factors can affect the industry at any given time.

Horticulture is a sector which has matured and experienced tremendous growth. While there are many challenges, there are exciting opportunities that await investment by individual operations, the industry collectively, and through strategic collaboration with allied stakeholders and government.

It is well recognized and documented that the consumption of fruits and vegetables contributes to the health and wellness of Canadians through reduced incidences of chronic diseases. The benefits extend beyond the impact to positive health outcomes, to the wide reaching contributions to our communities and to Canada’s overall economic well-being.

The document provides a synopsis of the scope, breadth and diversity of an extremely dynamic sector, which is a key component of Canadian agriculture. Historical facts and trends are also of interest and useful.

For further information or to request a copy, please contact André Bourbonnière, CHC, Manager, Policy Development and Research at abourbonniere@hortcouncil.ca; (613) 226-4880, ext. 209.

Growing Forward 1, Agriculture and Agri-Food Canada’s five-year program, was created to help producers and agri-businesses to be more competitive, innovative, and therefore, more profitable. Spanning from 2009 until 2013, the federal-provincial-territorial program was, no doubt, a success. The Canadian Horticultural Council (CHC), on behalf of its members, worked to secure Growing Forward funding under the Agri-Innovation program for the purpose of pursuing innovative and vitally important research initiatives. The initiatives, which fell under the Canadian Agri-Science Cluster for Horticulture (Cluster 1), involved a range of projects including apple genomics to assessing the efficacy of fungicides to controlling wireworm in potatoes and other root crops. Now that we are into the second five-year round of funding, it is a good time to review the successes that came out of Cluster 1.

Continued on page 15

Les fruits de notre labeur
Quelques exemples de réussite d’innovation en horticulture du CCH dans le cadre du programme Cultivons l’avenir 1

By Melanie Epp
AN APPLE GENOME A DAY

The establishment of one of the most diverse collections of apples in the world—the Apple Biodiversity Collection (ABC)—would not have been possible without funding from the Canadian Horticultural Council, says Dr. Sean Myles, Canada Research Chair in Agricultural Genetic Diversity. Today, the ABC contains more than 1,000 apple varieties, including well-known elite cultivars, heirloom varieties and hundreds of wild apples from the forests of Central Asia.

“It’s far more than just a gene bank,” says Myles. “It’s not just for the preservation of genetic diversity, but rather for the use of genetic diversity.”

In addition to being extremely valuable for research initiatives, says Myles, it is also generating positive public attention to Canada’s apple industry. The main goal, he says, is to make use of the genetic diversity in breeding programs in order to develop novel, better-tasting apple cultivars that require fewer chemical inputs to grow.

“It needs to be systematically measured for commercially relevant traits, and the DNA sequence from these individuals needs to be sequenced,” he says. Although entire genomes have not yet been collected, they have collected tens of thousands of genetic markers from the collection.

“The collection contains a lot of wild apples from the forests of Kazakhstan, advanced breeding lines from Canadian breeding programs, cider apples varieties and popular commercial cultivars from around the world, so there is a lot of different material there,” he says. “Very few of them are grown in Canada commercially yet.”

Myles sees the project as a long-term investment that will hopefully revolutionize the way breeders and growers choose which varieties they will grow in the future.

“The data we are collecting is going to allow us to predict what an apple tree will look like when it is just a seedling in the greenhouse,” he says. “We can take a piece of leaf tissue at the seedling stage in the greenhouse, use the genetic data that we get from that small piece of tissue to predict what that tree will look like as an adult, and pick the winners without having to grow them out, and spend the time and money to evaluate them as full-grown trees.”

Continued from page 14
“The plan is to reach the stage where for every 10 hours that a breeder spends in the field today to develop a new cultivar for the industry, we will be able to cut that time down to minutes,” he concludes.

**TREAT YOUR APPLES WELL**

Supported by funding from Growing Forward 1, OMAF’s Fresh Market Quality Program Lead Dr. Jennifer R. DeEll investigated problems encountered by produce apple growers, distributors and retailers. In the first phase of the three-section project, she evaluated flesh-browning development in the ever-popular Macintosh and Empire apple varieties.

“We were looking at Québec and Ontario fruit every year of the project and trying to see how treatment with SmartFresh influenced internal browning and the timing of browning development,” says DeEll. Specifically, she evaluated SmartFresh, a produce quality enhancement product from AgroFresh, to see how it influenced internal browning and the timing of browning development.

“We wanted to find out how it might be interacting with other factors,” she says. “Is the weather influencing browning development? How soon do you see browning?”

Browning will probably develop every year, if product is stored long enough, but it is unpredictable. “Sometimes, it shows up just after Christmas, and sometimes, it is around May or June,” she says. Continued on page 17

**TRAITER SES POMMES AUX PETITS OIGNONS**

Avec l’aide financière de Cultivons l’avenir 1, Jennifer R. DeEll, chargée de programme de la qualité des produits maraîchers frais au ministère de l’Agriculture et de l’Alimentation de l’Ontario, s’est penchée sur les problèmes auxquels font face les pomiculteurs, les distributeurs et les détaillants. Dans la première phase de son projet en trois volets, elle a évalué le développement du brunissement de la chair des très populaires Macintosh et Empire.

