

BRIDGES TO CONSUMERS

People skills required to move from agronomy to agritourism



This creative photo of the vineyard at 13th Street Winery near St. Catharines, Ontario is symbolic of the agritourism industry. While many enter with rose-coloured glasses, many find there is no pot of gold at the end of the rainbow. It's a tough business. Doug and Karen Whitty, owners of a 50-acre vineyard, winery and bakery share their insights for success. Photo by Denis Cahill, courtesy Grape Growers' of Ontario.

INSIDE

Research greenhouse opens at Vineland pg 6

Focus: Farmers' markets and agritourism pg 12

Berry news pg 14



Volume 66 Number 07
P.M. 40012319
\$3.00 CDN

KAREN DAVIDSON

A conversation with Doug Whitty is three parts marketing and one part infrastructure planning. That ratio reflects the realities of moving from the agronomy of a 50-acre vineyard to running a tourist destination that caters to 20,000 visitors a year.

Growing grapes and making wine is part of the skill set, but there's so much more complexity in direct marketing to consumers. Attracting and hosting these numbers is a big business enterprise.

"Since 2009, we've built a bakery, a foodservice component and a roadside market," says Whitty. "They have added an art gallery, featuring sculpture and local artists. Together, it has a village feel."

Ironically, the farm has returned to its roots of 1908

Butter tarts sell a lot of wine.

“
~ DOUG WHITTY

when Whitty's grandfather sold eggs and raspberries directly to consumers. The next generation increased the farm's original acreage and sold wholesale. But when third-generation farmer Doug and his wife Karen took over, they decided to execute a direct-marketing model. Their business plan has been bolstered with the expertise of a silent partner from the automotive industry who knows that sizzle sells.

"Butter tarts sell a lot of wine," Whitty quips.

His insight reveals a lot about the changes in society and the marketplace. In agriculture, farmers have been

ingrained to produce volume at low cost, but in agritourism, the goal is to satisfy desires rather than needs at a higher margin.

Understand the marketplace

For grape growers and wine-makers in the Niagara peninsula and indeed Ontario's other major viticultural areas of Prince Edward County and Lake Erie North Shore, it's now about selling the experience. While there is a large consumer market in the Greater Toronto Area and other urban centres, there's still a long way to go to own that domestic market. Of all the wine that the Liquor

Control Board of Ontario (LCBO) sells, only seven per cent of purchases are Vinters Quality Alliance (VQA) wines.

The Whitty family, for example, is emblematic of many wineries beckoning consumers to come to the farmgate. It's hoped that the experience will translate into more loyalty to local when it comes to shopping for wines. The formula seems to be working. LCBO reported that Ontario wine sales for 2015-16 have increased eight per cent to a total of \$456 million.

CONTINUED ON PAGE 3

AT PRESS TIME...

Mucci Farms fined \$1.5 million for false labeling

Mucci Farms, a family-owned and operated greenhouse vegetable business in Kingsville, Ontario, has been fined \$1.5 million for false labeling of produce. The Canadian Food Inspection Agency filed the regulatory charges in July 2014 after a lengthy investigation in which the owners cooperated. The goods were marketed between Nov 8, 2001 and January 30, 2013 to major Ontario retailers.

More than \$1 million of Mexican-sourced produce was incorrectly labelled as originating in Canada. In the June 6 court decision, Mucci International Marketing was fined \$575,000. Mucci Pac Ltd. was fined \$625,000. Both entities will be on probation for three years. Danny Mucci, general manager and Joe Spano, vice-president of sales, were each fined \$150,000 on a charge that they imported greenhouse tomatoes, peppers and cucumbers packaged and labelled with misrepresented country of origin.

Mucci Farms, in business since 1963, manages about 180 acres of greenhouses and is considered the largest employer in Kingsville with about 1,200 full-time workers. The companies and individuals related to Mucci International Marketing Inc. pled guilty to six charges under the Food and Drugs Act, Consumer Packaging and Labelling Act and the Canada Agricultural Products Act.

The Ontario Greenhouse Vegetable Growers (OGVG), the umbrella group for more than 200 growers, issued a news release stating, "The OGVG does not condone mislabeling of product and has been following the legal process closely. We view the convictions as a serious matter and we will be reviewing the evidence presented in this case, and will take whatever actions that we deem appropriate to protect the sector, our producers and consumers."

Rick Seguin, general manager, stated, "This is an issue of great concern to greenhouse vegetable producers. We continually work hard to differentiate our products in the marketplace, and to make consumers aware of the advantages of purchasing Ontario greenhouse vegetables. Incorrectly labelling imported produce as being Ontario product not only misleads consumers, but also negates the investment that Ontario producers make every day into producing a superior product to meet consumer demands."

Metro Canada boosts local in Ontario

Following the success of its three-year long local sourcing program in Quebec, Metro has launched a new initiative to boost sales of local products in Ontario. Since 2013, Metro has worked to implement concrete initiatives to help make Québec's agri-food sector stronger and more competitive. To date, this has seen more

800 new fresh and grocery products from more than 130 suppliers launch in Metro and Super C stores.

Editor's note

The Grower takes pride in its photography, especially so this month with the distinctive cover shot by Denis Cahill. And no, it wasn't taken with a drone!

A former news photographer with the *St. Catharines Standard*, Cahill brings decades of experience to the vineyards and orchards of his native Niagara region. This particular photo was taken in August 2015 in a Cabernet Franc vineyard belonging to 13th Street Winery.

His Nikon 16mm fisheye lens was mounted on a Nikon D800 camera held aloft on a telescopic painter's pole approximately 16 feet above the ground. Test shots indicated how to angle the camera as he was shooting blind until he lowered the camera to review the images. Tilting earthward from just 16 feet elevation produces hemispherical-like distortion with the full-frame fisheye optic. Cahill released the camera's shutter with a Pocket Wizard wireless remote while he rotated the pole as the tractor passed in the adjacent row. Additional technical information for digital shutter-bugs: Nikon D800 has a 36.3MP sensor. The image was shot in raw format and processed using Photoshop software. 400 ISO, 1/640 @ f6.3.

Thanks to the Grape Growers of Ontario for this photograph.

NEWSMAKERS

Congratulations to **Paul Mastronardi**, CEO of Mastronardi Produce who won Produce Person of the Year at the United Fresh show in Chicago.



Paul Mastronardi

Best wishes to **Bob Forrest**, manager, horticulture crops, for the Ontario Ministry of Agriculture, Food and Rural Affairs, who is retiring after 38 years with the public service. He was a familiar face at horticultural meetings, the Ontario Fruit and Vegetable Convention and led a team of first-rate horticultural specialists in the province. **Robert Blenkinsop** becomes acting manager until a new person is recruited. He comes from the Food Inspection Branch's Food Safety Science Unit.

In the June 13 shuffling of the Ontario cabinet, **Jeff Leal** retained his minister's portfolio of agriculture, food and rural affairs as did **Glen Murray**, minister of the environment and climate change.

Summerland Varieties Corporation, a world leader in variety rights management, has hired **Christine Gross** as marketing and business development coordinator. Based in Summerland, British Columbia, she will coordinate marketing and branding strategies for new tree fruits as well as existing apple and cherry varieties.

Amanda Allison joins the Ontario South Coast Wineries and Growers' Association as administrator. She is currently communications coordinator for Blueberry Hill Estates Winery and in the past, has been assistant editor at Vines Magazines and web editor for Wine Access Magazine.

At its recent annual general meeting, the Canadian Corrugated and Containerboard Association elected **Michael Lafave**, senior vice-president, containerboard, packaging and recycling, Kruger Products, as its new chair for one year. Joining him on the executive committee are: **Bob Hagan**, senior vice-president, Atlantic Packaging as first vice-chair; **Jean Parent**, vice-president, sales and marketing, Norampac, as second vice-chair; **Gary Johnson**, president, Maritime Paper as treasurer; **Peter Moore**, board chairman, Moore Packaging as immediate past chair.

Canada's leadership in international plant protection receives recognition with the election of **Marie-Claude Forest**, a leading expert on international phytosanitary standards at the Canadian Food Inspection Agency, to the Bureau of the Commission on Phytosanitary Measures (CPM). The CPM is the governing body of the International Plant Protection Convention.

The University of Guelph has announced that a \$1 million gift will create the Pinchin Family Chair in Bee Health and the Don Pinchin Scholarship in Honey Bee Research and Beneficial Insect Health. The gift is in memory of **Don Pinchin**, a scientist turned businessman, who died in July 2015. The chair in bee health will be held by environmental sciences professor **Ernesto Guzman**.

The Ontario Fruit and Vegetable Growers' Association (OFVGA) welcomes **Amanda Brodhagen** to the position of communications specialist while **Katie Burt** is on maternity leave. She graduated with a University of Guelph Bachelor of Arts degree in political science in 2012. Since then, she has worked as an assistant editor for farms.com and been food safety communications coordinator for VG Meats. Most recently, she has been working on her family's cattle farm.

In other OFVGA news, **Donna Francis**, office manager and **Dan Tukendorf**, program manager, made their culinary debut at the annual Queen's Park Farmers' Market. To celebrate Ontario's Local Food Week, they offered gazpacho soup shooters, chock full of greenhouse-grown vegetables, garlic and onion. Thanks to a special dessert delivery from Ontario's Tender Fruit Growers, peach tarts finished the offering.





NORSECO

A team of experts
Top-notch seeds!



Martin Deslauriers
Sales Manager, Vegetable Division
mdeslauriers@norseco.com | 438 989-4863

Representatives

Ontario
Warren Peacock
wpe@norseco.com
519 426-1131 | 519 426-6156

North & South shores of Montreal
Michel Gratton
mgra@norseco.com
450 781-6045 | 450 682-4959

North & South shores of Montreal & Manitoba
Gilliane Bisson
gbisson@norseco.com
450 781-6049 | 450 682-4959

Central, Eastern Quebec & Atlantic Provinces
Yves Thibault, agr.
ytl@norseco.com
418 660-1498 | 418 666-8947






NORSECO
2914 Curé-Labelle Blvd., Laval (Quebec) H7P 5R9
514 332-2275 | 800 561-9693
450 682-4959 | 800 567-4594
order@norseco.com

norseco.com

BRIDGES TO CONSUMERS

People skills required to move from agronomy to agritourism

CONTINUED FROM PAGE 1

This summer, 13th Street Winery has a new listing at the LCBO with Burger Blend Red priced at \$14.95. The Gamay and Pinot Noir blend is marketed precisely for a price-conscious consumer who wants a picnic-friendly wine.

“We want to create a portfolio of wines in higher volumes to help cover the overhead of our expansion,” explains Whitty. While their Essence line of wines command higher prices, the plan is to increase current volumes of 14,000 cases per year to 20,000 or 25,000 cases per year by 2020. By producing larger volumes of \$15 per bottle wine, the farm can sustain the costs of a new bakery and wine-making facility underway this summer.

Leverage the strengths of others

These expansion plans require leadership of a diverse team of professionals: marketing, accounting, food catering.

As Whitty explains, agritourism requires an honest self-assessment of your skills. While farming may be in your blood, it's leadership of people and leveraging the individual skills of team members that will build success.

“The challenge for farmers in moving to agritourism is that the learning curve is steeper than for most businesses,” says Tracey Fredrickson, business enhancement officer for Invest Kelowna. In British Columbia, the Okanagan Valley is home to more than 120 wineries and a sophisticated tourism industry. But for



Source: Grape Growers' of Ontario

many farmers looking to capitalize on that critical mass, it's important to be world-class ready.

Between 2011 and 2014, Fredrickson led an intensive agritourism business planning course with groups of screened farm operators to help them start or expand agritourism businesses. Research led her to the University of Tennessee's agritourism business planning workbook which was modified to the Central Okanagan environment and provided the template for the participants to create their tangible plans.

One of the first orders of business, participants learned, is to take a tour of your own property and assess the needs for parking, washrooms and food safety-certified facilities. Liability insurance and fire safety protection don't necessarily come to fore of mind but are critical line items in the business plan.

All of the farmer students Fredrickson

The challenge for farmers in moving to agritourism is that the learning curve is steeper than for most businesses.

~ TRACEY FREDRICKSON

has worked with are somehow unique. Caldwell Heritage Farm, for example, has showcased its collection of antique tractors and milk trucks while Jackalope Farms has built one of the few U-pick strawberry businesses in the area.

