

NO STATUS QUO

Fresh strategies for just-picked produce



Since 1952, the Komienski family has been trucking produce to market at the Ontario Food Terminal. As Tom Komienski (L) explains to operations manager Gary DaSilva, the fourth generation is now managing more than a thousand acres near Scotland, Ontario. Like other growers, the farm continues to adapt to market conditions. Photo by Glenn Lowson.

KAREN DAVIDSON

Plus ça change. The French say – preferably over a beverage – that the more things change, the more they stay the same.

Tom Komienski, a veteran produce seller at the Ontario Food Terminal (OFT), could easily argue the point that local produce has never meant so much to so many. He’s standing beside boxes brimming with beans, a standard for July. The human impulse for the season’s just-picked never changes. There’s always demand for the *al dente* tenderness of a locally-grown green bean.

His family has been meeting those needs since 1952, growing Norfolk County vegetables. That 70-year arc of history now includes a world pandemic and that’s prompted changes in farm operations and retailer buying strategies.

“I think there’s a renewed energy to get back to

normal,” says Komienski. “The restaurant trade is coming back, looking for that feature ingredient to make an asparagus soup, for example. Most growers are optimistic except for the rising production costs of fuel, fertilizer and containers.”

Normal does not mean *status quo*. Near Scotland, Ontario, the home farm is now growing more than a thousand acres of vegetables as varied as asparagus, beans, peppers, sweet corn, tomatoes, pumpkins and squash. This is the first year to market organic asparagus. And Komienski notes that independent green grocers-- East Indian, Asian and Arab --are all looking to fill their niche.

“I like to think that we can bring back this notion to consumers that eating seasonally is best,” says Komienski. “Roadside markets have never been more popular.”

The Komienski family has invested its future in much more than a roadside stand, building Sam’s Place Farm Market. Their on-farm market now has a steady clientele for the farm’s produce as well as those of neighbours.

Honey, jams, preserves and pickles crowd the shelves. The twist is that this farm market has a garden centre that appeals to those with a green thumb.

Independent grocers differentiate with produce

For Giancarlo Trimarchi, his memories of the Ontario Food Terminal hark back to his childhood. His father Carman has been a buyer since 1979, and to this day, still inhabits the warrens of the most dynamic produce market in Canada.

“This is a very demanding place to be,” says Trimarchi, partner, Vince’s Markets with stores in the Greater Toronto Area including Sharon, Newmarket, Uxbridge and Tottenham. “It’s the purest form of economics that exists with supply and demand dictating the price of the day.”

Continued on page 3

A chance for financial protection PG 6

Mastronardi expands to Utah PG 7

Business management PG 14

AT PRESS TIME...



Scotlynn Sweet-Pac fined for breaking workplace safety laws

Scotlynn Sweet-Pac, based in Vittoria, Ontario, has pleaded guilty to one count of failing to isolate a temporary foreign worker once he exhibited COVID-19 symptoms. This action would have protected workmates not showing symptoms. The company will be fined \$125,000 as per the judge’s written decision on June 6, 2022.

“There were 24 charges in total with a potential of millions of dollars in fines,” says Paul Hosack, lawyer for Scotlynn Sweet-Pac. “The Crown stated on the record they could not prove any harm was caused by Sweetpac. Other than the one charge against Sweetpac, the rest were withdrawn both against Sweetpac and Mr. Biddle. Unfortunately, this was a case of the investigators overreaching.”

Media coverage dates back to June 20, 2020 when Juan Lopez Chaparro succumbed to the

pandemic disease.

Gethin Edward, Ontario Court of Justice, Central-West Region, said in his written decision that Scotlynn Sweet-Pac was faced with the challenge of operating an essential service with no blueprint and no case study on how to protect workers in the early stages of the pandemic.

“By and large, (temporary foreign) workers return year after year to work for Sweetpac,” says Hosack. “Sweetpac has some of the newest and up-to-date housing in the industry.”

The bunkhouses used to house temporary foreign workers had been approved by the Haldimand-Norfolk Health Unit. However, COVID-19 screening was not consistently implemented or enforced in the workplace.

Scotlynn Sweet-Pac was given credit for struggling to adapt to rapidly changing circumstances in the early stages of the pandemic. The farm which grows vegetable crops such as asparagus and sweet corn is considered an essential workplace.

The other 23 charges against

owner Scott Biddle and Scotlynn Sweet-Pac were withdrawn as part of the plea arrangement.

Source: With notes from Paul Hosack, lawyer for Scotlynn Sweet-Pac

Empire Company posts 4th quarter profit

Headquartered in Stellarton, Nova Scotia, the Empire Company reported fourth-quarter profits of \$178.5 million, up from \$171.9 million a year ago. This result was recorded for a 14-week period ending May 7, 2022 on total sales of \$7.84 billion, up from \$6.92 billion a year ago.

The profits, in part, are attributed to an extra week of operations in the reporting period, the acquisition of Longo’s, the expansion of FreshCo in western Canada and Farm Boy in Ontario.

CEO Michael Medline said the parent company of Sobeys is intent on competitive pricing for consumers. This goal is set midst food inflation that spiked to 9.7 per cent in May according to Statistics Canada. The company is focussed on supplier relationships and negotiations while inflationary pressures and supply chain issues continue.

The company is the second-largest food retailer in Canada, after Loblaw Companies, as measured by total revenues.

Source: Canadian Press June 22, 2022

NEWSMAKERS

Kudos to **Scot Davidson**, Conservative Member of Parliament for York-Simcoe, who introduced Bill C-280, the Financial Protection for Fresh Fruit and Vegetable Farmers Act, a Private Member’s Bill in the House of Commons on June 8. Bill C-280 will amend the Bankruptcy and Insolvency Act and Companies’ Creditors Arrangement Act to establish a deemed trust for fresh produce sellers, ensuring that they have priority access to an insolvent buyer’s assets related to the sale of fresh produce. The Canadian Produce Marketing Association has named him 2022 Produce Champion. For more detail, go to page 6.



Best wishes to 45-year Canadian produce veteran **Walt Breeden**. He retired from The Oppenheimer Group (Oppy) in June 2022, after three and a half decades with the leading grower, marketer and distributor of fresh produce. He was vice president of Canadian sales.

Fruit and Vegetable Growers of Canada (FVGC) has added a second Manager, Policy and Government Relations to the team. **Angela Reid**, the new manager, will be focused on the two areas of Trade & Marketing and Energy, Environment & Climate Change, to represent members effectively in these two rapidly growing and changing files. Ms. Reid brings nearly two decades of government relations, communications, and public relations experience. Prior to joining FVGC, she was a senior policy advisor at Colleges and Institutes Canada and previously held the position of government relations officer at the Canadian Nuclear Association.

Robyn McKee, who has been with FVGC since 2018, will be managing the Business Risk Management, Labour, and Industry Standards & Food Safety files.

In other FVGC news, **Lesley Foster** has joined as communications manager. She brings 30-plus years of experience in communications, go-to-market marketing, public relations, strategic planning, crisis management, change management and brand reputation. She has worked for large multi-national organizations and small not-for-profits along with several years as an independent marketing communications consultant.

The Canadian Grapevine Certification Network thanks **Bill Schenck**, Ontario grape grower who has served as vice-chair since the organization’s inception in 2017. He is stepping down to prepare for the city of St. Catharines to host the 2024 World Rowing Championships. The new vice-chair is **Mélanie Gore** of Conseil des vins du Québec (Québec Wine Council). **Albrecht Seeger** will be representing Grape Growers of Ontario on this board along with **Matthias Oppenlaender**. Other voting entities are British Columbia Wine Grape Council and Grape Growers Association of Nova Scotia.

Congrats to **Greg Donald**, named 2022 Outstanding Agrologist by the Prince Edward Island Institute of Agrologists. Besides his role as general manager of the PEI Potato Board, he is a devoted volunteer in his community. The citation included: “Through the recent potato wart crisis, Greg has been steadfast in supporting farmers and working with all levels of government, putting in very long and stressful hours aimed at regaining access to markets for PEI potato growers. He is skilled not only in the language of diplomacy but also in holding feet to the fire to ensure that our industry is made a priority. His leadership during this challenging time has been first rate.”

The Ontario Produce Marketing Association has announced four new members to its board of directors. Each will serve three-year terms from 2022 to 2025. They are: **Michael Miranda** from Farm Boy, **Ariel Nevado** from Metro Inc., **Dustin Wellman** from Wonderful Sales and **Agnes Boutros** from Mastronardi Produce Ltd.

Condolences to the family of **James Harris**, 84, who passed on June 13, 2022. A fourth-generation farmer, he was the chair of the BC Vegetable Marketing Commission from 1980 to 1994. Jim also served as president of the Canadian Horticultural Council in 1991 and had Ministerial Appointments to provincial and federal boards, including NAFTA, to represent the Canadian agricultural industry.

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COVER STORY

Fresh strategies for just-picked produce



Carman Trimarchi, partner, Vince’s Markets, has been buying produce at the Ontario Food Terminal for more than 40 years.



Komienski farms have branched into organic asparagus, displayed here at an independent grocer’s store in the Greater Toronto Area.

Continued from page 1

During July and August, Trimarchi says 75 per cent of the produce on offer in their stores is Ontario-grown. With ever-increasing costs of production, it’s a constant effort to keep equilibrium between quality and price. There are no long-term contracts with suppliers.

“It’s a mixture of the long-term game with our suppliers,” says Trimarchi. “We may shave off a little (in price) now to pick up more later.”

“The pandemic showed us that the market will supply us,” says Trimarchi. “Prices are so volatile that we’re more content to pay as we go.”

One strategic change has evolved in recent months and that’s the use of more cross-docking.

“These fuel costs have forced us to look more closely at logistics,” Trimarchi explains, “because they have impacted costs of produce. One way to negotiate with a vendor is to coordinate trailers that go directly from the Holland Marsh, for example, to a store in Newmarket. Then one of our refrigerated trucks can distribute to the rest of our stores.”

Local produce, local solutions

Vince’s Markets employed a pump-the-market strategy for field-grown strawberries for Father’s Day. The weekly flyer promoted Ontario-grown strawberries at \$3.99/quart for the weekend, but clearly stated that the price would move to



Shabatura Produce uses the Croptracker symbol and a QR code on its corrugated packaging to communicate the integrity of farm management practices. If the buyer has any issue with the case, then the grower can look up who picked the produce in what field at what time.

\$4.99/quart until the end of June.

Those strawberries originated from Shabatura Produce, another Norfolk County grower who ships to the Ontario Food Terminal. What’s evolved is the traceability of the seasonal fruit with corrugated masters that communicate not only the date packed but the Croptracker symbol.

Why does the Croptracker logo and a QR code matter? Eric Chanyi, vice-president of Shabatura Produce, explains, “This is an excellent tool for food safety and customer service.”

The software management program has been used for three years now, allowing pickers to scan their identification codes

with each box of strawberries delivered to the field manager. At that point, a sticky label is generated with a QR code that identifies the picker, the field and the date picked. The data is stored in the Cloud with a unique number. If the buyer has an issue – for example green strawberries on the bottom and red strawberries on the top -- Chanyi can doublecheck the precise circumstances and resolve the dispute quickly.

The Croptracker program is so robust that Chanyi can tell the story of a single box of Shabatura Produce strawberries to buyers such as Carman Trimarchi.

Picky about packaging

Coming out of the pandemic, Giancarlo Trimarchi says that some changes such as logistics have been fast-tracked, but side-lined others such as packaging.

“COVID-19 took us off the path to more sustainable packaging,” he says. “We used more plastic to create a food safety barrier. Our clientele do call us out on packaging but the challenge for a smaller independent grocer is to source packaging at a reasonable cost. We’re not ready to pay triple the price.”

Compostable trays seem to be an option.

But in the environment of rising costs of all operational inputs, this will be flagged for future consideration.

At first glance, the harbingers of summer may look the same. It takes a sharp eye to note how local produce is grown, tracked and promoted in new ways.

