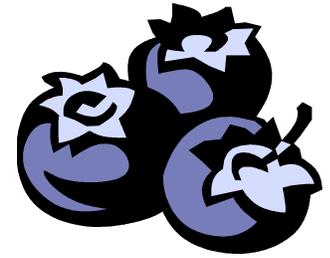




OCTOBER 2018

dispatch



Nova Scotia's Provincial Berry

Wild Blueberry Producers Association of Nova Scotia

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Notice of WBPANS Annual General Meeting

Where: **Best Western Glengarry Hotel & Convention Centre,**
150 Willow Street, Truro, NS
Tel: 902-893-4311 (please make your own reservations)

When: **November 15, 16, 17, 2018**

2018 has been the most challenging year for wild blueberry producers in decades. After several years of very high production in 2014-2016, building inventories of frozen fruit and pushing field prices to very low levels, 2017 production returned to a much more normal level, allowing good movement of some of the accumulated inventory. At the Winter Meeting in March, we were cautiously optimistic about the market prospects for 2018. The shock of the widespread frost in early June was felt across the province, as well as in southern NB, Maine and PEI. Since that time, the WBPANS Board, Executive Committee and staff have been focused on finding options for farm financial relief for our growers to get them through this crisis and re-establish the industry on a solid financial footing. We have met numerous times with provincial and federal government officials, lenders and other agencies in an effort to find a way forward. At this stage, no comprehensive solution has been found, and the effort continues, including an in-depth look at how to make the established crop insurance and safety net programs work for the wild blueberry industry.

AGM Focuses on Practical On-Farm Solutions and Long Term Competitiveness

The Friday, November 16th afternoon program will feature a return to the concurrent session format, to enable us to have extended, in-depth discussions with our industry experts on mechanisation efficiency, financial management principles and intensive crop management for optimum yield and quality. The focus will be sessions that will provide critical information for your farming practices and sufficient time for participants to discuss and exchange ideas.

Friday morning will be a general session with information updates on association activities, our friend **Dr. David Yarborough** will report on global blueberry production trends and we are very pleased to have **Mr. Koh Matsumoto** joining us as our Keynote Speaker. Matsumoto san is Executive General Manager of fruit procurement for Aohata Foods "Blue Flag" Corporation in Japan, the wild blueberry industry's oldest and still one of our largest customers in Asia. He travels the world buying ingredients, is a long-time friend of our industry and will bring us a big picture look at our position in the global marketplace and the competitive outlook for wild blueberries.

Special Industry and Association Planning Session

This year we will be holding a special discussion forum on Saturday afternoon, November 17th to allow additional time for members and others connected to our industry to have input into the activities and priorities of the Association and to help establish a road map for the future. We will have a professional facilitator for the session and a process to ensure that all ideas are heard and that next steps are set.

Wild Blueberry Product Innovation Workshop

Once again we are hosting a pre-conference session on Thursday afternoon, November 15th, 1:00-4:00 pm building on the growing interest in development and marketing of wild blueberry value added food products. This year, in partnership with Perennia and their recently-announced Agri Accelerator Program, we are bringing in Gary Morton, SKU Food, who will anchor the session with an intensive step by step presentation on successful product development from idea to retail shelf. Please see the separate flyer in this newsletter for this workshop.

A complete Agenda for the AGM can be found on our website: www.nswildblueberries.com
We look forward to seeing you at the Annual Meeting!

Wild Blueberry Product Innovation Workshop

- **Thursday, November 15, 2018, Best Western Glengarry Hotel, 150 Willow Street, Truro, 1pm—4pm**

WBPANS is placing a high priority on encouraging and supporting value added product innovation as a means of diversifying our unique industry and establishing a much broader base of products in the marketplace.

This year we are continuing our series of pre-conference workshops, moving further along the process to provide specific tools and ideas to our members.

We have updates on Perennia's new Agri-Accelerator program as well as a report on our Wild Blueberry Solutions Challenge pilot project with NSDA. Marion Bartelt-Simon will report on an innovative project sponsored by WBANA at Hamburg University and Koh Matsumoto will tell us about new product ideas in Asia and elsewhere. Greg Connell will give us a quick overview of Canadian food trends. Finally, we are very pleased to have Gary Morton of SKU Food give us an intensive short course in new product development and marketing. Perennia has teamed up with Gary Morton of SKU Food to get you the answers. Gary will lay it all out for you in a success map that takes you step by step, from a product idea to getting on the retail shelf. He shares experiences from years of working with entrepreneurs to develop and commercialize new value added food products. You will hear stories of value added product success and about mistakes that you will want to avoid. Gary says: "there is no bigger waste than producing products that no one wants to buy". He will turn your thinking upside down and show how to reverse engineer products that customers want to buy. Finally, he will take you through a series of questions to determine if new product development and value adding is for you and your business.

