

Wild Blueberry Producers: PREPARE TO FACE NEW NORMAL

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superior taste, health benefits, ease of use and consumer preference for the wild blueberry. He noted the provinces are working together to avoid duplication in promotion and marketing events.

A new WBPANS Promotion & Marketing Strategy was introduced to members with the objective to increase demand and consumption of wild blueberries in export and domestic markets; to add value to wild blueberry farm enterprises; to support wild blueberry farm businesses

and to support and grow wild blueberry industry and the rural economy.

Program activities will include work with market research, wild blueberry consumer packaging, value added product development, regional marketing, promotion and communications and new export market development.

A motion was passed to use up to \$150,000 from an unrestricted investment fund to help cover expenditures supporting the new Promotion & Marketing Strategy. This was the first



WBPANS Executive Director, Peter Rideout presents the latest Global Market update to Nova Scotia Wild Blueberry Producers. thirty years building up his wild blueberry business and this is the first time he is going backwards. "We can't let the ship sink with money in the bank," he said.



WBPANS President Barron Blois welcomes producers to the Winter Information Meeting held on March 25th.



Afternoon sessions gave producers current information from experts on such topics as pest control, pollination, disease control and weed management.

Upcoming events include:

Twilight Meeting - Debert, WBPANS Office on May 29, 2017;

Twilight Meeting - East River Saint Mary's, Cameron's Receiving Shed on May 30, 2017;

Twilight Meeting - Parrsboro, Sargent's Receiving Shed on June 1, 2017; Harvester Operator Course, Doug Bragg Enterprises - Collingwood on July 11, 2017;

Field Day, Doug Bragg Enterprises - 112 Bragg Rd, Collingwood Corner, NS on July 15th, 2017.



Tom Matheson, WBANA Canada president and a Wild Blueberry grower from PEI, chats with Neri Vautour, WBANA- Canada Executive Director, at the Winter Information Session of the Wild Blueberry producers of Nova Scotia.



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