As Bruce Nicholas, general manager of the Ontario Food Terminal points out, “The OFT is recovering well from the COVID-19 pandemic and we have noticed that more farmers have returned for the 2022 season as activity in the Farmers’ Market has increased. Farmers continue to adapt to market conditions and make changes to their farming operations to meet the demands of their retail customers.”

The Grower is “Digging Deeper” with Davina Komienski, Sam’s Place Farm Market, Scotland, Ontario. She charts the journey from roadside stand to bricks-and-mortar, on-farm market. This podcast is sponsored by Cohort Wholesale.



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CROSS COUNTRY DIGEST

BRITISH COLUMBIA

BC cherry crop expected 10 days later than usual

Canada Day, July 1, usually kicks off the cherry season in British Columbia, but due to a cooler spring, the harvest start date is expected about July 10. In the Okanagan Valley, the early-maturing varieties of Santana and Cristalina will start the cherry parade.

“When harvest of these varieties kicks off around July 10, volumes will be light,” says Julie McLachlan, Jealous Fruits, “They won’t ramp up until the end of July when the Lapin variety comes into production. From then on, Jealous Fruits expects to have full production volume until the season finishes, around September 10.”

BC agronomists predict that the crop size will be about 75 per cent of original estimates. “However, the fruit is really sizing up nicely,” says McLachlan. “Last year, the crop volume was high, but the cherries were small in size. This year, the crop is

forecast to be smaller, but the fruit size is expected to be bigger.”

Expect the BC cherry crop to crest in August with beautiful crops of Staccato, Sovereign and Sentennial varieties. This later window benefits exporters who will be targeting China’s Moon Festival on September 10.

South of the border, weather has whittled down the crop size to the smallest in a decade. Northwest Cherry Growers -- a group representing 2,500 growers in the states of Washington, Oregon, Idaho, Utah and Montana -- are predicting a 2022 crop of 13.6 million 20-pound box equivalents, or 136,800 tons. A mid-April snowstorm during bloom time had devastating effects on some growers, while others suffered from rains that slowed down pollination.



BRITISH COLUMBIA

BC fruit industry receives \$770,000 in federal funding

Agriculture and Agri-Food Canada has announced significant funds of \$770,000 for four projects in British Columbia’s fruit industry.

Fruits accounted for 18 per cent of total farm cash receipts for edible horticulture in Canada in 2021. In 2021, British Columbia accounted for the largest share of fruit sales (36%), followed by Ontario (26%) and Quebec (24%).

The four projects include:

The British Columbia Blueberry Council – \$335,169 to expand global demand for highbush blueberries with an aim to diversify markets outside of the United States.

“The AgriMarketing program is very valuable to our industry. AAFC’s support has been vital, greatly contributing towards the gaining of new ground in target markets,” the B.C. Blueberry Council said.

The BC Cherry Association – \$236,847 to identify new

opportunities to gain access to new export markets and increase export values through the promotion of Canadian cherries.

“The AgriMarketing program funding means that we can ensure that export programs are affordable for growers, and allows us to work on gaining access to new international markets and promote cherries domestically and overseas. A significant portion of the current success of the Canadian cherry industry can be attributed to ongoing funding received through this program,” Sukhpaul Bal said, BC Cherry Association’s president.

The British Columbia Fruit Growers’ Association – \$67,985 to evaluate fruitlet and leaf nutrient status and associated post-storage fruit quality. This research will help growers increase productivity by producing cherries that are optimized for storage, for both export and domestic markets.

The British Columbia Fruit Growers’ Association – \$61,985 to develop and implement tools for detection and diagnosis of the Little Cherry Virus and the Western x Phytoplasma.

“The funding received through the AgriScience Program will support the development of effective tools for detecting Little Cherry Disease in BC orchards as a first step toward preventing the spread of a potentially costly disease. Funding will also help optimize tree nutrient status relative to fruit quality so that only the highest quality cherries will be sent to valuable export markets in the U.S. and China,” Erin Wallich said, B.C. Fruit Growers’ Association’s Canadian agricultural partnership administrator.

Source: Agriculture and Agri-Food Canada June 2, 2022 news release

ATLANTIC CANADA

Census puts potatoes, lowbush blueberries and apples in perspective

Data from the 2021 Census of Agriculture revealed that the agriculture sector continues to play an important role in the Canadian economy and society, with 189,874 farms, 262,455 farm operators and 242,052 paid employees. The Canadian farming industry is adapting quickly with increases in land sustainability practices, renewable energy production and technology use.

Each region of Canada has its own story to tell about how it contributes to the country’s vast array of agricultural commodities. Statistics Canada has released 11 articles profiling farm and farm operator trends in Canada’s provinces and territories. These profile articles look at key trends from 2016 to 2021, and compare them against national totals.

Atlantic Canada is a major player in lowbush blueberry and potato farming. While the region accounted for 3.2 per cent of total

farms and 1.3 per cent of total farm area in Canada, it does make up a significant portion of a few prominent agricultural commodities. That’s due to the warmer temperatures and moist climate that make it an ideal place to grow potatoes, particularly in Prince Edward Island and New Brunswick. As a result, Atlantic Canada accounted for 35.7 per cent of total potato acreage reported in Canada.

Apples and lowbush blueberries are also well-known commodities in Atlantic Canada. More than one-eighth (13.2%) of Canada’s apple acreage was grown in this region. Additionally, it accounted for more than half (52.1%) of Canada’s lowbush blueberry acreage and 62.1 per cent of farms reporting lowbush blueberries.

Source: Statistics Canada June 15, 2022 news release



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CROSS COUNTRY DIGEST

PRINCE EDWARD ISLAND

The UPEI Canadian Centre of Climate Change and Adaptation opens

Dignitaries were on hand on May 19 in St. Peter’s Bay, the site of the new Canadian Centre for Climate Change and Adaptation that houses climate, food security and sustainability research. Interestingly, it’s also home for storage and repair space for equipment and UPEI’s fleet of drones – the largest in Canada.

The facility is a living laboratory that allows world-class researchers and graduate and undergraduate students access to nearby wetlands, forests, and coastal habitats directly affected by climate change. The site provides access to high-quality datasets, multidisciplinary research teams, outstanding graduate and postdoctoral fellows, and engaged industry, community, and government partners.

“This is a proud day for PEI

and for Canada,” said Minister Lawrence MacAulay. “The Canadian Centre for Climate Change and Adaptation will transform rural Prince Edward Island and set the standard for climate-change education and skills development to help mitigate and adapt to climate change on PEI, in Canada, and around the world. The Centre will also drive innovation in green technology, contributing to Canada’s transition to a low-carbon economy. We are committed to investing in education, research, and technology that will create a greener environment for generations to come.”

The Centre supports key learning programs including UPEI’s Bachelor of Science in Applied Climate Change and Adaptation, preparing graduates

to continue the important work of mitigating the effects of climate change after graduation.

The governments of Canada and Prince Edward Island and UPEI have invested more than \$14 million in this project through the New Building Canada Fund – Provincial-Territorial Infrastructure Component. The Government of Canada, through ACOA, has contributed more than \$3.3 million to establish the Centre of Excellence in Food Security and Sustainability, while land for the facility was donated to the University by the Flynn, Keenan, and MacKay families.

Source: University of Prince Edward Island May 19, 2022 news release



Dr. Aitazaz Farooque, associate dean, UPEI School of Climate Change and Adaptation and the Canadian Centre of Climate Change and Adaptation, describes drone technology to UPEI President Greg Keefe, the Honourable Lawrence MacAulay, and the Honourable Dennis King at the official opening of the Centre at St. Peter’s Bay, PEI, on May 19, 2022.

QUÉBEC

Tree fruit farming

Up to \$560,425 has been pledged by the federal government for Institut de recherche et de développement en agroenvironnement Inc. (IRDA) to develop a new, integrated system of precision fruit tree farming at Saint-Bruno-de-Montarville, Québec.

IRDA will be using the funds to pilot and test a system that uses exclusion netting, narrow fruiting walls and mechanized operations.

Adoption of these labour-saving technology and practices as well as improved crop protection methods will help the sector continue to produce high-quality apples while moving toward pesticide-free growing. The project will also help the sector cope with the impacts of extreme weather brought on by climate change and reduce or eliminate the use of most pesticides used in fruit growing.

By integrating a suite of advanced fruit tree technologies and techniques into one system, IRDA’s innovative approach would be a first of its kind in North America.

“Apples are Canada’s second most significant crop in terms of value. In the same project, Institut de recherche et de développement en agroenvironnement is exploring solutions to two major industry issues: labour shortages and pesticide use. The precision agriculture methods being tested could save producers money and make them more resilient to climate change,” says Hon. Marie-Claude Bibeau, minister of agriculture and agri-food.

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GOVERNMENT AFFAIRS

Private Member’s Bill for financial protection introduced in Parliament

On June 8, Scot Davidson, Conservative Member of Parliament for York-Simcoe introduced Bill C-280, the Financial Protection for Fresh Fruit and Vegetable Farmers Act, a Private Member’s Bill in the House of Commons.

Bill C-280 will amend the Bankruptcy and Insolvency Act and Companies’ Creditors Arrangement Act to establish a deemed trust for fresh produce sellers, ensuring that they have priority access to an insolvent buyer’s assets related to the sale of fresh produce.

There are a number of risks faced by farmers growing, harvesting, packing, and marketing fresh fruits and vegetables: overhead and capital costs continue to rise, while revenues are delayed until the product is sold and payment is collected down the supply chain – usually long after growers have distributed their product.

Fresh fruit and vegetables are highly perishable, with a limited shelf-life: when buyers of fresh produce become insolvent, unpaid shipments can not be repossessed and resold by the seller as there typically is no longer any salvageable product left. As a result, Canadian farmers are often at risk of not being paid, leading to farm bankruptcies and worsening Canada’s food security.

The members of the Fresh Produce Alliance [comprised of the Canadian Produce Marketing Association (CPMA), the Fruit and Vegetable Dispute Resolution Corporation (DRC) and Fruit



Quinton Woods, chair of Fruit & Vegetable Growers’ of Canada Trade and Marketing Working Group



Scot Davidson, MP York-Simcoe (L)

“

Having lived the challenge of a client’s bankruptcy and ensuing losses, I believe that Bill C-280 establishes a critical tool to ensure that growers receive payment for their products, even in the event of a buyer bankruptcy.

~ QUINTON WOODS

”

and Vegetable Growers of Canada (FVGC)] enthusiastically welcomed the announcement.

If passed, Bill C-280 would also open the door to the reinstatement of preferential



treatment under the U.S. Perishable Agricultural Commodities Act (PACA) for Canadians selling produce into the United States. This preferential treatment had been in place prior to 2014, when it was rescinded by the U.S. due to a lack of reciprocal agreement.

“Without preferential access, Canadian sellers are now required to post a bond worth double the value of the shipment just to initiate a formal claim through PACA, putting Canadian businesses at a steep disadvantage,” said Luc Mougeot, president of the Fruit & Vegetable Dispute Resolution Corporation.

“Bill C-280 paves the way for a reciprocal arrangement that would support Canadian businesses selling to our largest trading partner.”

The need for a financial protection mechanism has been a major focus of the sector’s federal advocacy efforts for several years and has been included among recommendations made by the House of Commons Standing Committees on Finance and Agriculture and Agri-Food.

“Growing, harvesting, packing, and marketing fruits and vegetables comes with risks and costs that are unique to the production of perishable goods – and returns on these investments

are delayed until payment is collected, usually long after the product has been passed on or consumed by Canadians,” said FVGC executive director Rebecca Lee.

“Having lived the challenge of a client’s bankruptcy and ensuing losses, I believe that Bill C-280 establishes a critical tool to ensure that growers receive payment for their products, even in the event of a buyer bankruptcy,” said Quinton Woods, chair of FVGC’s Trade and Marketing Working Group and a grower-shipper-packer from Bradford, Ontario in the MP’s riding.

“In addition to providing healthy food to Canadians, the fresh produce supply chain supports 249,000 jobs in Canada,” pointed out CPMA president Ron Lemaire. “A deemed trust mechanism is necessary to address gaps in market stability, trade and food security, with no cost to the government. We call on all political parties to support Bill C-280 to help ensure that Canadians continue to have access to fresh fruits and vegetables.”

