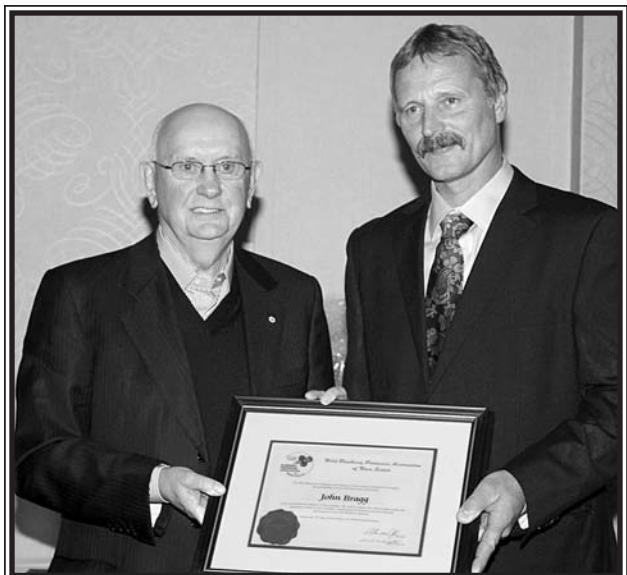


John Bragg Inducted Into WBPANS Recognition Book



WBPANS President Peter Van Dyk (right) congratulates John Bragg following his Induction into the WBPANS Recognition Book.

(Read by Neil Erb)

When John Bragg was asked when he will retire, he said, "When I stop having fun!" After more than 50 years in the wild blueberry industry, John is still enjoying himself. He has been active in the industry since he was 15 years old; we hope that he will continue to have fun, so the whole industry can continue to benefit from his many positive contributions.

John is the fifth generation of this family to live in Collingwood since the first John Bragg landed in Pugwash in the mid 1820's from Somerset in England. Committed to his family roots and to his community, he now has 4 of his 8 grandchildren



Grandsons Ethan Bragg (front) and Benjamin Bragg (back right), son Matthew Bragg (center) join John Bragg in a photo following his induction into the WBPANS Recognition Book.

MacCaull Villa Notes

By Hazel Hill

Shirley Ryan has been enjoying a visit from her son, Skip, who arrived from Calgary on Thursday, November 14th. He's here for a week to visit with family and friends.

Bernice Kaulback and her sister, Eva, from Wentworth attended the dinner at the Debert Legion on Remembrance Day.

Remembrance Day services in the village was held in St James United Church with a large attendance. On Saturday Bud and Linda Morrison visit-

ed Bernice. They have been camping all summer at Barney's River and are all finished for the season.

Hallowe'en was very quiet this year. We only had about half as many little ones as in previous years.

Visiting me on Saturday, Nov 9th were Joan Mitchell, Dartmouth; and Jean Blake, Halifax. On Sunday Gertrude Miller and her daughter, Tracey stopped by for a visit. Tracey, who is attending Dalhousie University, was home for the long week-end.

living near him in Collingwood. Growing up among the woodsmen, the farmers and their families, who scratched a living from the farms, has given him a deep appreciation and respect for the farming community and the rural way of life. His life's work in the wild blueberry business has been dedicated to the vision of creating a strong home based industry, capable of competing in the world.

Johns started picking wild blueberries in 1963 in the Ripley Field on Pigeon Hill. The crop of 5,000 pounds was sold fresh to Montreal and Boston. While studying at Mount Allison, his summers were taken up with wild blueberry harvesting, and he left university with the difficult choice of becoming a wild blueberry picker or a teacher. We can be grateful for the choice he made.

