

LOCAL COSTS

No smooth ride from farmer to consumer



Essex county cantaloupes have a reputation for superb flavour at the Ontario Food Terminal (OFT). For Keith Wright, (pictured right), his son David and crew of seasonal agricultural workers, the tradition continues with 15 acres of melons. They are pictured against the artistic backdrop of their painted barn near Harrow, Ontario. Dozens of other Ontario farmers sell their fresh produce in Toronto in a highly competitive marketplace, but Wright is questioning how long they can continue to ship produce to a market that's four hours away unless returns improve. Photos by Glenn Lowson.

KAREN DAVIDSON

Athena cantaloupes – with a sweet smell of caramel – will be in season in early August. Thanks to Keith Wright and his son David, the Harrow, Ontario farmers are shipping this summer

specialty to the Ontario Food Terminal (OFT). That's a four-hour, one-way trek from the southernmost tip of Canada to a highly competitive marketplace in Toronto.

Transport costs alone are up to \$30 per bin, about 20 per cent of the sale price. One visit to the farm's packing

line underscores the team effort in growing, packing and shipping the bulky melons and begs the question: why?

"Diversification is the key word," explains Keith Wright who is well regarded for his apples. "My grandfather grew a diversity of crops under the mantra: don't put all your eggs in one

basket. It's difficult to grow asparagus at the front end and have enough crops to keep a labour force busy until apple season. If you're not specialized enough or big enough, it's hard to find a market. Growing cantaloupes helps to spread the labour over the season."

Continued on page 3

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CHC tour to Quebec City PG 7

Focus: Storage and containers PG 12

AT PRESS TIME...

Cannabis now on ag agenda

The annual federal-provincial-territorial agriculture ministers' meeting concluded in Vancouver on July 20, making some history with cannabis on the agenda. According to an Agriculture and Agri-Food Canada news release, the provincial ministers were updated on progress towards legalization of cannabis. The cannabis industry is eligible to apply for federal programs under the five-year, three-billion-dollar Canadian Agricultural Partnership (CAP). Provinces and territories have the discretion to determine eligibility for cannabis production for cost-shared programs.

For Business Risk Management (BRM) programs, income from cannabis (including both medicinal and recreational) are not eligible for support under AgriStability and AgriInvest. Governments agree to monitor this over the coming years as the cannabis industry matures and stabilizes.

After significant effort over the past year, the external panel of experts presented its recommendations on BRM programming. Ministers thanked the panel on concluding their work and directed officials to move forward with additional work required on the recommendations and to report back on progress to ministers in 2019.

"I have not seen the final communique but apparently the ministers did agree to continu-



British Columbia MLA Lana Popham co-hosted the federal-provincial-territorial agriculture ministers' meeting in Vancouver.

ing the BRM review," says Mark Wales, chair, safety nets section, Ontario Fruit and Vegetable Growers' Association. "Agri-Risk will help provide funding as we explore possible new programs or enhancements to existing programs. Thus good news that Agriculture-Risk has been extended through the CAP program. Horticulture looks forward to program details as well as continuing to participate as part of the Ag Growth BRM Coalition."

Wales added that growers are concerned the current suite of BRM programs does not meet their needs. The review hopes to find options to enhance existing programs and/or new program models that will better help growers manage risk into the future.

Next year's annual gathering will take place in Quebec City.

Costco encourages phase-out of neonics

The Canadian horticultural industry is surprised that Costco

has sent a letter to U.S. suppliers, encouraging them to phase out neonicotinoids. The class of insecticides has been controversial with a range of scientific debate on whether they are linked to bee deaths. To date, there's been no word on the stance of Costco Canada.

Charles Stevens, chair of the crop protection section, Ontario Fruit and Vegetable Growers' Association, observes that it's outside the scope of the wholesaler to tell growers how to steward their crops. Rather, he says, it's the role of the Pest Management Regulatory Agency to use scientific data to register crop protection products that are safe for users, the environment and consumers.

A more positive approach, says Stevens, would be to encourage the creation of habitat for bees. Expanding the fruit and vegetable industry would accomplish that goal.

NEWSMAKERS

Ontario has a new minister of agriculture, food and rural affairs in long-time serving MPP **Ernie Hardeman**. He's represented the riding of Woodstock since 1995 and previously served in the role from 1999 to early 2001. Other cabinet ministers of note include: **Victor Fedeli**, minister of finance and chair of cabinet; **Greg Rickford**, minister of energy, northern development and mines, and minister of indigenous affairs; **Laurie Scott**, minister of labour; **Jim Wilson**, minister of economic development, job creation and trade; and **Rod Phillips**, minister of the environment, conservation and parks. The ministry was previously known as environment and climate change.



MPP Ernie Hardeman

Premier **Doug Ford**'s first move was to freeze government hiring which immediately affected the instalment of 175 new labour inspectors to look into workplace issues. Only 75 of the new inspectors were hired before the freeze was put in place.

Vegetable grower **Ken Forth** will receive an honorary degree from the University of Guelph's College of Business and Economics in the spring of 2019. Forth is being recognized for his profound impact on the Canadian fruit and vegetable industry and on the lives of thousands of families across Mexico and the Caribbean over the course of his farming career. For 49 years, he has been directly involved with the Seasonal Agricultural Worker Program (SAWP).



Ken Forth

Were it not for his work on labour issues on behalf of Canadian growers from coast to coast, Canadians would be hard-pressed to find fresh, locally grown produce on their store shelves. The program has also directly improved the standard of living of thousands of seasonal workers, allowing them to educate their children and to buy and operate their own farms and businesses in their home countries. Forth was nominated by University of Guelph associate professor **Dr. Sara Mann**, whose current research includes examining employment issues in the agricultural and rural sectors.

The Dispute Resolution Corporation (DRC) held its annual general meeting in Chicago on June 28-29. Chair **Glenn Baty**, Star Produce Ltd, welcomed new board members: **George Pitsikoulis**, Canadawide Inc, Canada; **Anthony Martin**, Windset Farms, Canada; **Juan Laborin**, Table Grape Growers' Association, Mexico.

Congratulations to several Ontario wineries celebrating anniversaries: **Henry of Pelham** (30 years); **Konzelmann Estate Winery** (30 years); **Pillitteri Estates Winery** (25 years); **13th Street Estate Winery** (20 years); **Malivoire Wine Company** (20 years).

The Canadian Agricultural Hall of Fame will be inducting five new members at the Royal Agricultural Winter Fair on November 4, 2018. From the horticultural arena, **Peter Dhillon**, Richmond, B.C., will be recognized as a driving force in Canada's growing cranberry industry. He owns the largest cranberry farm in Canada with operations in British Columbia and Quebec.

Congratulations to the other winners including: **Ted Bilyea**, Maple Leaf Foods; **Dr. Wilf Keller**, canola breeder; **Dr. Larry Martin**, agricultural economist; **Honourable Gerry Ritz**, former federal agriculture minister.

Welcome to **Deanna Hutton** who reprises her role as office manager at the Ontario Fruit and Vegetable Growers' Association. She previously worked for the association from 2008 to 2015. Most recently, she was project manager at the Agri-food Management Institute based in Guelph, Ontario. She can be reached at dhutton@ofvga.org.

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COVER STORY

No smooth ride from farmer to consumer

Continued from page 1

Zucchini used to fit the bill, Wright says, but the chain stores didn't like the closed-top box which he had sourced from a Michigan supplier. Wright doesn't have the farm size to warrant buying his own carton-making equipment.

Would working with other growers and aggregating the loads for one trip help?

"It's not done in a big way here," says Wright, referring to pooling produce in one packing shed. "There are few commercial growers left. When you lose a grower, you lose the commodity and the industry. Most of the sweet corn grown in Essex county, for example, now goes to fruit stands. Vegetable growing has moved to the sand plains in Norfolk County on Lake Erie."

Today, the Wright's are down to 15 acres of Athena cantaloupes from what used to be 40 acres a few years ago. Essex county melons always had a good reputation because the high temperatures meant high sugars.

"Because of the distance -- and time -- to Toronto, very few field growers here are big enough to ship directly to a grocer's warehouse," says Wright.

As in previous seasons, he

sells to Zakaria Produce, an OFT vendor. The cantaloupes will be shipped in a waxed cardboard box or cardboard bins of either 9-count or 12-count cantaloupes.

"I always like to use new cardboard bins," says Wright. "My product needs to sell itself, and I don't want it in a saggy, dirty, used bin."

The concern for the future is whether cantaloupes will suffer the same fate as cabbage. Two years ago, his OFT vendor declined to sell his cabbage anymore. It was the cost of labour, the transport and the cardboard bins. Cabbage is too bulky.

These changes in farm businesses may not be readily apparent at Toronto's terminal which is always teeming with variety and abundance.

"Our tonnage is steady," says Gary DaSilva, operations manager, OFT. "It's too hard to quantify the difference between local and imported volumes. What has changed is that over the years, growers are moving from straight trucks to tractor trailers."

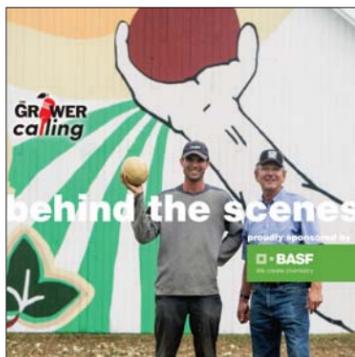
To support the larger vehicles, the OFT just opened 23 loading docks (40 feet in length) in July 2018 to accommodate tractor trailers.