Source: Scot Davidson MP June 8, 2022 news release, Canadian Produce Marketing Association June 8, 2022 news release

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Fig. 2
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GREENHOUSE GROWER

Mastronardi Produce adds Mona, Utah to Sunset network

KAREN DAVIDSON

Mastronardi Produce, head-quartered in Kingsville, Ontario, has added another twinkling light to its string of U.S. expansion plans. Longvine Growing Co., with 28 acres of hanging fruit in Mona, Utah, is now part of its network as of June 10, 2022. The site has potential to double in current size, an important factor for Mastronardi Produce whose stated objective is to increase its U.S. acreage by another 1,500 acres in five years.

The pandemic, it would seem, has provided a breathing space to look at the North American greenhouse landscape and to create master plans for the future. CEO Paul Mastronardi is executing now, with the Mona, Utah site representing the greenhouse grower’s most western point to date.

Canadian entrepreneurs have dominated the American greenhouse landscape for some time,

but must compete in an entirely different business environment. Facilities are one-offs that can promote, with honesty, that produce is locally-grown. On the downside, these production facilities don’t enjoy the benefits of an epicentre such as Leamington, Ontario which attracts technology innovators (e.g. Blue Radix, ecoation) and global suppliers (e.g. Biobest, Enza Zaden).

On the face of the announcement, 28 acres in Mona, Utah may seem insignificant in comparison to the hundreds of acres operated by Mastronardi Produce under its SUNSET brand in the U.S. But on the march westwards, Utah becomes the eighth state providing locally-grown produce. The company estimates that two-thirds of the American population is within same-day or next-day delivery.



Mastronardi Produce is adding Mona, Utah to its distribution network of Sunset-branded produce. The company has a footprint in other states including: Michigan, Ohio, New York, Colorado, Rhode Island, Kentucky and Maine.

Cox Enterprises invests in Mucci Farms

Cox Enterprises has announced a significant strategic investment in Mucci Farms, a 60-year industry leader with a network of thousands of acres of indoor-grown fruits and vegetables. This partnership is the next phase in Cox building a multibillion-dollar controlled environment agriculture (CEA) business and establishing Cox as one of the leading providers of sustainable produce across North America.

This transaction builds on Cox’s more than \$1 billion investment in sustainable technologies since 2007. Mucci Farms expands Cox’s controlled environment

agriculture business through a greater variety of sustainably grown produce and enhanced geographic reach.

Headquartered in Kingsville, Ontario, Mucci Farms supplies fresh produce to major retailers across Canada and the United States. The industry leader has greenhouses in both countries with a dedicated team of more than 2,000 employees. With annual investments in world class technology, Mucci Farms places a high emphasis on automation and robotics to improve efficiencies from seed to retail.

The company is committed to

sustainability and innovation through every aspect of its operations. This includes award-winning sustainable packaging, an aggressive water recycling program, integrated pest management and the largest grow light program in the Canadian CEA industry.

“It’s humbling to see how far we have come as an organization that was once a small family business,” said principals Bert Mucci, Danny Mucci, Gianni Mucci and Joe Spano in a joint statement. “For several decades, we have had tremendous growth at Mucci Farms to bring us to the forefront of controlled environment agriculture. The

core of our organization and success has been rooted in family values across the board, from our internal teams to our partners. We are committed to supporting our customers with high-quality products, excellence in execution and vertically integrated support from seed to retail. We are excited to continue this journey with Cox Enterprises, who share those values and that vision and will support our efforts to provide more communities with fresh produce from coast to coast.”

Source: Cox Enterprises June 3, 2022 news release

Greenhouse light abatement by-law comes into effect

In southwestern Ontario, Leamington mayor Hilda MacDonald says that By-law 41-22, The Greenhouse Light Abatement Law, balances support for the economic growth of the greenhouse industry while protecting the quality of life of residents. The by-law passed on June 14, 2022 but allows some time for growers to comply.

The By-law includes the following provisions:

- Sidewall and endwall curtains must be installed and remain closed.
- Until the date that is the earlier of October 1, 2023, or the date that a greenhouse owner has installed all required curtains, lights may be on until 10:00 PM.
- As of October 1, 2023, ceiling curtains must be installed and closed in accordance with the provisions of the by-law.
- As of October 1, 2022, greenhouse owners who have not

installed ceiling curtains must provide proof of purchase of the same.

- The specific time of day for curtain closure is included rather than referring to sunrise and sunset.
- Specific times of day to allow for gapping of ceiling curtains, up to 10 per cent, have been included

Link to the by-law here: <https://bit.ly/3y30a0M>

“We are proud to work closely with our community, OMAFRA and the municipality’s administration to get to the most-right outcome for everyone,” said George Gilvesy, chair of OGVG’s Board. “A big thanks to Chief Administrative Officer Peter Neufeld, Mayor Hilda MacDonald, and town council for their continued communication and taking the time to get this right. This kind of collaboration sets us on a path for greater prosperity and



well-being across the community and the region as a whole.”

Source: Ontario Greenhouse Vegetable Growers June 17, 2022 news release

POTATO PRODUCTION

Potato storage holdings up in eastern Canada, down in western Canada

Canadian potato storage holdings by province (All sectors)
as of June 2022 (000 cwt)

Province	2018-19	2019-20	2020-21	3-yr. Average	2021-22	2022 vs. 3-yr. avg
Prince Edward I	4,519	5,202	4,274	4,665	7,665	64%
New Brunswick	2,285	2,791	1,306	2,127	2,606	22%
Quebec	1,270	1,716	1,470	1,485	2,926	97%
Ontario	662	642	996	767	1,322	72%
Eastern Canada	8,736	10,351	8,045	9,044	14,520	61%
Manitoba	3,051	3,919	4,458	3,809	3,280	-14%
Alberta	4,543	5,626	2,280	4,150	2,256	-46%
British Columbia	81	84	120	95	27	-72%
Western Canada	7,675	9,629	6,858	8,054	5,563	-31%
Total Canada	16,410	19,980	14,903	17,098	20,082	17%

Canadian potato storage holdings by province (Seed)
as of June 2022 (000 cwt)

Province	2018-19	2019-20	2020-21	3-yr. Average	2021-22	2022 vs. 3-yr. avg
Prince Edward I	32	31	0	21	84	298%
New Brunswick	0	180	0	60	309	415%
Quebec	13	87	86	62	136	120%
Ontario	3	1	0	1	0	-100%
Eastern Canada	48	299	86	144	529	266%
Manitoba	0	11	0	4	100	2622%
Alberta	32	250	235	172	96	-44%
British Columbia	41	56	68	55	5	-91%
Western Canada	73	317	303	231	201	-13%
Total Canada	121	616	389	375	730	94%



The eastern provinces continue to hold more stock than the west as has been the trend during 2022, reports Victoria Stamper, general manager, United Potato Growers of Canada. In all four reporting provinces, they are above three-year averages. However, the late planting season and delayed growth may give more time to deplete these stocks. The additional three million hundred is doable given good demand. Both fryers and fresh packers are currently making

arrangements to accept deliveries later into the season. Figures are very close to spring of 2020. The telling story is the chart on seed holdings. Prince Edward Island's seed exports to other provinces are blocked, so the increase in seed is not unexpected. Most evident in seed holdings on June 1 is how heavy rains and flooding in Manitoba have delayed planting and therefore seed usage in that province. Also, a later spring in other provinces has meant that seed has been held

in storage later than usual. Alberta seed growers, which had carried large seed inventories through the year, seem to have been successful in moving that crop into the market. On the

other hand, New Brunswick seed inventories appear high considering that planting was mostly wound down on June 1.

Source: United Potato Growers of Canada June 14, 2022 news release
Photo courtesy of Vikram Bisht, Manitoba Agriculture.

Support research in soil biodiversity

The Canadian Soil Biodiversity Observatory (CSBO) will be collecting soil samples from 290 sites distributed across southern Ontario during summer 2022. From these sites, soil samples will be collected to evaluate its microbial and physicochemical characteristics.

If your land is one of the 290 sites selected for this biodiversity project, we hereby ask you permission of access to the site.

The sampling is non-invasive and non-destructive. It will take half an hour and occur between July and August. About 0.5 – 1 kg of soil will be collected from the four cardinal points around the GPS location.

The following analyses will be performed on the soil samples: physical and chemical analyses, measurements of soil heath indicators (microbial biomass, active C, soil respiration, aggregate stability, mineralizable N). We will also isolate bacteria, fungi and mites and characterise the soil microbiome using DNA sequencing.

Please note that the data obtained from the soil samples will remain anonymous,

although we will make them available to the landowner on request.

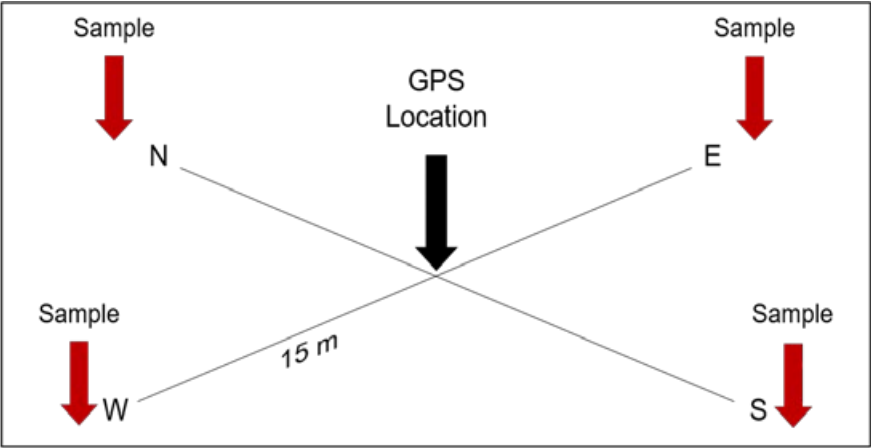
If you agree to grant us access to your field, please download the form 'Permission to Enter' at <https://sis.agr.gc.ca/cansis/biome/index.html> (or scan the QR code), and email the completed form to franck.stefani@agr.gc.ca.

Thank you for supporting research in soil biodiversity!

L'Observatoire canadien de la biodiversité des sols (OCBS) prélèvera des échantillons de sols sur 290 sites répartis dans le sud de l'Ontario au cours de l'été 2022. Les échantillons seront prélevés pour en évaluer les caractéristiques microbiennes et physico-chimiques.

Si votre terrain est l'un des 290 sites retenus pour ce projet sur la biodiversité des sols, nous vous demandons par la présente l'autorisation d'y accéder.

Le processus de prélèvement est non invasif et non destructif. Il



SPONSORED CONTENT

prendra une demi-heure et aura lieu entre juillet et août. Nous prélèverons environ entre 0,5 et 1 kg de sol des quatre points cardinaux entourant les coordonnées GPS.

Les échantillons de sols feront l'objet des analyses suivantes : analyses physiques et chimiques, mesures des indicateurs de santé du sol (biomasse microbienne, C actif, respiration du sol, stabilité des agrégats, azote minéralisable). Nous isolerons également des bactéries, des champignons et des acariens, et caractériserons le microbiome du sol par séquençage de l'ADN.

Veuillez noter que les données obtenues à partir des échantillons de sols resteront anonymes, bien que nous les transmettions au propriétaire foncier sur demande.

Si vous acceptez de nous donner accès à votre champ, veuillez télécharger le formulaire « Autorisation d'accès » à l'adresse <https://sis.agr.gc.ca/siscan/biome/index.html> (ou balayez le code QR), puis envoyez le formulaire rempli à l'adresse franck.stefani@agr.gc.ca.

Merci de soutenir la recherche sur la biodiversité des sols.