« Nous avons observé les fruits du Québec et de l’Ontario chaque année pendant le projet pour étudier l’influence du traitement SmartFresh sur le brunissement interne et l’apparition du brunissement », raconte Mme DeEll. Plus précisément, elle cherchait à déterminer la manière dont SmartFresh, une technologie d’amélioration de la qualité des fruits et légumes frais, influe sur le brunissement interne et l’apparition du brunissement.

« Nous voulions connaître les interactions possibles avec d’autres facteurs. Les conditions météorologiques jouent-elles un rôle sur le brunissement? À quel moment le brunissement apparaît-il? »

Le brunissement se produira probablement année après année, si le produit est entreposé assez longtemps, mais il reste imprévisible. « Le brunissement commence parfois tout de suite après Noël, et parfois seulement en mai ou en juin, explique-t-elle. Plus le produit est entreposé longtemps, plus il risque de brunir. Nous tentons de comprendre le lien entre les conditions météorologiques et l’utilisation de SmartFresh pour conserver la fermeté de la pomme. »

À ce jour, les données recueillies couvrent une période de trois ans. Avec le financement de Cultivons l’avenir 2, son équipe souhaite pouvoir travailler à la deuxième phase du projet et utiliser les données pour
“The longer you push, the more likely you are going to see it. We are trying to develop an understanding of the relationship between weather conditions and the use of SmartFresh to maintain apple firmness.”

To date, DeEll has collected three years’ worth of data. Using funding from Growing Forward 2, they hope to continue on to the second component, which will use data to create a predictive model or risk assessment at the beginning of each season. “That way, growers will hopefully know well in advance how, when and if to apply SmartFresh, and how much to apply in any given season,” says DeEll.

**WINNING THE BATTLE WITH LATE BLIGHT**

Late blight, a severe disease of potatoes, has been around for at least 150 years. To this day, though, the disease cannot be controlled without utilizing large amounts of fungicides.

“New strains of the disease are always developing, so we are not winning the battle, even with fungicide,” says Dr. Gefu Wang-Pruski of Nova Scotia Agricultural College.

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Through Growing Forward 1 funding, Wang-Pruski is looking at environmentally friendly fungicides based on phosphoric acid to determine the best way to control disease throughout the entire potato production system. In the second part of his research, Wang-Pruski will look at mechanisms that will enable him to induce stronger resistance to the disease in potatoes.

“We are looking at the molecular mechanisms within the plant’s own immune systems to boost its immunity to late blight,” he says. “The principle is very similar to giving humans the flu shot to boost their immunity to influenza.”

Both projects have generated results. With regards to environmentally safe fungicides, the researchers developed new technologies to trace the fungicide inside the plant, as well as in the tubers. This enabled them to determine how much of the product is actually being absorbed and available to fight pathogens.

Growers, says Wang-Pruski, are already using these products. The results of their research help them to advise on when to use the fungicides, and what amount should be used to achieve the best results.

The second component of their research was successful as well, says Wang-Pruski. “We now essentially understand the molecular mechanism that induces immunity in potato plants, and how to boost it to fight late blight,” he says. “We’ve filed a patent on this discovery, in fact.”

**TUNNEL-GROWING SYSTEMS FOR RASPBERRIES**

Adam Dale, University of Guelph, was happy to receive funding for research on tunnel-growing systems in raspberries. Specifically, his research investigated the cultural aspects of sustainable tunnel and other protected cultivation systems in Canada. Dale tested three primocane-fruiting red raspberry cultivars (Autumn Britten, Joan J and Polka) to see which would yield the most under certain conditions.

“At both New Liskeard and Cedar Springs, plants in the high tunnels yielded more fruit than those outside,” says Dale. “And they had a longer fruiting season.” In fact, results at New Liskeard indicate that yields were four times higher in the tunnel than outside. Under the Voen cover, one of the protected cultivation systems, the researchers developed new technologies to trace the fungicide inside the plant, as well as in the tubers. This enabled them to determine how much of the product is actually being absorbed and available to fight pathogens.

Growers, says Wang-Pruski, are already using these products. The results of their research help them to advise on when to use the fungicides, and what amount should be used to achieve the best results.

The second component of their research was successful as well, says Wang-Pruski. “We now essentially understand the molecular mechanism that induces immunity in potato plants, and how to boost it to fight late blight,” he says. “We’ve filed a patent on this discovery, in fact.”
systems tested, conclusions were not definitive. Dale says they need at least one more year to make better use of the data they have collected.

In the second phase of their research, Dale and his team developed and tested new cultivars specifically adapted for high tunnel systems. The researchers crossed 18 cultivars to produce seed, which was germinated during the spring and summer of 2011. About 450 seedlings were produced, overwintered in cold storage and planted in tunnels at Strawberry Tyme Farms in Simcoe in May of 2012.

“We have been able to make selections of primo-cane fruiting cultivars—spine-free—and have been able to identify Voen coverings as a potential replacement for intact plastic,” says Dale.

Finally, the research team used funding to conduct economic studies on the feasibility and cost-effectiveness of growing raspberries in high tunnels and umbrella cultivation systems. It can be done at about half the cost, Dale discovered.

“The biggest issue in raspberries, actually, is keeping rain off the plants,” he says. “Overall, we are pleased with the way the breeding went,” says Dale. “The project will take seven to 10 years to complete. While we are pleased with progress, we would like to be able to continue out work.”