As DaSilva explains, there's a market for everything from a 99-cent cantaloupe to a \$4.99

cantaloupe. Buyers are looking for different aspects depending on their client base. The OFT acts as a show window for the quality of what's available. The sale takes place at the OFT, but the buyer may say, "Send me 10 skids to a different location."

Back in Essex county, the value of agricultural commodities remains the highest of all counties in Ontario. It's an economic powerhouse with \$1.2 billion of farmgate sales per year. What's changed is the mix of produce. The greenhouse vegetable industry is the key driver, while field fruits and vegetables are declining. It's a trend that not's visible to the naked eye unless you take a drive on its scenic roads.

For a "Behind the Scenes" podcast with Keith Wright visit www.thegrower.org/podcasts



David Wright moves plastic bins of cantaloupes from the field to the packing shed.



Seasonal agricultural workers wash and grade cantaloupes on the packing line.

INTERNATIONAL

BELGIUM

Potatoes on the go



Potatoes hold such a revered place on the main plates of West Flanders' citizens, that vending machines are now found in local villages. Potatoes, to be made into frites, can be purchased around the clock.

As Gastro Obscura reports, this automat was spotted outside Wijtschate, a quiet village that was reduced to rubble by four years of fighting in the First World War. These fast-food options are taking off in other countries such as Germany, France and Scotland.

The trend keys in on local, organic food. Plus farmers' markets don't need an employee on 24/7 duty.

Source: Hortidaily.com

UNITED STATES

E. coli outbreak in romaine lettuce traced to irrigation canal



Tainted irrigation water appears to be the source of nation-wide food poisoning that killed five people and sickened 200 others in the United States this past spring. The Centers of Disease Control and Prevention announced on June 28 that the outbreak strain of *E. coli* bacteria was traced to an irrigation canal in the Yuma, Arizona area.

"Several environmental samples of canal water in the area have been found to contain *E. coli* O157:H7 that genetically match the strain of bacteria that caused the outbreak," reported Dr. Scott Gottlieb, commissioner with the Food and Drug Administration (FDA). "We have also identified additional strains of shiga-toxin producing *E. coli* in collected samples, but initial testing of these isolates indicates they are different than the outbreak strain."

Gottlieb indicated that officials are still trying to determine just how and why this strain of *E. coli* O157:H7 got into this body of water and how that led to contamination of romaine lettuce from

multiple farms. In his statement, he also elaborated on how modern tools are advancing detective work in cases of food safety. One of the most powerful of the new technologies is whole genome sequencing (WGS). This is a technique that can sequence and determine the entire genetic blueprint of a foodborne pathogen.

By using this technology, public health investigators can link illnesses in different people and locations to reveal outbreaks with a level of precision never previously available. The FDA has been a leader in applying WGS technology in the fight against foodborne illness, a plague that results in 3,000 American deaths every year.

For example, during the 2015 listeriosis outbreak associated with ice cream, clinical, product, and environmental sample isolates yielded many different pulsed-field gel electrophoresis (PFGE) patterns. WGS analyses demonstrated that isolates from different manufacturing locations were unrelated to one another; however, isolates from each individual manufacturing location were highly related to one another. WGS also aided in identifying historic case-patients for inclusion into the outbreak investigation.

Recognizing the value of WGS to more precisely pinpoint the source of foodborne outbreaks, FDA is joining other partners in ensuring this technology is made more available to states. The Centers for Disease Control, through its PulseNet system, has provided funding to state public health labs forming a distributed network across the country to perform WGS on pathogens found in samples that are taken from people who present with an illness. Once a cluster of infections is found by whole genome sequencing, public health investigators -- or "disease detectives" -- across the country then look for a source. These investigations, combining differing lines of evidence, can pinpoint the source of infection.

Source: <https://bit.ly/2KyoqzR>

CROSS COUNTRY DIGEST

BRITISH COLUMBIA

New tools will help cherry growers pick the best markets for their crop

Advances in science are making it possible to measure the quality of cherries while they are still hanging on the tree, without damaging any in the process. Led by Dr. Peter Toivonen, a team of researchers at Agriculture and Agri-Food Canada's (AAFC) Summerland Research and Development Centre is working with mobile hand-held optical spectrometers to develop models to precisely gauge the quality of cherries, and predict their firmness and flavour after storage or shipping.

The team is determining the best values for fruit quality and storability for cherry varieties, including Lapins, Staccato, Sweetheart and many others that are grown commercially. The work includes fine-tuning

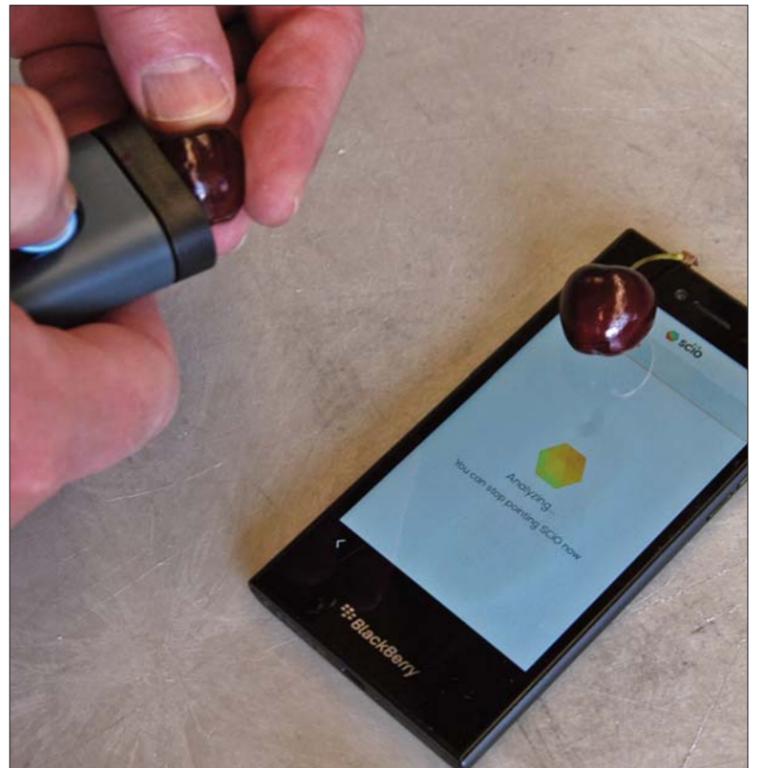
and expanding the use of the technology by developing specific protocols for working under a variety of conditions while ensuring consistent and meaningful readings. The team is also working to identify any limitations to the technology before transferring it to end-users. As with other technologies, users – most likely skilled quality assurance or field service staff – will need training before putting these devices to work in the field. Working with industry to properly implement the technology will be the key to success.

“Being able to reliably measure the maturity and quality of cherries, without sacrificing any of that crop to sampling, will save hundreds of

thousands of dollars a year on container shipment claims for the industry,” estimates Toivonen. Consumers' expectations are high and if Canadian growers can improve their reputation for consistent high quality and flavour, the industry will benefit. Growers could see a 10 to 20 per cent increase on returns thanks to improved consistency in quality.

“People are doing this work in other countries. If we are not part of it, we are behind,” advises Toivonen.

Source: Agriculture and Agri-Food Canada



SCiO taking a measurement on a cherry; it is one of the commercial optical spectrometers Dr. Toivonen's team is using to develop their models.

QUEBEC

Courchesne Larose Ltd. takes minority stake in Montreal produce company

Courchesne Larose Ltd. has taken a minority stake in J.B. Laverdure Inc. Both organizations are key players in Quebec's produce importation and distribution industry and this transaction will help them face the challenges of an

ever-changing business environment.

Alain Routhier, CEO of Courchesne Larose, says this transaction will result in an “improved supply chain, state-of-the-art facilities located at strategic locations, a

combined expertise in logistics and an unparalleled commitment to customer service.” This new partnership will enhance the ability of both organizations to be key partners in the value chain of both suppliers and customers.



Guy Milette, vice-president international and business development, Courchesne Larose, is pictured at the Canadian Produce Marketing Association.

The joint announcement was made by Jean-François Laverdure, CEO of J.B. Laverdure Inc. and Alain Routhier, CEO of Courchesne

Larose Ltd.

Source: Courchesne Larose news release

The 'AQUA Wetland System' "A new breed of constructed wetland"

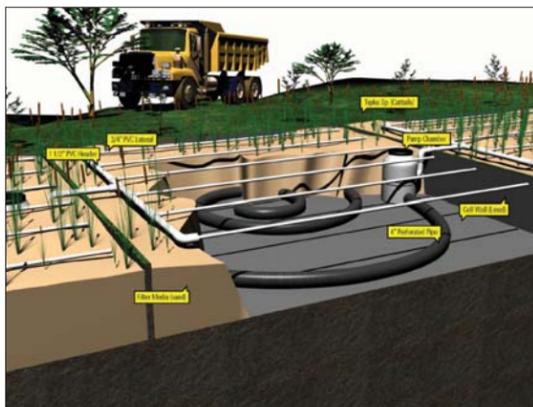
AQUA Treatment Technologies Inc. designs and installs the 'AQUA Wetland System' (AWS) for tertiary treatment of many types of waste water including sanitary sewage, landfill leachate, dairy farm & abattoir wastewater, greenhouse irrigation leachate water & mushroom farm leachate water (i.e. manure pile leachate) and high strength winery washwater.