Franck Stefani (Ph. D.)
Chercheur scientifique, Biodiversité (mycologie et microbiologie)
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Agriculture and Agri-Food Canada

Agriculture et Agroalimentaire Canada

Agricultural Information Contact Centre: 1-877-424-1300
ontario.ca/crops

Ontario Berry Grower

Ministry of Agriculture,
Food and Rural Affairs

Ontario

Effect of crown size on strawberry performance

ERICA PATE

Does the crown size of day-neutral strawberry bare-root plants affect overall yield and performance through the season? That’s what we are working to find out. Day-neutral strawberries are commonly planted as bare-root plants in the spring, with harvest beginning a few months later. Crown size of the bare-root plants can be variable, (Figure 1 and 2) , leading to questions about how to treat these different sizes of plants-should growers sort and separate the plants by crown size? Do smaller crown sizes produce lower yields? Do larger crown sizes lead to higher and earlier yields?

This project was inspired by previous trials from other jurisdictions evaluating the effect of crown diameter on the overall yield. A trial from Florida (Torres-Quezada et al. 2015) studied the effects of crown diameter on the performance of three short-day Florida cultivars: Florida Radiance, Strawberry Festival, and WinterStar. The crowns were sorted into two different sizes: less than 10mm and more than 10mm. This trial was conducted over two seasons in a split-plot design. In both seasons (2012 and 2013) larger crowns resulted in higher early and total yields for all three cultivars. Large crowns (>10mm) had 18% and 27% higher total yields in the two seasons. However, the researchers noted that the weather and soil conditions after planting may affect how important crown size is on overall performance.

Alternatively, another study from South Korea (Fridiaa et al. 2016) had different results from a crown size comparison trial. This trial was conducted in a greenhouse, using three strawberry cultivars: Albion, Seascape and San Andreas. Plants were sorted into three different crown sizes: small (4-7mm), medium (7.1-10 mm), and large (>10mm). Larger crown diameters resulted in earlier flowering, up to 6-8 days faster than small and medium plants did. However, this study found the different crown sizes had no effect on the number of berries per plant and no significant effect on total yield.

Because of the different systems, conditions, and cultivars used in Ontario compared to

these other regions we wanted to evaluate cultivars commonly grown in Ontario in our production system. We evaluated the effects of crown size in Ontario using Albion and San Andreas in raised plasticulture beds. The San Andreas crowns were sorted into the following three categories: Large (>10 mm diameter) medium (7-9mm), and small (<7mm). The size categories used for Albion were slightly different: large (>10 mm), medium (<10mm) and small (no secondary roots, ‘rat-tails’). Plots were planted on May 14 at the Horticultural Crops Research Centre-Simcoe with 5 replications, and harvest began July 27, continuing twice weekly until September 23.

With both cultivars the smaller crowns produced lower yields and the large crowns produced the largest yield. For Albion there was a significant difference between large crowns compared to medium and small crowns but no significant difference between medium and small (Figure 4.). For San Andreas there was no significant difference between large and medium crown sizes, but there is a difference in small crowns (Figure 5).

These results suggest crown size does affect strawberry yield in the first season, although results were variable between the two cultivars. The different results between the two cultivars could be due to the different crown diameters used. For Albion the medium crowns were anything smaller than 10mm with secondary roots, while for San Andres medium crowns were a definitive 7-9mm diameter. With this variation there could be medium Albion plants that were smaller than the medium San Andreas plants, which could account for the difference between large and medium Albion plants, but no significant difference between large and medium San Andreas plants.

These are preliminary results from one year. With results from one season we are continuing to harvest these plots this spring to collect more yield data, and potentially repeat this trial for a second set of data.

Further work is needed to develop recommendations on crown sizes, including an economic analysis, further evaluation of different crown

sizes, and a repeat of this study to collect more data. Look forward to more results at the end of this season.

References:
Fridiaa, A., V. Winardiantika, Y.H. Lee, I.Y. Choi, C.S. Yoon, Y.R. 2016. *Yeoung. Influence of crown size on plant growth, flowering and yield of day-neutral strawberry cultivars. Acta Horticulturae. 1117:347-354.*
Torres-Quezada, EA., L. Zotarelli, I. Hernandez-Ochoa. 2015. *Initial Crown Diameter of Strawberry Bare-root Transplants Affects Early and Total Fruit Yield. HortTechnology. 25; 203-208.*

Erica Pate is OMAFRA fruit crops specialist.



Figure 1 & 2. Small and large bare-root strawberry plants.



Figure 3. Albion and San Andreas plots at the Horticultural Crops Research Centre-Simcoe.

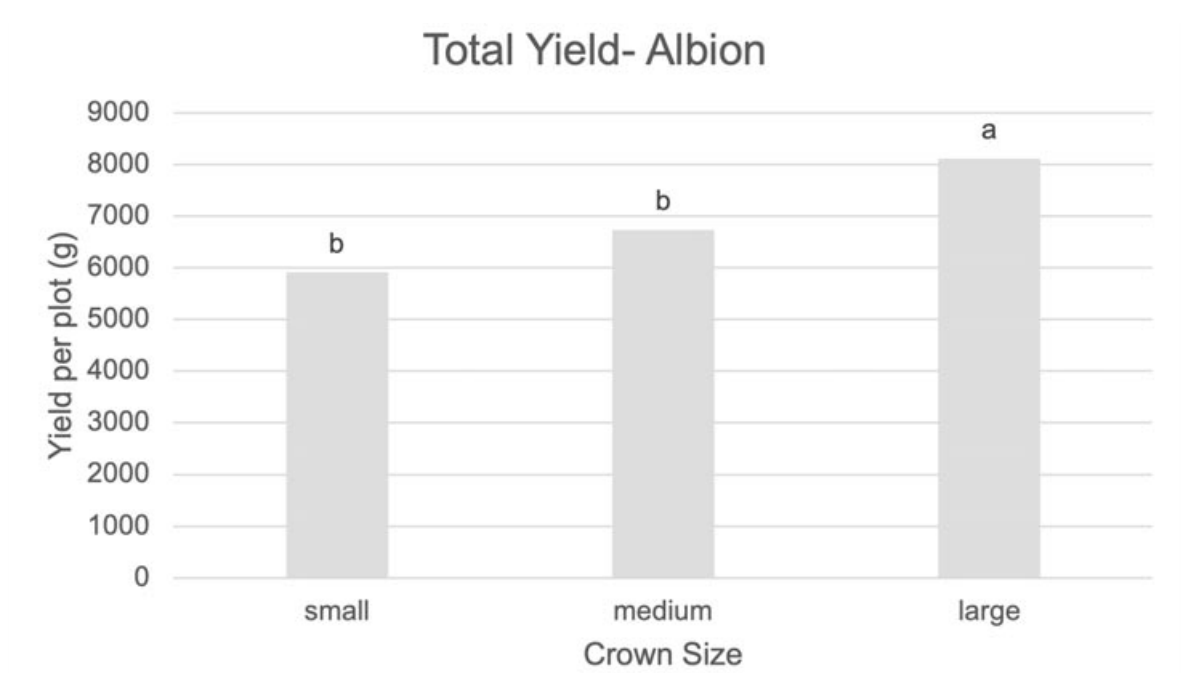


Figure 4. Total yield of Albion treatments through the season. Columns with the same letter are not significantly different at P=0.05, Tukey’s HSD test.

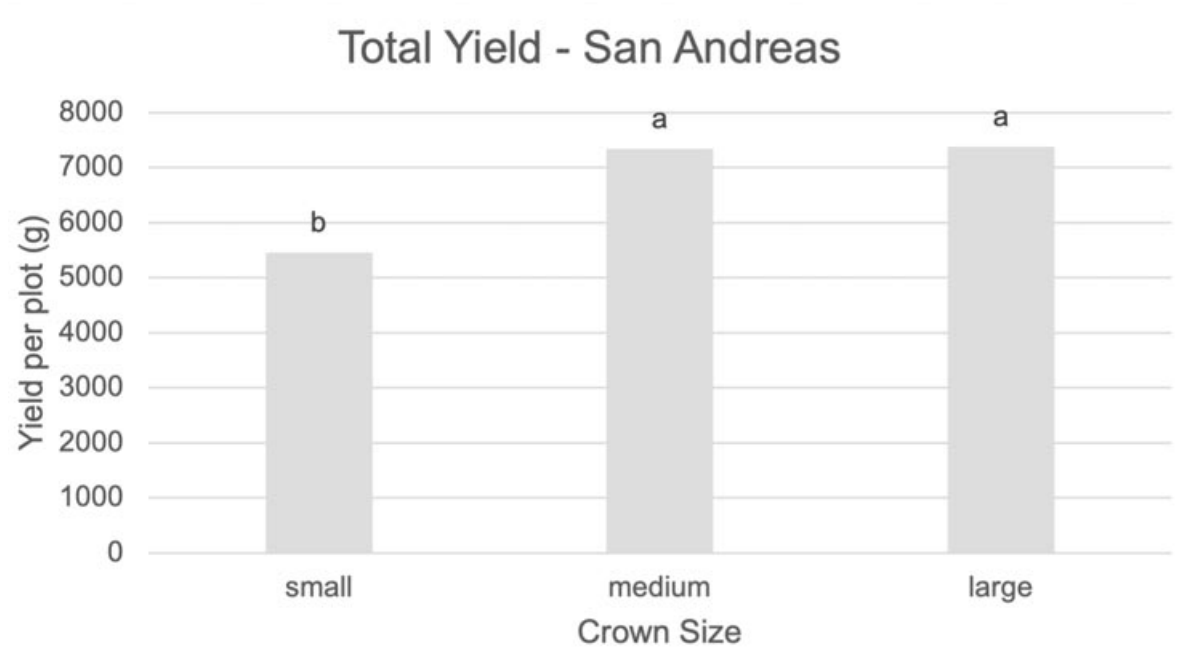
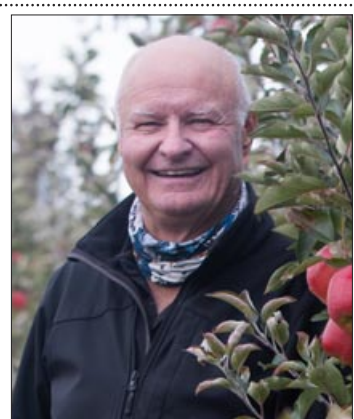


Figure 5. Total yield of San Andreas treatments through the season. Columns with the same letter are not significantly different at P=0.05, Tukey’s HSD test.

CHAIR'S PERSPECTIVE

The responsibility of keeping workers safe



CHARLES STEVENS
CHAIR, OFVGA

The last two years have been dominated by the challenges of COVID-19, and as we emerge from the pandemic, I'm sometimes struck by the sheer magnitude of everything growers have had to deal with throughout that crisis.

This is especially true when it comes to our seasonal and temporary foreign workers, from the hurdles involved in securing their ability to come to work in Canada to the ongoing efforts to keep them safe and healthy while they are here.

There were many unknowns for all of us throughout the

process, especially in the early days and months of the pandemic, but I'm proud of how our industry worked together – with the support of government – to come through this crisis. And the workers have responded by trusting us enough to return to our farms for both growing seasons during this pandemic.

There will always be exceptions where things don't go the way they should. The industry recognizes the need for consequences for those who are proven to be breaking the rules; it is also important to allow every person due process and follow the facts and circumstances unique to each case.

Unfortunately, it is those tragic exceptions that make headlines and embed themselves in public perception so that the many good news stories about seasonal workers and their positive experiences here are often forgotten.

That's one of the reasons we launched our More than a Migrant Worker campaign last year – to shine a spotlight on the importance of these workers who travel from their home countries such as Mexico, Jamaica, and

many other countries around the world to Canada to earn a living while helping our local farmers grow food for Canadians.

As growers, we take on great responsibility when we accept a foreign worker onto our farms and it's one that became even more important during the pandemic when we all faced the added burden – and many, many added steps – of keeping people healthy amidst constantly evolving information and circumstances. The work that growers, the Ontario Fruit & Vegetable Growers' Association (OFVGA) and other farm organizations, and government did behind the scenes is likely a story that will remain behind the scenes for the most part – but it was critical to our industry and deserves to be recognized.