John was founding father of the Wild Blueberry Producers Association of Nova Scotia. He ensured that the organization was endowed with over a million dollars in its early days through the acquisition of containers at the Halifax seaport. John was also a founding father of the Wild Blueberry Association of North America when it became clear the joint blueberry association with the cultivated industry was not able to fully serve the wild industry needs. He has been a constant innovator in the farming, processing and marketing sides of the industry. He has developed homes for wild blueberries with state-of-the-art processing facilities. He has developed overseas markets to endure the wild blueberries made their way to consumers worldwide, personally making the calls in Europe and Asia to sell the first wild blueberries there. He has created a custom service industry to his neighboring and other farmers so all the work in growing wild blueberries can be contracted out to full-time experts. He has been champion of research, both at the farming and at the health research end of business. John, in his usual modest way, would point to all the other people who have been the innovators. One innovator that certainly comes to mind if John's late brother Doug. Doug led the way in the development of the mechanical harvester. This tradition is being carried on today by Doug's son, Carl.

John has always been in the forefront by encouraging and demanding change, leading the wild blueberry industry into the competitive world as a research based, high-tech, and capital intensive quality-based and innovative industry.

John has been recognized for his entrepreneurship, his business skills, his philanthropy, his contributions to Universities (including several honorary doctorates) and his commitment to Mount Allison by serving as Chancellor. He has been a long-time supporter of the Agricultural College and was recognized for his services to agriculture as an Honorary Agrologist. He was inducted as a founding member to the WBANA Hall of Fame. His contribution to his country has been recognized in many ways including being inducted into the Order of Canada.

Yet despite his many accomplishments, John's greatest achievement without a doubt is thanks to his wife Judy, a strong and long-lasting marriage and a wonderful family with 4 children and 8 grandchildren.

Always looking to the horizon with long term vision of building a solid business, combined with the commitment to sustainability and to the environment, reflects his view that much of the work we do today is for the benefit of the future generations.

As John remembers his many years in the industry, he says that what he will remember most of all is the many people he has met, worked and played with, which has made the journey worthwhile. This is why being honored by his fellow wild blueberry growers is perhaps one of the greatest honours that he will be able to cherish.

However, there is still much to do, wild blueberries to grow, markets to develop and delivering on the trust placed in him by many friends and fellow farmers to find a home somewhere in the world for their wild blueberries.

On behalf of the Wild Blueberry Producers Association of Nova Scotia, It is with great pleasure that we induct John Bragg into our Recognition Book. Congratulations, John!



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WPBPN Setting High Standards

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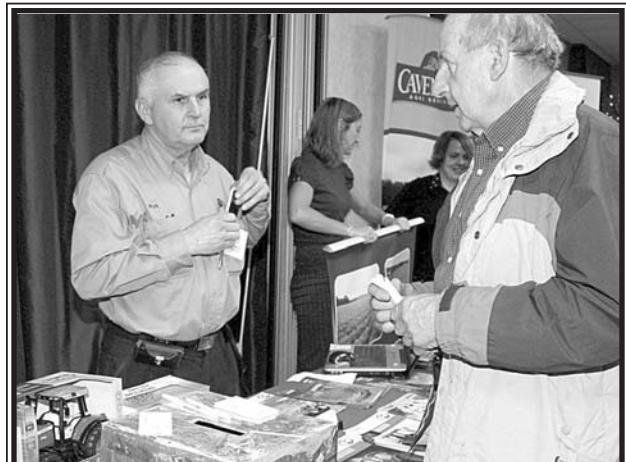
NB (40) and PEI (15) for a total 212.5 million. Markets remain stable, with exports to the US at 61.2 million pounds, Germany 18.2 million and Japan 13.7 million. There continues to be ongoing development of new markets.

Gerald Post, NSDA, presented an update on Assistance Programs, and their changes. He noted 22 farms, with wild blueberries as their principle commodity, received \$225,000 in assistance from the Home Grown Success program this past year.

John Bragg was Inducted into the WBPANS Recognition

Book at the annual Banquet. Sue Willemens, The Siren Group Inc., was the guest speaker. She gave an informative presentation on how her company promotes the virtues of the wild blueberry on a national basis, using all forms of media, including the latest in digital and social media.

WBPANS Executive Director Dave Sangster will be retiring this January, with Peter Rideout taking over the position. A "Meet & Greet" for Dave will be held at Jenkins Hall, on Dalhousie Agriculture Campus, January 16th from 4:00 - 7:00PM.



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