



JUNE 2019

dispatch



Nova Scotia's Provincial Berry

Wild Blueberry Producers Association of Nova Scotia
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2019 MARITIME WILD BLUEBERRY FIELD DAY

THURSDAY, JULY 18, 2019

**DR. CARSON & MARION MURRAY COMMUNITY CENTRE
6 Main Street, Springhill, NS**

WBPANS is very pleased to again be hosting this year's field day, in partnership with BNBB and PEIWGA and we are looking forward to hosting a large number of producers and friends of the industry from throughout the region and beyond.

The Dr. Carson & Marion Murray Community Centre is a great location for this event with indoor access for exhibits, food, presentations and sheltering from the elements as well as a large space outside for equipment and machinery displays.

The field tour will leave the Community Centre at 9:30 am to visit fields in the Lynn Mountain area (about a 20 minute drive from the Community Centre) to look at fields with a number of management practices. Tour participants are asked to take the buses we are providing, as a parade of cars is a concern to the field owners and the field roads are not suitable for low clearance vehicles. We will return to the Community Centre by 11:30 am.

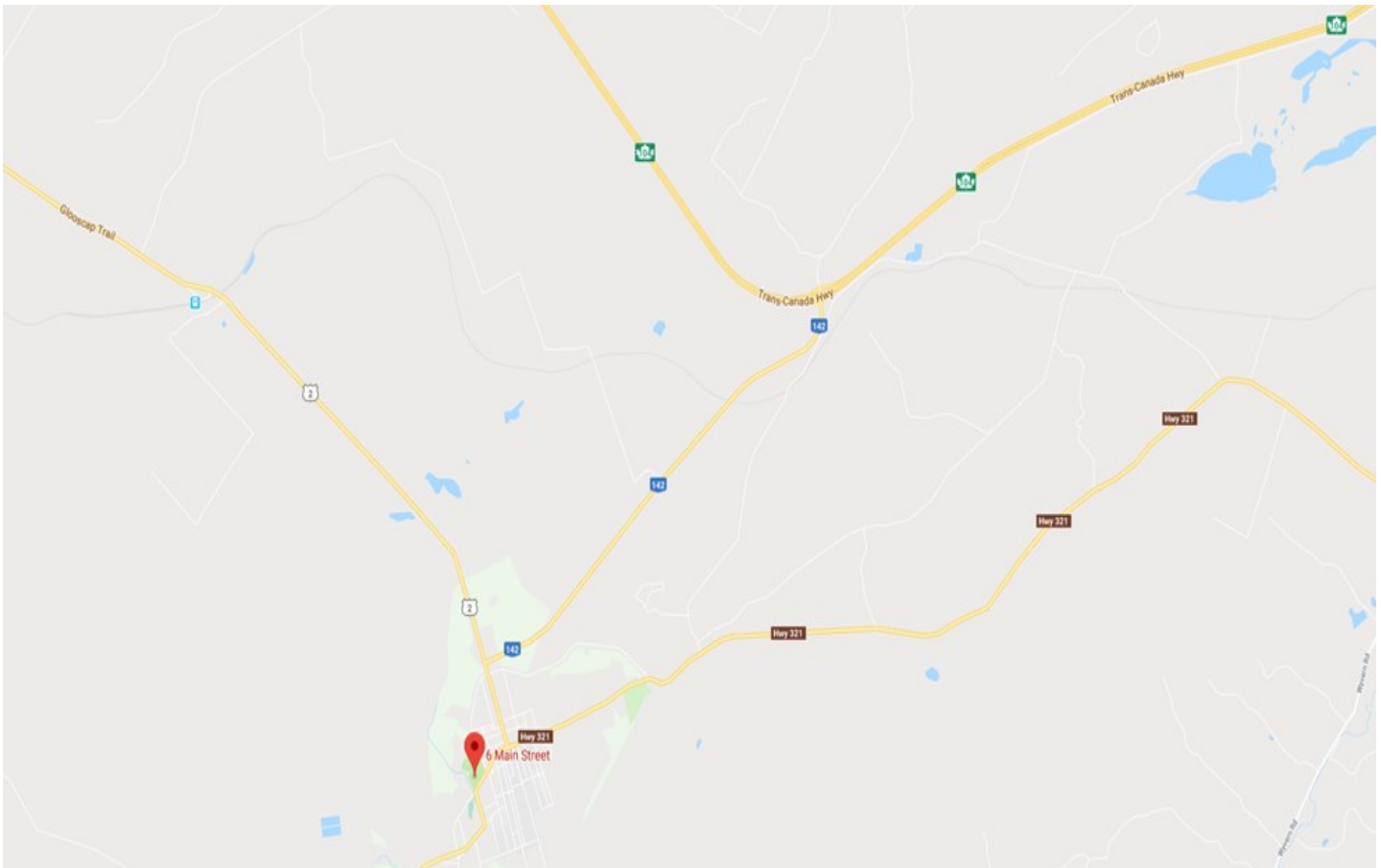
We've already received a large number of bookings from equipment companies, and service providers, so a good trade show is shaping up. Exhibitors will be on hand for lots of opportunities for meetings and discussions throughout the morning and afternoon. Researchers and extension workers will also be on hand for one-on-one questions and discussion about crop management practices.

