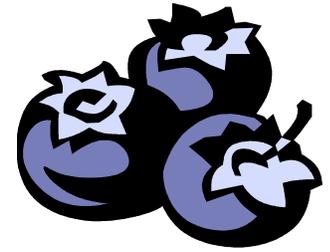




OCTOBER 2017

dispatch



Nova Scotia's Provincial Berry

Wild Blueberry Producers Association of Nova Scotia

168 Dakota Road, PO Box 119 Debert, NS B0M 1G0

Tel: (902) 662-3306 Fax: (902) 662-3284

Email: info@nswildblueberries.com Website: www.nswildblueberries.com

Notice of WBPANS Annual Meeting

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

When: **November 17 & 18, 2017 plus special pre-conference
workshop on November 16**

The WBPANS annual conference and business meeting is coming up in just a few weeks. A full agenda of topics directly related to the important issues and the opportunities facing our wild blueberry industry is coming together, including a follow-up session to the very popular value-added workshop we co-sponsored with Perennia at last year's AGM. At the annual Business Meeting on Saturday morning, Nov 18th, an important motion and discussion will take place on a budget recommendation by the Board to extend a one-time ½ cent per pound dues rebate to members on the 2017 crop and to withdraw funds from the WBPANS Restricted Investment Fund to support ongoing WBPANS activities during the current market conditions. We hope as many of our members as possible will be in attendance for this important discussion. A formal Notice of Motion pertaining to this matter is included in this newsletter, as required in the By-laws.

WBPANS Activities

At the Winter Meeting in March, we outlined a number of activities we were working on to support the wild blueberry industry during the current market and price downturn. Since that time, the Executive Committee (President, Vice-President, Past President and Executive Director) have had numerous meetings and discussions with our own industry leaders, other provinces' wild blueberry associations, processors, customers, provincial and federal government officials and other agricultural organizations to find ways of working through the current challenges.

The provincial government discussions have focused on two main points:

1. Farm financial relief for growers, and
2. Market development and promotion

On the financial side, we proposed that both interest and principal payments on loans through the Farm Loan Board be suspended until field prices returned to sustainable levels. In our frequent conversations at the senior management level, we have been assured by both NSFLB and FCC that staff are working directly on a case-by-case basis with their wild blueberry accounts to find workable solutions. We also proposed other solutions, including across-the-board financial relief for growers through a provincial program regardless of lending source, or innovative approaches like a land leasing program. Those discussions are continuing.

On the promotion side, we proposed a set of activities to NS Department of Agriculture Programs, as we also presented at the Winter Meeting and have continued to work with the Minister's office and senior Department staff to bring this collaborative effort to fruition. In the meantime, we have moved forward on our own with continued support for export promotion activities through WBANA and the overseas agencies, along with additional provincial and federal export promotion activities. We have also launched the first year of a regional wild blueberry promotion program to expand the awareness, availability and consumer use of wild blueberries in the domestic market. We have engaged Nurture Atlantic, a well-established marketing agency, to design and implement this program, which will also be coordinated with the other Maritime wild blueberry producer associations and the domestic marketing efforts of WBANA. Greg Connell, president of Nurture Atlantic will deliver a report on this activity at the AGM.

In our NSDA Programs submissions were two different concepts that grew out of the ideas from the Value Added Workshop session. These were to stimulate and support new wild blueberry consumer food product development and innovative packaging ideas. We understand that these proposals will be moving forward in a somewhat different form, but that support will be in place for eligible projects in the coming months. As we know, these projects will not bring instant relief to the current situation, but are intended to help place the industry on a more sustainable footing in the long run.

Crop & Market Outlook

The 2017 crop in the wild blueberry industry is down sharply from last year's record production, with an estimate of 250-260 million pounds across the Maritimes, Maine and Quebec. This is considerably lower than the outlook we had at the Field Day. Maine and New Brunswick saw very dry conditions from mid-summer onward, which sharply reduced the wild blueberry crop in those areas. Quebec, Prince Edward Island and Nova Scotia had generally fair growing conditions, with production coming in closer to the average crops we saw prior to the exceptional production of 2014, 2015 and 2016. Poor pollination weather in some areas, as well as reduced bee usage and setting aside some lower producing fields also contributed to the sharply lower crop.

Global demand for wild blueberries continues to grow. Trade reports and other sources indicate there has been good movement to our established overseas and domestic markets for wild blueberries, due to very active (aggressive) sales efforts over the past year, combined with expanded promotion efforts in key markets. There are also signs that the promotion and sales efforts in some important new markets are starting to take hold. But, frozen inventories building over the past three crop years continue to be mentioned as a major factor and are reflected in the current low price levels from the grower level right through wholesale distribution and beyond. Longer term, there is more optimism about supply and demand coming back into balance as we look forward into the 2018 crop and market year than we have seen for some time.

We look forward to seeing you at our Annual Meeting!