Dale has applied for further funding from Growing Forward 2.

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The final intake for Implementation funding assistance for 2014 runs from November 10 to December 11, 2014. Applications for Capacity Building funding assistance can be submitted at any time.

Watch for updates on the Canadian Agri-Science Cluster for Horticulture (Cluster1) in the spring edition of Fresh Thinking.
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Canada-United States Regulatory Cooperation Council Releases Joint Forward Plan

On August 29, 2014, the Canada-United States Regulatory Cooperation Council released its Joint Forward Plan. The document provides a summary of the initial Joint Action Plan and lessons learned, as well as what is being characterized as a Forward Plan and includes an Annex which itemizes the 29 Action Items from the RCC 1 Action Plan.

The initial RCC Joint Action Plan, comprised of 29 initiatives, was launched in December 2011, to foster new approaches to regulatory cooperation and serve as a template for future efforts between Canada and the U.S. The initial Joint Action Plan provided an opportunity to enhance Canada-U.S. regulatory cooperation through the identification of specific regulatory issues and challenges that agencies on both sides of the border would work together to resolve or improve.

The introduction identifies “important, specific results”, including the following.

CROP PROTECTION PRODUCTS

Canada’s Pest Management Regulatory Agency and the U.S. Environmental Protection Agency worked on aligning product reviews and risk assessment methodologies, including the development of a joint review process for pesticides with minor uses, which will reduce administrative burden on industry and provide simultaneous product access to growers.

Of particular interest for horticulture is that any further activity on Financial Protection for Produce Sellers will continue outside of the RCC.

Building on the initial Joint Action Plan, the momentum it has generated within government and with stakeholders, and the lessons learned over the last few years, the Joint Forward Plan represents a pivot point for the regulatory relationship between Canada and the U.S.

THE FORWARD PLAN

U.S. DEPARTMENT OF AGRICULTURE / CANADIAN FOOD INSPECTION AGENCY

Plant health

The Canadian Food Inspection Agency and U.S. Department of Agriculture’s Animal and Plant Health Inspection Service will continue to advance a perimeter approach to facilitating safe bilateral trade and protecting Canada and the United States from risks posed by plants and plant products arriving from third countries. This will include aligned phytosanitary import requirements and related systems wherever possible with a view to utilizing information from phytosanitary inspections conducted by one country to inform decisions by the other country, and working towards reducing certification and inspection requirements between the two countries.

Continued on page 23

Conseil Canada–États-Unis de Coopération en matière de réglementation publie Plan prospectif conjoint

Le 29 août 2014, le Conseil de coopération Canada–États-Unis en matière de réglementation (CCR) a publié son Plan prospectif conjoint. Le rapport résume le Plan d’action conjoint et les leçons apprises, décrit la portée du plan prospectif et inclut une annexe énumérant les 29 initiatives du Plan d’action initial du CCR.

Le Plan d’action conjoint initial du CCR, composé de 29 initiatives, a été lancé en décembre 2011. Il avait pour but de favoriser l’adoption de nouvelles approches pour la coopération en matière de réglementation et orienter le travail à venir entre le Canada et les États-Unis. Il a permis de renforcer la coopération Canada–États-Unis en matière de réglementation en identifiant des enjeux et des défis précis que les organismes des deux pays s’emploieraient à résoudre ensemble au moyen d’outils divers.

L’introduction du plan mentionne la production d’importants résultats touchant notamment les domaines ci-dessous.

PRODUITS POUR LA PROTECTION DES CULTURES

L’Agence de réglementation de la lutte antiparasitaire du Canada et l’Environmental Protection Agency des États-Unis ont travaillé à harmoniser les méthodes d’examen des produits et d’évaluation des risques, notamment en élaborant un processus d’examen conjoint pour les pesticides à usage limité qui réduira le fardeau administratif pour l’industrie et permettra aux producteurs d’accéder simultanément aux produits.

Un changement touche particulièrement l’horticulture : toute activité concernant la protection financière des vendeurs de fruits et de légumes frais se poursuivra à l’extérieur du CCR.

Prenant comme point de départ le Plan d’action conjoint initial, les progrès accomplis au sein du gouvernement et auprès des intervenants ainsi que les leçons apprises ces dernières années, le Plan prospectif conjoint constitue un tournant dans la relation qui unit le Canada et les États-Unis en matière de réglementation.

PLAN PROSPECTIF CONJOINT
DÉPARTEMENT DE L’AGRICULTURE DES ÉTATS-UNIS ET AGENCIE CANADIENNE D’INSPECTION DES ALIMENTS

Protection des végétaux

L’Agence canadienne d’inspection des aliments et l’Animal and Plant Health Inspection Service du département de l’Agriculture des États-Unis continueront de mettre en œuvre une approche axée sur le périmètre pour assurer des échanges bilatéraux sécuritaires et protéger les
**U.S. ENVIRONMENTAL PROTECTION AGENCY / PEST MANAGEMENT REGULATORY AGENCY**

**Crop protection products**

Health Canada’s Pest Management Regulatory Agency and the U.S. Environmental Protection Agency’s Office of Pesticide Programs will enhance the existing bilateral system of joint product reviews, including for use expansion submissions, and move towards the establishment of a single application for crop protection products that will be accepted in both countries. This will include coordinated work planning; data sharing; aligning approaches to risk assessment; coordination of submissions; and the alignment of submission requirements. In addition, the Agencies will jointly develop information technology solutions for applicants to facilitate the joint review and processing of pest control product applications submitted to both countries.