The 'AQUA Wetland System' is operated out of doors and can achieve year-round tertiary treatment of wastewater. This sub-surface, vertical flow constructed wetland consists of sand & gravel beds planted with moisture tolerant plant species. Water is pumped vertically from cell to cell. There is no open or standing water. Treatment occurs through physical filtration & biological degradation. Plants shade & insulate the cells, cycling nutrients while preventing algae growth. There is no production of sludge.

The AWS has been approved for use by the Ontario Ministry of Environment through over 40 Environmental Compliance Approvals. Recently the Region of Niagara began approving the AWS for treatment of 'small flow' winery washwater i.e. < 10,000 liters per day. Other agencies who have issued approvals include Health Canada, USEPA and OMAFRA. Recent projects include:

- 1) treatment & re-use of greenhouse irrigation leach water at greenhouses in Niagara & Haldimand
- 2) treatment of winery wastewater at Greenlane Estates Winery & numerous other in Niagara
- 3) treatment of landfill leachate at sites in Pembroke, Niagara and Alabama

For additional information please contact Lloyd Rozema at 905-327-4571 or email lrozema@aqua-tt.com



CANADA

Grape and wine sector news

The first-ever Canadian Grape and Wine Science Cluster is now fully funded. On July 4, federal ag minister Lawrence MacAulay announced an investment of up to \$8.4 million to the Canadian Grapevine Certification Network (CGCN) under the Canadian Agricultural Partnership's AgriScience Clusters.

“This is the first time the four grape-growing provinces have joined forces to form the Canadian Grape and Wine Science Cluster,” says Hans Buchler, chair, Canadian Grapevine Certification Network, based in British Columbia. “Research plays an important role in the continuous enhancement of the quality of

grapes and wine and the reduction of the environmental footprint of the entire production cycle. We are very grateful for the investment that the Government of Canada and Minister MacAulay provide toward the ongoing success of the Canadian grape and wine sector.”

This research investment, which includes up to an additional \$3.7 million from industry contributions, will help growers better protect their crops, test new vine varieties, and analyze growing practices in Canadian vineyards that are better for the environment.

Source: Agriculture and Agri-Food Canada July 4, 2018 news release

CROSS COUNTRY DIGEST

CANADA

Alberta shows biggest increase in 2018 potato plantings

Statistics Canada released estimates for the 2018 planted potato acreage on July 19.

“As a country, planted acreage is up +0.5 per cent and overall reflects improved demand for processing products,” reports Kevin MacIsaac, general manager, United Potato Growers of Canada. “It also indicates that producers have made wise planting decisions after assessing supply and demand factors.”

Here is MacIsaac’s analysis from province to province.

Prince Edward Island. Very little change in the country’s largest producer – down 200 acres or -0.2%.

Nova Scotia. Acreage in one of the country’s smaller producers -- down 200 acres or 11.8%

New Brunswick. Acreage up 1,300 acres or +2.5% to fill increased processing demand. Seed acres are down and fresh acres are expected to be flat or down slightly.

Quebec. Acreage down 741 acres or -1.7%. This is surprising because acreage was expected to increase by 1,000 for the local processor.

Ontario. Here’s the largest decrease -- down 1,400 acres or 4%. This again is surprising as acreage was expected to be down around 500 acres due to both fresh and chip producers exiting. However, this decrease is more substantial.

Manitoba. Acreage up 1,200 acres or 1.9%. All of this is required for processing expansion, however industry personnel felt the increase would be closer to 2,000 acres. Not much change expected in the fresh sector.

Saskatchewan. No acreage change compared to last year.

Alberta. Confidence is strong as this province has the largest increase, with acreage up 1,840 acres or 3.4%. The increase is split between processing and seed opportunities.

British Columbia. Acreage is up 300 acres or +4.6%. The increase is in the table sector, after a decrease last year.



Irrigation equipment is shown at Windiana Farms, Purple Springs, Alberta. Photo courtesy of Potato Growers of Alberta staff.

2018 Canadian Potato Plantings (Acres)

Source: Statistics Canada Table 32-10-0358-01 July 19 2018

Province	2013	2014	2015	2016	2017	2018	Change
Newfoundland	500	380	400	400	350	350	0%
Prince Edward Is.	82,900	85,000	85,800	87,000	84,200	84,000	-0.2%
Nova Scotia	1,900	1,725	1,624	1,774	1,700	1,500	-11.8%
New Brunswick	47,300	47,700	47,700	47,630	51,700	53,000	+2.5%
Quebec	42,996	42,255	41,761	41,761	42,996	42,255	-1.7%
Ontario	38,000	35,500	34,750	34,800	35,400	34,000	-4.0%
Manitoba	70,000	63,000	67,300	65,914	62,900	64,100	+1.9%
Saskatchewan	7,000	6,900	6,700	6,900	6,500	6,500	0%
Alberta	52,483	52,984	53,128	52,998	53,570	55,410	+3.4%
British Columbia	6,200	5,890	6,100	7,250	6,500	6,800	+4.6%
Total	349,279	341,335	345,263	346,417	345,817	347,416	+0.5%

NOVA SCOTIA

Growers to get access to AgriStability relief after killer frosts

A severe cold snap in early June 2018 is expected to result in significant income challenges for a number of producers in Nova Scotia. Crop damages of up to 70 per cent have been reported for wild blueberries, a loss so great that growers may have no reason to harvest in August.

In grapes, The Canadian Press reported that Gerry McConnell, founder of Benjamin Bridge vineyards, suffered significant frost damage to his wine grapes in the Gaspereau Valley near Wolfville. Other growers such as Pete Luckett are asking permission to bring in grapes from other provinces. And apple growers such as Lloyd Dyck, Waterville, are now looking to the 2019 season.

To ensure producers have access to the support they need, the governments of Canada and Nova Scotia have agreed to

trigger the late participation mechanism under AgriStability for the 2018 program year. The announcement was made July 19 by federal ag minister Lawrence MacAulay and Nova Scotia ag minister Keith Colwell at the annual meeting of federal, provincial and territorial ministers in Vancouver.

The late participation mechanism, a new feature introduced under the Canadian Agricultural Partnership, allows producers to join and benefit from the program after the enrolment deadline has passed in situations where there is a significant income decline in the farm sector and a gap in participation.

“Agriculture is a backbone of our provincial economy and helps to secure jobs and economic benefits for our rural communities,” said Nova Scotia ag minister Keith Colwell.

Nova Scotia’s agriculture



Apple grower Lloyd Dyck surveys frost damage in his Waterville, Nova Scotia orchards.

sector contributes \$565 million to Canada’s economy, with more than \$314 million in exports. 2018 news release

Source: Agriculture and Agri-Food Canada and Nova Scotia Department of Agriculture July 19,

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CROP PROTECTION

PMRA plans to eliminate mancozeb and metiram fungicides

“We question whether the data used by PMRA are current and applicable to Canadian production practices.”

~ CHARLES STEVENS

KAREN DAVIDSON

In a stunning decision, the Pest Management Regulatory Agency (PMRA) ruled on June 21 that commonly used fungicides -- mancozeb and metiram – will be eliminated in most horticultural crops except for foliar applications in potatoes. The three registrants of these products – BASF Canada, Dow AgroSciences and UPI – have 60 days to respond with scientific data that might dissuade regulators.

“We question whether the data used by PMRA are current and applicable to Canadian production practices,” says Charles Stevens, chair of the crop protection section for the Ontario Fruit and Vegetable Growers’ Association (OFVGA). “If the data are not current and applicable then this needs to be addressed by working together with industry. All uses have

been taken away except for potatoes and that decision doesn’t make sense because 75 per cent of the product usage is on potatoes.”

As the PMRA decision stands, the fungicides would still be used on 3.4 million acres of potatoes in Canada yet cancelled for 1.3 million acres of fruits and vegetables. What’s troubling is that when the re-evaluation process started in 2013, PMRA did not mention all of the crops that are now eliminated in their decision. Sugar beets is one example, a crop that’s grown here in Canada then shipped to the U.S. for processing.

Secondly, the PMRA lists post-application worker exposure as a health issue. Mancozeb and metiram belong to the family of fungicides known as ethylene bisdithiocarbamates (EBDCs). Regulators say that there is a byproduct which, when broken



Charles Stevens, right, discusses future of the apple industry with researcher Dr. Daryl Somers, Vineland Research and Innovation Centre. Photo by Glenn Lowson.

down in the environment, may pose a cancer risk in drinking water.

“This byproduct has never been found in drinking water in Canada,” says Stevens.

Thirdly, the PMRA’s regulators cite worries about dietary exposure. Stevens says that every other country in the world, including the European Union, has registered these products and not sounded any alarms. If Health Canada’s rationale is to protect the health of Canadians, then how does that decision square with

allowing imported produce from countries still using these fungicides? About 70 per cent of Canada’s produce is imported.

This question, and others, have been raised by the OFVGA in letters to both federal and provincial agriculture ministers as well as ministers of health. The message? Put a “hold” on PMRA’s final decision, citing the need for more time for growers to respond. The economic impacts on each commodity are estimated to be in the millions of dollars.

PMRA’s decision on withdrawing mancozeb and metiram from widespread horticultural use also has unintended consequences. In apples, for example, fungicides are frequently used in rotation with other chemistries to battle apple scab. Without these tools, Stevens says that Ontario’s \$60-million apple industry alone would suffer \$5 million in extra costs to control diseases and pests. Regulators have failed to take into account that remaining registered pesticides aren’t enough to control orchard diseases and insects in a properly integrated pest management program. In a related PMRA decision earlier this year, the fungicide captan was ruled to be safe for 10 times per season application in high-density orchards and only twice in low-density orchards.