Owner of Jackalope Farms, Serina Penner, is a member of the Westside Farm Loop, leveraging the diversity of farms in her area. A map can be downloaded that shows seasonal fruits, honey, pick-your-own farm-fresh eggs and a

century-old nut farm. For tourists unfamiliar with the growing seasons, there is a chart of bloom and harvest dates by crop.

The point is that agritourism requires a critical mass to be successful. It's not just one winery or one farmers' market but a blend of attractions. These collaborative efforts speak to the natural tendencies of farmers to be part of communities.

INTERNATIONAL

ARGENTINA

Argentina's strategy in garlic



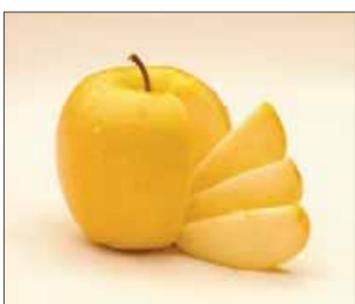
While China dominates the global garlic market, Spain has moved into second spot and displaced Argentina to third place. Interestingly, Argentinean producers are collaborating with Spanish producers to remain a supplier of choice in the European market. Their harvest times are different.

According to the Association of Garlic Producers of Mendoza, Argentina estimates 9,500 hectares of garlic this year, up 14 per cent from last year. Most of its production goes to Brazil, however growers want to maintain their 19,000 tonne share in the European Union. By collaborating with Spain on technical capabilities, growers are seeking a premium marketing position in the valuable EU marketplace.

Source: FreshPlaza.com

WASHINGTON

Arctic apples first in commercial pilot



A small commercial orchard in Washington state is first to grow Arctic apples, the first genetically modified, non-browning apple. About 50 bins of Arctic Golden are expected, according to Okanagan Specialty Fruits. The Canadian-based company is waiting for approval on the Arctic Fuji apple and has announced plans for a fourth variety, the Arctic Gala. Test market locations have yet to be determined, says Neal Carter, president, Okanagan Specialty Fruits.

Source: FreshPlaza.com

CALIFORNIA

Cherry crop packout reduced by half



What appeared to be a historically large cherry harvest in California at eight to nine million boxes was reduced in value due to nine rain events between bloom and picking. Matt Nowak, Delta Packing, reported that their average pack-out rate was 50 to 55 per cent. Half of the crop went to secondary processing markets. Fruit that made it into the box had reduced shelf-life.

In Washington state, growers faced a number of ongoing challenges in marketing their crop, such as changing weather conditions, labour availability and competition from overlapping cherry growing regions.

National Rainier Cherry Day is July 11 each year, but warmer weather brought the harvesting of Rainiers forward to as early as June.

Source: FreshPlaza.com

UNITED STATES

Trendy vegetables at heart of Nourish Bowl



California-based Mann Packing is taking its cue from chefs and foodservice, including trendy vegetables such as kohlrabi, butternut squash, cauliflower, sweet potatoes, kale and sugar snap peas in a new product line.

Called Nourish Bowls, the single-serve meal is microwaved in three to four minutes along with grains and a sauce. Different flavours were developed including Monterey Risotto, Sesame Sriracha, Smokehouse Brussels, and Southwest Chipotle.

Source: FreshPlaza.com

CALIFORNIA

Bad business climate closes strawberry farm



Mandalay Berry Farms, one of California's largest strawberry farms is closing, pressured by a worsening business climate. Declines in production are attributed to several factors including increased imports, the new \$15 per hour minimum wage, higher healthcare costs and the prolonged drought. More than 565 non-unionized employees will lose their jobs.

Overall, strawberry acreage has fallen from 12,000 to 6,000 acres in Ventura County, one of the southernmost strawberry-growing regions in the state.

Put into perspective, California still has 40,000 acres of strawberries in production.

Source: FreshPlaza.com

CROSS COUNTRY DIGEST

ALBERTA

130 farmers' markets operate throughout the province

Alberta's farmers' markets are now in full swing right across the province. "We have almost 130 approved markets serving 110 communities around the province that are open throughout the summer," says Eileen Kotowich, farmers' market specialist, Alberta Agriculture and Forestry (AF), Vermilion. "This includes 25 markets that operate year round."

Kotowich says Alberta's farmers markets offer a diverse selection of goods. "What you'll see in the markets right now are lots of greenhouse bedding plants and vegetables, early season

vegetables, and lots of preserves, baking, ethnic foods and other year-round products such as meat, eggs and honey."

Part of the success of farmers' markets is that consumers want to know where their food is coming from and make that connection with the producers, says Kotowich. "It gives you a feeling of trust when you can look the producer in the eye and talk to them about how they raise their animals, grow their crops or prepare their ready-to-eat foods."

Alberta-approved farmers' markets are identifiable to the public by the Sunnygirl logo. A minimum of 80 per

cent of vendors' products must be produced in Alberta to qualify as an Alberta-approved farmers' market.

New this year is a mobile app for both Apple and Android devices. This app will allow users to easily find markets in their area or around the province, search by day of the week or type of market. Visit www.sunnygirl.ca to download the mobile app or to view an interactive map of Alberta-approved farmers' markets.

Source: AgriNews



Farmers' Market

BRITISH COLUMBIA

Cherries to China, and hopes to export to Japan

British Columbia's cherry growers are working diligently to gain market access to Japan, hosting a delegation this month.

"This is the second season of testing for codling moth in cherries," says Sukhpaul Bal, president of the B.C. Cherry Association. "We've been fortunate that growers with younger plantings have not sprayed for the pest and have offered their blocks for test purposes."

Japan requires evidence that cherries are not a host of the pest. The hope is that after the 2016 season, the market will open to exports.

Cherries are already accepted by

China, a lucrative market worth more than \$50 million to B.C. growers last year. However, due to climate change, this is the second year that cherries have bloomed in early April. The worry is that the earlier harvest will miss the more profitable Chinese festival seasons in September. The glistening red fruit is cherished as a sign of good fortune in Chinese culture.

B.C.'s replant program, \$9.4 million financed by the provincial government through to 2021, is encouraging more cherry acres to be planted. Bal says there are now more than 5,000 acres of cherries cultivated in the province.



ONTARIO

Canadian wines from Cave Spring Cellars chosen for BASF wine cellar

The Palatinate (Pfalz) region in Germany is renowned for its Rieslings, but recently three Canadian wines were spotted by BASF Wine Cellar's sommeliers. Their collection now includes a non-vintage Blanc de Blancs, 2012 Cabernet Franc and a 2014 Riesling icewine – all from Cave Spring Cellars based in Jordan, Ontario.

"We are very excited to become part of BASF's exclusive portfolio of international wines," says Thomas Pennachetti, vice-president of

sales and marketing for Cave Spring Cellars. "This placement continues the expansion of our export efforts globally, and especially in Europe. In addition to our existing distribution network in the U.K., France, Belgium, Luxembourg, Denmark and Sweden, BASF brings Cave Spring wines not only to their domestic market in Germany, but also to their extensive clientele throughout Europe and abroad."

Founded in 1901, the BASF

Wine Cellar features more than one million bottles of wine available in more than 3,000 varieties. Served to BASF

customers and visiting dignitaries, the company also sells its wines to wine lovers around the world.

Source: BASF and Cave Spring Cellars joint news release

EXCESS STOCK

BLACK STACKING CRATES
Ideal for Harvesting Fruits & Veggies

- Heavy Duty All Temp Plastic
- Interlocking - Excellent for Stacking
- Ventilation Slots - Good Air Circulation
- Perfect for Pallet Shipping
- 2 Sizes Available

CALL TODAY for more info!

VAN NOORT BULB CO. LTD. 3930 Ninth Street.
St. Catharines, ON, L2R 6P9
Ph: (905) 641-2152 Fax: (905) 684-1844
Steve@vannoortbulb.com

> Empty Pesticide Container Recycling Program

There are many reasons to rinse.

- #1 Only rinsed containers can be recycled
- #2 Helps keep collection sites clean
- #3 Use **all** the chemicals you purchase
- #4 Keeps collection sites safe for workers
- #5 Maintain your farm's good reputation

No excuse not to!

{ For more information or to find a collection site near you visit cleanfarms.ca

CleanFARMS

Now, take your empty fertilizer containers along for the ride!

OAFE 25TH ANNIVERSARY

Youth point to bright future for agri-food education



Milton, Ontario -- The future of agriculture and food education dominated the conversation at the Ontario Agri-Food Education (OAFE) 2016 annual general meeting on June 8. Students, teachers, politicians and representatives from the agri-food industry gathered to discuss the evolution of agricultural education. The event also marked OAFE's 25th anniversary.

"This milestone event marks 25 years of success in educating students and teachers about modern agriculture, developing agri-food educational programs and encouraging students to consider careers in the agri-food sector," says Lorie Jocius, Ontario Agri-Food Education Inc. chair. "And our speakers brought our mandate to life with first-hand experiences about agriculture and food education from today's students, and insights on inspiring the next generation of consumers."

The organization also announced a new name and logo -- AgScape -- a hybrid of Agriculture and the vast landscape of food production and the

environment.

"We felt it was time to rebrand OAFE to keep up with tech-savvy students as we continue our service to schools and the agri-food sector in Ontario," says Jocius. "Our focus remains strong to educate and inspire." We will have more information on our rebranding throughout our 25th anniversary year."

Ontario Agri-Food Education Inc. (OAFE) is a not-for-profit organization providing curriculum linked and balanced resources to Ontario schools on agriculture, food production, environmental sustainability and related topics. OAFE was created in 1991 with the mission of building awareness and understanding of the importance of agriculture and food. This year OAFE celebrates 25 years of delivering education programming about food, farming and agriculture. Watch for more anniversary celebrations in 2016. For more information about OAFE visit oafe.org, follow on Twitter @OntAgriFoodEd and like on Facebook.com/OAFEInc



A youth panel moderated by Becky Parker illuminated some unique perspectives of agriculture and agri-food. From L-R: Faith Baxter, Honours H.Sc. Food Science Co-op, University of Guelph, Cameron Choquette, 4-H Canada, Becky Parker, Moderator and OAFE/AgScape Project and Partner Strategist, Melana Roberts, Toronto Youth Food Policy, Neils Van Wely, President, Student Federation of the OAC, University of Guelph.

“ This milestone event marks 25 years of success in educating students and teachers about modern agriculture, developing agri-food educational programs and encouraging students to consider careers in the agri-food sector. ”

~ LORIE JOCIUS

CUEVA®

COMMERCIAL COPPER FUNGICIDE



DO MORE WITH LESS

CUEVA is a fixed copper fungicide concentrate that combines a soluble copper fertilizer with a fatty acid to form a true soap. CUEVA has a broad crop label and protects plants against a wide range of diseases including downy and powdery mildews. CUEVA is formulated to leave a lighter shade of blue residue.



ENGAGEAGRO

tel. 866.613.3336
info@engageagro.com
www.engageagro.com

Cueva is a registered trademark of W. Neudorff GmbH KG

TECHNOLOGY & INNOVATION

Vineland opens the largest pre-commercial horticultural research greenhouse in North America

KAREN DAVIDSON

Vineland Station -- There's no glass ceiling on what can be accomplished through research. That was clear at the June 3 official launch of the new pre-commercial greenhouse at Vineland Research and Innovation Centre. The \$10.4 million, state-of-the-art facility has been long in the planning, a "confederacy of good ideas," according to CEO, Jim Brandle.

In fact, since the renaissance of the horticultural research station in 2007 and Brandle's appointment as CEO, the vision has always been to build this greenhouse. Almost a decade ago, the Ontario Ministry of Agriculture, Food and Rural Affairs (OMAFRA) was a significant financial partner in rebooting the research station. OMAFRA minister Jeff Leal announced another \$7.2 million to support research that will make greenhouse-grown vegetables more resilient in

Ontario's climate humid summers and dark winters.

"This is an opportunity to increase production efficiency and environmental performance," says Jan VanderHout, a cucumber grower and chair of The Ontario Greenhouse Alliance. "I'm looking to evolving research on dehumidifying our greenhouses and eliminating the need for venting out excess humidity. I see this as the next opportunity for improving performance."

The climate-controlled, 40,000 square-foot greenhouse is already home to tomatoes on the vine and eggplant. One project is to improve flavours in tomatoes, reaching targets set out by consumer test panels. Pest and disease management, some through biocontrols, are another. Expect the development of smart watering systems through wireless technology. Robotics and automation will become ready-to-use technologies in the near future.