AGENDA for Thursday, November 15, 2018:

- 1:00 pm Moderator: Melissa Quinn, Economic Development Officer, ACOA
- Marion Bartelt-Simon, WBANA Account Manager, MK2 Agency, Hamburg, Germany
Hamburg University Wild Blueberry Products Challenge (via Skype)
 - Greg Gonnell, Nurture Atlantic—Consumer Behavior & Food Market Trends
 - Koh Matsumoto, Aohata Foods, New Product Trends in Asia
 - Lynne Godlien, Perennia Food & Agriculture—Agri-Accelerator Program Overview
 - Licia Elder, NSDA—2018 Wild Blueberry Solutions Challenge
 - Gary Morton, SKU Food—From Great Idea to Viable Product—A Step by Step Process to Successful New Product Marketing,

WBANA CANADA UPDATE OCTOBER 2018

Communication with Growers: WBANA participated in the Maritime Field day held in Nova Scotia and spoke to many producers about WBANA's promotional activities, health research and planned events.

Incoming Mission to Canada: In August, WBANA Canada partnered with the province of New Brunswick in hosting a group of food and lifestyle bloggers from China. They toured Russell Weir's operation, Bernard Savoie's operation and were provided with presentations from Dr. Wilhelmina Kalt and Matthew Bragg of Oxford Frozen Foods.

WBANA Canada Symposium 2018: The one day Symposium was held on Thursday October 11th, 2018, at the Fredericton Convention centre. The presentations were of high quality and the feedback has been all positive. Copies of the presentations can be obtained by contacting Neri Vautour at WBANA Canada.

There was an opportunity for producers and processors to meet with the PR Agencies and to discuss what they are doing for you in their markets. There was also an opportunity for the agencies to meet and discuss how to better leverage recipes, photos, research, and POS materials among themselves. They also met with Dr. Kalt and Kit Broihier members of the WBANA Health Committee to ensure that our Health messaging is being done correctly.

Upcoming: China: WBANA Canada will participate in a Federal government mission to China in November. Two major cities, Shanghai and Beijing will be visited. WBANA Canada will participate in two expo cafes, where we will be able to promote Canadian Wild Blueberries and meet with potential new clients. This also gives us an opportunity to continue to push our agenda for reduction or elimination of the high tariff on wild blueberries going into China.

WBANA will participate in the annual Market Access Meetings in early December in Ottawa. This is where we get direct access to the Canadian trade representatives who are on the ground in our various export markets around the globe and we can gather more important information for our industry.

Canada : Don't forget to visit Canadian web sites:

English: www.wildblueberryassociation.ca

French: www.wildblueberryassociation.ca/fr



WHERE WE'VE BEEN:

August 13—WBPANS representatives and staff met with FBC Tax Specialists & NSDA Staff to discuss Agri-Stability program.

August 22—Peter Rideout attended AAFC Industry day in Kentville.

August 30, Peter Rideout met with ACOA staff in Wolfville to discuss future plans.

Sept. 11—Peter Rideout & Gary Brown met with PMRA Ottawa staff in Aulac, NB.

Sept. 12—WBPANS Executive met with Minister of Agriculture and senior NSDA staff in Halifax.

Sept. 13—Peter Rideout, Barron Blois, Janet Geldart and Joe Slack met to discuss 2019 budget projections.

Sept. 13—Peter Rideout & Barron Blois met with AAFC senior research managers to discuss research funding & priorities.

Sept 20—Industry & Sustainability Committee meeting.

Sept. 20—WBPANS Board of Directors meeting.

Sept. 25— Peter Rideout attended CART Food Marketing Seminar in Halifax.

Oct 2—Peter Rideout met with the Selection Committee to review the Wild Blueberry Solutions Value Added Project proposals.

Oct. 3—Peter Rideout attended the NSFA Commodity Managers meeting in Bible Hill.

Oct. 4—WBPANS Promotion Committee meeting.

Oct. 4—WBPANS Research Committee meeting.

Oct. 4—WBPANS representatives met with NS Crop & Livestock Commission staff & Board members.

Oct. 4—WBPANS Finance Committee meeting—2018-2019 Budget.

Oct. 8-11—Peter Rideout & several WBPANS members attended WBANA AGM & Symposium, Fredericton, NB.

Oct. 29—WBPANS Industry & Sustainability Committee meeting.

Oct. 29—WBPANS Board of Directors meeting.

2018 MEETING DATES

WBPANS Annual Meeting—November 15, 16, 17, 2018— 150 Willow Street, Best Western Glengarry, Truro

NSFA Annual Meeting—November 29 & 30, 2018—Best Western Glengarry, Truro

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