OFVGA was active in creating and implementing recommendations from OMAFRA's Prevention, Control and Outbreak Support Strategy for COVID-19 in Ontario's Farm Workers. This included partnering with OMAFRA to develop culturally appropriate COVID-19 and workplace health and safety materials, and bulletins

to support workers' decisions on whether to be vaccinated. OFVGA also coordinated liaisons to be at Toronto Pearson International Airport for the arrival of workers in 2021 and 2022 to welcome and inform workers on issues related to the pandemic safety and COVID-19 vaccination.

Coordinating with the Ontario Ministry of Labour, Training and Development and with Workplace Safety & Prevention Services, the sector worked collectively to educate farm employers on how to more effectively protect farm workers as we collectively learned more about the virus.

The response from the federal and provincial governments also deserves recognition. They provided financial support that helped employers implement best practices during worker isolation upon arrival, and nearly \$50 million committed through Ontario's Enhanced Agri-Food Workplace Protection Program has supported housing improvements, workplace barriers, PPE and outbreak support.

The Ontario government ensured that all temporary foreign

workers are covered by the Workplace Safety and Insurance Board from the moment they set foot in Ontario, and prioritized testing and vaccines for workers, including making vaccines accessible for workers upon arrival at Pearson airport, if they chose to accept them.

On our farms, we've undergone regular compliance inspections and audits from local health authorities as well as provincial and federal enforcement officers. It is now not uncommon for farmers to be inspected by all three levels of government for the same team of workers in a given year.

At the end of the day, it's all about people. Many of us have workers who have been with us for years -- and even decades -- and there's a special kind of bond that develops when lives are shared like this over time. As the chair of OFVGA, I greatly appreciate the efforts that everyone has made to get through the last couple of years and I'm proud to be part of this great industry.

WEATHER VANE



Here's an unexpected moment. This is a hardneck garlic spathe splitting open, revealing the inflorescence and bulbils on a hot July day. Photo by Glenn Lowson.

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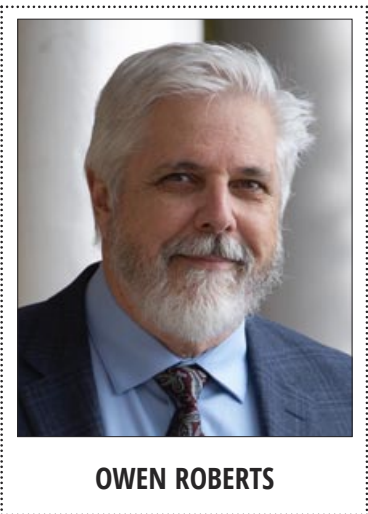
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THE GROWER

THE URBAN COWBOY

Trust in governments dealt another huge blow



OWEN ROBERTS

Baffling, frustrating, antagonistic and tone deaf – these terms hardly begin to show the disregard governments have shown farmers, ranchers, growers and other producers this spring and early summer.

Two actions in particular underline how mistrust in Ontario’s Queen’s Park and Ottawa has reached new levels.

First, in the midst of dire warnings about farmland loss and calls for preservation measures, the provincial Tories campaigned through May and early June on a highway development platform that would take an estimated 2,000 productive acres of Ontario farmland out of production.

Statistics Canada says that last year, Ontario lost almost 320 acres of farmland every day. Yet the Tories said that if elected, they’d build a 59-kilometre, \$6-billion highway cutting across the northwest part of the Greater Toronto Area (GTA), mainly serving Mississauga, Brampton and Milton.

The Greens, the Liberals and the New Democrats all opposed that proposal, as did many environmental groups. Among them, they said it was in the

wrong place, it was an idea from the 1950s before public transit was on people’s radar, and it was likely to put more vehicles on the road and increase pollution from exhaust.

But that didn’t influence the Tories nor the outcome of the urban-heavy vote, which was overwhelmingly in favour of Doug Ford and his development position.

Then, just as the dust was settling on the provincial election, Ottawa lined up for its shot, this time at beef producers. Out of the blue, Health Canada announced that it might make regular ground beef and pork carry a warning label advising consumers to limit consumption. It’s part of a federal plan to affix similar labels to most foods that exceed 15 per cent of an adult’s recommended daily consumption of saturated fat, sodium and sugar.

Once again, you couldn’t help but to wonder about the intent, let alone the timing. Health Canada will say it’s trying to protect us from ourselves: Canadians get an estimated half of their calories from nutrient-poor ultra-processed foods.

Fine, but it’s cherry picking its targets. For example, some foods that are naturally high in sugar, such as unsweetened fruit, will – at least for now -- reportedly be exempt from the labelling, along with dairy and eggs. Nutritious single-ingredient foods are supposed to be exempt as well. Ground beef and pork are single ingredients and have all kinds of nutritional virtues.

But Health Canada doesn’t like the saturated fat in regular ground beef in particular, and says lower-fat options, such as extra lean grounds, are available. Thus,



Urban development encroaches on farmland near Milton, Ontario. Photo by Glenn Lowson.

the warning label trial balloon... just as barbeque season arrives, while everyone is freaked out about food prices and availability, with cow-calf herds thinning because of poor returns and with meat packers raking in profits while producers get pennies.

Maybe this seems like someone else’s problem. But it’s not. Fruit and vegetable growers will remember many times it was them, not others, who were in the crosshairs of misguided government imperatives, such as the handling of PEI’s potato wart issue.

And let’s not forget about the next federal election. Who knows how much of the agri-food sector will be sacrificed for other interests by federal Liberals trying to stay in power, or challengers offering the moon to prospective voters?

Often, you can call a lack of communications the culprit. If the bureaucrats would just talk to the minister before setting out on some sanctimonious voyage, maybe there would be an opportunity to find compromise, soften the blow, or whatever.

But it looks like that ship has

sailed.

Outwardly, governments talk about the hard-working men and women of agriculture, how they deserve support and how much is spent supporting them. But what kind of message do these latest actions send? The opposite, I’d say.

Owen Roberts is a past-president of the International Federation of Agricultural Journalists and a communications instructor at the University of Illinois.

SCENE ON TWITTER

Katie Keddy @VHsweetpotatoes · 2h
Sweet potato #plant22 day 12!

That’s a wrap!

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POLICY DEVELOPMENT

Reduce the burdens, starting with the carbon tax and red tape



Photo courtesy of Bradley van Luyk.

Canada’s Next Policy Framework, aimed at strengthening and growing Canada’s agriculture and agri-food sector, should lay out a clear roadmap to ensure farmers are competitive, productive and viable, says the Canadian Federation of Independent Business (CFIB).

Agriculture ministers will meet at the 2022 annual conference in July in Saskatoon. As they work on finalizing the policy framework, CFIB is urging all levels of government to focus on agri-businesses’ top priorities, particularly reducing the total tax burden and red tape.

“Less than one-quarter of our agri-business members said the current five-year Canadian Agricultural Partnership was effective at improving the competitiveness of their agri-business. It is important new policies focus on ensuring agri-businesses’ voices are heard, so that they are profitable and more competitive,” said Jasmin Guenette, vice-president of national affairs at CFIB.

Agri-businesses are facing many challenges that have been exacerbated by the pandemic. An overwhelming majority of agri-businesses (94%) said the rising prices of inputs have impacted their business, followed by supply chain challenges (83%) and government increasing business costs (72%). Labour shortages (57%) also pose difficulties. With these obstacles in their way, the overwhelming majority (99%) of farmers agree that governments must consider

the financial and practical impact of new policies and regulations on the sector before implementing them.

“Given the current geopolitical situation in the world, economic sustainability, farm productivity and competitiveness should be at the heart of the policy framework to allow Canadian agri-businesses to supply their products across the country and the world,” said Virginia Labbie, senior policy analyst for agri-business at CFIB. “Governments should work on removing roadblocks, namely red tape, government regulation and the excessive carbon tax burden, that are hampering agri-businesses’ recovery. Canadian food producers don’t have room for innovation or improvement if they’re constantly facing the burden of new regulations and escalating carbon taxes.”

While environmental sustainability is an important goal, it is important to note Canadian farmers are already doing their part in protecting the environment. In fact, almost nine in ten farmers (89%) said they have already implemented ways to protect the environment and reduce emissions. Governments should recognize this leadership and ensure new environmental policies do not add more costs or regulatory burdens to the farm sector.

“Now is not the time to add more costs and place additional burdens on agri-businesses. They are already dealing with skyrocketing costs of fuel and fertilizer coupled with supply chain issues, labour shortages and

rising input costs,” Labbie continued. “The federal carbon tax is particularly unfair to farmers who have already been taking active measures to protect the environment. This is why CFIB is also urging Members of Parliament to expedite the passing of Bill C-234 to begin to address the unfairness of the federal carbon tax on agriculture.”

Among other recommendations detailed in CFIB’s Proposal for Canada’s Next Policy Framework (2023-2028), CFIB is calling on FPT governments to:

- Reduce the total tax burden for agri-business
- Increase the focus on regulatory reform by reducing the burden of government regulation and red tape
- Implement policies to address labour shortages, such as improving access to the Temporary Foreign Worker Program, encouraging more Canadians to work in the agri-food industry, etc.
- Increase processing capacity and value-added opportunities, such as food/meat processing
- Design more effective business risk management programs
- Improve access to reliable broadband internet in rural Canada

Read CFIB’s full proposal for Canada’s Next Agriculture Policy Framework (2023-2028) here.

Source: Canadian Federation of Independent Business June 20, 2022 news release

COMING EVENTS 2022

July 7	Potato Growers of Alberta Golf Tournament, Taber, AB
July 12	Ontario Processing Vegetable Growers Grower Field Day with Bonduelle Group, London, ON
July 13	AgRobotics Working Group Field Tour, Bothwell, ON 9 am-4 pm
July 16	Haskap Field Day, University of Saskatchewan Campus
July 17-20	International Fruit Tree Association 2022 Summer Tour, Richland, WA
July 17-21	Potato Association of America, Holiday Inn Downtown, Missoula, MT
July 17-21	International Cool Climate Wine Symposium, St. Catharines, ON
July 20-22	Federal-Provincial-Territorial Agriculture Ministers’ meeting, Delta Bessborough Hotel, Saskatoon, SK
July 30	Food Day Canada
Aug 4	Ontario Summer Apple Tour, Newcastle, ON
Aug 11	Nova Scotia Fruit Growers’ Summer Orchard Tour
Aug 11	Farm & Food Care Ontario Member Anniversary BBQ
Aug 13	August Fruit Day, University of Saskatchewan campus
Aug 16, 17	North American Strawberry Growers Association Summer Tour, Southwestern Ontario
Aug 17	Potato Research Field Day, Elora Research Station, Elora, ON
Aug 18	Ontario Potato Field Day, HJV Equipment, Alliston, ON
Aug 18-19	U.S. Apple Outlook Conference, Ritz-Carlton Hotel, Chicago, IL
Aug 19	OMAFRA production and IPM garlic workshop, Fleetwood Hills Farm, Janetville, ON
Aug 19-20	Carrot Fest, Bradford, ON
Aug 26-28	Winona Peach Festival, Winona, ON
Aug 30	British Columbia Cranberry Field Day, Hopcott Farms, Pitt Meadows, BC
Sept 7	Berry Growers of Ontario Twilight Meeting, Watson Farms, Bowmanville, ON
Sept 13-15	Canada’s Outdoor Farm Show, Woodstock, ON
Sept 29-Oct 1	Canadian Farm Writers Federation Conference, Saskatoon, SK
Oct 3-9	Ontario Agriculture Week
Oct 5-6	Canadian Greenhouse Conference, Niagara Falls, ON
Oct 18-20	World Ag Robotics Forum, Fresno, CA
Oct 25-26	Canadian Centre for Food Integrity Public Trust Summit, Toronto Public Library, Toronto, ON
Nov 2-4	Grow Our People Summit, Sheraton Fallsview, Niagara Falls, ON
Nov 3	Best of CAMA, Niagara Falls, ON

RETAIL NAVIGATOR

Any shelf is not the right shelf



There are options for you to consider when you determine where to sell your product. Some growers see their job is to produce great products, which is true. Part of your job is also to assess the different channels where you can sell your products. To maximize your opportunity, it is worth the time and energy to understand the different options. For many, the best solution is a combination of different channels. Some product is better suited for retail and perhaps some of your crop would deliver a better return in food service or meal kits.