NOTICE OF MOTION

The Board of Directors of the Wild Blueberry Producers Association of Nova Scotia has engaged in much discussion on ways to ease the financial burden on growers during this time of low field prices. After careful consideration, a motion has been brought forward from the Board of Directors.

The Board of Directors has presented a 2018 budget that includes a recommendation for a one-time rebate of ½ cent per pound of membership dues. Notice is given that a special business meeting for all WBPANS members will be held on Saturday morning, November 18, 2017 at the Best Western Glengarry Hotel, during the Association's Annual General Meeting. A motion will be put forward at that time seeking the member's support as follows:

A Motion from WBPANS Board that funds to cover the proposed one time ½ cent per pound rebate of membership dues, be withdrawn from the restricted investment funds, due to the catastrophic circumstances currently facing the industry.

WBPANS By-Laws state that a special resolution related to the Special Capital Fund (money from Bluecon) must have a quorum of 75 members present at the meeting and must pass with a 75% vote in favour of the presented motion.



You are invited to a special session

New Product Development - Pathways to Success for the Wild Blueberry Industry

Helping you better understand opportunities to develop new products in an effort to increase the value of the Nova Scotia wild blueberry crop

Date and location:

- Thursday November 16, 2017
- Best Western, Glengarry Hotel, Truro from 9 -3:30pm

Target Participants:

- Current small and medium-sized wild blueberry producers and/or processors
- Those producers looking to opportunities to change their business model

Registration:

- **Pre- Registration required by November 10th, 2017 by contacting Gail at (902) 678-7722 | gwalsh@perennia.ca**

Learning about Market Opportunities. Finding your pathway.

This day builds on last year's session where directions were established from industry feedback. Information will be presented to give ideas of avenues to diversify your business through new product development.

During the day we will:

- Review the directions established last year and hear about results to date
- Obtain new information about opportunities for markets and products
- Hear from industry leaders who have adapted to change in their businesses
- Have an opportunity to ask questions of business leaders
- Learn about how the Perennia Innovation Center can help you achieve your goals.

About Perennia Food and Agriculture Inc.

Perennia Food and Agriculture Inc is a food development agency providing technical and specialized services to the agriculture and seafood sectors.

Our services are grouped under three major areas: field services, quality and food safety and product development and commercialization.

Our staff are trained to assist in areas such as: new product development, product and process improvement, packaging options, nutritional analysis, shelf-life determination, food safety program development and international food safety scheme certifications.

Our facilities include: microbial, analytical and product development labs, as well as a pilot plant for small scale processing and incubation suites for start-up food and bio-related companies.

Please visit www.perennia.ca for more information and to connect with the team or for a virtual tour of the Innovation Center, please visit www.perennia.ca/tour.

New Product Development - Pathways to Success for the Wild Blueberry Industry

Draft Agenda

Thursday November 16, 2017

Best Western, Glengarry Hotel, Truro from 9am to 3:30pm

9am - Welcome and Review of 2016 meeting Outcomes and Opportunities

Peter Rideout, Executive Director, Wild Blueberry Producers Association of Nova Scotia
Kyla Pierik, Business Development, Perennia Food and Agriculture Inc.

9:30-10:30 am – Understanding the Wild Blueberry Value Proposition

Greg Connell, Nurture Atlantic

During this session, participants will:

- Learn the results of the work that Nurture Atlantic has been working on for the Industry

10:30-10:45 am – Nutrition break

10:45 – 12:15 pm – Nova Scotia Success Stories – an Industry Panel

During this session, participants will hear from business leaders who have navigated through challenges to grow their businesses.

12:15 – 1pm – Working lunch and wrap up with Next Steps

1:15pm-3:30pm – Tour of the Perennia Innovation Center

175 Dr Bernie MacDonald Drive, Bible Hill (behind RCMP Station off Pictor Rd Bible Hill)

- Tour the Innovation Center and learn how the services can help your business grow

WBANA CANADA UPDATE OCTOBER 2017

Trade Talks: The Canada –EU trade deal came into effect on September 21, 2017. What that means is the elimination of a 3% duty of IQF Wild Blueberries going into Europe and the **elimination of a 17% duty on other Wild blueberry products** such as Dried, Juice, Concentrate, etc. Great news for our Industry!

China: Trade negotiations have begun and we have made our position very clear to the Federal government and to the negotiators. We need an elimination of the present 30% duty imposed on fruit going into China as soon as possible.

US. : We met with the chief Canadian negotiator and we were very clear that we are very happy with the status Quo.

Communication with Growers: WBANA participated in 3 Field days and spoke to many producers and answered their questions on promotional activities and planned events. We plan on sending much more information on these activities directly to producers in the coming months.

Coordinating Promotional activities: We continue to meet and communicate with provincial representatives to ensure that there are no duplications in promotional activities in any targeted market. We want to make sure that every dollar invested has a positive impact on demand.

