

# WBANA Canada Update

## Fall 2019



# WBANA Canada.

- **All Stakeholders agreed that WBANA Canada's role is very important for the industry and must continue.**
- **All Stakeholders agree that the Health Research and story are important.**

# WBANA 2.0

**Mission :** To promote the use and consumption of Wild Blueberries around the world.

- **Websites ;** It is important to have a presence in every country in there language and culture.
- **Health Research ;** Continue with health research and have an avenue to tell that story.

# Websites

- We will continue to support our websites and some social media .
- Gives us an avenue to tell our story in both language and culture. Example: Website in Germany would be different then one in Japan.
- Twitter, Facebook, and other direct to consumer messaging.

# Health Research

## In Progress

- Metabolic Function and cognitive performance
- Parkinson Gate
- Cerebral blood flow
- Vascular aging
- Kids Cognitive function
- Gut Health
- Diabetes

## Upcoming

- Wound healing with regards to diabetes.
- Anti hypertension and vascular protection
- Mood and well being of children

# Health Research 2.0

- Cardiovascular- Heart, Arteries, Blood flow.
- Metabolic health- Cell Function of every cell in your body and how it interacts with other cells. ( Farmer Version)
- Neuroscience- Brain Health, cognition, brain repair.
- Wellness in aging- ties all three together.

# Health Research 2.0

- **All stakeholders see the value in this.**
- Remains a joint venture with US.
  
- Dr. Willy Kalt and Kit Broihier
- **Health Summit has come to Canada.**
  - Halifax NS
  - Cost saving ( exchange and flights)
  - Focus on Neuro science Brain health aging and repair
  - Smaller group, think tank, collaborate, engage.
  - A big change

















# Budget 2.0

- **Processor have committed to paying  $\frac{1}{4}$  of a cent/lb. the other  $\frac{1}{4}$  will be used on brand promotion.**
- **Growers**
  - Quebec .0025
  - New Brunswick .004
  - PEI .005
  - NS .005

**Grower dollars to health research and the story. Can we ramp that up ?**

# Budget 2.0

- 851 K into export promotion, Including the US.
- US \$550,000.00
- Germany and France \$ 60,000.00
- Japan \$135,000.00 (incoming buyers mission, Health summit.
- China \$ 40,000.00.
- Korea \$ 30,000.00.
- UK \$ 36,000.00
  
- 300 K into health research ( non matching)
  
- 42 K into domestic promotion ( non matching)



# Crop Size

- US 87
- QC 80
- NB 68
- PEI 18
- NS 40
- Totals in Million LBS
  - Total 2019 293
  - Total 2018 215
  - Total 2017 260
  - **Total 2016 405**
  - **Total 2015 321**
  - **Total 2014 350**

# Promotion

## Active in Markets:

- **Germany**
- **France.**
- **UK**
- **Japan**
- **China**
- **Korea.**
- **USA**
- **Canada**

## Activities

- Online and social Media
- Face to face trade interaction.
- In-store demos.
- Trade Shows.
- Health Mesaging ,etc.
- Leveraging trade influencers ( chefs and food innovators)

# TOP 10 Markets 2018.

- United States 25,735,678Kg. **56.7 million pounds**  
\*
- Germany 13,590,747Kg. **29.9million pounds \***
- Japan 7,201,995Kg. **18.8 million pounds \***
- Poland 5,379,805 Kg. **11.6million pounds**
- China 4,251,345Kg. **9.3 million pounds \***
- Netherlands 3,903,245Kg. **8.7 million pounds**
- Belgium 3,927,419Kg. **8.6 million pounds**
- Switzerland 2,946,830Kg. **6.5 million pounds**
- France 2,121,927Kg. **4.6 million pounds \***
- UK 1,633,872Kg. **3.6 million pounds \***

# What's Next

- Strategic Plan
  - Develop a Strategic plan going forward, identify deficiencies, improve overall operation.
  - Preliminary results late November. Completion early new year.
- Communication
  - After meeting with stakeholders it became clear that we have to improve the way we are communicating results and plans.
  - Continue to present at meetings, Field days, etc.
  - More feet on the ground to board meetings.
- Meeting with Government
  - China Tariffs etc.
  - Health Minister
  - Lobby for matching dollars into health research
- Health research
  - Remain focused on the research AND the telling of the story
  - Tell the story better !!!



# Wild



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## Thanks!