**U.S. FOOD AND DRUG ADMINISTRATION / CANADIAN FOOD INSPECTION AGENCY**

**Food safety**

The Canadian Food Inspection Agency (CFIA), Health Canada and U.S. Food and Drug Administration (FDA) will finalize the assessment of each other’s food safety systems (excluding meat, poultry and egg products) and establish a food safety systems recognition arrangement based on the results. The exchange of food safety information will be increased to help both countries make informed risk-based regulatory decisions. As the FDA and the CFIA implement their modernized food safety rules and regulations, they will work together to ensure that their systems deliver comparable public health outcomes and reduce unnecessary duplication wherever possible.

Although the structure and format of the RPSs will vary by partnership, they should all include three key elements critical to effective cooperation:

- High-level governance between the agencies and a commitment to work together moving forward.
- Opportunities for stakeholders to provide input, to inform strategies, identify priorities and discuss progress on the implementation of initiatives as appropriate.
- A mechanism for annual reviews of work plans to consider adjustments and provide status updates on the progress.

Regulators will develop Regulatory Partnership Statements (RPSs) which will be public documents that outline the framework for how cooperative activities will be managed between agencies. Each of these Regulatory Partnership Statements will be posted on the RCC websites at www.trade.gov/rcc and http://actionplan.gc.ca/rcc.

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**ENVIRONMENTAL PROTECTION AGENCY ET AGENCE DE RÉGLEMENTATION DE LA LUTTE ANTIPARASITAIRE**

**Produits de protection des cultures**

L’Agence de réglementation de la lutte antiparasitaire de Santé Canada et l’Office of Pesticide Programs de l’Environmental Protection Agency amélioreront le système d’examen conjoint des produits, y compris les demandes d’extension du profil d’emploi, et s’emploieront à établir une demande unique pour les produits de protection des cultures qui sera acceptée par les deux pays. Cela inclura : planification coordonnée du travail; échange de données; harmonisation des approches de gestion du risque; coordination des demandes; harmonisation des exigences de soumission. De plus, les organismes élaboreront ensemble des solutions de technologie de l’information pour les demandeurs afin de faciliter l’examen et le traitement conjoint des demandes relatives à des produits antiparasitaires soumis dans les deux pays.

**FOOD AND DRUG ADMINISTRATION ET AGENCE CANADIENNE D’INSPECTION DES ALIMENTS**

**Salubrité des aliments**

L’Agence canadienne d’inspection des aliments (ACIA), Santé Canada et la Food and Drug Administration (FDA) termineront l’évaluation des systèmes de salubrité des aliments de l’un et de l’autre des organismes (exception faite des viandes, de la volaille et des œufs) et établiront une entente de reconnaissance des systèmes de salubrité des aliments en fonction des résultats. L’échange d’information sur la salubrité des aliments sera accru afin d’aider les deux pays à prendre des décisions de réglementation fondées sur le risque. À mesure que la FDA et l’ACIA mettront en œuvre leurs règles et règlements modernisés en matière de salubrité des aliments, les organismes collaboreront pour veiller à ce que leurs systèmes produisent des résultats semblables en matière de santé du public et pour réduire les chevauchements inutiles lorsque possible.

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**PREFERENTIAL TREATMENT UNDER PACA RESCINDED**

The U.S. Department of Agriculture notified Canada that it has withdrawn preferential financial protections Canadian farmers, packers and exporters have been enjoying under the Perishable Agricultural Commodities Act (PACA).

Despite long-term efforts to ensure the Canadian government takes action on a comparable Canadian system to prevent this outcome, on October 1, 2014, Canada lost its preferred access. To regain preferred status, the Canadian government will need to implement a system demonstrating comparable outcomes to the _PACA_.

How will this impact the Canadian produce industry? Canadian farmers lose and so does the fruit and vegetable supply chain. Prior to October 1, 2014, any Canadian with payments owing from a U.S. buyer could file a complaint through _PACA_ for a fee of $100. Effective October 1, any formal complainant must include a bond for double the amount of the claim. For example, a small producer owed $50,000 would have to post $100,000 cash, which effectively removes $50,000 from their cash flow/operating line for up to one year.

Many farms and companies cannot afford this loss of crucial capital funds and will simply have to walk away, losing what is rightfully owed to them. This can devastate not only the farm or company directly affected, but all the businesses connected to them.

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**LA PUBLICATION OFFICIELLE DU CONSEIL CANADIEN DE L’HORTICULTURE** 23
An Update from the Canadian Potato Council

POTATO BREEDING STRATEGY

The Canadian Potato Council’s Potato Breeding Working Group met in Toronto on September 10, 2014 to continue work on the development of a Potato Breeding Strategy for Canada. Participants included provincial potato boards, potato breeders and staff from Agriculture and Agri-Food Canada (Potato Research Centre – Fredericton, NB and Charlottetown, PEI), representatives of the Canadian Private Potato Breeders’ Network, the University of Guelph and Ontario Ministry of Agriculture and Food.