These projects, earmarked



Pruners in hand, the ribbon-cutting panel consisted of: (L-R) Hon. Lyle Vanclief, Board Chair, Vineland Research and Innovation Centre (Vineland); MP Dean Allison, Niagara West; MPP Jim Bradley, St. Catharines; Hon. Jeff Leal, Ontario Minister of Agriculture, Food and Rural Affairs; MP Vance Badawey, Niagara Centre; MP Chris Bittle, St. Catharines; Sandra Easton, Mayor, Town of Lincoln; Alan Caslin, Niagara Regional Chair; and Jim Brandle, CEO, Vineland.

by growers and industry partners, will help keep Ontario's \$1.6 billion greenhouse vegetable industry competitive in the future.

"This is a great opportunity for the greenhouse and horticultural sector in Ontario and across Canada," says George Gilvesy, chair, Ontario Greenhouse Vegetable Growers. "These are world-class facilities that will help us differentiate our products and deliver what the consumer wants."

Officially named the Collaborative Greenhouse Technology Centre, it is expected to be a hub of research bringing together companies, industry and

researchers for fast-track commercialization. Some of the greenhouse's unique features include:

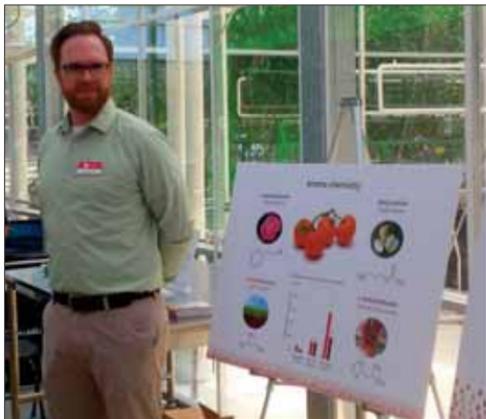
- Strict control of temperature, humidity and lighting to accommodate all types of research crops and projects
- 13 large-scale compartments, including two vegetable houses with seven-metre gutter heights that meet commercial vegetable greenhouse standards, and 11 flower houses with five-metre gutter heights consistent with commercial flower greenhouse standards
- Below-ground trenching to

reduce shading in the greenhouse

- Collaborative space in the greenhouse that allows partners to work directly in the facility with researchers.

Coincidentally, CEO Jim Brandle, celebrated his ninth year as CEO the week of the greenhouse opening. He concludes, "While the bricks and mortar footprint of this project is commendable, what sets it apart is the unique opportunity it will provide for problem solving, collaboration with our ever-widening range of partners and the commercialization of great science."

Consumers share insight into flavour



David Liscombe, research scientist in biochemistry, explains that the industry standard for tomato flavour can be differentiated by linking the chemistry of tomatoes to consumer preferences for flavourful varieties. Graphic supplied by Vineland.

The Ontario Greenhouse Vegetable Growers have 'skin in the game' when it comes to Vineland's new research greenhouse. The association is funding significant dollars to differentiate the flavour of Ontario greenhouse-grown tomatoes-on-the-vine from other competitors. The goal is to breed two flavourful, Ontario-adapted hybrids by 2020.

Two summers ago, that research started within Amy Bowen's consumer insights group. Vineland's trained sensory panel evaluated 56 diverse varieties of greenhouse-grown tomatoes, some of which originated with the Agriculture and Agri-Food Canada germplasm collection, for differences in texture, aroma and flavour.

Next, that basket of tomatoes was

whittled down to 18 varieties and presented to the consumer panel to indicate their preferences.

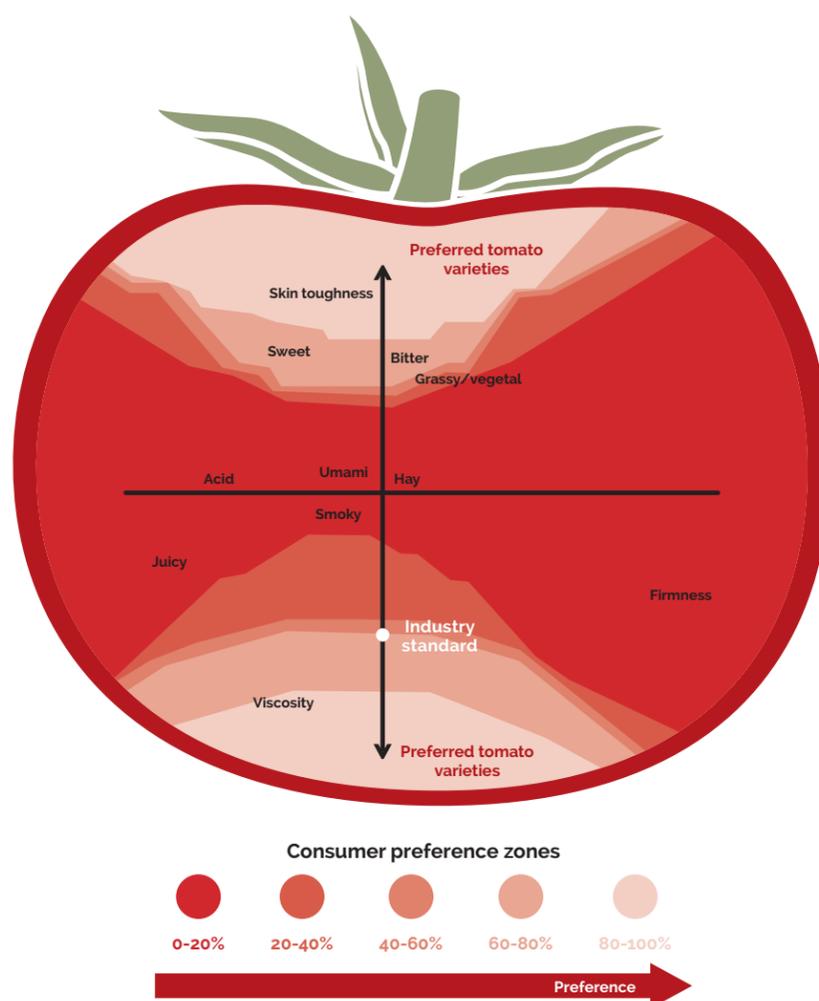
From this, a preference map was created benchmarking the industry standard and graphically showing there's room for flavour differentiation in tomatoes. "We came up with a lexicon of attributes to describe tomatoes," says Bowen. "Words ranged from hay and vegetal to umami and smoky." The ideal tomato is a little tricky, says David Liscombe, research scientist in biochemistry at Vineland. "Texture is a huge driver but so is aroma and flavour."

In the past, seed companies have bred tomatoes for agronomic attributes such as disease resistance and yield. Until recently, the tools have not been available -- or too expensive -- to link consumer olfactory and taste preferences to chemistry. Vineland's interdisciplinary team is excited about how questions can now be asked of consumers about what they want before years of painstaking breeding.

The team consists of Amy Bowen (consumer insights), Valerio Primomo (vegetable breeder), Dave Liscombe (biochemistry), Travis Banks (bioinformatics) and Anissa Poleatewich (plant pathology).

While these research scientists bring their product to fruition, the business model for licensing these varieties and rolling profits back into research is still to be settled. But the prospects for commercial success seem tantalizingly close with Vineland's previous track record. The research station has already produced Pixie grapes, an ornamental dwarf grapevine, the Cold Snap pear and the development of the Appassimento grape-drying system for Ontario conditions.

We've got good flavour



FOR VIDEO INTERVIEW WITH CEO JIM BRANDLE
GO TO WWW.THEGROWER.ORG

ONTARIO FRUIT AND VEGETABLE GROWERS' ASSOCIATION

Board briefs

The Ontario Fruit and Vegetable Growers' Association (OFVGA) Board of Directors met on Thursday, June 16, 2016. Discussions focussed on ongoing consultations (Great Lakes Nearshore Framework, Climate Change Action Plan, and Cap and Trade), ongoing reviews of crop protection material, and updates on a PACA-like trust from the Canadian Horticultural Council (CHC).

Canadian Horticultural Council – Adrian Huisman

As of June 30, 2016, Executive Vice President Anne Fowlie has left CHC. The OFVGA wishes her well in all future endeavours.

Work on a PACA-like trust for Canadian growers continues to be a priority. Professor Ron Cuming of the University of Saskatchewan has developed a comparable Canadian model, presented to the Standing Committee of Agriculture and Forestry. A letter from the committee will be sent advising of this model to the federal Minister of Agriculture and Agri-Food Canada as well as the Minister of Innovation, Science and Economic Development.

Property – Brian Gilroy

The American Kestrel Project nesting boxes are still being monitored by Brock University; funding is being sought for the project to continue.

The launch for the Centre of Food Integrity went ahead on June 1, 2016 in Ottawa and was a great success. People are more interested in where their food comes from and how it's grown. The Centre for Food Integrity also released more research on consumer thoughts about food. The importance of storytelling to engage the public was a focus. Growers who are interested in learning to communicate their stories to consumers are encouraged to reach out to Farm and Food Care.

The Royal Agricultural Winter Fair's Horticultural Committee met to discuss the horticultural competition for 2016. This year the crop of choice is Marrow. The crop giant being sought is the turnip.

A response is being prepared by the OFVGA on the Great Lakes Nearshore Framework Consultation. The piece looks at data gathering and progress measurement for near shore wetlands connecting to the Great Lakes. The response is due July 12, 2016 and will be available on the OFVGA website at this time.

Research – Harold Schooley

Harold was asked to present to the OMAFRA Environmental Sustainability Theme Advisory (TAG) Group, with a focus similar to those horticultural research priorities he was involved in. They have three priorities, one of which is to understand the drivers and stressors on the agricultural production system, the second is how to manage those effects with new methods and new decision support tools, and thirdly, measuring best management practices.

Within the Climate Change Action Plan, agriculture is directly mentioned as having the ability to capture carbon and provide offset credits to the cap and trade program, however, no specific details were given on what the offsets were.

Ontario Agri-Food Technologies (OAF-T) did a study on precision agriculture and is reporting June 22 on its findings. Harold and John will be in attendance.

Safety Nets – Mark Wales

The 2014 Agri-Stability Program has completed payments of \$35.8 million. 2015 payments in the early stages have reached \$8.8 million.

Forms for the 2015

Agri-Invest Program are currently being sent to growers. Many have already made their deposits.

As of May 30, \$21.94 million of government dollars have matched grower contributions for the 2015 Self-Directed Risk Management (SDRM) Program. 2015 program payments are being received, bringing growers to 75 per cent of possible matched funds.

We now have the final version of the Climate Change Action Plan, which removed mention of eliminating natural gas as a home heating option. A strong focus is on electric vehicles and the infrastructure required to support heavier reliance on them. There were very vague references to agriculture, but we're still waiting on greater detail.

The OMAFRA Phosphorus Working Group continues to meet and discuss how Ontario will meet its 40 per cent phosphorus reduction commitment. Ohio is looking to ban the practice of winter nutrient spreading over the next three years to help with their reduction targets. Great work is being done through the Ontario Greenhouse Vegetable Growers (OGVG) looking at the effects of tile drainage on nutrient loading.

Crop Protection – Charles Stevens

The month of May has been the busiest Charles has seen in six years of being section chair.

Craig Hunter had the opportunity to meet with the federal Minister of Health, Dr. Jane Philpott. The meeting took place back in May, and they discussed crop protection and the Pest Management Regulatory Agency (PMRA). The door has been opened for future discussions.

In the month of May, the crop protection industry faced four consultations. Three were re-evaluations of Ziram, Ferbam, and Thiram. The fourth was a consultation on the management of the pesticide re-evaluation process. The re-evaluations that have yet to occur are for Chlorothalonil (June 10), Iprodione (July 14), and Captan (July 29).

The Environmental Protection Agency (EPA) proposed revoking use tolerances of Calypso in the U.S. this past year. Revoking of tolerances would affect our exportability to the states. Grower organizations have contacted the EPA with their concerns and received information that they will retain the tolerances for Calypso for import purposes.

Nominations for the Grower Requested Own Use Pesticide Import Program

CRAIG HUNTER

The National GROU Committee has asked me to seek nominations from Ontario grower groups. If you have a burning concern about pesticide pricing Canada/U.S. differences, and wish to nominate a product for consideration, please do so by end of July. Please feel free to circulate this further within your commodity sector to get the fullest possible response.