“The problem with this decision is that 60 per cent of Canadian orchards are low-density,” explains Stevens. “The apple industry is in a bind.”

One of the registrants, BASF, understands the issues all too well. Two of BASF’s commercial products – Cabrio Plus and Polyram DF – both contain the active ingredient metiram.

Cabrio Plus is used exclusively in potatoes, while Polyram DF is used mainly in potatoes, apples and grapes.

“BASF has provided an exhaustive dossier of hundreds of scientific files to PMRA,” says Scott Hodgins, horticulture crop manager, BASF Canada.

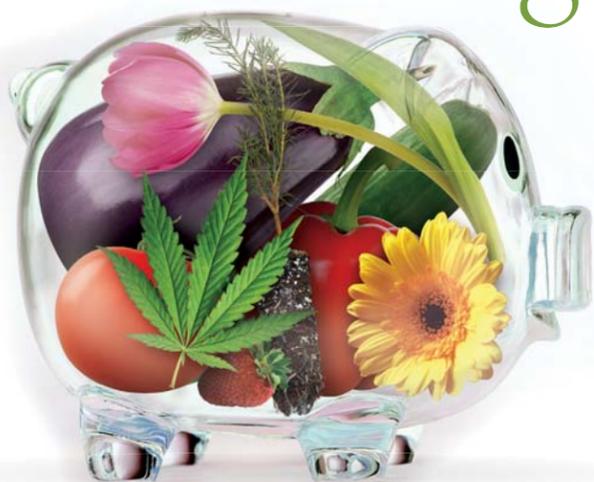
A significant amount of metiram is applied to potatoes in western Canada where aerial application is practised. According to the PMRA decision, potato growers will be limited to 10 EBDC applications per season, only three of which can be metiram. The impact on growers is that fewer chemistries are available for appropriate resistance management.

“BASF Canada will continue to support metiram in Canada and in other countries and will be looking to find solutions using sound scientific data,” says Hodgins.

To date, growers have not met with PMRA staff in Ottawa while registrants are gathering their data for the deadline. However, entreaties by OFVGA and the Canadian Horticultural Council have been made prior to the federal-provincial-territorial agriculture minister’s meeting. In preparing for the July 18-20 meeting in Vancouver, British Columbia, Stevens reports that there was unanimity among all of Ontario’s agriculture groups in a briefing with Ontario ag minister Ernie Hardeman and deputy minister Greg Meredith.

“The two highest priorities for agriculture are access to crop protection products and access to labour,” says Stevens. “Regarding crop protection, if changes aren’t made, this will become a major trade issue in Canada.”

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CANADIAN HORTICULTURAL COUNCIL

The Quebec City area hosts summer tour

The Canadian Horticultural Council (CHC)'s Board of Directors recently welcomed industry and government representatives on their summer tour of several berry and vegetable farms, as well as an apple orchard near Quebec City.

Most notably, the group was joined by MP Jean-Claude Poissant, parliamentary secretary for agriculture, and MP Luc Berthold, vice-chair of the Parliamentary Standing Committee on Agriculture and Agri-Food. CHC was also pleased to host representatives from the Canadian Federation of Agriculture, Agriculture and Agri-Food, the Pest Management Centre, the Ministère de l'Agriculture, des Pêcheries et de l'Alimentation du Québec, CropLife Canada, Farm Credit Canada, the Fruit and Vegetable Dispute Resolution Corporation, l'Association des producteurs maraîchers du Québec, l'Association des producteurs de pommes de terre du Québec,

and Lassonde.

Throughout the day, key topics of discussion centered on labour, small business tax deductions and crop protection issues. At each location, group participants also learned directly from the farmers about innovative practices that are being implemented in their operations.

TOUR STOPS

The first stop on the tour was Canneberges Bécancour, one of the largest cranberry farms in Quebec, with a total of 260 planted acres.

The group then travelled to Productions horticoles Demers, which specializes in strawberries, tomatoes and winter raspberries. The farm pays special attention to choosing cultivars of exceptional organoleptic quality and has been fine-tuning the production of hydroponic raspberries under cover.

Then after a short lunch, it was off to François Gosselin



farm, a family-owned business for more than seven generations. The farm is an important producer of strawberries, in addition to maple syrup products. The company employs a total of 120 people, including 100 from abroad.

Afterwards, the group stopped at Onésime Pouliot farm, another operation that has been going for seven generations. The company hires nearly 180 people and was the first to grow sweet potatoes commercially in Quebec. It is also one of the province's most important producers of day-neutral strawberries.

Finally, the tour ended with a stop at the Ferme Avicole

Orléans, which grows about 20 varieties of apples on six hectares, and raises nearly 900,000 chickens and 100,000 turkeys a year.

The CHC Board Summer Tour is an excellent opportunity for growers, industry representatives, politicians and government regulators to become better acquainted with one another and to talk about issues impacting Canadian fruit and vegetable production in a casual and engaging environment. We look forward to welcoming participants again next year when the tour moves to Ontario.

Thank you to the following sponsors for their generosity and support:

- Association des producteurs maraîchers du Québec
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 - o Association des producteurs de fraises et framboises du Québec
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 - o Les Producteurs de pommes de terre du Québec
 - o Syndicat des Producteurs de Bleuets du Québec
- Mirabel
- Lassonde



Farming in the shadows of a trade war



BRUCE KELLY

Canadian soybean farmers find themselves in the 'crossfire' of the escalating U.S.-China trade war. Soybean prices have plunged about 20 per cent since April when China first announced the 25 per cent tariff on U.S. soybeans. It's not just U.S. farmers

feeling the pain of lower prices since Canada's soybean prices are closely tied to the Chicago futures market.

China unleashed a retaliatory tariff exactly one week ago (mid-July) on U.S. soybeans, but Canadian growers haven't been able to escape the fallout. Soybean futures are down nearly 20 per cent since early April

The fear of growers is that they might be traded away for a pickup truck.

~ RICK ALCOGER, PAST PRESIDENT OF THE CANADIAN PRODUCE MARKETING ASSOCIATION

when Beijing first disclosed plans for the 25 per cent duty. Canada's soy prices are closely tied to the U.S. futures market so farmers from Quebec and Ontario to the prairie provinces have taken a hit in terms of pricing along with American growers.

"The China-U.S. dispute is a negative for Canada in many, many ways because we are being caught in the crossfire," said Benjamin Tal, the deputy chief economist of CIBC World Markets in Toronto.

Now one might think that Canadian soybean farmers could see increased market share selling to China, but experts say the price aspect is much more significant. So the net result is a negative for producers.

Experts say Canada's canola farmers stand to benefit since the product is used as an alternative livestock feed to soy, although it contains less protein. Canola generates roughly one quarter of all farm cash receipts in Canada. China is already one of the large

buyers of Canadian canola, particularly the raw seed, according to the Canola Council of Canada.

This battle of wills between world powers and trading partners has escalated to the "retaliatory" phase of tariffs where you are no longer trying to protect an industry at home but rather your goal is to punish an industry in the other country, or damage the economics in a certain state or political region. We soon enter the phase of "collateral damage" when you can wake up one morning and find your trading opponent is blocked from a market (good) or that you are blocked from a market (very bad).

Collateral damage can occasionally work in your favour, but it is a very dangerous game. U.S. pork and soybean exports have long been easy targets for countries such as China which import large amounts but do have several countries from which to buy from: Brazil, U.S. or Canada. But markets are linked in subtle

ways that make coming out a winner difficult.

So what's next in this escalating trade war? The U.S., in an unusual step, is going to the World Trade Organization to argue that their first round of tariffs on steel and aluminum were legal under national security legislation and that China, Canada and others are being unfair as they target industries. That argument is going to be a tough sell on the world stage. As I write this article, all eyes are focused on implications for the auto industry, which is what seems at the core of this issue for Americans. Auto industry insiders have warned of the pandemonium extra tariffs would bring to their industry which moves parts feely across borders now. If they have to attribute true country-of-origin rules to each car, that's chaos.

For now, let's hope that this trade battle has no more implications for food and farmers as we know just how much food flows into Canada from the U.S. but also how some of our vegetable and flower industries depend on the U.S. as a customer.

As I close this article the trade battle is paused at round two -- taking a post-Putin pause. Let's hope it stops there as not even arm-chair economists can predict just how nasty and costly an escalated trade war could get for Canadian business and consumers.

Bruce Kelly is environmental program manager, Farm & Food Care Ontario.

CHAIR'S PERSPECTIVE

Give us a place to grow



JAN VANDERHOUT
CHAIR, OFVGA

We live in an era when many consumers are looking ever closer at the food they consume with a goal of living longer and healthier lives. This is a great time for the produce business, or at least it should be, if not for increasing scrutiny of the way food is produced in this country. Strangely, the same scrutiny is not always applied to the produce we import which puts Ontario producers at a significant disadvantage.

Canadian producers of crops such as apples, carrots, celery, onions, sugar beets, asparagus, cucurbits, peppers and tomatoes are facing the loss of the fungicides mancozeb and metiram. If these were obsolete or posed a significant health risk, we would have a tough time arguing for the continued use pattern. But the fact is that

many of these crops are extremely dependent on these chemistries to control the diseases that exist today and these chemistries will continue to enter Canada on imported product. Apple growers, for example, have no viable alternatives for the control of scab. Similarly asparagus growers have no viable alternative to control rust. Root crop growers also have no way of managing fungal diseases in their fields. In all cases this would mean the loss of a key element in growers' pest control regime.