The goal of the Working Group is to develop a new approach to potato breeding that best uses the strengths, expertise and available resources in the public and private sectors in Canada to ensure the development of new superior potato varieties for both the domestic and export markets. The strategy will be completed by March 2015.

NATIONAL POTATO PROMOTION STRATEGY TO BE LAUNCHED

The Canadian Potato Council (CPC) National Promotion and Marketing Working Group is moving forward with a national promotion initiative through Rogers Communications. Canadian potato producers are facing a significant obstacle to economic prosperity that has emerged particularly over the past few years: the consistent year-over-year decline in fresh table consumption by Canadian consumers. In fact, between 2000 and 2013, the per capita annual fresh potato consumption in Canada declined from 37.0 kg to 22.8 kg (Figure 1), representing a 38.4 per cent loss in the fresh table potato market in Canada.

The popularity of low carbohydrate diets, lack of awareness of the actual nutritional value of potatoes, perceived difficulty and time required for preparation, demographic changes and preference for alternatives associated with ethnic diversity have all been contributing factors into the decline in potato consumption.

Fresh potato promotion and marketing is currently conducted by individual provincial potato organizations to promote provincial branding. Some provinces have conducted extensive out-of-province promotion campaigns while other provinces focus on in-province promotion. The CPC has determined that in addition to individual provincial marketing and promotion, a new approach through a coordinated national activity should be pursued as a pilot promotion activity.

As a first step towards a coordinated approach to national Canadian potato promotion, CPC member organizations have cooperated to jointly fund a path finding promotion initiative directly targeted to address the following objectives:

1. To increase the consumption of fresh potatoes through a nationally coordinated initiative.
2. To dispel the various nutritional myths regarding fresh potatoes and show Canadians how potatoes can creatively be part of their daily diet.

The promotion initiative is expected to run in February 2015.

CANADIAN POTATO COUNCIL MEETS IN PEI

The CPC was welcomed to beautiful Prince Edward Island by PEI Potato Board Chairperson Gary Linkletter, who hosted the meeting at the Board offices on July 16 in Charlottetown. Thirty-three participants representing grower organizations from eight provinces, AAFC, CFIA and the PEI Department of Agriculture and Forestry attended the one day meeting. Participants were updated on phytosanitary, trade, inspection, research and promotion activities of importance to the Canadian potato industry.

The CPC will meet again in Washington, DC in conjunction with the Annual Canada-US Potato Committee meeting on November 13 to 14.

THE 10TH WORLD POTATO CONGRESS 2018

Call for Expressions of Interest World Potato Congress Inc. is now calling for expressions of interest for the 10th World Potato Congress to take place in 2018.
interest from those considering the possibility of hosting the 10th triennial Congress in 2018. The Congress typically attracts 700 to 800 delegates from 50 countries and provides a tremendous platform for promoting the industry in the host country. The 2015 event will be held Yanqing, Beijing, China July 28-30, 2015.

In 2018, the World Potato Congress Inc. will celebrate its 25th anniversary while staging the 10th International Congress. Since the first World Potato Congress at Charlottetown, PEI in 1993, the Congress has been held in:

• 1994: Harrogate, United Kingdom
• 1997: Durban, South Africa
• 2000: Amsterdam, The Netherlands
• 2004: Kunming, China
• 2006: Boise, United States
• 2009: Christchurch, New Zealand
• 2012: Edinburgh, Scotland

For information on hosting the 10th World Potato Congress in 2018, including detailed bid criteria, please contact the World Potato Congress Inc., Charlottetown, PEI, Canada by calling (902) 368-8885, e-mailing info@potato-congress.org or visiting www.potatocongress.org.

In other World Potato Congress news, David Thompson, President & CEO, World Potato Congress Inc. (WPC Inc.) recently announced the appointment of Ron Gall, New Zealand; Dr. Nora Olsen, USA; and Anne Fowlie, Canada, as members of the Board of Directors. The appointments were confirmed during the Board’s recent 2014 annual general meeting.

“The three eminent individuals are recognized worldwide for their contributions to the development and growth of the global potato industry,” Thompson noted.
Horticulture is as old as recorded human history, and so are many of the problems faced by horticulturalists. Take the codling moth (Cydia pomonella); Greek philosopher Theophrastus described the destructive pest as early as 371 BC, and the insect’s larva is literally the proverbial worm in the apple, infesting apples, pears, quince, walnuts and other tree fruit.

Once native only to Europe, the codling moth has spread worldwide over the last century, and was accidentally introduced into the fruit-growing regions of British Columbia early in the 1900s. Soon after its arrival, the moth began to inflict extensive damage on apple and pear orchards, and over the next few decades, fruit growers struggled to contain the pest and minimize the damage and economic losses it caused.

Early apparent successes with chemical pesticides were eventually reversed, as the codling moth rapidly built resistance to even the most toxic compounds, and required more and more potent doses to achieve the same results.

Just over 20 years ago, researchers affiliated with the BC Fruit Growers Association and the Canadian Horticultural Council (CHC) launched a program taking an entirely different approach to codling moth control: Sterile Insect Technique (SIT). This involves the release of overwhelming numbers of sterilized male insects, as it is the females that usually cause the most damage by laying their eggs in the crop.