The requirements include:

- PCP # and name of product registered in Canada,
- The EPA number of the IDENTICAL product registered in the U.S. This must be registered by the same company both sides of the border, and have the same contents (EG 50% WP in both)
- It must also be off data protection time here, which would mean it was registered before 2002. It cannot be a restricted use product here. It may also need to pass a couple of other requirements.
- If pricing is out of line, you should talk to the company involved to get a sense of whether they may reduce the price. If the product is off the data protection time it may be eligible for generic registration

by any other registrant. This is an option when the product has significant uses across all

labelled crops, but may be of little value for many horticultural crop only products.

Visit www.hc-sc.gc.ca/cps-spc/pest/agri-commerce/import/index-eng.php or contact me for

further details at research@ofvga.org.

Innovation is a lot like family. It's all about the future.

We've provided advanced solutions for horticulture growers since 1950. And we're just getting started. For more info go to agsolutions.ca.

BASF
We create chemistry

AgSolutions is a registered trade-mark of BASF Corporation, used with permission by BASF Canada Inc. © 2016 BASF Canada Inc.

Climate of change



JOHN KELLY
EXECUTIVE VP, OFVGA

responsive government. The previous Harper government was very centralist, with key decisions coming from the office of the Prime Minister. This made for a challenging environment of lack of communication, openness and inability to provide meaningful input into the political process. The Canadian Horticultural Council (CHC) and other national agricultural organizations faced a daunting challenge to be heard at the federal level.

For Agriculture and Agri-Food Canada (AAFC) Minister Lawrence MacAulay, the themes of investment in healthy food, jobs, agricultural research coupled with business risk management direction, trade and development of the new agri-food policy framework to follow on from Growing Forward 2 will be key deliverables. These are not hugely different topics from the previous government. However, the addition of the importance of climate change does add a new wrinkle to the direction of AAFC and the Minister has been directed to work with the Ministers of Natural Resources and Environment and Climate Change to make investments in clean and sustainable technologies and processes.

There has been a palpable change in the ability of the horticultural sector to be heard by the federal government.

Under the previous leadership of Minister Gerry Ritz, although he was sometimes available to listen to the messaging, it was obvious that there was a lack of desire to hear and act on what was being delivered. The new government has indeed heard and appears to be acting on one of the more significant issues affecting horticulture, that being the Perishable Agricultural Commodities Act consultations. After years of not getting any traction, it appears that the challenge to the dispute resolution process will be resolved. Presentations by Anne Fowlie of the CHC, Fred Webber, the Dispute Resolution Corporation and by the Ontario Fruit & Vegetable Growers' Association (OFVGA) -- Jason Verkaik, chair OFVGA and George Gilvesy, director OFVGA and chair Ontario Greenhouse Vegetable Growers-- have made some very valuable contributions to moving this issue forward. It is evident that at the federal level a change in the political environment has occurred.

In Ontario, there has been a shuffle in the provincial government cabinet, and with it will likely come a change in the way this government has acted. They have now finished the first two years of their mandate and will be preparing for the next election cycle two years out. The cabinet is closer to

gender equity as about 40 per cent of the ministers are women. Some ministers are out such as Ted McMeekin, former Municipal Affairs and Housing minister and former agriculture minister. It is anticipated that the government of Ontario will likely become more responsive to the requests from the electorate over this timeframe. While many of the previous ministers are still in place in ministries that affect horticulture -- Ontario Ministry of Agriculture, Food and Rural Affairs (Jeff Leal), Environment and Climate Change (Glen Murray), Finance (Charles Sousa), Labour (Kevin Flynn), and Health and Long Term Care (Eric Hoskins) -- there have been some notable changes.

The Ontario Ministry of Energy is now being led by rookie MPP Glenn Thibeault from Sudbury. Horticultural producers use power, and in particular electricity and natural gas, to fuel their operations. The Ontario Climate Change Action Plan is going to force the price of natural gas up 3.3 cents per cubic meter in January 2017. Much of Ontario's dispatchable electricity is fuelled by natural gas, and many horticultural operations depend on natural gas for heating. The result of the Climate Change Action plan will be to increase costs for this power. Ontario already has some

of the highest "all in" prices for electricity in North America, more than double our competitors in the United States. Ontario fruit and vegetable producers must not be hamstrung by unfair, high prices for power. It will be very necessary for Minister Thibeault to meet with the sector to address these concerns.

Minister Mitzi Hunter has moved from Associate Minister of Finance (responsible for the Ontario Retirement Pension Plan) to Education. This is significant, as messaging is now coming forward about an enhanced Canada Pension Plan, which may negate the need for an Ontario-specific pension plan. It is clear that more information on this topic will come in the near future and may be reflective of a more collaborative relationship between the federal and provincial governments.

While the winds of change have swept through Ottawa and the climate at Queens Park in Ontario may be warming, fruit and vegetable producers should look forward to a more engaged dialogue with both levels of government. Ones that are willing to listen, and ones that are going to drive hard to re-election. A change in climate is indeed happening.

As we move into the heat of the summer months, changes are afoot with the various levels of government that impact growers across the country. The climate in government at the federal level is to get on with the mandate that the majority win has provided to them. The federal Liberals are now past the honeymoon stage and are getting down to the business of bringing in their mandate.

In the mandate letters to his ministers, Prime Minister Trudeau has been consistent with his messages of "a new tone to Ottawa," "renewed sense of collaboration," "openness and transparency in government" and a "different style of leadership to government." In the first year of this new government, it has been very clear from the outset that this is a more engaged and

WEATHER VANE



These rain clouds over Lake Ontario were photographed steps from Meyers Fruit Farms orchards in Niagara-on-the-Lake. Photo by Denis Cahill.

STAFF

Publisher: Ontario Fruit and Vegetable Growers' Association
Editor: Karen Davidson, 416-557-6413, editor@thegrower.org
Production: Carlie Melara, ext. 221, production@thegrower.org
Advertising: Alex Nichols, 519-763-8728 x 218, advertising@thegrower.org

The Grower reserves the right to refuse any advertising. Any errors that are the direct result of The Grower will be compensated at our discretion with a correction notice in the next issue. No compensation will be given after the first running of the ad. Client signature is required before insertion.

The Ontario Fruit and Vegetable Growers' Association is the sole owner of The Grower. All editorials and opinions expressed in The Grower are those of the newspaper's editorial staff and/or contributor, and do not necessarily reflect the view of the association.

All rights reserved. The contents of this publication may not be reproduced either whole or in part without the prior written consent of the publisher.

OFFICE

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

The Grower is printed 12 times a year and sent to all members of the Ontario Fruit and Vegetable Growers' Association who have paid \$30.00 (plus G.S.T.) per year for the paper through their commodity group or container fees. Others may subscribe as follows by writing to the office:

\$30.00 (+ G.S.T.) /year in Canada
\$40.00/year International

Subscribers must submit a claim for missing issues within four months. If the issue is claimed within four months, but not available, The Grower will extend the subscription by one month. No refunds on subscriptions.

P.M. 40012319

ONTARIO FRUIT AND VEGETABLE GROWERS' ASSOCIATION BOARD OF DIRECTORS 2016

MANAGEMENT COMMITTEE

Chair: Jason Verkaik, Bradford
Vice-Chair: Jan Vander Hout, Waterdown
Fruit Director: Norm Charbonneau, Port Elgin
Veg Director: Mac James, Leamington
Director: John Thwaites, Niagara-on-the-Lake

BOARD OF DIRECTORS

Apples: Charles Stevens, Newcastle
Fresh Vegetable - Other: Kenny Forth, Lynden
Tender Fruit: John Thwaites, Niagara-on-the-Lake
ON Asparagus Grws': Mkg. Brd.: Mike Chromczak, Brownsville
GGO/Fresh Grape Growers: Bill George Jr., Beamsville
Fresh Vegetable - Muck: Jason Verkaik, Bradford
ON Potato Board: Mac James, Leamington
Small Fruit/Berries: Norm Charbonneau, Port Elgin
ON Ginseng Growers': Ken Van Torre, Burford
Greenhouse: Jan Vander Hout, Waterdown
Greenhouse: George Gilvesy, Tillsonburg

OFVGA SECTION CHAIRS

Crop Protection: Charles Stevens, Newcastle
Research: Harold Schooley, Simcoe
Property: Brian Gilroy, Meaford
Labour: Ken Forth, Lynden
Safety Nets: Mark Wales, Alymer
CHC: Adrian Huisman, St. Catharines

THE
GROWER

PERSPECTIVE



Telling 31 million Canadians about agricultural technology, and more



OWEN ROBERTS
U OF GUELPH

entrenched in communication models, and I'd argue, more vital all the time as society gets increasingly complicated.

To varying extents, we're all opinion leaders, more so with the broad availability of digital communications. The conversations we have, the decisions we made, the opinions we form and share with others are informed by free flowing information . . . and knowing where to get it.

That's where something called the Canadian Centre for Food Integrity comes in. This new venture was unveiled in June in Ottawa. It's designed to be a resource for the free flow of information about the food we eat and just as importantly, for information about food's origins -- that is, about the farms and farmers who produce it.

The centre, an arm of Farm and Food Care, has its hands full. Its research shows 90 per cent of Canadians admit to knowing little about farming or food production.

In real numbers, that means

more than 31 million people in this country are in the dark about the very food they eat.

On the plus side, the centre's research also shows 60 per cent want more information about their food.

Technology in food production is a conversation many people are having, without much information to go on. To me, this is one of the greatest opportunities for the new centre -- give clear, balanced and truthful information about farming and food production, including the role of technology, and you will be filling a huge gap.

Examples of such benefits were clear when the University of Guelph presented a showcase of promising technology it's been supporting since 2014, through a Dragon's Den-like program called Gryphons' LAAIR (the gryphon is the U of G mascot; LAAIR is an acronym for Leading to Accelerated Adoption of Innovative Research).

Few such funding programs exist anywhere in agriculture.

The sector has been good at creating a pipeline for the likes of new plant varieties to get from the field to commercial plant breeders. But when it comes to innovative products and technologies, where a financial boost is needed to get the innovation over the hump -- creation of a prototype, perhaps the money just isn't there.

The Gryphons' LAAIR showcase offered a glimpse of what's possible with a little extra support.

For example, showcase participants heard of a nanoparticle extracted from sweet corn that has a special attraction with water. Among its many uses, it produces one of the best moisturizers anywhere, and can also be used as a food stabilizer and endurance drink additive. It's being developed and commercialized by a start-up company called Mirexus; plans to build a production factory in 2017 are underway.

Participants also learned about a technology called Guelph Intelligent Greenhouse Automation Systems. It's a

robotics system that monitors plants, harvests fruit, scouts for disease and picks fruit. Prof. Medhat Mousa, an engineering professor at Guelph, noted 30 per cent or so of the cost of production for greenhouse vegetables in Ontario can be attributed to labour . . . if you can find it in the first place.

As well, Prof. Praveen Saxena told participants about his micro-plants project -- specifically citing micro apples and micro hazelnuts -- being developed through micropropagation in the University's Gosling Research Institute for Plant Preservation, in conjunction with Mori Essex tree fruit (worldwide distribution) and Harster Greenhouses (commercial application).

Like the rest of the world, technology and agriculture are getting more complex, complicated and interdependent. Feeding the world depends on them both succeeding, with research, funding and societal support.

Exchanging information sounds simple, right?

You talk, I listen.

I talk, you listen.

We learn.

What's so hard about that?

It's at the very heart of communicating.

The free flow of information is a right we hold dear. It's an important part of our value system. Informed decisions are based on information flowing freely, being exchanged.

Informed opinion leaders are valued by society; their role is



KENJA™



THIS
CHANGES
EVERYTHING

KENJA is a new broad spectrum fungicide from Engage Agro, with preventative, local systemic and curative properties for foliar and soil-borne diseases. KENJA is an excellent disease control agent when used as part of an IPM program, providing superior protection against Botrytis.



ENGAGE AGRO

tel. 866.613.3336
info@engageagro.com
www.engageagro.com

KENJA™ is a trade-mark of Ishihara Sangyo Kaisha Ltd.



Soil health and vegetables



Jocelyn Michon sees great corn emergence and earthworm middens on this field which has been no-tilled since 1993 and cover cropped since 2003.

MELISA LUYMES

It was the May long weekend and that was reason enough for a road trip to Montreal. Well, who am I kidding? I was there for a crop tour.

