

Wild Blueberry Producers Realize Higher Price for Crop

Continued from page 12
Nov. 25- 26th at the Inn on Prince.

The new Minister of Agriculture, Honorable Greg Morrow stopped by the WBPANS Business Meeting on Thursday, Nov. 18th. He congratulated Jack Sibley for his induction into the Atlantic Agricultural Hall of Fame. From 1970-1979, Jack was the extension horticulturist responsible for roadside markets and the development of the wild blueberry industry. In 1979 and for the next 15 years, Jack was a Senior Extension Specialist responsible for the development of new government programs and initiatives to develop the lowbush blueberry industry in the province.

The Minister recognized the importance of the wild blueberry industry to the NS economy with a \$152 million dollar value of exports, 41% of

all agriculture food. He congratulated producers on the growth of their industry, saying science and research can help the industry prosper even more.

Neri Vatour, WBANA Canada reported the market demand for wild blueberries in 2020 and 2021 has been high and inventories have completed sold out. He expects the market to continue to be strong for the next 2-3 years. Health research continues to publish positive reports on the health benefits of consumption of wild blueberries and this research will be a priority for the next three years.

Despite trade shows and festivals being cancelled due to Covid, Alice Pugsley, Chair of the WBPANS Promotion Committee says the committee has found other ways to tell the wild blueberry story. The Kilted Chef, Alain Bossé

has been an excellent brand ambassador, with his Facebook live cooking demos reaching over 274,000 during Wild Blueberry Week Aug. 16- 20th. CTV What's For Dinner featuring wild blueberries on grilled lamb chops was another popular segment. WPBANS was one of the sponsors for the Heartland Tour, with the Canadian Wild Blueberry logo added to the official jersey, on the website and the tour vehicle. The Wild Blueberry Festival was held Aug. 20th - Sept 4th, with 17 establishments featuring wild blueberry items. The 2022 Wild Blueberry Festival will be held Aug. 19th- Sept 3rd.

Congratulations to Stella Jones, an 8-year-old who won the YTV Kid Food Nation prize with her recipe for a wild blueberry smoothie.

The Research Committee would like producers to reach out with any issues they are facing so they can steer research in the right direction, investing now for the future. The Committee is completing a ten-year review of 37 unique projects after contributing

\$662,000 to thirteen different research programs over these ten years. The industry is fortunate to have researchers interesting in doing the work, many

at Dalhousie University Faculty of Agriculture using trials on local fields.

The Board of Directors remains unchanged for 2022 with Peter Swinkels and Don Mingo returning

for a second three-year term. President is Peter Swinkels, Vice-President is David Harrison, Past President is Jeff Orr and Peter Burgess is the Executive Director.



Minister of Agriculture,
Honorable Greg Morrow
stopped by the WBPANS
Business Meeting on
Thursday, Nov. 18th.



WBPANS Executive Director
Peter Burgess gave a recap on
the 2021 production year.



Neri Vatour, WBANA- Canada
reported strong market
conditions for wild
blueberries.



Alice Pugsley, WBPANS
Promotion Committee Chair
gave an update on
promotional activities over
the last year and
opportunities for 2022.

Top Pictou County lawyers, now under one roof.

Patterson Law has expanded to serve you better.

Rick Goodman Q.C. and Greg MacDonald Q.C., senior lawyers in Patterson Law's New Glasgow office together with, partner, Ellen Burke and Allison Avery welcome 7 lawyers to Patterson Law's existing Pictou County presence which has expanded to better serve northern Nova Scotia.





WOOD PRODUCTS NATURALLY

LUMBER
Hemlock, Tamarack, Spruce & Pine, Rough & Dressed.

LANDSCAPE MULCH
Natural Bark, Coloured Black, Red or Brown.
Delivery Available

Post & Rail Fences • Lumber for Fences

- Siding**
Shiplap, Clapboard, T&G, Board & Batten
- Decking**
Tamarack Larch, 4" and 6"

Visit Us Online:
www.novatree.ca

2715 Hwy #4, Glenholme NS B0M 1G0
902-662-3129
Open Hours: Year Round - Monday-Friday 8am - 4pm
Saturdays by appointment

Patterson

Truro | Halifax | New Glasgow | Bridgewater | Pictou
1.888.897.2001 contactus@pattersonlaw.ca
www.pattersonlaw.ca