Over and above SIT, the Okanagan-Kootenay Sterile Insect Release (OKSIR) program adopted an approach called area-wide population control, with coordinated control of an entire insect pest population.

“We have evolved as a society from systems of individual services to delivery of services on an area-wide basis,” says Cara Nelson, OKSIR General Manager. “Think about water systems, public security and electricity, for example. The same principles apply to insect pest control.”
Uncoordinated pest control on a field-by-field basis is generally reactive and is usually undertaken only after a damaging population of insects has developed, explains Nelson. But since insects are oblivious to property lines, this approach is open to re-infestation by insects from untreated land nearby.

“With a program like ours, uniform suppressive pressure applied against the total population of the pest over a period of generations,” continues Nelson. “This requires participation by all stakeholders, farmers, grower organizations and regulators. It is management intensive, but the results speak for themselves.”

Those results have been nothing short of remarkable, from economic and environmental perspectives alike. The volume of pesticides used per acre against the codling moth in the valley has dropped about 90 per cent since 1991, while the number of codling moths in the valley has dropped by more than 90 per cent over the same period.
The CHC Mid-Summer Apple Meeting was held July 21 to 22 in Penticton, B.C. The event was hosted by the BC Fruit Growers’ Association and sponsored by Summerland Varieties Corporation and AgroFresh. The industry meeting and orchard tour were well attended by apple growers and industry representatives from across the country as well as the Okanagan Valley.

The working session included discussions on market situations and trends, research projects and priorities, CFIA regulatory modernization, crop protection and the Seasonal Agricultural Worker Program. The agenda also included presentations from Summerland Varieties Corporation on the commercialization of new tree fruit and berry varieties, AgroFresh on their products SmartFresh and Harvista, market situation, trends and trade data from Agriculture and Agri-Food Canada, and an overview of the Okanagan Sterile Insect Release Program.

**CURRENT AND NEAR TERM SITUATION**

Canadian apple growers operate in an increasingly competitive environment with pressures in the marketplace due to world oversupply, retailer consolidation, increasing production costs, the rising value of the Canadian currency and increased foreign competition in both domestic and export markets.

**MAJOR CHALLENGES**

- Increasing production costs;
- Labor availability and cost;
- Access to crop protection material;
- Increasingly competitive marketplace with pressures coming from low-cost producing countries;
- Stagnating/declining apple consumption; and
- Increased pressure from retailers both on margins and expectations (more stringent requirements on quality, safety & traceability, sustainability).

**KEY OPPORTUNITIES**

- Positive health perceptions can increase consumption;
- Increase orchard productivity and yields;
- Replant to new varieties;
- Improve consistency of quality;
- Capitalize on the buy local trend and displace imports; and
- Increased demand for organically grown fruits.

**ORCHARD TOUR**

The July 22 orchard tour included stops at:

- Lual Orchards in Oliver (BCFGA Research & Development Ltd.’s test orchard);
- Machial Orchards (Oliver);
- Hester Creek Winery (Oliver); and
- The Sterile Insect Release Facility (Osoyoos).

The 2015 Mid-Summer Apple Meeting and tour will be held Kentville, N.S. For more information on the Mid-Summer meeting and the CHC AWG, please contact Amy Argentino, Manager of projects and programs at aargentino@hortcouncil.ca or 613-226-4880 (ext 208).

The CHC Apple Working Group would like to recognize and thank the hosts and sponsors for a successful and much appreciated event.

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![Image of apple growers](image.png)

Grower representative Amarjit Lalli (left) and Scott Arthur, SIR Facility Manager, at the SIR rearing facility in Osoyoos, B.C.

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![Chart showing Apple Production Utilization](chart.png)

Processing 100%

Fresh

![Table showing Fruit Crop Farm Gate Value](table.png)

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Source: AAFC Market and Industry Services Branch presentation on market situation and trends (July 2014)
The Canadian Horticultural Council’s summer Board of Directors meeting and tour was held in Winnipeg, MB, and the surrounding area, July 23 to 24, 2014. Hosted by CHC President Keith Kuhl and Peak of the Market, the meetings and associated visits were productive, informative and offered an opportunity to showcase Manitoba’s horticulture sector.

In conjunction with the Board meeting, members had the opportunity to meet with the Management Team from Peak of the Market and tour the distribution centre, which is undergoing a $4 million investment in major renovations, adding state-of-the-art innovation to include automated and robotic packaging equipment, including 12-foot-high robots. A late October launch was anticipated.

A number of guests joined the Board for the tour, including Bev Shipley (Lambton-Kent-Middlesex), who also serves as Chair of the House of Commons Standing Committee on Agriculture and Agri-Food, and representatives from Bayer CropScience, CropLife Canada, Farm Credit Canada, John Deere Canada, Peak of the Market and Syngenta Canada.

The tour guide throughout the day was Dr. Tracy Sinners-Carnelley, Director, Research & Quality Enhancement for Peak of the Market. CHC President Keith Kuhl emphasized the importance of the interaction with industry partners to enhance relationships, in order to ensure success for all.