During the pandemic we experienced huge shifts in where food was being purchased. In some categories retail grew incredibly fast while food service declined proportionately. We also saw meal kits grow as consumers did not want to go to stores. They were home more, they liked the different meals and had more time to cook. Selling direct and processing are also considerations for some products produced by some growers.

Factors to consider

Obviously, price is a major consideration. It is not the only consideration. There are a number of factors to consider. If you just chase the highest price, you might not end up with the best return and constantly be frustrated in your business. Growers should determine what they want their business to be.

How big you want to be or can be will impact the markets you

are best suited to serve. Retailers and large distributors do not always need growers to provide all of the volume in a particular commodity. Some prefer to have a few suppliers. This allows them to reduce risk of one grower having problems and they can compare prices. Find the right match for the size of your business.

Geography is another factor that impacts the markets that will deliver the best return. Freight continues to increase in cost. If you can find markets close to your operation you can deliver a better bottom line if your logistics costs are lower. Some regions are also limited in the channels they can access. There are considerably more processing options in some areas. Most meal kits are produced close to major urban centres.

Regardless of the channel you will service, you will need to make some investment in food safety. Different customers will have different requirements and they do cost money. Find the level of food safety you are willing to deliver in your business and then assess which markets will be satisfied with your program.

Your commitment to quality control can also impact the markets you should serve. Different customers have different expectations and your marketable yield will be impacted. Your abilities to produce and pack quality product that meet or exceed their expectations will impact your return. If your marketable yield with one customer is 85 per cent and only 75 per cent with another, you need a different price to offset the lower yield.

The sophistication of your sales and marketing team can impact the channel you will be most successful in. The large retailers and food service distributors expect a certain level of expertise from the people they interact with. They also need the people to be accessible, when they need them. This is one area where some growers are not willing to make the investment and it is frustrating for the

customer and the grower. If you sell into the larger retailers, your contacts will change and your staff will need the time and resources to develop relationships. It is true that Sobeys or Loblaw may be the customer, but your employees will need to work with the individuals and they do change frequently.

Information technology resources in your business will also impact the markets you can serve. These can be expensive investments and require employees with certain skill levels to manage. Different channels will definitely have a variety of methods by which they will communicate orders, pricing and other important information. This is one consideration where you will probably have to do some research. The buyers or merchants you will work with regularly do not always understand these requirements or understand the financial commitment you will need to make.

Packing and packaging capabilities can determine which shelf is best for your products. From single-serve meal kit requirements to bulk product for processing, there are a lot of options. Sophisticated packaging requires investments which do not always deliver a return. This can be challenging when volume is fluctuating. With the elimination of most COVID restrictions and consumers out shopping and going to restaurants, meal kits appear to be declining. This will impact growers who have made investments in single-serve packaging.

Access to labour can impact the markets you are able to serve. This is a big challenge for many growers. For some crops -- such as apples -- you have trees you need to harvest whereas in horticultural field crops, you can make changes in volume from year to year, depending on the resources you have.

Do your research

Once you decide where you are



or want to be in these different attributes, it is time to research the channels. We have experienced a lot of change in the last two years. It is worth checking on the requirements and making sure you have up-to-date information. Some channels might have increased or decreased the complexity of working with them.

When you assess the different options be objective. You might want a customer to interact one way but if you know it will be different, you have to accept that. We see many relationships that are strained because the grower wants to do things one way and the customer has different ideas. Find the right channel where you can do business in a manner that works for the buyer and the seller.

Volume is growing in some channels and declining in others. If possible, anticipate the trends and put your focus on the shelves that are growing. Even within a channel like retail some customers will be growing more than others. If you are selling into a retailer that is losing market share you will lose volume, no matter how good a job you do.

Find the right shelf

Some channels will pay more and that is an important consideration. To understand the best return, you need to assess the cost of servicing the channel as well. The business attributes we identified cost money. Assess the

historical pricing and your estimates to service each channel. The highest price is not always the most profitable return.

You also need to find the right fit. If you want to sell direct you will probably get a higher price. Working farm markets can take a lot of hours and it is not for everyone. For some growers this is the best option for the volume they can produce. It also allows them to avoid some of the more onerous components of business, such as electronic data interchange (EDI) that costs money and increases complexity.

The right shelf can be a combination of shelves. This can reduce the risk and allow you to grow at the right pace. Producing products for a retailer and adding a meal kit company could be the right mix to maximize yield and return.

The market is changing a lot and growers need to assess the options and find the right shelf(s) for their products. You will get more satisfaction from your efforts and have a better chance to maximize your return.

Peter Chapman is a retail consultant, professional speaker and the author of A la Cart—a suppliers' guide to retailer's priorities. Peter is based in Halifax, N.S. where he is the principal at SKUFood. Peter works with producers and processors to help them get their products on the shelf and into the shopping cart.

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FOCUS: BUSINESS MANAGEMENT

Cybersecurity: The world apart must become part of everyday business

KAREN DAVIDSON

The interconnected nature of our lives became more pronounced with the pandemic. As everyone learned to Zoom from home, the information technology specialists worried about cybersecurity. How secure was company business with so many employees working from home? How safe was the data vault with global thieves identifying CEOs working from home and exploiting technologies such as virtual private networks?

For The Oppenheimer Group (Oppy) headquartered in Vancouver, British Columbia, the worry was quite real says Steve Roosdahl, vice-president, operations. “We have 330 employees in North America and we know we’re only as good as the weakest link.”

Fortunately, the company has Mirza Dedic as its Director of IT Security and Infrastructure. He’s someone who thinks long and hard about protecting the movement of produce imports from 27 countries as well as domestic production, packing, transporting and marketing. Since 2015 he has been hands-on with cyber security, and more recently he has been a member of the Produce Supply Organization (PSO), a consortium of some of North America’s leading produce suppliers. Its mandate is to focus on traceability, RFID and blockchain technologies, but more recently cybersecurity has come to the fore.

In July 2022, the PSO Cybersecurity Council plans to



publish a framework compliant with National Institute of Standards and Technology (NIST) that specifically applies to produce industry suppliers. The idea is to create best practices and to extend these to supply chain trading partners.

“We’re looking at different security control standards depending on the size of company,” explains Dedic. “Short of making big changes, you can make large advances in cybersecurity with regularly tested off-site backups, up-to-date software security patches, network segmentation, least privilege access models, and using multi-factor authentication.”

At Oppy, a multi-layered approach is taken to protecting the company’s digital assets. The

company itself has not been a victim of ransomware, but the top worry is that partners might be. In recent weeks, a third-party service provider went dark for days due to a cyber attack.

In these situations, the reality is that key contacts are difficult to reach on phone on short notice. The industry has become so dependent on electronic communication. As Dedic advises, every company needs an incident response, disaster recovery and business continuity plan, that contemplates how to respond and move forward in such a crisis.

Leveraging the power of artificial intelligence and machine learning, next-gen anti-virus (NGAV) and endpoint detection and response (EDR) vendors are

providing more robust real-time protection. Dedic is aware of state-sponsored and global threats, “For us, it is business as usual despite geopolitical threats. There are geofencing techniques to isolate access from foreign countries deemed as high risk.”

Organizers of the Canadian Produce Marketing Association Conference in April 2022 put cybersecurity on the agenda because cyber attacks in any part of your organization, or within a business partner’s operations, could directly impact your business. Canadian Centre for Cybersecurity said that cybercriminals represent the most pervasive cyber threat to Canadians through ransomware and phishing attacks. State-sponsored cyber threat actors have

the most sophisticated capabilities through espionage, IP theft, online influence campaigns and disruptive cyber attacks. Unfortunately, this threat landscape has become very tangible with the Russian invasion of Ukraine.

That said, ransomware attacks are increasing. 2021 was marked by the highest ransoms and the highest payouts. In Canada, the average cost of a data breach was \$6.35 million. The Cyber Center is aware of 235 ransomware incidents against Canadian victims from January 1 to November 16, 2021. Once targeted, ransomware victims are often attacked multiple times.

How to be cyber safe?

The Canadian Centre for Cyber Security recommends increased monitoring of your networks and an enhanced security posture. That means patching systems and enabled logging.

- Regularly back up your data and store off-line.
- Use strong and unique passwords.
- Update and patch systems.
- Have an incident response plan – and test it!
- Use security tools.

The centre has a document entitled “Baseline Cyber Security Controls for Small-Medium Operations.”

If there’s any take-home message, it’s that cyber security is important to all sizes of business: small, medium and large. Resources are available for free by emailing: contact@cyber.gc.ca.

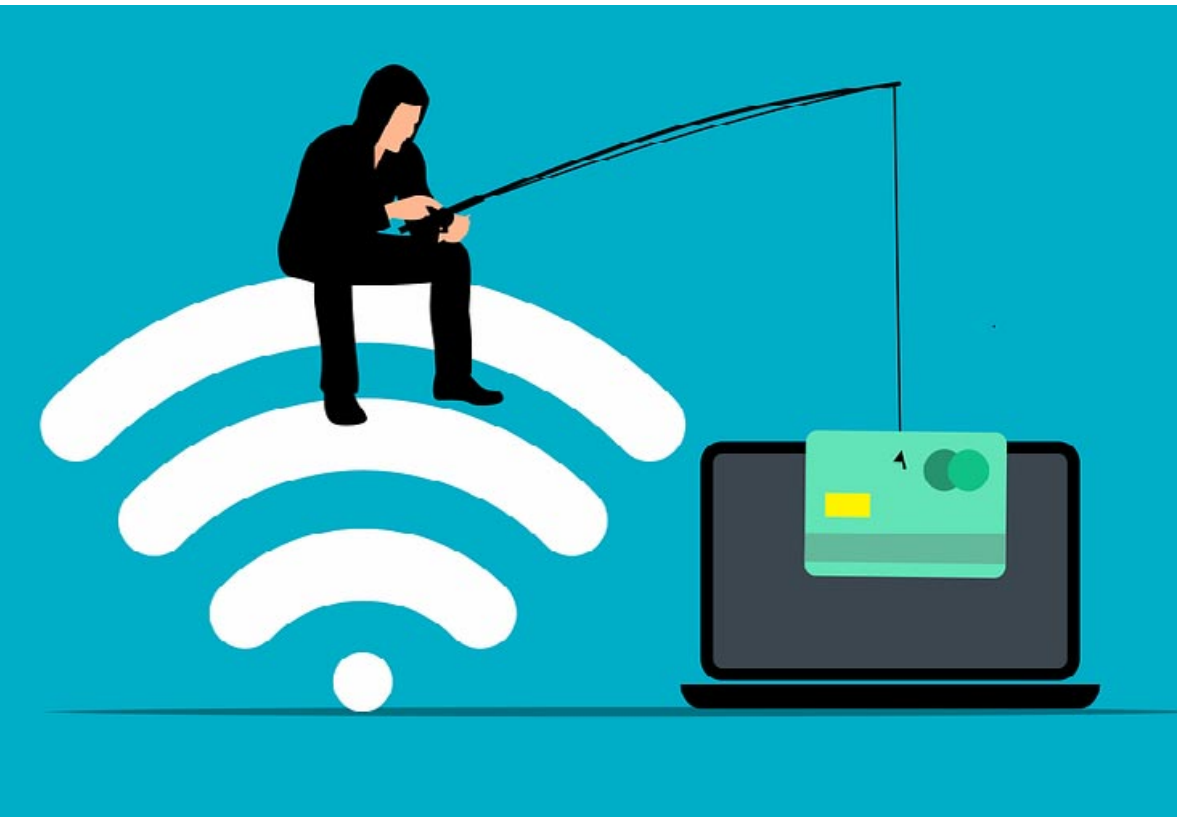
The 7 red flags of phishing

What is phishing? It’s the fraudulent practice of sending emails purporting to be from reputable companies in order to induce individuals to reveal personal information such as passwords and credit card numbers.

