

Small Fruit Update



Providing Northwest berry growers with the information they need when they need it.

The Small Fruit Update is sent out weekly during the growing season by [Peerbolt Crop Management](#) and is funded entirely by the Northwest berry growers and industry through their commissions and councils.

January 8, 2013

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[F.D.A. Offers Broad New Rules to Fight Food Contamination](#) (1/4/13, New York Times)

[The Weather Cafe](#) by Rufus La Lone [Small Fruit Cold Storage Report](#)

Berry Crop Cold Storage Update

Rufus LaLone regularly updates and posts cold storage numbers on OSU's Northwest Berry & Grape Infonet site (linked above in every SFU). Click on that link for in depth numbers.

- The most recently posted numbers from the USDA are for November 2012.
- Cold storage figures are one of the few solid metrics we have for determining the present 'state of the market' for frozen berry products.
- These figures have some major underlying factors that need to be taken into account when interpreting them. A couple of those factors:
 - Stocks reported in cold storage facilities could be available for sale or have already been sold but not yet delivered.
 - Numbers do not indicate the quality of the frozen products. Sometimes poor quality is the primary reason for certain stocks not being moved rather than low demand or too high a pricing.

Blueberries

(Frozen blueberries are not broken down by pack style as are the caneberries)

- November's total volume is was 33% above last year at the same time and 36% above the three year average.
- November's monthly usage was is 69% above last year.

Disseminating information for:

Washington

[Washington Red Raspberry Commission](#)
[Washington Blueberry Commission](#)
[Washington Strawberry Commission](#)

Oregon

[Oregon Raspberry and Blackberry Commission](#)
[Oregon Blueberry Commission](#)
[Oregon Strawberry Commission](#)

British Columbia

[Fraser Valley Strawberry Growers Association](#)
[Raspberry Industry Development Council](#)
[B.C. Blueberry Council](#)

National

[North American Blueberry Council](#)

Red raspberries

- November's overall total volume was 90% of last year's at the same time and 7% above the three year average. Breakdown by pack style compared to November 2011:
 - IQF: 79%.
 - Pails: 107%.
 - Drums: 100%
 - Concentrate: 50%

Blackberries

Editor's comment: While these numbers are increases over the last year most reports are of little or no product available. One explanation is that these numbers could reflect product already sold but not yet delivered to the end customer.

- November's overall total volume was 107% of last year's at the same time and 17% above the three year average. Breakdown by pack style compared to November 2011:
 - IQF: 109%.
 - Pails: 79%.
 - Drums: 106%
 - Concentrate: 147%

Black raspberries

- November's total volume was 93% of last year's at the same time and 56% below the three year average.

Boysenberries

- November's total volume was 146% of last year's at the same time but 6% below the three year average.

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2012 North American Blueberry Crop Information

Information source: Chilean Blueberry Committee Crop & Exports Report for January 2nd, 2013

- North American blueberry industry registered another record harvest in 2012.
- Fresh pack slipped from 61% of total harvest to 56%, lowest since 2008's 54%.
- The Northwest continues rapid growth at a 14% annual rate.
- The Midwest potential remains well above 45,000 metric tons (MT) with favorable growing conditions but only 36,000 MT were produced in 2012 due to very adverse weather: warm winter, cold spring, drought & heat in the summer.
- Southeast continues strong growth although it was also impacted by frost and cold this past season.
- The Lowbush/wild blueberry crop was 116,000 MT in 2012. A record exceeding 2008's 112,000 MT.

2012 Chilean Blueberry Export Crop Information

Information source: Chilean Blueberry Committee Crop & Exports Report for January 2nd, 2013

- Up to week 52 in 2012, 31,800 MT had been exported. 6% less than last year. These are total export figures not just to the U.S.

Crop Management Information

- [Calcium: An overlooked blueberry nutrient](#) (11/16, Growing Produce)
- [Soil test before you plant blueberries](#) (12/17, MSU Extension)

Event Calendar

For more comprehensive event calendar, [click here](#).

- **January 7 and 8—Annual Pacific Northwest Insect Management Conference** ~ Hilton Hotel, Downtown Portland. [Click here](#) for the details.
- **January 10 - 13—Southeast Regional Fruit and Vegetable Conference** ~ Savannah, Georgia, [Click here](#) for more information.
- **January 17—North Willamette Hort Society Berry Day** ~ Clackamas County Fairgrounds, Canby, OR. [Click here](#) for agenda and registration information.