Tour stops included:
- Connery’s Riverdale Farms (Portage la Prairie): a family-owned farm producing over 650 acres of asparagus, broccoli, green onions, strawberries, carrots and cooking onions.
- Mayfair Farms (Portage la Prairie): owned and operated by the Giffin family, the farm grows raspberries and an assortment of mixed vegetables.
- Kroeker Farms Ltd. (Winkler): potatoes, onions and cereals on approximately 5,000 acres, of which 50 per cent are irrigated; the farm has both conventional and organic production.
- Southern Potato: owned and operated by the family of Keith Kuhl, it produces 6,370 acres of potatoes, wheat, canola, corn and soybeans.

The day concluded with a barbecue dinner hosted by CHC president, Keith Kuhl, and his family. Sincere thanks go to the Manitoba hosts and guests who participated in the tour.
The 2015 Canadian Horticultural Council’s Annual General Meeting will soon be here. Your Quebec hosts are preparing a first-class event based on the theme Healthy You and are looking forward to welcoming you to Quebec City.

Delegates to the 93rd Annual General Meeting will gather in Quebec City, QC, from March 10-12, 2015 at the Fairmont Château Frontenac.

SCHEDULE OF EVENTS

The business sessions will address issues of top priority for CHC members and include presentations and panel discussions on the many issues facing horticulture. Government officials and allied sector representatives will be on hand to hear your concerns and participate in the debate, and guest speakers will shed light on the issues that matter most to you.

DELEGATE REGISTRATION & COMPANION PROGRAM

Delegates are urged to complete the registration forms (see below) and return it to the CHC National Office as soon as possible. A separate registration is required for the Companion Program. Complete details and an agenda for this concurrent event will be posted to the CHC website, www.hortcouncil.ca, in December.

ACCOMMODATIONS

Standing high on a bluff overlooking the mighty St. Lawrence River, Fairmont Le Château Frontenac is not merely a hotel located in the heart of Old Québec - it is the heart of it.

To make your reservation, please contact the Fairmont Château Frontenac reservation line at 800-441-1414 and ask for the Canadian Horticultural Council rate.

- Group Code: CHC0315
- Rates for standard rooms: $159 single/double occupancy
- Reservation cut-off date: February 8, 2015 *

*Please note neither the special conference rate nor availability are guaranteed after February 8, 2015.

We hope you will join us in Quebec City. See you there!
93rd Annual General Meeting
Québec City, Québec
March 10 - 12, 2015

Instructions:
- Complete this form and mail or fax to the CCHC.
  a) Faxed forms must contain credit card information. No INVOICES!
  b) Registration forms received by mail must be accompanied with payment.
  c) Do not mail a duplicate of the fixed registration form.

THIS FORM MAY BE PHOTOCOPIED
- You name and organization will appear on your badge exactly as you indicate above.
- Print or type all information and keep a copy for your records. Invoices will not be issued.

CANCELLATION POLICY:
- A $100.00 fee is applicable on all cancellations received or before January 30, 2015.
- No cancellations or requests for refunds will be accepted after January 30, 2015.
- No refunds will be processed unless accompanied by payment (cheque or credit card)

ACCOMMODATIONS:
- Please contact the Fairmont Château Frontenac reservation line at 1-800-441-1414 and ask for the Canadian Horticultural Council rate.
- Group Code: CCHC715
- Rates for standard rooms: $119 single/double occupancy.
- Reservation cut-off date: February 8, 2015

FOR NATIONAL OFFICE USE ONLY

REGISTRATION FORM
Please return completed Registration Form to:
CCHC National Office: 9 Corps Court, Ottawa, Ontario, K2E 7Z4
Phone: (613) 226-4888 Fax: (613) 226-4497 www.hortcouncil.ca

Delegate’s Name: ________________________________
Organization: ________________________________
Address: ________________________________ Province: ______ Postal Code: ______
City: ________________________________ Province: ______ Postal Code: ______
Telephone: ________________________________ Fax: ________________________________
Email: ________________________________ Website: ________________________________
Food allergies: ________________________________

REGISTRATION FEES
GST #121571079 RT0001 QST #1022868736
Please check appropriate box

PAYMENT BEFORE JANUARY 15, 2015

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TOTAL AMOUNT ENCLOSED

METHOD OF PAYMENT: NOTE: Credit card information provided here is for registration fee payment only.
Pay by cheque or by credit card □ Cheque enclosed □ Visa □ MasterCard
Please make cheque payable to: CANADIAN HORTICULTURAL COUNCIL

Credit Card No.: ____________________________ Expiry Date: _______________________
Cardholder’s name: ____________________________
Signature: ____________________________
Government of Canada and Fruit and Tree Nut Industry Partner to Develop National Farm-Level Biosecurity Standard

The Canadian Food Inspection Agency (CFIA) is working with Agriculture and Agri-Food Canada (AAFC) and partner organizations to develop a new voluntary biosecurity standard that will help protect Canada’s fruit and tree nut industry from plant pests and diseases.

The CFIA, AAFC and industry partners have established the Fruit and Tree Nut Biosecurity Advisory Committee (FTNBAC) to develop a farm-level biosecurity standard by fall 2015. This voluntary standard will provide a common approach to controlling plant pests and diseases in the fruit and tree nut industry. National farm-level biosecurity standards already exist for the potato, and the grains and oilseeds sectors.

