

**IMAGES FROM THE  
Maritime Wild Blueberry Producers  
First Field Day Event - July 15, 2017**



It was all smiles at the conclusion of the first ever combined Maritime Province Wild Blueberry Producers field day at Doug Bragg Enterprises in Collingwood. Pictured above (L-R): Peter Rideout, Executive Director, WBPANS; John Schenkels, president of NB Blueberries (BNBB); Barron Blois, WBPANS, president and Alvin Keenan, President Canadian Horticultural Council, the national organization for the fruit and vegetable industry. All regional wild blueberry associations are active members. (Rees Photo)



The attendance was larger at the July 15th first-ever Maritime Province Wild Blueberry Producers field day. With three chefs carving the beef, the line up for lunch moved along quickly. (Rees Photo)



Vern McCully, Great Village strolls by a large piece of DBE equipment. (Rees Photo)



JR Tardif's, Andre walks to straighten up the sign, while Jean Marc Savoie chats with a customer. (Rees Photo)

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**Blueberry Production Management in Periods of Low Prices**

By *Maurice Rees*

In the March 2017 New Brunswick Blueberry Newsletter, Gaétan Chiasson, Agronomist in a lengthy article wrote the recent fall in blueberry prices and the

expectation that these low prices will continue through the next harvest are leading blueberry farmers to wonder what measures they can take to decrease their expenses. Receiving reasonably good

prices over the last several years has meant many producers were more inclined to make management decisions to maximize their yields rather than to optimize their profits.

It is a mistake to believe there is only one way to lower expenses. In fact, there are nearly as many solutions as there are producers. To decide which approach to adopt, each producer must analyze his or her practices, and then decide what changes can be made without significantly affecting the potential yield or productivity. There are several different management options used in the industry that should be considered when analyzing production components.

Of four possible solutions, Chiasson allocated the most space to what he called the Rational Approach. In this option, all decisions and actions are normally justified and necessary. An analysis of operations will allow the producer to make certain savings, but to a lesser degree than would be the case otherwise, since each decision is already based on an analysis of the actual situation.

He said, "The crisis we are experiencing in our industry is certainly not an ideal situation for producers to be in, but it does provide an opportunity to think about all the parameters that may affect profitability". He suggested should ask themselves several questions: Are there sections of my fields where the density and distribution is too low to ensure good returns on my investments? Can I decrease the cost of my fertilizer by changing the formulation, the quantity, or the sources of nutrients? Can I change my mowing technique to increase my speed? Are all of the products or combinations of products I use to control pests justified? Can I save money by changing the way I manage diseases? Can I decrease the amount I spend on outside labour? Can I save money by sharing in group



The hand rake is a dust pan like shape with a row of narrowly spaced steel prongs on the bottom and a handle on the top. (Photo courtesy Van Dyk Blueberries, vandykblueberries.ca)

**Plastic Injection in Collingwood**

By *Maurice Rees*

It might come as a surprise to some that the small Cumberland Community of Collingwood would have two large plastic injection machines, one of which is automated and can produce a one year supply of all the plastic belting needed for blueberry harvesters in the Maritimes in less than three months.

That's what you would find, and much more, in the large high tech machining shop at Doug Bragg Enterprises. Another section of the building has large laser cutters used to cut metal for the DBE line of blueberry har-

vesters and other equipment used by blueberry producers and other farmers.

Many of the commercial displays for the first ever Maritime Provinces Wild Blueberry Producers annual field day were set up around the two DBE plastic injection molders. Tucked back in the corner between the two machines was Steven Dormiedy, Plastics Manager, who runs this section of the shop and is responsible for creating different designs to expand the company's product list.

Steven explained the new belting, is designed so parts are interchangeable. One

improvement was the method which sections of the belt were joined together. He came up with a pin, instead of a rod, which was burned at both ends to keep it in place. With the pin, a couple of the unique features are clamping mechanisms, which not only hold it in place, but instead of breaking a rod, simply tap out the pin, with a hammer releasing it from its secured position.

He said owners and operators really like it, because a tractor operator with a few new belt links, some pins and a hammer can perform repairs quickly, which reduces down time. The new design makes the belt less

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Suppers, dances, breakfasts and plenty more fun and festivities were held throughout the Wild Blueberry Harvest Festival. A great way to celebrate a crop that is grown throughout our Shoreline area.

[www.nswildblueberries.com](http://www.nswildblueberries.com) OR [www.wildblueberryfest.com](http://www.wildblueberryfest.com)

Visit our website for health information and recipes. We are a major sponsor of Wild Blueberry Harvest Festival held in the last two weeks of August. The wild blueberry industry is a major contributor to the provincial economy.