After a seven hour drive, I pulled into a short laneway just off the Trans-Canada highway east of the city. It was the farm of Jocelyn Michon, a long-time no-tiller and a memorable speaker at the 2014 Innovative Farmers' conference in London.

"You brought the sun," he smiles as he shakes my hand. Michon farms 600 acres near Saint-Hyacinthe and he grows corn and soybeans, as well as double-cropping peas and green beans for Bonduelle. He is also an inductee of the Soil Conservation Council of Canada's Hall of Fame. And I was about to find out why.

Through no-till and cover crops, Michon has raised his soil organic matter from 1.5 per cent to 3-4 per cent since the early 1990s. But the proof is in the uniformity and consistency of his high yields, he says, and especially on dry years. While Bonduelle has dropped half of

its other producers in the area, Michon's vegetables continue to make the top grade. "The problem on many of the other fields around here is compaction and it's not allowing water infiltration."

"At the beginning, they may have thought I was crazy, but now they invite me to speak at their production meetings," he adds. And Michon accepts, enthusiastically sharing his research and experiences.

He uses smaller machinery, controlled traffic and alleys for trucks to minimize soil compaction, and relies on a home-made strip till unit to lightly clear crop residue ahead of the twin-row Monosem precision planter. He spreads chicken litter into a living cover crop every six years and his mix consists of buckwheat, fava beans, oats, forage peas, phacelia, radish, flax, sun hemp, camelina, lentils, sunflower and mustard. Last fall, he had an overwhelming mass of cover crop growth and decided to roll the crop at the end of September as it flowered, and by planting time this year the residue had all but disappeared

(see photo).

"It's all down here," Michon laughs as he stoops down to examine the surface of his soil, just littered with earthworm middens.

"I have 20 to 30 middens per square meter, which means approximately 400 to 900 earthworms in that space. With an average of 25 middens per square metre, that means I will have about 1.5 billion earthworms on my farm," says Michon, who works closely with Odette Ménard from Quebec's agricultural ministry, a renowned expert on earthworms.

"Textbooks say that with the one tonne of earthworms I have per hectare, I could reduce my nitrogen rate by 60 units. I have actually reduced it by 63 units, so that's pretty close," says Michon. He then quotes USDA soil health guru Ray Archuleta: "It's not the fertilizer, but the eco-system that feeds the plant." This has been Michon's experience over the years. He has reduced nitrogen and phosphorus rates by half, and potash by a third.

But he didn't stop there. Sustainability can also add value to the product, he might argue. Michon worked on a pilot project with the provincial agricultural ministry and the Union des Producteurs Agricoles (UPA) to become the first cash crop farm in Canada to be certified under ISO 14001. All aspects of production were evaluated for their environmental impact, including fuel and fertilizer delivery. "In that case, it was the farm that was certified, not our products so it didn't mean an added value to us," says Michon. "And another problem was that there was no consideration for soil conservation."

So, Michon tried another approach. He and other no-tillers had formed a group called Action Semis-Direct 25 years ago. In addition to hosting conferences and farm tours, they created a certified brand for their no-till cereal grains in 2008 and for their livestock in 2009. The brand is Terre Vivante (Living Earth) and it was well received in Quebec. "The only problem now is that we can't provide enough volume for the industry," says Michon.

Ever innovating, Jocelyn Michon has proven that no-till can work. And it benefits not only the soil and the environment, but also his bottom line. "Going no-till makes me an extra \$100,000 a year," he says, and that comes from savings due to reducing equipment, fuel, maintenance, labour and fertilizer.

My visit left me with a lot of food for thought as to how we can better incorporate no-till practices to build soil organic matter levels into vegetable production here in Ontario. If



Green beans direct seeded into pea residue

you have a good example, please get in touch with me. You know I love a good road trip!

Melisa Luymes is Farm & Food Care environmental coordinator.

COMING EVENTS 2016

- July 6-7 Canadian Horticultural Council Board of Directors' Summer Meeting and Tour, Lower Mainland, BC
- July 8 Haskap Day, University of Saskatchewan, Saskatoon, SK
- July 9 Haskap Canada Tour, Meadow Lake, SK For info, contact: bob.bors@usask.ca
- July 9 Phytocultures Haskap Field Day/Open House, Clyde River, PE
- July 9-10 Norfolk Lavender Festival, Apple Hill Lavender and Bonnieheath Estate Lavender and Winery, Simcoe, ON www.norfolklavenderfestival.com
- July 15 Canadian Potato Council Meeting, Winnipeg, MB
- July 18 - 21 International Fruit Tree Association Regional Study Tour, Rochester to Geneva, NY
- July 19 Ridgetown Vegetable Open House, University of Guelph-Ridgetown Campus, Ridgetown, ON
- July 20-22 Federal-Provincial-Territorial Agriculture Ministers' Annual Meeting, Calgary, AB
- July 22-24 International Cool Climate Chardonnay Celebration, Niagara region, ON www.coolchardonnay.org
- July 26-27 Canadian Horticultural Council Mid-Summer Apple Meeting, Delta Beausejour Hotel, Moncton, New Brunswick
- August 3 Controlled Atmosphere Clinic, Grand Rapids, MI
- August 4 Nova Scotia Fruit Growers' Association Summer Tour, Kentville, NS
- August 10 Potato Research Field Day, Elora Research Station, Elora, ON
- Aug 13-14 Perth and Carp Garlic Festivals, Perth and Carp respectively, ON
- Aug 13-17 International Strawberry Symposium, Quebec City, QC info@nasga.org
- August 17 Peak of the Market Family Fun Day, Winnipeg, MB
- Aug 17-18 North American Strawberry Growers' Summer Tour, Quebec
- August 18 Ontario Potato Field Day, HJV Equipment, Alliston, ON
- Aug 18-20 Quebec Produce Marketing Association Annual Convention, Montreal, QC

penn Refrigeration Ltd
Agricultural * Commercial * Industrial
Since 1961

50 Years of Excellent Service

Refrigeration (All Types)

Heating, Air Conditioning

Controlled Atmosphere

905-685-4255

www.pennrefrigeration.com
info@pennrefrigeration.com

18 Seapark Drive, St Catharines ON, L2M 6S6

RETAIL NAVIGATOR

Signage sells



PETER CHAPMAN

There are certain sayings that continue to ring true, even as retail evolves at such a fast pace. "Signage sells" is one of those tried and true statements about retail. If you can get a sign on your item, it is much more likely to be picked up and make it into the shopping cart. The challenges for you are:

1. To understand the different opportunities available.
2. To know which signage is most cost effective.
3. How to ensure you get the signs you deserve.

Advertised items

The most obvious signs are to reinforce the advertised items, to the consumer when they are in store. Retailers and suppliers have made investments in the ad so they need to move volume when the shopper is in store. These signs are usually tied to the creative in the ad and must be on all items, whether they are in line on shelf or in an off-shelf display. In produce this is the most common form of incremental signage.

The positives about this type of signage are that regardless of whether you are on the front page or inside you get the same sign and most retailers have a solid process at store level to ensure signs are done correctly. It is a huge job each week to ensure all items come on and off ad at the right time and that all signage changes.

In-store specials

Most retailers will have an "in-store program" where they reduce the retail for a specific period of time to incent consumers to buy and also help their price image. Some retailers use this type of program to keep their pricing close to the price leader in the market. It allows them to have a higher regular retail to go back to after the "in-store" is over. These can take different formats such as "locked in", "roll back" or "buy three and save X.XX". To date, retailers put more emphasis in the grocery department for these types of discounts but it

could be coming soon to produce.

In-store specials provide an opportunity for guaranteed signage with less investment on the part of the supplier. Depending on specific items and categories, a modest investment can provide exposure for four weeks. Unfortunately these signs can get knocked down over the duration of the temporary pricing reduction (TPR). The consumer doesn't usually complain because they get the product for less cost.

Themes

Incremental sales are a great thing for a retailer. Theme promotions are great opportunities to generate these important dollars. If your item fits into any themes it is worth exploring this avenue. Often the investment required is not as big as ads, they will build off shelf displays and signage can be unique to attract the shopper in store. Timing is important for themes, as they do not always fit into regular promotion periods. You need to be prepared in advance of the regular cycles. You also need to be proactive because your space in a theme might not always be top of mind for the category manager.

Themes do get more attention than in-stores because they usually generate the incremental sales I mentioned. Execution is all over the place so you need to follow up with your customers to see what is happening. Some stores are great, get creative and really execute. Others can't find the stock in their back room. If you are going to participate in theme promotions make sure you have the commitment to visit stores during these events.

Local

Consumers continue to push retailers for more local produce items. They don't always buy them but they do say they want them. These are great opportunities for signage, especially for smaller regional producers that will not be in the ad often, if ever. The retailer will put a sign on these products at regular price, which is not the norm. Anytime you can get a sign on your product without investing in price is something you should consider.

Execution of these programs varies from store to store. Similar to themes, you have to be in the stores to see what is happening.

Which signage is most cost effective?

Every opportunity for signage will deliver a different

level of volume for the investment you make. You should always calculate the return you get for the level of discount. This is the only way you will learn what is best and also where you can negotiate.

(Cents per unit profit (at the landed cost) X units sold)-over and above spend can be used to compare to regular movement. Every time you make an investment in price you should use this to determine how effective it was.

There will be some intangibles that are difficult to measure such as brand exposure and keeping your competition at regular price. Sales are influenced by many factors so try to assess any of these as well.

Once you begin to build history you will see where the best return is for your products. Sometimes you just have to do it due to pressure from the retailer. If that is the case and you have the facts about prior history you are in a better position to negotiate.

How to ensure you get the signs you deserve

The biggest commitment you have to make is to be in the stores. This is where you can check execution and assess the performance. Remember when you are in the store to look at the regular shelf position and for any off-shelf displays. The off-shelf displays are the biggest

challenge for retailers to execute and maintain. "Signage sells" is true, as is "if there is no price, they will not buy it." If a sign gets missed or knocked down on an off-shelf display, consumers are much less likely to buy your item.

Follow up at store level and the office on signage. The most effective conversation happens at the store but to negotiate you need to have the facts for the office. Remember to follow up about the good and the bad. Telling a person in a store that a display looks great can be very rewarding for them.

Remember, signage sells!

Your business must be focused on driving sales and signage is an important tool. Understand the different opportunities with your customers, figure out what works best and follow up to ensure you get the results you paid for.

If you have some ideas to make signage more effective please give me a call at (902) 489-2900 or send me an email at pchapman@gpsbusiness.ca.

Peter Chapman is a retail consultant, professional speaker and the author of A la cart-A suppliers' guide to retailers' priorities. Peter is based in Halifax NS, where he is the principal at GPS Business Solutions. 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. pchapman@gpsbusiness.ca.

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: cell. 905-327-4571
email. lrozema@aqua-tt.com**



FOCUS: FARMERS' MARKETS AND AGRITOURISM



Easily mistaken for a hummingbird, this snowberry clearwing moth is a pleasant bonus for tourists visiting Serenity Lavender Farm near Colchester, Ontario.



Martin Gorski is distilling oil from his farm's lavender field for use in a multitude of bath and beauty products.



Up-front investment in the vineyard site has paid off in spades.



Martin Gorski poses with a North 42 Estate Winery red. Photos by Glenn Lowson.

Know yourself, know your tourism market

KAREN DAVIDSON

Colchester, ON -- More than one red stands out in Essex County. Leamington is the tomato capital, but look to the west for Essex-Pelee Island Coast (EPIC) wineries and their Explore the Shore tour July 23-24.

There's probably no better place to experience the effects of terroir on wine than in this micro-climate where 20 soil types can be found in a 10-mile stretch. Third-generation farmers Suzanne Dajczak and Martin Gorski are part of that agritourism scene with North 42 Estate Winery and Serenity Lavender Farm. Situated near Colchester, Ontario, they are one of many destinations along Essex County Road 50, formally known as King's Highway 18A.

"This is one of the oldest agricultural communities in the province," says Martin Gorski. "We've come full circle from fresh produce to finished goods."

For years, the automotive business was a key driver across the river in Detroit, but that business doesn't look sustainable for the long term.

"From all of our travels around the world, whether it's to New Zealand, California or Europe, the grape economy looks good," observes Gorski. "It's smaller but more sustainable."