The intent to withdraw these fungicides on all these crops has come upon growers very suddenly. In 2013 the proposed decision for mancozeb stated that occupational exposure was not an issue when used in accordance with the new label. Growers who use potato seed treatments and growers of greenhouse tomatoes, apples and grapes were advised that their use was under review. This was strongly rejected by grower groups due to the dependency on the fungicide. Suddenly on June 21st 2018 the Pesticide Management Regulatory Agency (PMRA) announced that all uses -- besides foliar application on potatoes -- will be cancelled.

I find it peculiar that part of the stated rationale for the

withdrawal is worker exposure which does not make sense in many of the crops, especially the root crops. For some crops, such as grape vineyards, use of equipment for many activities means workers are not exposed to sprayed vines. In the case of apples, occupational exposure is easily overcome by the use of gloves when working in the crop. There is strong data to support the effectiveness of gloves to mitigate the occupational exposure. Naturally human health is an important factor in evaluating crop protection materials. In the event a pesticide is known to have adverse human health effects it should be withdrawn from the system of all the food we eat. It is most frustrating that even though Canadian producers would not be able to use these products on their crops, imported produce will continue to make its way to our grocery store shelves. This may put the consumer at a higher exposure to these chemistries. This puts Canadian growers at a significant disadvantage in the Canadian marketplace and a huge disadvantage in international trade while offering no actual reduction in exposure to the Canadian consumer.

It is unknown why the PMRA has taken such a drastic position at this time. Since

PMRA deals in the science and data of crop protection the current strategy is to ensure that they have given due consideration to all data available. In the event this is not successful it will be time to go to the political leaders and show them the positive impact that mancozeb and metiram have on Canadian food production and the negative impact removing them would have on our domestic food production model.

PMRA and the government of Canada must realize the important role that these crop protection products have in Canadian food production. If the product must be discontinued then growers will need practical and economically viable alternatives. Imported produce too must fall into line if we intend to remove these products from the food supply chain. If we can't apply these products to our crops it stands to reason that it cannot come into Canada on imported products.

The Ontario Fruit and Vegetable Growers' Association is working diligently with the other provinces through the Canadian Horticultural Council to ensure that this registration change does not silently slip into being and to maintain viable pest control strategies to produce growers. This is

important to ensure that Canadians have the choice to buy Canadian-grown produce and it is important to keep growers in the business of growing.

If you are a Canadian grower who depends on these products for your continued success, then you should write a letter to our federal minister of health copied to the federal minister of agriculture. Share the importance of the product to your production model and the likely outcomes if it is delisted for use on your crops. Ask that this decision to remove the products be changed from final to proposed as this will allow more time for a thorough review and interaction. Be as honest as possible and avoid exaggeration but certainly share what this decision would mean to your farm if the current decision stands.

I am a believer in finding healthier, safer and more environmentally-friendly ways to control pests and diseases in agriculture but we must find ways to transition to these unborn innovations and not just strip away the vital parts of our pest control programs and hope for the best. Part of our strategy going forward must include some of the proven pieces of our past.

WEATHER VANE



Spraying fungicides is a necessary routine to protect against disease in high-density orchards at Knight's Appleden Fruit Ltd. near Colborne, Ontario. Photo by Glenn Lawson.

STAFF

Publisher: Ontario Fruit and Vegetable Growers' Association
Editor: Karen Davidson, 416-557-6413, editor@thegrower.org
Advertising: Carle Melara 519-763-8728, advertising@thegrower.org
Digital marketing, marketing@thegrower.org

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OFFICE

355 Elmira Road North, Unit 105
Guelph, Ontario N1K 1S5 CANADA
Tel. 519-763-8728 • Fax 519-763-6604

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THE GROWER

URBAN COWBOY

European drought puts spotlight on hardiness, new varieties and local food



OWEN ROBERTS
U OF GUELPH

Through the millennia, salicornia, dubbed “the poor man’s vegetable” in The Netherlands and elsewhere, is a fighter. Its natural tolerance to salt helps it survive in this seaside region’s exceptionally saline soil, where less hardy species struggle mightily.

And now, with some help from a handful of farmers such as Hubrecht Janse, it’s poised to catch on in The Netherlands as a commercial crop, marketed under the name samphire. It’s a traditional crop finding new life among the no-artificial-additives crowd as, among other things, a salt substitute.

Janse’s 65-hectare farm is located in Wolphaartsdijk along the coastline of the lake Veerse Meer, on clay polders his grandfather reclaimed from the sea in the 1960s.

He’s what they call an arable farmer in Europe, producing sugar beets, potatoes and wheat.

But lately, he’s become particularly excited about salicornia.

“People say it’s good to eat in summer when you lose salt from sweat,” says the enthusiastic farmer.

He’s worked with plant scientist and entrepreneur Joost

Bogemans, whose company Scrops (an amalgam for “saline crops and seeds”) has a whole line of sea vegetables. Commercially produced salicornia is being marketed under the name samphire. Janse is one of only a half-dozen farmers growing the unique crop.

“Sea vegetables are the best companion for fish dishes,” says Bogemans, “but they will also inspire the user towards a trendy cuisine.”

In July, Janse welcomed 30 agricultural journalists (including me) to his farm, to witness what the excitement is all about. The visit was part of a “Smart and Silt (Salt)” tour organized by the Netherlands Association of Agricultural Journalists; the tour was one of several offered as part of the 62nd annual congress of the International Federation of Agricultural Journalists. It started at Wageningen University and Research two days earlier, drawing 200 writers and broadcasters from 40 countries. Things were hopping on the Janse farm on the sunny morning we visited. The next generation of Janse’s is coming along, and Hubrecht is determined to keep the operation sustainable for them. That’s not likely to come through expansion -- nearby land, which is seldom available, sells for an astronomical 75,000-90,000 Euros per hectare. So Janse is going to make it through what he calls smart farming -- in this case, further diversification, onsite sales, research and new varieties.

To begin with, the family is expanding the modest seaside campground it’s run for more than three decades to 75 sites.

That’s created a buzz onfarm. When we visited, tourism season was in full swing in The Netherlands, and the campsites were teeming with seashiders.

The farm products retail outlet was lively as well, with customers lined up to take home plants for their own garden, or to purchase dried samphire grown in the fields nearby. A small glass container of dried samphire about the size of a jam sampler was selling for 3.50 Euros.

Samphire is yet a further testament to the notion that globally, local food continues to capture consumers’ attention. The imagination and determination shown by Janse might be pivotal in his noble and methodic effort to keep the family farm sustainable, should samphire turn into a lucrative niche.

As well, it could become a way to deal with climate change -- it thrives on seawater, rather than the fresh water that is so scarce in Europe right now, due to a nasty drought.

“We think about climate change every day, what to do now and how to do it,” says Janse, kicking around parched earth in a nearby sugar beet field we toured. “Maybe samphire and other new [halophyte] varieties are an opportunity to use climate change to our advantage.”



This is a selection of saline-tolerant plants grown on Hubrecht Janse’s farm in the Zeeland province of The Netherlands.



Dutch farmer Hubrecht Janse is enthusiastic about his field of samphire on his 65-hectare farm in Zeeland province. Photos by Owen Roberts.

CanadaGAP increases fees

Option	Current annual fee (CAD)	New annual fee (CAD) Starting September 1, 2018
A1	\$525	\$600
A2	\$525	\$600

CanadaGAP program participants have been notified that the annual program fee for enrollments in options A1 and A2 (four-year audit cycle) will increase to \$600 (CAD), effective September 1, 2018. If program participants are paying in US funds, the CanadaGAP annual program fee for these options will increase to \$500 USD.

The increase will be reflected the next time program’s participants are invoiced by CanadaGAP on the anniversary of their enrolment.

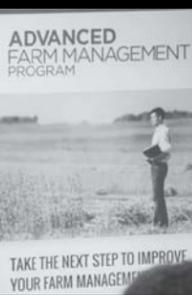
The increase in the annual program fee for Options A1 and A2 is necessary to cover growing costs related to

administration and oversight, including the fees billed to CanadaGAP by the certification bodies for review of self-assessments and for surveillance (i.e. random audits).

The fee increase will be phased in over the next year, starting with invoices dated September 1, 2018. The timing of the increase coincides with the original launch date of the CanadaGAP program 10 years ago, on September 1, 2008, not with the calendar year. If program participants are not due to be invoiced until September 1 or later, note that the annual program fee cannot be prepaid at the \$525 rate.

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MAKING MOVES

Transportation market update: record demands spur spot market increases



JENNIFER MORRIS

June to \$2.82USD/mile.

Freight availability on DAT load boards also set a new record as the DAT North American Freight Index rose 9.3 per cent month over month and increased 18 per cent compared to June 2017. The amount of freight available is growing faster than new drivers are coming into the industry and that is putting a lot of pressure on the price of transport.

What can you do to manage this adjustment to the market?

Due to many factors in the transportation industry, demands for trucks of all types have been steadily increasing. Whether it be the change to mandates of Electronic Data Loggers (EDLs) or driver shortages becoming worse, there are fewer trucks available and more freight that requires transport.

According to DAT Solutions, which operates North America's largest load board marketplace, there has been a 15-month run of spot market increases. The last time there was a sustained driver pricing power was after deregulation. Spot rates have exceeded contract rates as an average in North America for the last 15 months. Compared to June 2017, spot van rates have increased 52 per cent and refrigerated truck rates have surged 58 per cent. Spot rates for refrigerated trucks increased 10 cents alone from May to

1. Plan ahead as much as you can. If you have freight that can be programmed or even partially programmed, do it. Work with your trusted service providers to have them give you a contracted rate for a certain number of trucks a week; if you can make those loads on regular days, even better. Even if you can program half of the freight this way, it will help keep your pricing more stable than companies playing the market on all the freight.