Phishing is the number one delivery vehicle for ransomware. The Government of Canada has published guidance on how to recognize phishing expeditions through your email or texts.

1. Urgent or threatening language. Real emergencies don’t happen over email. Look out for: pressure to respond quickly, threats of closing your account or taking legal action.

2. Requests for sensitive information. Requests for personal information on email or text is not to be trusted. Look out for: links directing you to login pages, requests to update your account information, demands for your financial information even from your bank.



3. Anything too good to be true. Winning a lottery you didn’t enter is impossible. Look out for: inheritance from long-lost

relatives, prizes you have to pay for in order to receive.

4. Unexpected emails. Expect the unexpected and then send to trash. Look out for: receipts of items you did not purchase,

updates on deliveries for things you didn’t order.

5. Information mismatches. Look out for: incorrect (but maybe similar) sender email addresses, links that don’t go to official websites, spelling or grammar errors beyond the odd typo, that a legitimate organization wouldn’t miss.

6. Suspicious attachments. Look out for: attachments you didn’t ask for, weird file names, uncommon file types.

7. Unprofessional design. Hiring a graphic designer isn’t on a cyber criminal’s priority list! Look out for: incorrect or blurry logos, image-only emails, company emails with little, poor or no formatting.

Spot any of these seven red flags? Don’t click any links. Don’t reply or forward. Don’t open the attachment. Delete the email or text.

Take a walk to manage the wild slide

John is out of step these days. He's not as attentive to detail as he once was. None of his peers know exactly why he's slowing up the packaging line.

Joanna is showing up to the office late. She's out of sorts and making snide remarks to her colleagues. She loses her temper at the slightest provocation.

Before the wild-slide pandemic, behaviours like these might have been passed over. Go along to get along. But enlightened employers are recognizing these signs as worsening mental health.

“We need to recognize these signs in ourselves and family members, but also in the workplace,” says Kristin Hoffman, consultant with Workplace Safety & Prevention Services (WSPS). “Mental health is measured by how well we cope with the normal stresses in life, how we pivot and respond to adverse situations.”

For farmers, responding to weather and managing labour is normal. But the pandemic has presented a dimension of stress never experienced in our lifetimes. Signs of emotional or mental

fatigue are anxiety and less patience.

In a plane emergency, oxygen masks drop down and passengers are instructed to fasten their own device before helping others. That's the same advice for tending to mental health.

"It's a valid parallel," says Hoffman. "You have to care for yourself first and walk the talk from a leadership standpoint. That may literally mean taking a walk. For example, don't phone an employee when a walk across the field for a face-to-face conversation is possible."

In agriculture, macho behaviour is well ingrained and there's a stigma about admitting to mental health issues. As Hoffman explains, stigma is a set of negative and often unfair beliefs that a society or group of people have about something. "Toughness" is an example of stigma in agricultural workplaces and it can prevent people from seeking help.

As employers, discuss mental health to break down the stigma. Manage the factors at work that may contribute to stress. Respond to the signs of stress. Encourage employees to inform you when they are struggling. Explain the components of overall health,

including physical, social and mental.

- Physical health involves the physical condition of the body of an individual.
- Social health involves the ability to have meaningful relationships with others as well as manage in social situations.
- Mental health involves the psychological and emotional well-being of an individual, what is going on in their mind.

"If one of the components of this three-legged stool is damaged, it falls over," quips Hoffman.

The World Health Organization defines mental health as a state of well-being in which every individual realizes their own potential, can cope with the normal stresses of life, can work productively and fruitfully, and is able to make a contribution to their community.

Hoffman counsels how important it is to “find your joy and thread that joy throughout your day. Maybe this is taking a walk at the end of the day. But find your breaks, find those moments and take the time to



Amanda Dooney, Suncrest Orchards, Simcoe, Ontario, finds her joy by saddling up her horse for a calm perspective. Photo courtesy @DooneyRanch.

savour them.”

For farm employers, it's important to remove the taboo of mental health crises in the workplace. Make sure that employees have an environment that's supportive of talking about

stresses and that you're capable of offering resources. You don't have to be the counsellor, but rather the enabler of getting counselling.

Nurture a safe place to talk about mental health

In workplace safety, when you hear the term ‘safe place’ it’s often assumed that physical hazards have been dealt with and a safe environment has been created. In the context of mental health, it’s just the first step. The safe place we’re referring to isn’t just the physical environment. It refers to something just as important - a place where people can discuss mental health openly; where the groundwork is laid to ensure the workplace prioritizes mental health and the support workers may need.

There has been a rise in mental health challenges in the agriculture community. In some situations, where people are dealing with mental health challenges, the farm itself may not even be part of the problem. But it can be part of the solution. Be on the lookout for any signs or symptoms that those we work with may be experiencing mental health issues. This could be family members or workers.

- Changes in performance
- Loss of energy/always tired
- Changes in sleeping patterns
- Low self esteem
- Feeling anxious and tense
- Finding it hard to make decisions
- Muscle pains, tension and headaches
- Conflict with partners
- Chest pain, high blood pressure
- Feeling sad, reduced motivation to work, depressed
- Worrying about little things
- Indigestion or stomach issues



- Skin itches or rashes
- Memory or concentration problems
- Loss of appetite or over-eating
- Increased smoking, drinking, gambling
- Socially withdrawn from others
- Grinding or clenched teeth
- Feeling irritable, impatient, short-tempered for no reason

Make sure you reinforce to your family and workers the importance of taking time for themselves. Don't forget to lead by example - take care of yourself too. Self-care isn't selfish. Don't let the stigma around mental health prevent you from discussing your own struggles or acknowledging the mental health concerns of others. Remember, mental health is health.

Help connect those who are struggling to the

appropriate resources and create a healthy and safe place to talk about mental health.

Pre-recorded Webinars

- Part 1: Raising Awareness on Mental Health in Agriculture – learn about the stressors that may instigate mental health challenges in agriculture, the associated symptoms and potential outcomes.
Visit wsps.news/AgriHealth1
- Part 2: Continuing the Conversation of Mental Health – this follow-up webinar reviews the identification of 13+ workplace factors that can influence our psychological health and safety.
Visit <https://wsps.news/AgriHealth2>

• **Daily Chore - Handling Stress on the Farm** - reviews key areas of mental health and agriculture. Learn about stress and the toll it can take on mental and physical health, take a survey to review your own stress levels and get recommendations on how to cope. <https://wsps.news/Stress>

- **Cultivating Safety: Protecting Your Farm's Great Asset** is a new quarterly podcast created for the agriculture community. The first episode features WSPS Workplace Mental Health expert Danielle Stewart discussing the stigma around farmer stress and mental health. <https://wsps.news/CultSafe>

• Stop Think Act | Mental Health
Dean Anderson is strategic advisor, agricultural initiatives
for Workplace Safety & Prevention Services.
Visit <https://wsps.news/3MZKk1v>

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CROP PROTECTION

Crop profiles to be updated for several fruits



The Fruit and Vegetable Growers of Canada (FVGC) are continuing their collaboration with AAFC's Pest Management Centre to update 23 horticultural crop profiles. These web-published documents provide a snapshot of production, pests and pest management for a crop or crop group. The profiles support priority setting for both the Pesticide Risk Reduction and Minor Use Pesticides Teams of the Pest Management Centre are used by Health Canada, and are

also an information resource for industry. In total, 33 crop profiles have been developed and are available from the Government of Canada's Publications page or Crop Profiles page. The fruit and vegetable crop profiles are updated on a three-year cycle. As part of the update process, detailed information on pest occurrence, the use of integrated pest management practices, and grower pest management issues is collected from stakeholders in the

main producing provinces of each crop. In 2022 - 2023, the crop profiles for strawberry, raspberry, cherry (sweet and sour), peach, cranberry, apple, grape, and pear are once again scheduled for updating. Information is to be collected this fall and winter, through electronic forms, in key producing provinces for these crops. *Source: Fruit & Vegetable Growers of Canada Hort Shorts*

Exirel labelled for field cilantro and parsley



JOSH MOSIONDZ

The Pest Management Regulatory Agency (PMRA) recently announced the approval of a minor use label expansion registration for Exirel insecticide for control of various insects on field cilantro (fresh leaves) and carrot weevil on field parsley

(fresh leaves). Exirel insecticide was already labeled for management of insects on a wide range of crops in Canada. This minor use proposal was submitted by the Ministère de l'Agriculture, des Pêcheries et de l'Alimentation du Québec as a result of minor use priorities established by growers and extension personnel. Users should be making insect

management decisions within a robust integrated insect management program and should consult the complete label before using Exirel insecticide. *Josh Mosiondz is minor use coordinator, OMAFRA.*

CROP PROTECTION

Update on transformation at the Pest Management Regulatory Agency



Many of you will have heard that the Pest Management Regulatory Agency (PMRA) is undergoing a transformation process for which consultations began earlier this year. This effort is being made possible by additional funding for PMRA of \$42 million over three years that was announced by the federal government in August 2021. So, you may ask, what is PMRA aiming to transform, and how is the Fruit and Vegetable Growers of Canada (FVGC) participating in this process in support of growers in Canada?

Details of PMRA’s transformation project

PMRA has announced that its transformation project is intended to “further strengthen environmental and human health protection through modernized business processes,” “improve transparency and access to information,” and “increase the use of real-world data and independent advice.” Additionally, PMRA is conducting a targeted review of the Pest Control Products Act (PCPA), being the legislation under which it operates. Let’s break this down by subject area.

One of the goals of modernizing business processes is to streamline how PMRA will schedule the future re-evaluations of pesticides. Currently, the PCPA mandates that all pesticidal active ingredients must be re-evaluated every 15 years to determine whether they are still considered safe to humans and the environment, and provide value to the user. To make better use of resources, PMRA is proposing that the PCPA be

The four aspects of the Pest Management Regulatory Agency’s (PMRA’s) transformation agenda. Graphic from PMRA.

revised to permit an approach of “continuous oversight” in which pesticides having greater risk are identified and re-evaluated more often and those with lesser risk, less often.

Regarding transparency, PMRA is exploring whether it should provide the public with plain language summaries of its decisions on pesticides in addition to the scientific documents that it already publishes. As well, PMRA currently has a reading room in Ottawa in which the public can read scientific review documents to which they have requested access. PMRA is considering what data the public wishes to see and how that information can be made more available to them in the future, such as through an online site. Additionally, PMRA is assessing how it can improve consultations with the public on its proposed regulatory decisions.

As to “real-world data” PMRA is looking to obtain up-to-date data on how crops are grown and how pesticides are actually used in the field. Without such data, PMRA must assume the most conservative scenarios when conducting risk assessments. That is, PMRA must base these assessments on pesticide labels

(assuming use of the maximum rate and number of applications, 100% crop treated, etc.), rather than on actual use data. Such field-realistic data, when included in risk assessments, can make the difference between an active ingredient and its uses remaining registered or being de-registered.

Another aspect of “real-world data” is that PMRA is planning to develop a national water monitoring program for pesticides. In the absence of such data, PMRA must run models to predict pesticide fate in aquatic systems which tend to be more conservative than real-world data. Again, such data can make the difference between keeping and losing an active ingredient that is being re-evaluated.

PMRA is also consulting on the procedural aspects of establishing import Maximum Residue Limits (MRLs). Additionally, an expert panel, the “Science Advisory Committee” has been established to provide “independent scientific expertise” to PMRA regarding its more challenging decisions.

Finally, a targeted review of the PCPA was announced earlier this year in PMRA’s Discussion Document DIS2022-01. (Link here: <https://bit.ly/3tCx85J>)

The public was asked to comment by June 30 on several questions in this document to help PMRA to determine what, if any, changes are needed to the PCPA.

How FVGC is participating

PMRA has established a Transformation Steering Committee (TSC) to oversee, with PMRA, the transformation process over the next few months, as well as five Technical Working Groups (TWGs). FVGC has representation from its staff and Crop Protection Advisory Group (CPAG) on the TSC and each of these TWGs. The five TWGs are focussed on Modernized Business Processes, Transparency, Pesticide Use Information, Water Monitoring Information, and MRLs. FVGC’s participation is intended to ensure that PMRA’s proposed process improvements are effective and science-based, and still take account of growers’ needs.