While their vinifera varieties were planted on 17 acres in 2007, the family also kickstarted their business with lavender. From planting to product, there's a shorter time frame to selling finished goods. It's proven to be a profitable business to the point that expansion is underway for an existing bath and beauty line and soaps made in-house. A culinary line, infused with lavender, will also be launched. A facility will be dedicated to making jams, jellies, syrups and sauces.

“

Choose your attitude. A customer is not interested in the fact your hydraulic pump just blew up. It's a role that requires directing and acting on your own stage.

~ MARTIN GORSKI

”

Nearby, the Motor Burger restaurant features a lavender-infused blueberry beer, adding to the story of locally-crafted beers. These are the quixotic elements that bring authenticity to the tourist experience.

After a decade in business, Gorski says he's grateful for the positive response to the enterprise.

"Invest in infrastructure," he says. "Laser leveling of the soil and soil analysis have been the foundation. It's expensive to make changes later."

Those investments have paid off in quickly earning accolades on North 42 Estate Winery's Gewurztraminer, 2013, a bronze medal winner and Sauvignon Blanc 2013, a silver medal winner at the 2014 Finger Lakes International Wine Competition. Based in New York state, the 2016 competition judged 3,824 wines entered from 50 states and six Canadian provinces.

With stateside recognition also comes marketing opportunities. Suzanne Dajczak knows from her market research that U.S. customers are 35 to 65 years of age. They tend to originate within 50 miles of the farm and have higher-than-average annual incomes of \$40,000 to \$70,000. To reach these customers, she uses a combination of traditional print media and social media.

"Many of our customers are blown away by the beauty of the region set against the Great Lakes," says Dajczak. "We offer them a premium experience at a reasonable cost."

This summer's food festivals and travel routes lead past the door of these two harmonious enterprises.

"Choose your attitude," says Gorski. "A customer is not interested in the fact your hydraulic pump just blew up. It's a role that requires directing and acting on your own stage."

SKILLS IN AGRICULTURE?

Looking for an experience of a lifetime? Volunteer in Africa, Asia or the Americas!

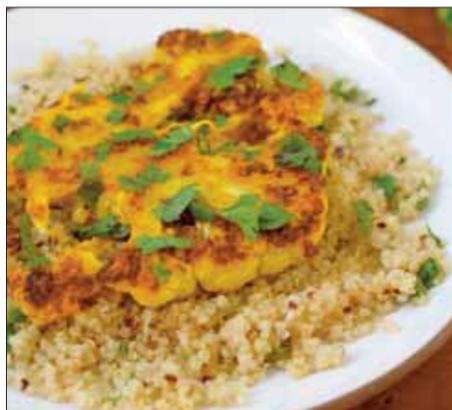
Many exciting opportunities await you with UNITERRA.CA



FOCUS: FARMERS' MARKETS AND AGRITOURISM

4 tips to jazz your produce stand

Today's food trends are impacting not only retailer shelves but farmers' markets. Lois Ferguson, Malibu Consulting and Tracy Lamb, Mopani Communications, shared their tips at last winter's Ontario Fruit and Vegetable Convention. If you need a spark of inspiration for this summer's stand, go to www.ofvc.ca and find their presentation under Wednesday sessions: <http://ow.ly/OeWg301sr1L>



Veggies are heroes. Meatless Mondays are becoming Everyday. Move over steak and make room for cauliflower steaks. Mashed cauliflower and cauliflower hummus are making inroads. Give your customers these new tips on how to prepare.



Cross-promote with other vendors. An ideal match is with maple syrup. This natural sweetener gives a boost to parsnips, squash, Brussels sprouts and sweet potatoes.



Fruit-infused water. Display some infused water at your market stand as a refreshment service. Post on social media. Recipe ideas are endless. Combine pear slices with cinnamon sticks and freshly grated ginger. Or keep it simple with cucumber slices.



Demonstrate a spiralizing machine. What a great way to engage kids in eating their veggies. Replace pasta with veggie noodles or spiralized yellow squash. This could be an option for a cross vendor promotion with someone who sells sauces. No spiralizing machine? Show how to spiral with a mandolin (julienne blade) a julienne peeler or a box grater.

Working with cardamom producers in Guatemala through Uniterra program

When Claudio Nunes arrived in the Cobán area in Central Guatemala in the spring of 2015, he met small-scale farmers who, for the past three years, had their cardamom fields devastated by a tiny insect. As a result, the price of cardamom had plummeted. Nunes, a 59-year-old entomologist specializing in tropical pest control, was assigned by the Uniterra volunteer cooperation program to work with the Cardamom Exporters Association of Guatemala to develop a plan to fight the infestation.

Originally from Uruguay, Nunes has a PhD in biology from the Université du Québec à Montréal (UQAM). He was working as a biologist in Quebec laboratories, when he decided to return to Central America to share his skills and expertise with local communities.

"I wanted to fight inequality and poverty in rural areas," explained Nunes who, at 23, had come to Canada as a political refugee. "Growing up in this area during such tumultuous times and my political activism definitely propelled me towards social involvement. But more than anything, it has been so motivating to feel that I am being truly useful."

In Cobán, Claudio Nunes works with about 15 technicians.

"I collect data in the farmers' plots to assess the effectiveness of the control methods in place. At the office, I then analyse the data and report the findings in scientific articles or in plain language brochures."

In the early part of his assignment, he formally identified the pest in question – the cardamom thrip. "When we find a solution, we present the findings to farmers, train technicians and organize conferences." Nunes has also been working towards a

specialized research centre, which advocates for an integrated pest management program. The ultimate goal is to eliminate widespread spraying of toxic pesticides. For Guatemala, the number one producer and exporter of cardamom in the world, this is a tremendous challenge.

The Uniterra program consists of 600 volunteers, 200 local partners and more than 50 Canadian businesses and organizations who make lasting commitments every

year in Africa, Asia and the Americas. It is jointly operated by the World University Service of Canada (WUSC) and the Centre for International Studies and Cooperation (CECI) and undertaken with the financial support of the Government of Canada provided through Global Affairs Canada. For more information about available assignments, go to www.uniterra.ca

Photo by Florence Reinson



Claudio Nunes

AVOID WATER PRESSURE Start planning now for 2017



To ensure you have water available for your next irrigation season, you should start planning today. The process for obtaining a water permit is lengthy, but if you start planning today you can avoid unwanted pressure from The Ontario Ministry of the Environment and Climate Change, and secure your source of irrigation water. You may also be able to take advantage of GF2 funding to help lessen the cost burden!

For assistance related to water permits, please contact Sasha Novakovic who runs the Water Program at the OFVGA. We are here to help!

Phone: 519-763-6160 ext. 219
Cell: 519-709-5653
water2@ofvga.org



IMAGINE CUBA TRAVEL 2017 CANADA CUBA FARMER TOUR

2 WEEKS - ALL INCLUSIVE
January 23rd to February 8th

- * 8 nts 5 Star, 6 nts country hotels:
- 3 nts Melia Varadero (A.I.)
- 7 day country farm tour
- 2 nts Melia Santiago de Cuba
- 3 nts Hotel Nacional Havana

- * Maximum 25
- * Farmers and family only

NINETEENTH SEASON!

Early Bird Price:
\$3,000 USD per person
(double occupancy) plus air
Deductible



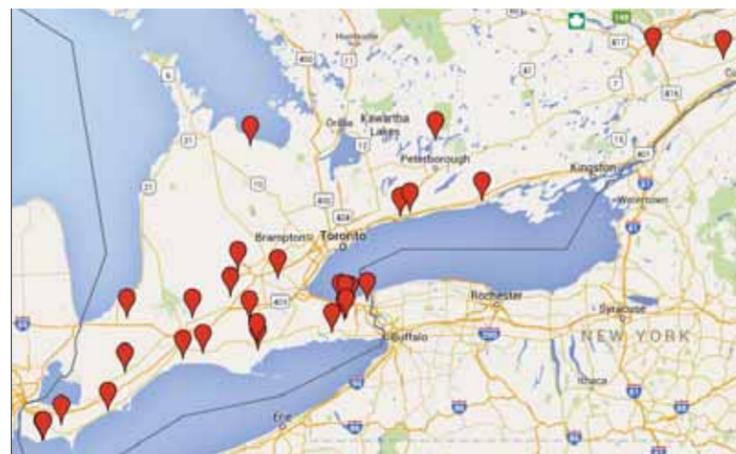
Escorted by Award-winning Canadian
Farm Columnist and Agrologist
Wendy Holm, P.Ag. (Ret'd)

604-417-2434
wendyholm.com
wendy@wendyholm.com

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

Ontario Berry Grower

Ministry of Agriculture,
Food and Rural Affairs



2016 Ontario SWD monitoring program sites.

Registrations* for Spotted Wing Drosophila, 2016

Infosheet

June 2016

Product*	Crops**	Rate	Preharvest Interval	Re-entry period	Max # applications /year	Re-treatment interval
Delegate spinetoram 25% Group 5 Reg. #28778	Bushberries	315-420 g/ha	3 days	12 hours	3	7 days
	Caneberries	315-420 g/ha	1 day	12 hours	3	7 days
	Strawberries	280 g/ha	1 day	12 hours	3	7 days
	Peaches, nectarines	420 g/ha	1 day	12 hours	3	7 days
	Apricots, plums, prunes	420 g/ha	3 days	12 hours	3	7 days
	Cherries	420 g/ha	5 days	12 hours	3	7 days
Entrust spinosad 240 g/L Group 5 Reg. #30382	Bushberries	334-440 mL/ha	3 days	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
	Cherry, plums	364 mL/ha	3 days	When dried	3	5 days
	Peaches	364 mL/ha	1 day	When dried	3	5 days
Exirel cyantraniliprole 100 g/L Group 28 Reg. #30895	Stone fruit	1-1.5 L/ha	3 days	12 hours	4	7 days
	Bushberries	1-1.5 L/ha	3 days	12 hours	4	5 days
Imidan 70 WP phosmet 70% Group 1B Reg. #29064	Blueberry	1.6 kg/ha	15 days	3 days ¹ /15 days ²	2	N/A
	Peach	2.68 kg/ha	14 days	7 days ¹ /14 days ²	4	N/A
	Pear	2.68 kg/ha	14 days	7 days ¹ /14 days ²	5	N/A
	Plum	2.68 kg/ha	14 days	7 days ¹ /14 days ²	3	N/A
	Cherry (sour)	2.68 kg/ha	7 days	3 days	4	N/A
	Grape	2.2 kg/ha	14 days	14 days	3	N/A
Mako For suppression only cypermethrin 407 g/L Group 3 Reg. #30316	Caneberries Stone fruit Strawberries	150 mL/ha	2 days	12 hours except 6 days for hand harvesting, training, tying and leaf pulling in grapes	1	N/A
	Grapes	150 mL/ha	6 days			
Malathion 85E malathion 85% Group 1B Reg. #8372 Use a maximum of 1000 L water per ha	Blueberries	1 L/1000 L water	2 days	12 hours	3	7-10 days
	Currants, Gooseberries	1 L/1000 L water	3 days	12 hours	2	7-10 days
	Raspberries, Blackberries	1 L/1000 L water	1 day	12 hours	2	7-10 days
	Stone fruit	610-855 mL /1000 L water	3 days	12 hours	2	7-10 days
	Strawberries	1 L/1000 L water	3 days	12 hours	2	7-10 days
	Grapes	880 mL/1000 L water	3 days	12 hours except 3 days for hand harvesting and 2 days for training, tying and leaf pulling in grapes	1	N/A
Success spinosad 480 g/L Group 5 Reg # 26835	Bushberries	165-220 mL/ha	3 days	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

¹ Re-entry interval

² Pick-your-own re-entry interval

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.

* Mako and Malathion 85E are emergency use registrations valid to November 30, 2016.

**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



THE GROWER

**It's not a box.
It's a billboard.**

Canadian corrugated is a billboard for your brand. It's tried, tested and new.