2. Make relationships with your brokers and carriers. When you do have to cover last minute or use a spot market truck, it's better to be with someone you trust to give you a fair rate. Building relationships can be as simple as giving them loads year round (if possible) or giving them first crack at other business. They want to grow

and keep trucks moving. Whatever you can do to help, will come back around with good carriers.

3. Keep an eye out for the ones that do want to take advantage.

These are usually carriers/brokers that you have never heard of but weirdly have a truck when no one else does. There is a reason -- it's either going to be super expensive and/or terrible service. Sometimes it can even be double/triple brokered (brokering a load more than one step from you), which gives you less visibility and control and could cause a big headache.

It is clear that the market is adapting and it is unlikely that rates will ever be what they once were. It may even get worse before it gets better, due to the driver population aging out of the industry. How will you be working to build up capacity for you and your customers?

Jennifer Morris is president of Two Roads Logistics based in Toronto, Ontario. She is an international shipping and logistics consultant with 15 years of experience in produce transportation. Her passion for helping small and innovative businesses is a welcome addition to the Education Committee of the Canadian Produce Marketing Association. She holds a degree in psychology from the University of Windsor.

COMING EVENTS 2018

- Aug 2 Nova Scotia Summer Orchard Tour, Kentville, NS
- Aug 4 Food Day Canada
- Aug 7-10 National Association of Plant Breeders, University of Guelph, Guelph, ON
- Aug 9 N.M. Bartlett Vineyard Equipment Demonstration Day, George II Farms, Beamsville, ON 10 am to 12:30 pm
- Aug 11-12 Perth Garlic Festival, Perth, ON
- Aug 14 Potato Growers of Alberta Field Day, South Area, Diversification Centre South, Brooks, AB
- Aug 14-15 North American Strawberry Growers' Association Summer Tour, Watsonville, Northern California
- Aug 16-18 Quebec Produce Marketing Association Annual Convention, Fairmont Manoir Richelieu, La Malbaie, QC
- Aug 17 Carrotfest, Bradford & District Memorial Community Centre, Bradford, ON
- Aug 17 University of Lethbridge Potato Research Chair's Open House, Alberta Water and Environmental Building, Lethbridge, AB 9 am and 1:30 pm tours
- Aug 18 Garlic is Great Festival, Newmarket, ON
- Aug 21-24 International Carrot Conference, Madison, WI
- Aug 22 Ontario Potato Research Day, Elora Research Station, Elora, ON 10:30 am to 2 pm
- Aug 23 BC Potato Field Day, Delta, BC
- Aug 23 U.S. Apple Outlook and Marketing Conference, Swissotel, Chicago, ILL
- Aug 23 Ontario Potato Field Day, HJV Equipment, Alliston, ON
- Aug 30 Ontario Biennial Grape Research Tailgate Tour, Vineland Estates Winery, Niagara peninsula, ON 9 am-4:45 pm
- Sept 5 Garlic Workshop "Production and Pest Management of Ontario Garlic," Conference Rooms 2 & 3, OMAFRA office, Guelph ON
- Sept 5-7 Asia Fruit Logistica, Hong Kong
- Sept 8-9 Stratford Garlic Festival, Rotary Complex, Stratford, ON
- Sept 12 Grape Growers of Ontario Celebrity Luncheon with Rick Mercer, Club Roma, St. Catharines, ON 11:30 am
- Sept 18 Berry Growers of Ontario Summer Tour, Willowtree Farms, Port Perry, ON
- Sept 11-13 Canada's Outdoor Farm Show, Woodstock, ON
- Sept 16 Toronto Garlic Festival, Artscape Wynchwood Barns, Toronto, ON
- Sept 18-22 International Plowing Match and Rural Expo, Pain Court, ON
- Sept 26-27 Canadian Food Law and Policy Conference, University of Laval, Laval, QC
- Oct 3-4 Canadian Greenhouse Conference, Scotiabank Convention Centre, Niagara Falls, ON
- Oct 4-6 Canadian Society for Horticultural Science National Conference, Marriott on the Falls, Niagara Falls, ON



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RETAIL NAVIGATOR

It has to start with the consumer



PETER CHAPMAN

Two of the challenges of the Canadian food industry are the diversity of the markets and the geography that must be navigated. We see other markets for food where there are much larger numbers of consumers with similar needs in a small geographic area. To be successful, you need to understand the complexities of the markets where you choose to compete and have a plan to meet or exceed their needs.

You need to understand the consumers in the market. They drive the retailers and if you are selling direct, they should determine what you are offering. It is important to always remember what consumers say and what they do can be two very different things. You should find opportunities to observe the consumer behaviour in existing stores.

You can learn a lot by watching people shop. They might say they want local but when no one is looking they buy the cheapest. Perhaps this is true in some categories but not all. Learn about how they shop your category. For example if you produce apples is it loose or bulk, large or small, proven varieties or are they willing to try new things? Even if you are supplying into a market today you should be watching consumers to understand if they are doing things differently; they do change.

Market demographics will help you understand a lot about your market. Household size, income levels, education and ethnic diversity will all help you understand the consumers you will be producing for. This will also help you understand what products they will be looking for. Obvious considerations are items for different ethnic backgrounds however there are more things such as smaller packages for older consumers and more prepared offerings for busy urban families. Good retailers will be looking for these items. The one size fits all solution is not as effective as it used to be.

Customers influence the buying decision

The markets you serve each

have a different set of customers. Their formats and offerings have a huge influence over what people will buy. Markets dominated by discount stores require high volume, low labour offerings on limited SKUs. Markets with more traditional stores will have a wider listing base, different sizes to differentiate from club or discount and perhaps more value added or higher labour items. Learn from the offering in the existing formats. Your products need to support their format positioning in the market. They will not change their format for your product.

It is also important to understand their distribution network. They have a system set up to supply their stores and you will need to fit within this. If you deliver direct to stores it does not apply but in most retailers now they want the products to go through the warehouse. They do this for efficiencies and to control quality. You do not always have to supply all of the stores that the warehouse does but you will be limited to the geography they service.

Your competition

You should also explore the existing supply of your customers in the category where you will compete. If it is a commodity you can determine where you will be in quality, price and other attributes. If you have a new item you still have to compete in a category so it is important to understand the items consumers will compare you to.

If you plan to sell direct you can check out the farm markets and other direct selling in the market.

How food gets to consumers

As we have discussed, how food is getting to consumers is changing. In the market where you compete it will be important for you to monitor:

1. Direct selling,
2. Farm markets,
3. Bricks and mortar retail
4. On line sales.

This will be a challenge to quantify accurately as it is changing all the time.

You can visit the first three options in the list and learn how they are doing. Talk to the staff and get an appreciation for their level of success and if they are increasing or decreasing in sales. The performance of each channel will be radically different from market to market.

Within bricks and mortar retail there are many considerations such as discount, traditional retail, mass and club. There are lots of options with different needs.

The national market

There are only three retailers who see Canada as a market. They are all American-based retailers: Walmart, Costco and Whole Foods. They do have some different offerings from market to market but their overall store layout, item mix and position in the market are the same from coast to coast. They do have regional suppliers but they strive to keep the offering as consistent as possible.

We do have other retailers such as Loblaw and Sobeys who operate from coast to coast but their formats are different from one market to another. In the upcoming months we will explore the national, regional, provincial and large urban markets to find the opportunities and nuances you need to consider to be successful.

If you have any questions about selling your products please give me a call at (902) 489-2900 or send me an email at peter@skufood.com.



WHAT'S IN STORE?

Limited edition products

If you have consumers in a region who are familiar with a product or have an emotional tie to the area, limited edition products can be very successful.

If there is a limited supply or time it is available, this will get consumer's attention and generate some sales without price having to be the driving factor.

Retailers call this an "in and an out" item. It is not on the regular shelf and usually it is one shipment that goes to stores and when the product is sold out there is no more. You will need co-operation from your retail customers to plan the merchandising "off shelf" which

means it will not be placed in the apple juice section in the aisle. It will be merchandised somewhere else in the store. This is usually an impulse sale opportunity.

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 GPS Business Solutions and a partner in SKUfood.com, an online resource for food producers. Peter works with producers and processors to help them navigate through the retail environment with the ultimate goal to get more of their items in the shopping cart. peter@skufood.com

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2 Once flow is down to a drip, allow the container to drain for an additional 30 seconds.



3 Force tip of the pressure nozzle through the bottom of the side closest to the handle.



4 Rotate the nozzle inside the container to ensure all sides, including the handle are rinsed. Rinse for at least 30 seconds.



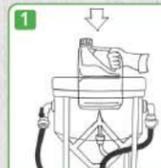
5 Rinse any excess product from cap and then dispose appropriately as regular solid waste.



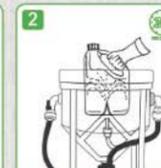
6 Remove paper booklet and cap and dispose of as regular solid waste.

Chem-handler

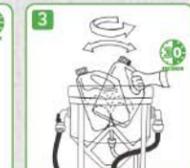
Standard operating procedure for rinsing containers.



1 Puncture container directly in the middle of bottom wall of container with knife to empty contents into sprayer.



2 Once product is visibly drained, engage high-pressure water for 30 seconds.



3 While rinsing, tilt container in a circular motion to ensure all sides, corners, and handles are rinsed. Ensure all rinse water is drained from the container.