- **January 23 — Washington Red Raspberry Commission** ~ 1PM WRRC Office, Lynden. For more details [email](#) Henry Bierlink.
- **January 24 – 26—Pacific Agriculture Show and Horticulture Growers' Short Course** ~ Tradex Exhibition Center (Abbotsford Airport), Abbotsford, BC. [Click here](#) for agenda and registration information.
- **January 28-30—NARBA/NASGA Joint Annual Conference** ~ A day-long tour on Monday, January 28, followed by two days of educational sessions and networking. The host hotel is the Double Tree Hilton, Portland (room rate \$79/night). [Click here](#) for more information.
- **January 29—Oregon Blueberry Commission's 2013 Blueberry Conference** ~ Double Tree Hilton, Portland. [Click here](#) for the details.
- **January 29-31—Annual Northwest Agricultural Show** ~ Portland Expo Center, Portland. [Click here](#) for details.
- **February 5 — Oregon Strawberry Commission** ~ Noon at Landon Farms. For more details call (541) 758- 4043 or [email](#) Philip Gutt.
- **February 20 — Oregon Strawberry Commission Annual Growers meeting** ~ Time TBA, North Willamette Research & Extension Center, Aurora, OR. For more details call (541) 758- 4043 or [email](#) Philip Gutt.
- **February 27 —8th Annual ORBC Production Workshop for Commercial Raspberry and Blackberry Growers**~ 8:30am - 3:30pm at the Wellspring Conference Center, 1475 Mt. Hood Ave., Woodburn, OR. For more information, call the Peerbolt Crop Management office (503)289-7287 or [email Tom Peerbolt](#).
- **March 12 —Oregon Blueberry Commission** ~ Noon (budget preparation) at [Chemeteka Community College](#), Chemeketa Events at Winema, building 48, rooms 202 A and B. For more details call (503) 364-2944 or email [Lisa Ostlund](#).
- **April 23 —Oregon Blueberry Commission** ~ Noon (budget hearing) at [Chemeteka Community College](#), Chemeketa Events at Winema, building 48, rooms 202 A and B. For more details call (503) 364-2944 or email [Lisa Ostlund](#).

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Industry News/Resources

Newsletters/ Berry Reports

- [Whatcom Ag Monthly for December](#) *Published by WSU Whatcom County Extension.*
- [Michigan State Extension Fruit Production News](#) (1/4)
- [The Source](#) (1/7/13) *Market reports from The Produce News*
- [National Berry Report](#) *A daily-updated fresh market statistics report on all berry types hosted and maintained by the California Strawberry Commission*

Magazine compilations

- The Packer's Market scope: [blueberries](#) [blackberries](#) [raspberries](#) [strawberries](#)
Recent stories and fresh market pricing for the various berries from The Packer.
- Growing Produce: [recent berry articles](#)

Berry Research Blogs

- [Strawberries and Caneberries blog](#) by Mark Bolda, UC Davis Berry Extension Agent. **Recent entry: 12/21—Caneberry meeting planned for January 11** *Reports on recent insect and disease research and observations in California.*
- [Team Rubus](#) by Gina Fernandez, North Carolina State Small Fruit Specialist. **Recent entry: 1/2—Savannah and Portland Caneberry Meetings January 2013** *Reports on issues in blackberries and raspberries from the Southeast.*
- [NC Small Fruit and Specialty Crop IPM](#) by Hannah Burrack, NCSU extension entomologist. **Recent entry: 1/4—Spotted wing drosophila biology and management in blueberries**

Technology

- [Robotic pruning system under development for vineyards](#) (12/27, MSU Extension)
- [Spain: Agrobot to manufacture more robots for strawberry harvest](#) (1/3, Fresh Plaza)

Marketing

- [Food Navigator website predicts top five industry drivers in 2013](#) (1/2, Food Navigator)
- [3 Food + Technology trends go mainstream in 2012](#) (12/29, Forbes)

Spotted wing drosophila

- (Maine) [Pest specialist find SWD problematic in state](#) (12/17, phys.org)

Research/Breeding

- [Short-term research projects don't make sense for perennial crops](#) (Jan, 2013, The Grower) *An article on the increasing loss of berry breeder positions in Canada.*

Farm/Food Politics

- [Fiscal cliff deal includes farm bill extension](#) (1/1, Politico)
- [2008 farm bill extended by nine months](#) (1/2, The Packer)
- [Specialty crop funding sidelined](#) (1/2, Growing Produce)

Food Safety

- [FDA rolls out first rules on federal food safety law](#) (1/4, The Packer)
- [FDA releases two long-awaited food safety rules](#) (1/4, Food Safety News)

West

- [Washington \(tree fruit\) growers to vote on research assessment](#) (1/3, The Packer)

North America

- (Ontario) [Protecting the production and export of wild blueberries](#) (Jan, 2013) The Grower)
- [Bananas, berries among winners for rising fresh fruit consumption](#) (12/19, The Packer)
- [Blueberry council seeks nominees](#) (12/7, The Packer)

International

- [First Chilean fruit arrives in Wilmington, Del.](#) (12/18, The Packer)
- [Chilean blueberry production down from earlier projections](#) (1/4, The Produce News)
- [Leading North American marketer of fresh berries adds grapes to the mix](#) (1/4, The Produce News)

Archived Small Fruit Updates

(For older Updates [click here.](#))

[SFU01-03-13 Special Edition](#) [11-20-12](#) [11-08-12](#)

This document is a guide and not intended as a recommendation or endorsement.
Consult with your supplier, field representative, or pest consultant.