Up Coming: Mission to Japan. WBANA will be in Japan to meet with Industry representatives and media to ensure that our activities are helping them increase the demand for Canadian Wild Blueberries. We will meet with the largest Jam manufacturer, other manufacturers and importers to discuss how we can be of assistance to them. We will be on hand for the launch of a new Wild Blueberry product that will have “Canadian Wild Blueberries” and feature the Canada logo on the label. This is an important step for the Japanese to take and a positive one for the Wild Blueberry Industry.

China: WBANA Canada will participate in a Federal government mission to China in November. Three major cities, Shanghai, Beijing and Guangzhou will be targeted. WBANA Canada will be signing a Memorandum of Understanding with the JingJiang Group, a large company in China that will help our Canadian Wild Blueberries have a greater presence in China.

Germany: WBANA Canada will participate in Health Ingredient Europe in late November. This has been a very good Trade show for our industry in the past. We will also visit major customers in Germany and meet with representatives from the University of Hamburg to discuss a very unique and special project.

Canada : WBANA Canada launched new Canadian web sites in early August, please visit:

English: www.wildblueberryassociation.ca

French: www.wildblueberryassociation.ca/fr

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



CANADIAN YOUNG FARMERS FORUM

February 23-25, 2018—Saskatoon, Saskatchewan

Established in 1997, it is CYFF's goal to assist young farmers with information while exchanging ideas that lead to progressive strategies to ensure farming success in Canada. Through networking with young farmers – like yourself – the organization's goal is to provide education, leadership training and capacity building for young agriculture producers of Canada.

Through CYFF's speakers and innovative workshops, their goal is to increase all participants' knowledge of the agriculture industry and provide positive tools to aid young farmers in successful farm management. Through the development of both national and provincial structures, participants' leadership skills are enhanced and prepare you to take a more active role in agriculture and rural organizations.

With increased opportunities for dialogue, networking and action planning amongst participants, organizations, and industry stakeholders, more effective programs and policies across the country will result. The industry will also benefit from the creation of a pool of skilled future leaders – like you – with an awareness of issues in Canadian agriculture and a proven commitment to developing collaborative, creative solutions.

Vision: Empowered Canadians leading a profitable and attractive agricultural industry.

Mission: To educate and energize a powerful network of young farm leaders.

For more information on Canadian Young Farmers Forum check out their website at www.cyff.ca

If you are a young wild blueberry farmer between the ages of 18-40 and interested in attending the 2018 or a future Canadian Young Farmers Conference, please contact the WBPANS office at info@nswildblueberries.com or 902-662-3306

CHECK US OUT ON SOCIAL MEDIA



FACEBOOK: canadianwildblueberries.ca



TWITTER: [@canadianwildbb](https://twitter.com/canadianwildbb)



INSTAGRAM: canadianwildblueberries.ca



Launch of LEADAtlantic Program

Evolutionary Leadership for Atlantic Agriculture and Aquaculture

Extended Learning, Dalhousie Faculty of Agriculture
October 17, 2017

Bible Hill, NS - Extended Learning at the Dalhousie Faculty of Agriculture, Executive Education at the Dalhousie Faculty of Management, and the Atlantic Agricultural Leadership Board are pleased to announce **LEADAtlantic**; a revitalized leadership development for the Agriculture and Aquaculture. LEADAtlantic is an evolutionary leadership program committed to creating an environment where participants can collaboratively grow and develop competencies to lead more profitable and innovative industries.

Make a difference. If you are interested in taking on a new leadership role or are in a leadership role now - this program is for you. Components include face-to-face courses, planned networking, personal assessments, and coaching sessions with a Certified Executive Coach. The **Action Challenge** Project is a key feature, allowing participants to apply leadership skills to a real industry problem; developing an executable plan.

The program will help participants:

Understand and demonstrate leadership behaviors, attitudes, skills and competencies

- Create, define and assess their own leadership style
- Lead responsibly and demonstrate values-based leadership
- Effectively engage and lead teams within, across, and external to the organization
- Develop and lead a culture of innovation and creative problem solving
- Partner with others to increase organizational and leadership capacity

WINTER 2018 SCHEDULE

Self-Management: Thursday, January 25 – Saturday, January 27

Engagement: Friday, February 23 – Saturday, February 24

Innovation: Friday, March 23- Saturday, March 24

Complexity: Thursday, April 19 – Saturday, April 21

If you are interested in taking on a leadership role in your organization, or you already are in a leadership role and want to increase your skills, this program is for you.

Registration opens Wednesday, November 1, 2017

Registration closes Friday, December 15, 2017

Contact

Extended Learning

Ph: 902.893.6666

Email: extended.learning@dal.ca

Dal.ca/exl

2017 MEETING DATES

WBPANS Annual Meeting—November 17 & 18, 2017— 150 Willow Street, Best Western
Glengarry, Truro

NSFA Annual Meeting—November 30 & December 1, 2017—Best Western Glengarry, Truro