4 Rinse any excess product from cap and then dispose appropriately as regular solid waste.



5 Remove paper booklet and cap and dispose of as regular solid waste.

Triple rinsing

Standard operating procedure for rinsing containers.



1 Empty contents of container into spray tank, turning the container so that any product trapped in the handle is allowed to flow out.



2 Once flow is down to a drip, allow the container to drain for an additional 30 seconds.



3 Fill the empty container 1/4 full of clean water.



4 Put cap back on container.



5 Shake the container vigorously, ensuring all sides, corners, and handles are rinsed. Rinse for 30 seconds.



6 Drain rinse water into spray tank as previously described.



7 REPEAT STEPS 3-6 TWICE



8 Rinse any excess product from cap and then dispose appropriately as regular solid waste.



9 Remove paper booklet and cap and dispose of as regular solid waste.

KAREN DAVIDSON

Did you know that for every recycled, 10-litre pesticide or fertilizer jug, there's 2.5 feet of drainage tile produced in its place? Environmental stewardship comes back in the form of a product for the farm.

That's a great factoid from Cleanfarms, the not-for-profit industry stewardship organization known for its recycling programs. More than a thousand collection sites are scattered across Canada, with the collection program paid for by the manufacturers of crop protection products.

"We're really in the recycling business," says Shane Hedderson, western region business manager, Cleanfarms, based in Etobicoke, Ontario, with regional offices in Quebec and Saskatchewan.

There are three classes of containers collected across Canada: jugs that are 10L or less in size; drums that are 115L or 205 L or less in size; totes

that are 500 L or 1000 L in size.

Cleanfarms 2017 annual report shows that more than five million containers were collected and recycled across the country last year. This represents a 60 – 65 per cent collection rate. Admittedly, the target is 100 per cent. In the bulk container category of 23 – 1,000 L, more than 43,000 containers were collected in 2017.

Triple or pressure rinsing of jugs is an important requirement before the return of pesticide jugs. These procedures have improved over the years with the advent of tools such as metal pressure rinsers to puncture the jug and drain the contents. Chemical handlers have also eased the rinsing process, helping to minimize human and environmental contact at the collection and processing locations. (See Cleanfarms graphic for instructions.)

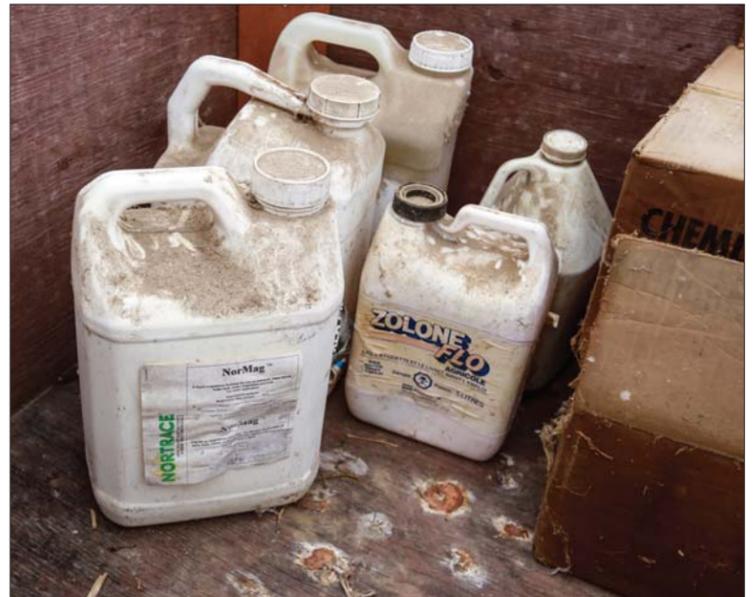
Another important program is the obsolete pesticide and animal health collection. Last

year, there were more than 270 kilograms of old chemicals collected and transported to Swan Hills, Alberta for high-temperature incineration – the only incinerator in Canada capable of this kind of safe waste disposal. The facility accepts all classes of pesticides, regardless of their age for safe disposal.

"This is peace of mind for proper disposal of chemicals," says Hedderson. "There are other methods of disposal used outside of Canada, such as deep well injection, but we prohibit that disposal method for the products we collect in Canada."

For more information, contact www.cleanfarms.ca

Photo right: Programs administered by CleanFarms provide recycling sites for plastics.




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FOCUS: STORAGE AND CONTAINERS

This product debut requires breathable, stackable packaging

KAREN DAVIDSON

The Star Group's CEO David Karwacki is proud of his company's award for Best New Product at the 2018 Canadian Produce Marketing Association. But he won't be truly over the moon until Inspired Salads are launched in western Canada in August 2018.

"It's been a three-year journey to get this product to launch," says Karwacki. "We believe in a seed-to-store philosophy. That means we explored the best genetics for lettuce grown in our Coaldale, Alberta greenhouse."

The innovation process does not start in the CEO's office in Saskatoon but rather on the factory floor.

"We take great ideas and put the resources behind them, from packaging to food safety to marketing," says Karwacki. "What is this product going to look like on the shelf? Are we going to be shipping air? What

is the humidity environment required? How are we going to ship in a master container?"

Leadership is required in thinking through all these components in order to delight the consumer. For Inspired Salads, the result was a hexagonal package that is stackable and easy to ship with maximized space on the truck. Top sealed packages result in 30 per cent less plastic used. The product builds on the previous success of Inspired Greens and Inspired Leaves. The difference is that Inspired Salads will come with the choice of a plant-based pulse or sous-vide protein.

The insights for new products come from exposure to leading thinkers in the produce industry. For example, the Star Produce team recently visited California and specifically Dr. Roberta Cook, an extension economist at UC Davis. Her perceptive insights have earned her seats on the board of directors for both Village Farms



Named the Best New Product at the 2018 Canadian Produce Marketing Association trade show, Inspired Salads feature a unique combination of flavours and textures and come in varieties such as Tofu Butter Chicken and Okanagan Ambrosia Apple. These salads are expected to launch in August 2018.

and Ocean Mist Farms.

Cook observes that when it comes down to consumer behaviour, salad greens are half used and then thrown away. That's a disconcerting fact for the Star Group's Whole Leaf project in Coaldale, Alberta which is ramping up to produce 25 million heads of lettuce per

year with no pesticides. Because the shelf life is 11 to 14 days, the Star Group is investigating different types of plastic for breathability and recyclability.

As the Star Group continues to refine packaging for the future – and to improve shelf life -- the unique salad mixes will be launched to tie in to

popular dishes at restaurants. What consumers are experiencing at restaurants can be replicated at home. Hence, the names of Okanagan Ambrosia Salad and Tofu Butter Chicken Salad. The concept is to offer premium lettuce that the consumer pairs with hero ingredients.

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cleanfarms.ca

FOCUS: STORAGE AND CONTAINERS

Corrugated solutions still carry their weight

Editor's note: These two examples of corrugated packaging were observed at the Canadian Produce Marketing Association trade show held in Vancouver, B.C. Here's the story behind the boxes.

Houweling's Home Harvest Herb program was developed out of the seedling nursery propagation division, says David Bell, chief marketing officer. The challenge of the highly specialized and automated division was rooted in floor space. During the busiest time of year for growing and delivering seedlings, the nursery footprint in Delta, British Columbia is stretched, with each custom order being moved multiple times through different climate zones and growth stages. Outside of the peak season, significant resources are invested in the area that is non-productive. It's important to note that all vegetable seedling plantings are to custom order -- there are no spec orders.

Finding a crop that would not interfere with Houweling's ability to deliver world-class seedlings, while taking advantage of equipment and

expertise offered an interesting challenge to utilize excess capacity. Early results showed that, horticulturally, the team could produce a Home Harvest herb plant for consumers. However, the next challenge was getting the great product to retail. It's standard in the nursery business to use carts to deliver to retail -- along with complicated tracking and cart return systems.

"We realized that the benefits of the program would be undone in costly freight and investment in cart inventory," says Bell. "This led us to design our Home Harvest cardboard shipper."

The solution needed to be cost effective. It needed to be palletized. It needed to protect the plants while delivering airflow. And as a retail display-ready solution, it needed to ensure that consumers could get the plants from the box without damaging inventory. The cardboard solution offered the flexibility to check all of the boxes with the further benefit that the natural kraft look fits well with the Houweling's brand.

"Overall, the concept has

been a winner with distribution in British Columbia and Alberta," says Bell. "We see continued growth as retailers see the natural fit with cross-merchandising with tomatoes in the produce section. It helps that the quality and resiliency of the plant ensures even a gardening neophyte can proudly sport a green thumb."

Duda Farm Fresh Foods launched new sweet corn packaging in March 2018 as part of the company's continued innovation in snacking and meal solutions. Four ears of pre-cut, pre-shucked corn are framed in a convenient cardboard box. The offering appeals to busy families looking for shortcuts in meal preparation.

"While we have been growing corn for more than 40 years, we saw an opportunity to help consumers with busy lifestyles," said Dan Duda, president of Duda Farm Fresh Foods. "By offering a convenience product line, we hope to help people prep fresh, sweet corn more frequently in their homes."



Houweling's Home Harvest Herb program



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FOCUS: STORAGE AND CONTAINERS

FYSIUM: a new plant growth regulator that slows ripening in apple storage

KAREN DAVIDSON

A new 1-MCP postharvest product is about to be registered in Canada for the upcoming apple storage season. Known by chemists as 1-methylcyclopropene, the synthetic growth regulator has been named FYSIUM by the registrant Janssen Pharmaceutica. What's in the name of FYSIUM? It's derived from the fact that it interacts with the physiology of apples, slowing down the production of ethylene and the ripening process.