Canadian Corrugated and Containerboard Association
Association canadienne du cartonnage ondulé et du carton-caisse

Proud supporter of the Paper & Paperboard Packaging Environmental Council (PPEC) 
www.ppec-paper.com



MARKETPLACE

To advertise phone: 519-763-8728 • 866-898-8488 x 218

EQUIPMENT

BIN CARRIER FOR FRUIT AND VEGETABLES



HYDRAULIC TILT AND LOAD - ACCOMMODATES 5 BINS - ALL SIZES OF WOOD AND PLASTIC BINS. LOW PROFILE TANDEM WHEELS. OPTIONAL REMOVABLE SIDE STEP PLATFORMS. - ORDER EARLY

TURBO-MIST SPRAYERS - 400, 500, 600s IN STOCK

SPECIAL: NEW TURBO-MIST 500, DIAPHRAGM PUMP, HYDRAULIC CONTROLS, TALL SPRAY TOWER. USED ONLY A FEW HOURS, FULL WARRANTY

Turbo-Mist 600, centrifugal, electric, almost new	\$22,500
Turbo-Mist 500, centrifugal, recent new pump	\$17,900
	\$7,950

*** INSTANT PHOTOS TO YOU BY E-MAIL - ALL ADVERTISED ITEMS **
TRADES, CONSIGNMENTS, LEASING, DELIVERY EVERYWHERE

DON ARTHUR ORCHARD EQUIPMENT
(519) 599-3058 donarthur3@gmail.com Clarksburg, ON

CALL ABE FIRST FOR BETTER PRICES, MORE CHOICES, FAST, AND FRIENDLY SERVICE. BUY A DIESEL ENGINE PUMP UNIT FROM THE DIESEL MECHANIC.



NEW IRRIGATION PUMP UNITS ON TRAILER

- Cummin 4 cyl & 6 cyl
- John Deere, 4 cyl & 6 cyl
- Iveco/Cummins, 4 cyl & 6 cyl
- Kubota & Deutz etc, etc.
- Perkins-Cat

Rovatti Pumps
Berkeley Pumps, etc.
And many more new or used up to 550 HP.
We build them all big or small. Also couplers, hoses, clamps, for suction, camlock, ringlock, bauer etc.

A. KOOLMEES

R.R. 1, Otterville, ON NOJ 1R0
(519) 879-6878
Fax: (519) 879-6319

PHILLIPS FARM SUPPLIES



YOU have been to the rest,
NOW call the **BEST!!**

1-800-811-6238
pfs@reach.net

SPRAYING EQUIPMENT
OUR SPECIALITY

NEW . . USED . . SERVICE

YOUR SOURCE FOR
JOHN BEAN AND
DURAND-WAYLAND

Aweta G 3/8 Sorting Machine

Includes original Aweta exit tables and mechanical balance scales.
Updated new electrical controls and software.

**PRICED TO
SELL AT
\$45,000**



NH Global Design
519-365-6776

MARKETPLACE

To advertise phone: 519-763-8728 • 866-898-8488 x 218

CONTAINERS



FOR YOUR PACKAGING SUPPLIES CALL US AT 1-519-863-5782.
AGRICULTURE / INDUSTRIAL PACKAGING
 Shopping Bags, Biodegradable • Plastic pallet/wrap • Net wrap
 Mesh Bags for Corn / Onions / Firewood
 Cardboard boxes Waxed • Paper Bags for Potatoes
 Wood Bushels and Baskets
 Plastic Trays: Clamsheils / Punnett Trays
 Fibre Trays: 1pt / 1/2 pt
NNZ Inc. Canada
 135 Main Street West, Norwich, Ontario E-mail: adejonge@nnz.ca



519-599-2843 fax: 519-599-2609
 Email: 27west@bmts.com

We manufacture standard fir plywood bins and half bins.
 Right now we have some inventory of both sizes.
 We also sell a complete line of parts.
 All bins are stenciled according to purchasers wishes.
 Please don't hesitate to call us!!!

NOVC NIAGARA ORCHARD & VINEYARD CORP. **90th ANNIVERSARY 1926 - 2016**

LOUTH ORCHARDS & NIAGARA GRAPE
 Supplying Fruit & Vegetable Growers with:
 -Baskets -Masters -Berry Boxes -Fertilizer
 -Waxed Cartons -Crop Protection Materials
www.niagaraorchard.com

1550 Hwy. 55 Virgil, ON LOS 170 905-468-3297	1196 Irvine Rd. Niagara-on-the-Lake, ON LOS 170 905-646-5777	4000 Jordan Rd. Jordan Station, ON LOR 150 905-562-8825
---	---	--



SALES SERVICE SUPPORT

LABELS & LABEL MACHINERY
AUTOMATION & ROBOTICS

P: 1-888-770-8454
 F: 1-888-567-1297
www.madleyglobal.com



propagation trays with results



bpgrower.com
 BEAVER PLASTICS

SEED AND ROOTSTOCK



Van Brecks' Fruit Farm & Nursery Ltd.

Providing quality apple trees for 40 years.

- Bench graft
- Sleeping budded eye
- 9 month bench
- 1 year old whip
- 1 year old feathered
- KNIP tree
- 2 year old tall feathered (instant orchard)

Brian Van Brenk
 31760 Erin Line
 Fingal ON, Canada N0L 1K0
 519-902-6353
www.vanbrenk.ca
brian@vanbrenk.ca

ASPARAGUS

ASPARAGUS CROWNS

Millennium
 Mary Washington

Sandy Shore Farms Ltd.
 (519) 875-3382
www.sandyshorefarms.ca
info@sandyshore.ca

SEED AND ROOTSTOCK



HASKAP
 EDIBLE BLUE HONEYSUCKLE

Visit our website for information about our varieties, pricing, research, and production guide.

Plants for sale at
www.phytocultures.com
admin@phytocultures.com | 902.629.1229



MORI NURSERIES

Mori Nuseries now has various types of hoop houses ready for sale.
 Sold by the square foot.
 Both Gothic and round types available.
 All specialized nursery equipment will be sold.

As example of equipment:
 2005 Univergo Hydra Weeder, Model SARL M 923
 This is a 3 seat unit in excellent condition.

Call 905.468.3217 ext. 225 or shop@morinurseries.com



STOKES STOKES
 BLUEBERRY FARM & NURSERY, INC
 BLUEBERRIES FRESHPRO, INC

54239 14TH AVE / GRAND JUNCTION, MI
 269427.8675 269427.7226

ALL PLANTS ARE STAKE INSPECTED

Exclusively BLUEBERRY PLANTS SINCE 1978

Order direct from our wholesale nursery
 Call or email for a current price list and brochure

www.stokesblueberries.com / stokes@stokesblueberries.com

Varieties
 BLUE CROP / BLUE JAY / BLUE RAY
 JERSEY / DUKE / ELLIOT / NELSON / NORTHLAND
 PATRIOT / RUBEL / SPARTAN & MORE

BED GROWN 1/2/3 YEAR
 CONTAINER GROWN 2/3 YEAR



MARKETPLACE

To advertise phone: 519-763-8728 • 866-898-8488 x 218

REAL ESTATE



Larry "BILKO" Bilkszto
Your Local Sales Rep. Since 1989
Specializing in Farms, Agri Lands, Greenhouses,
Country Estates and Rural Properties throughout
the Niagara Region!

BUYING OR SELLING?
CALL
"BILKO"

Complimentary
Evaluation of
Your Property

bilko@rgcmail.com
www.bilko.ca

RE/MAX
Garden City Realty Inc.

905-563-3330 • 905-641-1110 • 1 (866) 575-9400

ORCHARD SUPPLIES



PRINCETON WOOD PRESERVERS LTD.

PRESSURE TREATED ROUNDWOOD PRODUCTS

**FOR ORCHARD, VINEYARD
AND BERRY TRELLISING**

**CONTACT
GREG ARDIEL
705-443-7613**



GREENHOUSE ROOFING



**SEAMLESS
WATERPROOFING**

ROOFTOP to
UNDERGROUND
& EVERYTHING
IN BETWEEN

SAFE FOR THE
ENVIRONMENT

STOP LEAKS NOW!

1-866-255-5068
www.austinroofing.ca

**focus: storage
& containers**

**book by
June 15**



AUGUST 2016

**THE
GROWER**

1.866.898.8488 ext 221
advertising@thegrower.org

IRRIGATION

**Pipe
& Fittings
for Water Systems**

- PVC, ABS, Poly, Copper
- Stainless, Brass, Steel
Product Lines
- Drip & Micro Irrigation
- Septic & Sewer
- Drainage & Culverts
- Berkeley Water Pumps

**Winona Concrete
& Pipe Products Ltd.**
489 Main St. W., Grimsby, ON. L3M 1T4
info@WinonaConcrete.com
Phone (905) 945-8515
Fax: (905) 945-1149
or call toll-free
1-800-361-8515



Heartnut Grove Inc.
Innovative Agricultural Products

**PLASTIC MULCH
OXO-BIODEGRADABLE
AND NON DEGRADABLE**



Agribon Flooding
Row Cover

**BOWSMITH
IRRIGATION**

heartnutgrove.com
Email: info@heartnutgrove.com
Office: 519-264-2708
Mount Brydges, On
Canada, N0L 1W0

CLASSIFIEDS

For Sale: Bauer rainmaker irrigation reel with turbine and 850 feet of hose 3 1/4 inch ID 519-599-2843, 27west@bmts.com

For Sale: FMC Packing Line with 4 lane, 4 drops, washer, dryer, elevator, top dump bin dumper. 4" irrigation pipe. Gormen Rup 4x4 irrigation pump. 48" exhaust fans w/ one horse motors (208 and 600 volt). Holland CO2 generators 399000btu. 34" and 48" greenhouse vent glass. Contact John at 519-791-2371

REFRIGERATION



Reliable Refrigeration Systems

1-866-748-7786 www.kooljet.com

**One-Piece and
Portable Skid-Mount Systems,
Hydro-Coolers, Process Chillers,
Blast Freezers,
Refrigerated Dehumidifiers,
Greenhouse Cooling Systems.**

**Visit our website to view
our complete line**

Designed and Built in Tillsonburg, ON

**Custom Built Designs
- Domestic and International Markets**



519-842-2268



**SELF-CONTAINED REFRIGERATION UNITS
WALK IN COOLER UNITS
WALK IN FREEZER UNITS
ROAD &/OR ELECTRIC TRUCK REFRIGERATION UNITS**



Canada Refrigeration Systems 2010, Inc.
142, Route 202, suite 101, P.O. Box 1810
Huntingdon (Québec) Canada J0S 1H0
Tel.: 450 264-0204 ext. 222 • Fax: 450 264-3225
info@crsinc2010.ca / www.crsinc2010.ca

FROST PROTECTION

**SHUR FARMS®
Frost Protection**

Award Winning Technology! Internationally Acclaimed!

Cold Air Drain®

- Powerful • Cost Effective
- Versatile • Convenient




Shur Farms Frost Protection
1890 N. 8th St., Colton, CA 92324
Toll Free (877) 842-9688
info@shurfarms.com ~ www.shurfarms.com

Manufacturer of the world's most advanced frost protection.

MINOR USE



CRAIG'S COMMENTS

Coming back to peace and tranquility

CRAIG HUNTER
OFVGA

Abandoned yet proud. Shabby yet graceful. At 150 years of age, 'our' old farmhouse awaits its fate at the hands of an 'outsider' whom none of us know. The only way I can pay tribute is to write a bit about its history- our family's history in part.

When the original farm was first settled in the 1830s, the home was a simple log cabin. Its remains are long gone although some of the old stone foundation is still there if you know where to look just north of the old well. The 'new' farmhouse was built in the mid 1860s as were many in the surrounding area. It came as a result of war -- not for Canada, but the American Civil War which ended in 1865. That war created unprecedented markets for grain, meat and horses from Canadian farmers. In addition, the demand for lumber for building came as well in our area, and the Trent Canal system gave access to the market even before the railways were built. The economy on the farms then has never been repeated, but the rural landscape changed mightily as new houses and barns sprung up to erase the log homes that the original settlers had built. (I still own a couple of those log homes but that is another story.)

The "Farm" passed through the family for five generations until it was sold off uncaringly by a distant cousin. That home greeted back soldiers who fought in WW1, WW11, and mourned the loss of a son killed

in a naval plane just after the Korean conflict. It greeted generations of family and visitors from near and far. It was an honour to be given one of the 'warm' bedrooms in winter. (There were woodstoves in the kitchen and parlour, and where the stovepipes went upward through the two front bedrooms- the heat kept them reasonably warm at night until those fires burned low. The 'back' bedrooms had no such luck, and the 'boys' room and the hired men's rooms had to rely on lots of quilts and a hot brick in the beds.)

