

Here's some quick industry facts:

- In 2011 wild blueberry exports were valued at close to two-hundred-million dollars (\$199M), making wild blueberries Canada's number one fruit export.
- In rural communities in Nova Scotia, across Atlantic Canada and in Quebec, wild blueberries contribute significantly to the agricultural industry, representing eighty-six million (\$86) at the farm gate in 2011.
- This year's wild blueberry yield is expected to be in excess of forty million (40M) pounds making it one of the largest crops on record in Nova Scotia.

Armstrong Delivers Cheque

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lion investment provided through the AgriMarketing Program, which helps industry implement long-term international strategies which will enhance the sector's marketing capacity, innovation and competitiveness.

"WBANA is very grateful for this federal government investment, which will help us develop new worldwide demand for Canadian wild blueberries," said John Cameron. "The growth of new

market demand means more production and more employment in many rural areas of eastern Canada. I don't think you could have a better partnership or a better example of how industry and government working together can accomplish positive results."

The combined total of \$1.4 million will assist WBANA with marketing initiatives in Germany, France, Korea, China, Japan, the United Kingdom and the United States.

Blueberry Production Increased

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try this year up from 214 million in 2012 but at the same overall consumption has continued to increase. Wild Blueberries are now Canada's #1 fruit crop and the export leader for fruit crops.

The 42nd Annual WBPANS Banquet was held on Nov. 17th. Ronald (Bud) Weatherhead and Keith Crowe were recognized for their valuable contributions to the Wild Blueberry Industry. Their names will join 23 others in the Recognition Book.

Congratulations were given to Case Van Dyk, who was recently inducted into the Atlantic Agriculture Hall of Fame.

Mike Nicholas, of Nicholas & Knight Marketing & Design, a UK Food Marketing Specialist, was a guest speaker at both the Friday afternoon session and evening banquet. His interesting afternoon presentation gave an overview of marketing strategies, highlighting a new marketing initiative aimed at get-

ting wild blueberries into the retail market. He hopes consumers in the UK will catch on to the popular Canadian idea of adding frozen blueberries to hot and cold breakfast cereals.

At the banquet, Mr. Nicholas explained a unique cooperation and collaboration among agencies working on behalf of WBANA around the world, saying this is a huge benefit and very cost effective. He noted in the UK, the berries are marketed as "Canadian Wild Blueberries" to emphasize where they are grown and to differentiate from cultivated berries.

Minister of Agriculture, Hon. John MacDonell, attended the Saturday morning session, bringing greetings from on behalf of the Premier and Government of NS. He mentioned the overall success of the pilot project for bringing in honey bees this year, noting increases in yield showed it was a paying proposition. He is pleased with the Growing Forward II Project, saying it indicates the Federal Government is committed to putting more dollars into

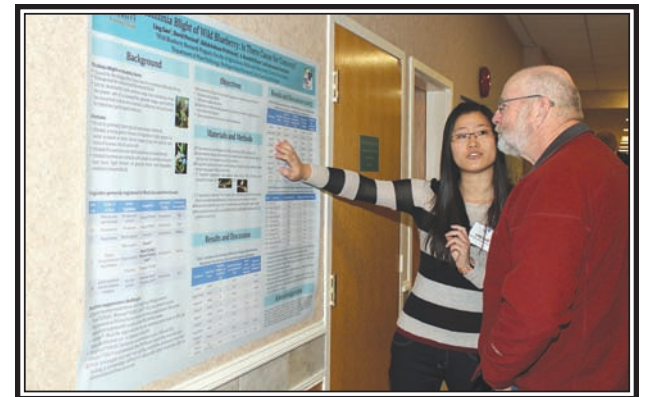
innovation and research. "You know, and the world knows, this is a product people want," said Hon. John MacDonell.

Beth Densmore, President of the Federation of Agriculture, said the Federation represents 2400 farm families across the country, working in 27 different commodities. She encouraged farmers to take advantage of free training courses, suggesting anyone wanting additional topics to send in a request. Meet Your Farmer day saw 20,000 people visit the 60 participating farms.

The new WBPANS Board of Directors includes: Peter Van

Dyk- Pres., Jeff Orr- Vice Pres., John Quinn- Past Pres., Joe Slack- Chair of Finance Committee, Alice Pugsley- Chair of Promotion Committee, Doug Wyllie- Chair of Research Committee, Allan Bonnyman- Chair of Industry & Sustainability Committee, Barron Barb Hagell- Director, Dave Atkinson- Director, Blois- Director, Jim Wood- Director, Stephen Parks- Director, Dave Sangster- Executive Director, Janet Geldart- Administrative Assistant,

The meeting wrapped up on Saturday with three informal round table discussions.



Dalhousie Faculty of Agriculture Research Assistant Ling Guo discusses her work on Monilinia Blight in Wild Blueberries.



Peter Burgess, Horticulturist with Perennia, presented the 2012 Wild Blueberry Crop Report plus updates on Best Management Practices and Cost of Production Study.



David Yarborough, Extension Wild Blueberry Specialist at the University of Maine, gave an update on the 2011 World Blueberry Acreage and Production and helpful suggestions on improving crop production.



Mike Nicholas, of Nicholas & Knight Marketing & Design, a UK Food Marketing Specialist, displays a new marketing initiative aimed at UK consumers. Mr. Nicholas was the key note speaker at the Annual Banquet. He applauded the unique team spirit among seven marketing and PR agencies representing WBANA around the world.

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Phoenix Agritech (Canada)

Strange noises were heard from the trade show room, when Phoenix Agritech's Bruce Blacklock demonstrated his new bird control system, designed by the Debert-based company for use at airports and in agriculture.

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