Regarding the PCPA, FVGC has worked closely with other commodity group stakeholders and CropLife Canada to share information and to develop common responses to the questions posed by PMRA in

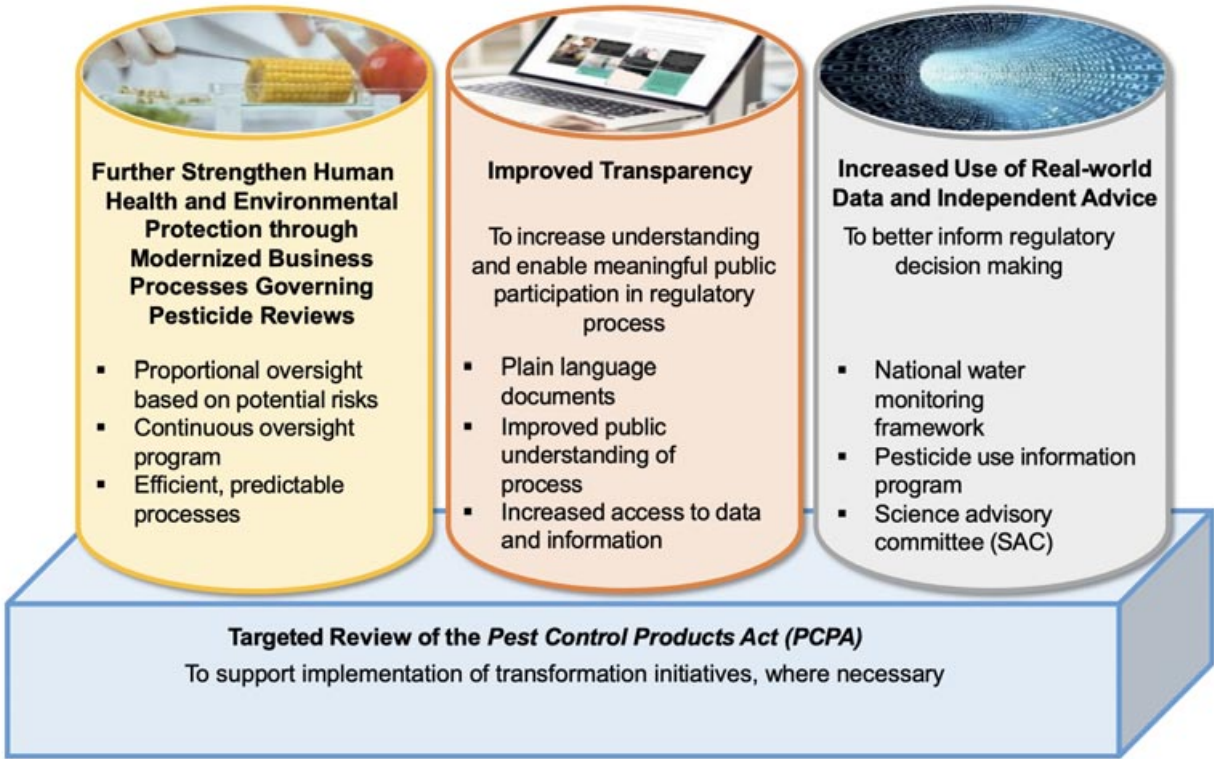
DIS2022-01. Our view is that the PCPA is currently fit for purpose and that if any changes are to be made to it, they should be minimal. Most changes of an operational nature should be made instead to the Regulations that accompany the PCPA, which would provide greater flexibility.

A concluding note

PMRA hopes to wrap up all its consultations through its various TWGs by the autumn of 2022. Until then, the other TWG members and I will be working hard on this endeavour for Canada’s fruit and vegetable growers. We all want to see that human health and the environment are protected while still ensuring access to the crop protection tools needed for successful crop production.

Christopher P. Dufault is Acting Manager, Crop Protection, at the Fruit and Vegetable Growers of Canada. He headed the Re-evaluation and Use Analysis Section at PMRA until his retirement from the federal government in 2012 and was editor of The Grower in 1980–81. He has been an Ottawa-based consultant since 2013.

1 Transformation Agenda



DIVERSE DISEASE DEFENCE

Diplomat Fungicide LABEL EXPANSION

Botrytis, Powdery Mildew, Anthracnose, Early Blight, Gummy Stem Blight

- broad spectrum protection for fruits & vegetables

Now Includes:

- Phomopsis & Leather Rot in Strawberries
- Phomopsis & Downy Mildew in Grapes
- Powdery Mildew in blackberry, loganberry & raspberry

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DIPLOMAT

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THE GROWER

CROP PROTECTION

Registrations for Spotted Wing Drosophila

Product	Crops**	Rate	Preharvest Interval	Restricted Entry Interval	Max # applications/year	Re-treatment interval
Malathion 85E malathion 85% Group 1B Reg. #8372 Use a maximum of 1000 L water per ha	Blueberries, Currants & Gooseberries	1000-2500 mL/ha	2 days	12 hours ¹ 1 day handset irrigation, 2 days hand harvest	3	7 days
	Strawberries	1000-2500 mL/ha	3 days	12 hours ¹ 3 days hand harvest	2	7 days
	Raspberries, Blackberries	1000-2500 mL/ha	1 day	12 hours ¹ 1 day handset irrigation & harvest	2	10 days
Imidan WP phosmet 70% Group 1B Reg. #29064	Blueberries	1.6 kg in 1000 L water /ha	17 days hand harvest	12 hours ¹ , 6 days scouting & hand pruning, 15 days mechanical harvest, 17 days hand harvest, 20 days handset irrigation and activities involving foliar contact,	1	N/A
Danitol Fenpropathrin 30.9% Group 3 Reg. #33817	Bushberries	779-1169 mL/ha	3 days mechanical 15 days hand harvest	24 hours ¹ 3 days mechanical harvest 7 days scouting, hand pruning 15 days hand harvest 17 days training (raspberry)	2	14 days
	Raspberries					
Up-Cyde 2.5 EC cypermethrin 250 g/L Group 3 Reg. #28795	Bushberries	245-285 mL/ha	2 days	12 hours	2	7 days
	Caneberries	245-285 mL/ha	2 days	12 hours	3	7 days
	Strawberries	245-285 mL/ha	2 days	12 hours	3	7 days
Cormoran Acetamiprid 80 g/L and novaluron 100 g/L Group 4A + 15 Reg. #33353	Bushberries	1400 mL/ha	8 days	12 hours	3	10-14 days
Delegate spinetoram 25% Group 5 Reg. #28778	Bushberries	315-420 g/ha	1 day	12 hours	3	12 days
	Caneberries	315-420 g/ha	1 day	12 hours	3	7 days
	Strawberries	280 g/ha	1 day	12 hours	3	7 days
Entrust spinosad 240 g/L Group 5 Reg. #30382	Bushberries	334-440 mL/ha	1 day	When dried	3	5 days
	Caneberries	334-440 mL/ha	1 day	When dried	3	5 days
	Strawberries	292-364 mL/ha	1 day	When dried	3	5 days
Success spinosad 480 g/L Group 5 Reg # 26835	Bushberries	165-220 mL/ha	1 day	When dried	3	5 days
	Caneberries	165-220 mL/ha	1 day	When dried	3	5 days
	Strawberries	145-182 mL/ha	1 day	When dried	3	5 days
Exirel Cyantraniliprole 100 g/L Group 28 Reg. #30895 Use a surfactant, where permitted, for optimum control.	Bushberries	1-1.5 L/ha	3 days	12 hours	3-4 (max. 4.5 L/ha)	5 days
	Caneberries	1-1.5 L/ha	1 day	12 hours	3-4 (max 4.5 L/ha)	5 days
	Strawberries	1-1.5 L/ha	1 day	12 hours	3-4 (max. 4.5 L/ha)	5 days
Harvanta 50SL Cyclaniliprole 50 g/L Group 28 Reg. #32889	Bushberries	1.2-1.6 L/ha	1 day	12 hours	3 (max 4.8 L/ha)	5 days
	Caneberries	1.2-1.6 L/ha	1 day	12 hours	3 (max 4.8 L/ha)	5 days
	Strawberry	1.2-1.6 L/ha	1 day	12 hours	3 (max 4.8 L/ha)	5 days
Scorpio Ant and Insect Bait* For suppression only. Spinosad 0.07% Group 5 Reg # 33306	Caneberries, Bushberries, Strawberries	35-45 kg/ha	1 day	12 hours	3	As the bait is consumed or every 4 weeks

*Scorpio Ant and Insect Bait has a different use pattern and there is limited commercial experience with this product in Ontario.
¹ General Re-entry
Please note: this is a reference sheet and does not replace the labels. Continue to check the product labels for more specific instructions and uses.
**Crop groups:

13-07A Caneberries includes raspberries and blackberries and other brambles.
13-07B Bushberries includes blueberries, currants, gooseberries, saskatoon berries, sea buckthorn, elderberries, etc.
12-09 Stone fruit includes apricot, sweet and sour cherry, nectarine, peach, plum
Spotted wing drosophila is a serious pest in Ontario and suppression products may not provide acceptable levels of control. Do not make more than 2 consecutive applications of Group 5 insecticides.

Optimize Fruit Bulking with “Science Driven Nutrition”™



Growers have four main windows of opportunity to maximize their harvest as the apple crop's nutritional needs change through the season. Apple bulking, when fruit cells expand and the apple increases in size and weight, is an important opportunity to impact fruit development. Growers who use Science-Driven Nutrition™ to better understand their apple crop can support optimal growth and an enhanced marketable yield.

A proper nutrition plan ensures cohesiveness throughout the growing season. Bulking is the period of time when growers must focus on facilitating the production and movement of sugars into the cell structures. During cell division, the crop timing prior to the fruit bulking window, growers increased calcium applications to support fruit cell development and fruit firmness. When this opportunity to introduce calcium into the fruit ends four-to-six weeks post petal fall, maintenance applications using products like Agro-K's **Vigor Cal™** or **Calcium 7%**, are required to support tree growth and fruit firmness.

In addition to supplemental calcium, the apple tree requires an increased amount of energy to support the rapid leaf expansion and shoot growth that occurs at this time. Agro-K's **AgroBest 9-24-3** is an excellent source of phosphorous, which is a key nutrient behind the energy driving healthy cell development. Zinc assists with the leaf and vascular tissue development on the new growth, while magnesium, manganese, sulfur and iron synergize to maximize chlorophyll production and photosynthesis. Agro-K's **Zinc Plus +5** is a great example of foliar products containing multiple micro nutrients designed to support leaf development and function during fruit bulking.

Potassium, which helps to move sugars throughout the plant and regulates plant moisture through the opening and closing of the stomata, is one of the most important nutrients during this time. The apple crop's potassium needs increase exponentially during the summer months. Fruit color, weight and uniform maturity at harvest all hinge on maintaining proper potassium levels during cell bulking with products like Agro-K's **KDL** and **Potassium 0-0-6**. Excessive nitrogen, an inhibitor to fruit color, must also be avoided during this crop window.

Science-Driven Nutrition™

Science-Driven Nutrition™ was developed to help growers manage the apple's diverse and complex nutritional needs by following the **Agro-K's Five R's**: The Right nutrient applied at the Right time in the Right form in the Right mix targeting the Right location in the plant. This approach maximizes effectiveness and minimizes fertilizer waste.

During apple bulking, Agro-K's soft foliar products ensure producers don't inadvertently create fruit lenticel cell damage, a problem that inevitably worsens over time. Agro-K's **Vigor** and **Dextro-Lac** product lines are designed to safely improve crop performance by enhancing nutrient uptake and utilization. Using soil testing, sap analysis, fruit sampling and other tools, growers determine which products will be most helpful for their unique orchard.

For more information on using Science-Driven Nutrition™ to help your crop flourish throughout the season, visit www.agro-k.com.

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