The house was a centre hall design, (with a bannister we all slid down until admonished!) with a large summer kitchen addition at the back, with additional rooms above for extra sleeping space- summer only! It was heaven for a youngster like me as it later became the repository for old neglected treasures such as old wooden phones, sap pails and other bric-a-brac. The summer kitchen had a couch just against the wall where one could relax (sleep) after hard toil and before eating. There were at least 160,000 mealtimes that served well over 700,000 settings in that house over the years! On top of that are the 'snacks' that still evoke memories, like having endless scones hot from the oven that were lovingly dunked into farm-made maple syrup before our gorging. I can taste them still!

The farm house originally had a wood-burning furnace in the cellar, but it gave up the ghost in 1918 (so I was informed) and never replaced until the house was rented out in the late 1990s. The old furnace was a pile of rust that I remember when going downstairs to see the old bins where farm produce like potatoes, apples, turnips and beets were stored. It had a low ceiling as I recall, but mainly because the soil there had so many rocks it would have been very difficult to dig it deeper. (I have also found that out at my place up the road) I was recently told



that someone was nabbed trying to steal that furnace and the hot water heater as the house sat empty.

No one would have thought to do such a thing in the past. I bet the lock on the front door was scarcely if ever used until more recent times. Someone was always at home -- a grandparent, a hired man, a distant maiden aunt who lived in the room behind the parlour, and any one of the many children raised there. (Sadly not me, but many others.)

Visitors could strain the capacity of the home, including family members returning for a visit or for the whole summer, as was the case of my great aunt who was a school teacher in Toronto. She in turn further added to the numbers as she entertained her friends from the city and it took a lot of ingenuity to accommodate those extras. In addition to my great aunt, there were her brother, his wife and three (later five) children, my great grandparents, the elderly aunt, plus at least two hired men. My great grandfather was clever, and to resolve the tension that such crowding

would create, he 'gave' his daughter a log 'cabin' and some land up the concession where she could have her privacy and space for company. She gladly accepted, had it fixed up, and from then forward had her own place and peace was restored at 'The Farm.'

There were many celebrations held at 'The Farm.' In addition to welcoming soldiers home, there was a grand family gathering for the 60th anniversary of my great grandparents (long before I was around), a 50th for my great uncle and aunt (that I did attend), and for many more occasions. Sadly, I am the last family member left in the locale now (when I actually get there), and reunions just don't happen anymore. (And there is no longer our party-line phone system that 'allowed' neighbours to listen in and hear about all the preparations.)

The farmhouse looks forlorn now with tall grass springing up everywhere. The woodshed is empty now -- I remember cutting the trees, splitting the blocks and piling wood for the fires of just one winter. It took three of us -- with chain saws,

and a splitter borrowed from our neighbour Jack -- a whole weekend to get in the winter wood. I can hardly credit the work it would have been with cross-cut saws, and wedge and sledge to accomplish the same amount of fuel. (I was told that my great-grandfather cross-cut a huge elm log at the ripe old age of 92.) The woodshed held about 75 face cords of split wood. No more smoke curls out of the chimneys, and there are no longer any chairs on the porch to recline upon. Some of the old louvered shutters are gone too, leaving gaps like the teeth of a ten-year-old.

Old, maybe. Proud, certainly. Future, uncertain. Memories, forever.

You can forsake your heritage, but it will never let YOU down. One should know (and respect) their history or risk repeating past mistakes.

Let that apply to who you are, where you come from, what you have laboured for, and the ideals you cherish. It will never disappoint you

TOTAL
INSECT
CONTROL

MAKO delivers effective control of more than 30 different pests in over 20 different crops including field crops, potatoes, tree fruit, grapes, berries and vegetables. MAKO is a concentrated pyrethroid insecticide that is a derivative of a natural insect-fighting compound produced by some plants.

Easy-mix, concentrated, rapidly rainfast formula that won't clog nozzles

ENGAGE AGRO

www.engageagro.com

MAKO is a registered trademark of Engage Agro Corporation

MAKO



MINOR USE

Agri-Mek label expanded for control of spider mites and thrips

JIM CHAPUT

The Pest Management Regulatory Agency (PMRA) recently announced the approval of URMULE registrations for Agri-Mek EC insecticide/miticide and Agri-Mek SC for control of spider mites on caneberries and hops and thrips on the green onion crop subgroup 3-07B* in Canada. Agri-Mek EC and Agri-Mek SC were already labeled for use on some tree fruits, berries, celery, dry onions and potatoes in Canada.

The minor use projects for caneberries (pre-harvest use) and green onion crop subgroup 3-07B were submitted by AAFC-PMC in 2012 and 2009 respectively. The project to add hops to the SC formulation was submitted by Syngenta in 2015 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 consult the complete label before using Agri-Mek EC or Agri-Mek SC.

This product is highly toxic to bees exposed to direct treatment or residues on blooming crops or weeds. Do not apply this product or allow drift to

Crop	Target	Rate Agri-Mek EC	Rate Agri-Mek SC	Applications	Interval (days)	PHI (days)
Caneberries (pre-harvest)	2-spotted spider mites	1 L / ha	225 mL / ha	Max of 3	7	7
Green onion subgroup 3-07B*	Onion thrips	0.6 – 1.2 L / ha	135 – 270 mL / ha	Max of 4	7	7
Hops	spider mites including 2-spotted mites	550 – 1,100 mL/ha (1/2 trellis growth) At least 1,000 mL/ha beyond 1/2 trellis growth	125 - 250 mL / ha (1/2 trellis growth) At least 225 mL /ha beyond 1/2 trellis growth	Max of 2	21	28

blooming crops or weeds if bees are visiting the treatment area. Agri-Mek is also toxic to aquatic organisms, fish and wildlife. Do not contaminate off-target areas or aquatic habitats when spraying or when cleaning and rinsing spray equipment or containers.

Follow all other precautions and directions for use on the Agri-Mek labels carefully.

For a copy of the new minor use label contact your local crop specialist, regional supply outlet or visit the PMRA label site www.hc-sc.gc.ca/cps-spc/pest/registrant-titulaire/tools-outils/label-etiq-eng.php

Jim Chaput is minor use coordinator, OMAFRA, Guelph, ON

Delegate insecticide label expanded for control of additional insects

The Pest Management Regulatory Agency (PMRA) recently announced the approval of URMULE registrations for Delegate insecticide for control of European apple sawfly on apples, European corn borer on snap beans and a reduced PHI use pattern for cherries, plums and apricots for spotted wing drosophila management in Canada. Delegate insecticide was already labeled for use on a number of crops in Canada for control of insects. These various minor use projects were submitted by New Brunswick, Ontario and British Columbia between 2014 and 2015 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 pest management decisions within a robust IPM program and should consult the complete label before using Delegate insecticide.

Delegate insecticide is toxic to bees exposed to direct treatment, drift or residues on flowering crops or weeds. Do not apply this product to flowering crops or weeds when bees are present. Delegate insecticide is toxic to small mammals, certain beneficial insects and non-target terrestrial plants. Do not apply

Crop	Target	Rate (g/ha)	Applications	PHI (days)
Cherries, apricots, plums	Spotted wing drosophila	420	Maximum of 3	5 (cherries) 3 (apricots, plums)
Snap beans	European corn borer	120 - 210	Maximum of 2	3
Apples	European apple sawfly	420	Maximum of 3	7

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 and directions for use on the Delegate 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

www.hc-sc.gc.ca/cps-spc/pest/registrant-titulaire/tools-outils/label-etiq-eng.php

Regalia Maxx biofungicide label expanded for suppression of downy mildew on hops

Crop	Target	Rate Regalia Maxx biofungicide	Applications	Interval (days)	PHI (days)
Hops	Downy mildew (partial suppression)	0.25 – 0.5 % v/v or 1.875 – 3.75 L per 750 L water	Maximum of 8	7	0 (cherries) 3 (apricots, plums)

The Pest Management Regulatory Agency (PMRA) recently announced the approval of an URMULE registration for Regalia Maxx biofungicide for partial suppression of downy mildew on hops in Canada. Regalia Maxx biofungicide was already labeled for use on some fruits, vegetables, ornamentals and turf in Canada.

The minor use project for hops was submitted by MAPAQ in 2015 as a result of minor use priorities established by growers and extension personnel. Furthermore an emergency use was granted in 2015 due to a serious outbreak of hops downy

mildew in Canada.

The following is provided as an abbreviated, general outline only. Users should consult the complete label before using Regalia Maxx biofungicide.

Do not contaminate off-target areas or aquatic habitats with Regalia Maxx biofungicide when spraying or when cleaning and rinsing spray equipment or containers.

Follow all other precautions and directions for use on the Regalia Maxx biofungicide 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

www.hc-sc.gc.ca/cps-spc/pest/registrant-titulaire/tools-outils/label-etiq-eng.php



Norampac

100% Canadian

Waxed cartons, common footprints and bins

Norampac
Etobicoke Division

450 Evans Avenue (416) 255-8541
Etobicoke, Ontario 1 (800) 654-4650
M8W 2T5

Seven minutes from the Ontario Food Terminal

CONSUMER OUTREACH

A full plate of videos launched by Half Your Plate Program

Half Your Plate is proud to launch a new series of instructional cooking videos geared at educating consumers on how to select, store and prepare popular vegetables. Each video features a unique recipe created by Chef Michael Smith and shows the basics of preparing produce.

The video series features tomatoes, potatoes, celery, cucumbers, creamer potatoes, butternut squash, Brussels sprouts and mushrooms. Five videos were launched May 26 with the remaining five to launch in the fall of 2016.

“I’m passionate about teaching simple cooking methods that can dramatically amp up your food lifestyle. Our Half Your Plate videos prove that healthy cooking is not hard cooking,” said Chef Smith. “Eating lots of fruits and vegetables everyday remains one of the single most powerful lifestyle choices you can make!”

The Half Your Plate program is managed by the Canadian Produce Marketing Association (CPMA) in partnership with the Canadian Cancer Society, Heart and Stroke Foundation of Canada, and Canadian Public Health Association. A simple message, Half Your Plate encourages Canadians to make healthier meal choices without measuring, one meal at a time. The interactive Half Your Plate website is a one-stop-shop for recipes, print resources, and videos all about fruits and vegetables.

“I’m passionate about teaching simple cooking methods that can dramatically amp up your food lifestyle.

~MICHAEL SMITH

“One of the major barriers to healthy eating is a lack of proper food skills,” stated Rick Alcocer, chair of the CPMA Marketing Committee and Senior VP of Fresh Sales for Duda Farm Fresh Foods. “An essential step to developing food skills, quick educational videos are the perfect way to give Canadians the confidence to try new meals in the kitchen and live a healthier life.”

The following videos are available at www.halfyourplate.ca:
 - Half Your Plate with Chef Michael Smith: The Produce Section
 - Half Your Plate with Chef Michael Smith: Celery Potato Salad
 - Half Your Plate with Chef Michael Smith: Quick Cucumber Pickles

- Half Your Plate with Chef Michael Smith: Red & Yellow Potato Hash
 - Half Your Plate with Chef Michael Smith: Your Favourite Pasta with Roast Tomato Sauce
 CPMA would also like to thank their sponsors for making these videos possible: BCfresh, Duda Farm Fresh Foods, Highline Mushrooms, the Little Potato Company, Ontario Greenhouse Vegetable Growers, RedSun Farms and the United Potato Growers of Canada and Canadian Horticultural Council.



EXPERIENCE Everything IN AGRICULTURE

CANADA'S
Outdoor
FARM SHOW

ffc Presented by Farm Credit Canada

750 EXHIBITORS

SEPT. 13-15/2016
 LOCATED IN WOODSTOCK, ONTARIO

NEW! DEEP RIPPER & SELF-PROPELLED SPRAYER DEMOS!

PLUS MUCH MORE!

Experience the biggest event in agriculture!
Canada's Outdoor Farm Show 2016

For three days, you can experience everything in agricultural technology and innovation. Catch live demonstrations covering machinery, crops, livestock, green energy plus much more!

Don't Miss It!

Canada's Outdoor Farm Show is only held once a year and you are going to want to be part of it! Originally started in 1994, Canada's Outdoor Farm Show now draws more than 40,000 farmers and 750 exhibitors every year. Experience live demonstrations across more than 100 acres. You can see new technology in places like the Dairy Innovation Centre featuring Lely and DeLaval as well as the Grober Young Animal Development Centre.

www.OutOfoorFarmShow.com
info@outdoorfarmshow.com

1-800-563-5441
 @outdoorfarmshow

Canada's Outdoor Farm Show
 canadasoutdoorfarmshow