The standard for the fruit tree and nut industry will:

- Provide guidelines for biosecurity, including prevention and integrated pest management;
- Promote a consistent approach across the country for mitigating the risks with clear guidelines for effective biosecurity;
- Enhance industry’s knowledge of the risks associated with pests and diseases; and
- Help identify potential gaps in current biosecurity measures.

The standard can be adopted in its entirety by producers or it can supplement existing biosecurity programs.

Industry stakeholders are notified of the development of biosecurity standards. Committee members will be encouraged to communicate with their respective stakeholders for input throughout the development process. Industry will be notified when development is complete and the standard is available.

Funding to develop the standard has been provided under the Growing Forward 2 Agricultural Policy Framework. Learn more about national biosecurity standards by visiting the CFIA website or contacting Andre Bourbonniere at abourbonniere@hortcouncil.ca.

Le gouvernement du Canada et l’industrie de la culture de fruits et de noix travaillent en partenariat pour élaborer une norme nationale de biosécurité à la ferme

L’Agence canadienne d’inspection des aliments (ACIA) travaille en collaboration avec Agriculture et Agroalimentaire Canada (AAC) et des organisations partenaires pour élaborer une nouvelle norme volontaire de biosécurité qui aidera à protéger l’industrie de la culture de fruits et de noix du Canada contre les phytoroageurs et les maladies des plantes.

L’ACIA, l’AAC et les organisations partenaires ont mis sur pied le Comité consultatif sur la biosécurité dans le secteur des fruits et des noix (CCBSFN) afin d’élaborer une norme de biosécurité à la ferme d’ici l’automne 2015. Cette norme volontaire offrira une approche commune relative au contrôle des phytoroageurs et les maladies des plantes dans l’industrie de la culture de fruits et de noix. Des normes de biosécurité à la ferme existent déjà pour les secteurs des pommes de terre, des grains et des oléagineux.

La norme de l’industrie de la culture de fruits et de noix :

- Offrira des lignes directrices quant à la biodiversité, y compris la prévention et la lutte antiparasitaire intégrée;
- Promouvrira une approche cohérente à l’échelle du pays visant à réduire les risques en se servant de lignes directrices claires pour une biosécurité efficace;
- Améliorera les connaissances de l’industrie au sujet des risques associés aux phytoroageurs et aux maladies; et
- Aidera à révéler les lacunes possibles des mesures actuelles de biosécurité.

La norme peut être adoptée dans son ensemble par les producteurs ou elle peut compléter des programmes de biosécurité existants.


Le financement nécessaire pour élaborer la norme a été offert en vertu du cadre stratégique pour l’agriculture, Cultivons l’avenir 2.

Visitez le site Web de l’ACIA ou contactez Andre Bourbonniere à abourbonniere@hortcouncil.ca pour en apprendre davantage sur les normes nationales de biosécurité.
ENSURING THE LEGACY GROWS

Canada’s horticultural industry is growing. The overall economic contribution of horticultural production in Canada has doubled over the last 25 years.

Despite this growth, there are a number of challenges that threaten the strength of the sector. There are also exciting opportunities.

Over the next 10 years, the CHC, with partners, will work to secure the necessary resources to develop and implement much needed federal government policies to create a brighter future for our industry.

The Creating a Legacy initiative is achieving these goals by facilitating stronger partnerships with our members and external stakeholders. A sincere thank you goes to our generous partners.
Horticulture plays a significant role within Canada's economy, in terms of providing quality, safe food, as well as important contributions to Gross Domestic Product (GDP), availability of direct and indirect employment opportunities and associated household incomes, and contributions to local, provincial and federal tax revenues. With a multitude of domestically produced commodities, Canada's horticulture sector is one of Canada's most diverse.
PHOTO CONTEST

Snap a photo and win

THE CHC IS LOOKING TO ENHANCE ITS INVENTORY OF PHOTOS HIGHLIGHTING EVERY FACET OF CANADA’S HORTICULTURE INDUSTRY, INCLUDING ALL COMMODITIES AND ALL SEASONS. PHOTOS INCLUDING PEOPLE ARE OF PARTICULAR INTEREST.

Those submitting photos on or before December 31, 2014 will be eligible to win a complimentary 2015 AGM registration. The winning photo will be revealed during the 2015 AGM and the submitter will be also receive an iPad.

Photos should be submitted in high resolution format and will be used in CHC publications and on the website, citing the source. Please send questions and entries to communications@hortcouncil.ca.
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Please indicate your preferred language of communication:

English  
French  
Both  

CATEGORIES

MEMBERS (voting)

- Horticultural commodity organizations under federal or provincial government charter, including boards, commissions, etc.
- Organizations promoting and advancing the development of the horticulture industry in Canada
- Federal or provincial government ministries

ASSOCIATES (non-voting)

- Suppliers to the horticultural industry (e.g. packaging materials, input suppliers, financial institutions, etc.)
- Individual growers

FRIENDS OF THE CHC

- Anyone wishing to offer tangible support to the CHC

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount (GST/HST Registration # 121571079)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Membership</td>
<td>$1,450 minimum + tax as applicable to your province</td>
</tr>
<tr>
<td>Associate</td>
<td>$1,230 minimum + tax as applicable to your province</td>
</tr>
</tbody>
</table>

* Effective November 1, 2014 to October 31, 2015
** Fee for Membership is based on provincial pro-rated share of five-year average national farm cash receipts.

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