The product will compete with SmartFresh by AgroFresh Inc, which has been the only provider in Canada for the past 15 or so years.

"We are anticipating that FYSIUM will be available to growers this coming 2018 harvest season with availability in British Columbia, Ontario, and Quebec," says Dr. David Felicetti, senior manager, R & D and regulatory affairs, Pace International based in Wapato, Washington. The company will be handling the roll-out and appointment of applicators who are licensed in their respective

provinces. One applicator is anticipated in British Columbia, two in Ontario and one in Quebec.

"While FYSIUM is the same active ingredient (1-MCP), it is applied differently than SmartFresh," Felicetti explains. "We apply from outside the room. FYSIUM is a fully automated on-site 1-MCP generation system. When we arrive to apply, we do not have any 1-MCP, only the components to make 1-MCP. The components are combined and the 1-MCP gas is generated over the course of two hours and continuously pumped into the room."

Promotional literature says that FYSIUM is the only 1-MCP technology in the marketplace that generates 1-MCP on-site to match the precise requirements of storage rooms and fruit conditions with minimum disruption of storage operations.

"The dosage is based on the volume of the room," says Felicetti. "It's important to have accurate measurements of width, depth and height taken by a laser device before the apple bins are in the space. These measurements are used



Tailored dosages in the cartridges are placed in the generator outside the cold storage room.

to fill the cartridges specifically for the rooms and this filling occurs in a lab to provide accurate and precise filling."

Here's the step-by-step process:

- each room is verified prior to each application in order to confirm proper dosage
- tailored dosing services are provided by Pace International's certified laboratory
- all treatments are monitored from outside of the room to allow for easy verification of the application

- in the event that certain room conditions result in an unsuccessful treatment, Pace may immediately schedule a second FYSIUM application, free of charge

Trials have been conducted on all major varieties of apples, including Honeycrisp, a variety prone to storage issues. Growers in Washington, New York, Pennsylvania, Virginia and Michigan states are using the product which was first registered in the United States in 2015.

"I conducted trials in the

2016-2017 storage season with FYSIUM and found the typical benefits of a 1-MCP product, including firmness retention and a reduction in ethylene production," says Dr. Jennifer DeEll, fresh market quality specialist, Ontario Ministry of Agriculture, Food and Rural Affairs. "There were no surprises."

Janssen Pharmaceutica is the licensing company, and as such, is handling the registration. Classification is pending in Ontario.

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Marketing Director
Wada Farms

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FOCUS: STORAGE AND CONTAINERS

Mucci Farms wins Best New Packaging Award at United Fresh

“Our focus was to create multiple convenient packages to accommodate a variety of customers in the rapidly growing snacking category.”

~ EMILY MURRACAS

CuteCumber Poppers won the United Fresh Produce Innovation Award for Best New Packaging at the 2018 United FreshMKT Expo held June 25-27 in Chicago. With seven nominated packages in the category, the winning entry by Mucci Farms was selected by exhibitors and attendees.

“We are delighted to win the packaging award for CuteCumber Poppers because we really feel like we’re bringing something new to the

greenhouse produce category by including a tasty dip inside each container,” said Emily Murracas, director of marketing, based in Kingsville, Ontario. “In addition, our focus was to create multiple convenient packages to accommodate a variety of customers in the rapidly growing snacking category.”

CuteCumber Poppers are a one-bite cucumber variety with exceptional flavour and a crunchy texture. The initial

offering of the product will be available in three-pack style to accommodate club stores, retailers and food service.

“With this product, we decided to create a line-up of new packages to give our partners multiple options based on their demographics and

value proposition,” explained Fernanda Albuquerque, new product development manager. “The 1.5 lb and five-ounce top-seal packages are custom thermoformed trays that securely hold the dip container in place. The nine-ounce tray is a 3X3-ounce format with EZ

Snap convenience, allowing consumers to tear off each container for three individual snack-sized packs.”

Source: Mucci Farms June 29, 2018 news release



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MINOR USE

Diplomat 5SC fungicide label expanded



JIM CHAPUT

The Pest Management Regulatory Agency (PMRA) recently announced the approval of a minor use label expansion registration for Diplomat 5SC fungicide for control or suppression of various diseases on greenhouse and field grown fruits and vegetables in Canada. Diplomat 5SC fungicide was already labeled for use against several diseases on outdoor and greenhouse grown crops in Canada.

These minor use projects were submitted by Ontario as a result of minor use priorities established by growers and extension personnel.

The following is provided as an abbreviated, general outline only. Users should be making disease management decisions within a robust integrated

disease management program and should consult the complete label before using Diplomat 5SC fungicide.

Do not apply this product or allow drift to other crops or non-target areas. Do not contaminate off-target areas or aquatic habitats when spraying or when cleaning and rinsing spray equipment or containers.

Follow all other precautions, restrictions and directions for use on the Diplomat 5SC fungicide label carefully.

For a copy of the new minor use label contact your local crop specialist, regional supply outlet or visit the PMRA label site <https://www.canada.ca/en/health-canada/services/consumer-productsafety/pesticides-pest-management/registrants-applicants/tools/pesticide-label-search.html>

Jim Chaput is minor use coordinator, OMAFRA

Crop(s)	Target	Rate (mL/ha)	Application Information	PHI (days)
Lettuce (head, leaf) [GH & field]	Downy mildew (suppression)	463 - 926	Begin as a preventative application when conditions favour disease development and continue on a 7-14 day interval as needed to maintain suppression. Do not apply more than 150 g a.i./ha/season or 12 months	0
Spinach	White rust (suppression)	463		
Fruiting vegetables, CG 8-09 [GH & field]	Botrytis blight, grey mold (suppression)	463 - 926	For Botrytis blight and Grey mold, begin as a preventative application when conditions favour disease development and continue on a 7-10 day interval as needed to maintain suppression.	0
	Early blight (suppression)	537 - 926	For Early blight, begin as a preventative application when conditions favour disease development and continue on a 7-14 day interval as needed to maintain suppression. Do not apply more than 150 g a.i./ha/season or 12 months	
Tomatoes (Greenhouse)	Powdery mildew (control)	278 - 926	For Powdery mildew, begin as a preventative application when conditions favour disease development and continue on a 7-14 day interval as needed to maintain control. Do not apply more than 150 g a.i./ha/season or 12 months.	0
Cucurbit vegetables, CG 9 [GH & field]	Anthracoise (control)	463 - 926	Begin as a preventative application when conditions favour disease development. For Anthracnose, continue on a 7-10 day interval as needed to maintain control.	0
	Downy mildew (suppression)			
	Gummy stem blight (suppression)	463 - 926	For Downy mildew, continue on a 5- 8 day interval as needed to maintain suppression. For Gummy stem blight, continue on a 7-14 day interval as needed to maintain suppression.	0
	Powdery mildew (control)		For Powdery mildew, continue on a 7-14 day interval as needed to maintain control. When powdery mildew is present, suppression is provided. Do not apply more than 150 g a.i./ha/ season or 12 months.	
Pome fruit, CG 11-09	Powdery mildew (suppression)	259 - 926	Begin as a preventative application when conditions favour disease development and continue on a 7-14 day interval as needed to maintain suppression. Do not apply more than 150 g a.i./ha/season.	0
Blueberries (highbush, lowbush)	Mummyberry (control)	463 - 926	Begin as a preventative application at green tip or when conditions favour disease development and continue on a 7-21 day interval if disease pressures persist. Do not apply more than 150 g a.i./ha/ season.	0
Cranberries	Coltonball (suppression)	463	Begin as a preventative application at 10%-25% bloom or when conditions favour disease development and continue on 7-14 day interval if disease pressures exist. Do not apply more than 150 g a.i./ha/ season	0
	Fruit rot complex (suppression)	926	Begin as a preventative application at 25%-50% bloom or when conditions favour disease development and continue on 7-21 day interval if disease pressures exist. Do not apply more than 150 g a.i./ha/ season.	0
Strawberries [GH & field]	Anthracoise (control)	463 - 926	Begin as a preventative application when conditions favour disease development and continue on a 7-10 day interval as needed to maintain control or suppression. Do not apply more than 150 g a.i./ha/season or 12 months	0
	Grey mold, powdery mildew (suppression)	259 - 926		

Changes to uses for carbaryl-based pesticides

HEATHER LIGHT

Pesticides are registered under the Pest Control Products Act. Every 15 years, pesticides are re-evaluated to determine if they continue to meet health and environmental safety standards, which could result in changes to allowed uses, treatment locations, frequency of applications and other label precautions.

Carbaryl-based pesticides have recently been reevaluated. Please find resulting changes to the registration of this pesticide which come into effect 2019.

Go to:

The re-evaluation decision document made by the Pesticide Management Regulatory Agency of Canada (PMRA) includes details about changes in use. Also see our factsheet summarizing the carbaryl changes industry-wide.

Growers may be impacted by the changes in carbaryl pesticides and their use as a result of the re-evaluation.

Heather Light is pesticide compliance officer, Pesticide Compliance Program, Regulatory Operations and Regions Branch, Health Canada.



TIMOREX GOLD is a new group 46 fungicide with curative & preventative efficacy.

TIMOREX GOLD is an ideal tank mix and IPM program partner. Its components provide multiple mechanisms to fight fungal diseases offering effective and sustainable control while reducing the risk of fungicide resistance.

TIMOREX GOLD provides both organic and conventional growers with effective protection against Botrytis & Powdery Mildew at rates as low as 1 - 2 L/ha.

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