One of our favorite caterers will be on site with a good selection of great local food, including of course, a wild blueberry dessert and beverages. Lunch will be served over an extended period, so people can eat at their leisure while visiting the exhibitors or meeting with friends.

We will also be setting up a presentations area inside the building, with seating and good PA equipment for several brief presentations and reports on industry activities and research updates, as well as crop and market outlook. This will take place in the early afternoon, as lunch is wrapping up.



MAP TO FIELD DAY LOCATION: 6 Main Street, Springhill, NS
(www.maps.google.ca)



Directions to 6 Main Street, Springhill, NS:

From Truro:

- Take Highway 104 west to Exit 5 (Springhill / Parrsboro)
- Exit Highway 104 at Exit 5
- Turn left onto NS Hwy 142
- Continue on Hwy 142 to the stop sign
- Turn left onto NS Trunk 2 toward Springhill
- At the stop sign turn right
- Dr. Carson & Marion Murray Community Centre is approximately 500 metres from stop sign on the right.

From Amherst:

- Take Highway 104 to Exit 5
- Exit Highway 104 at exit 5 (Springhill/Parrsboro)
- Turn right onto NS Hwy 142
- Continue on Hwy 142 to the stop sign
- Turn left onto NS Trunk 2 toward Springhill
- At the stop sign turn right
- Dr. Carson & Marion Murray Community Centre is approximately 500 metres from stop sign on the right.

Wild Blueberry Producers Association of Nova Scotia Board, Executive & Committee Updates

Following are updates on the activities and priorities your Board, Executive & various Committees and staff have been working on during the past month:

2019 Maritime Wild Blueberry Field Day: Preparations for the 2019 Maritime Wild Blueberry Field Day are well underway and are nearing the completion stage. We hope to see everyone in Springhill on July 18th.

2019 Annual Meeting: The Board has begun planning for the 2019 WBPANS Annual Meeting, Thursday & Friday, November 14 & 15, 2019 at the Best Western Glengarry Hotel in Truro, NS. Staff are in the process of securing speakers for the conference.

Domestic Promotion Activities: WBPANS has secured a promotional spot on the popular CTV What's For Dinner segment of the CTV Live At Five show. This segment will feature Chef Alain Bosse preparing a wild blueberry dish with CTV staff. Stay tuned for details on the airing date of this segment.

Chef Alain Bosse has also been contracted as a wild blueberry brand ambassador for WBPANS. He will promote wild blueberries during his travels across Canada and around the world!

Wild Blueberry Solutions Challenge: The 2 successful applicants of the 2018 Wild Blueberry Solutions Challenge are proceeding with their work and one applicant is nearing completion of their product. We will be inviting proposals for the 2019 Wild Blueberry Solutions Challenge in the coming weeks, so stay tuned!

Check out the WBPANS website for updates and information: <http://www.nswildblueberries.com>

Feel free to contact Peter, Janet or Board members with any questions or concerns.

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Office hours: Monday—Thursday, 8:30 am—2:30 pm



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WHERE WE'VE BEEN

- May 7—Industry / Government Working Committee meeting in Debert
- May 13—WBPANS staff visit Dr. Carson & Marion Murray Community Centre, to review Field Day requirements
- May 16—Peter Rideout gave a presentation on the wild blueberry industry to the Canadian Association of Food Service Professionals Conference in Halifax
- May 21—Peter Rideout attended Wild Blueberry Harvest Festival Annual Meeting in Debert
- May 21—Peter Rideout, Barron Blois met with MP Bill Casey in Truro
- May 23—Peter Rideout and Barron Blois attended Minister's Wild Blueberry Advisory Board meeting in Halifax
- May 27—WBPANS Twilight Meeting at Millen Farms in Great Village
- May 28—Industry / Government Working Committee Meeting in Debert
- May 28—WBPANS Twilight Meeting at John Cameron's Receiving Shed in East River Saint Marys
- May 29—Peter Rideout attended the Canada/China Business Council Dinner in Halifax
- May 30—WBPANS Twilight Meeting at Art Sargent's Receiving Shed in Parrsboro
- June 4—WBPANS Board meeting in Debert
- June 10—Industry / Government Working Committee meeting in Debert

NOMINATIONS TO THE BOARD

The Board of Directors would like to invite the membership to bring forward names for consideration of individuals that may be interested in serving on WBPANS Board of Directors. Potential nominations will be brought before the 2019 Annual Business Meeting. If you or someone you know would like to be considered for nomination to the Board please contact a committee member:

Jeff Orr 902-870-1578
Email: wildblue@eastlink.ca
Peter Van Dyk 902-682-3116
Email: petervandyk@eastlink.ca
John Quinn 902-783-2834
Email: jquinn@stfx.ca



Photo Courtesy of: Robyn McCallum

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2019 MEETING DATES

Field Day: Thursday, July 18— Dr. Carson & Marion Community Centre, Springhill

Annual Meeting: Thursday & Friday, November 14 & 15—Best Western Glengarry Hotel, Truro