

WINTER INFORMATION MEETING

Wild Blueberry Producers Association of Nova Scotia

MARCH 24, 2018 - Photos by Linda Harrington

Marketing Innovations for Wild Blueberry Industry

By Linda Harrington

Wild Blueberry Industry partners have been busy over the last year with new marketing approaches directed at consumers, promoting the consumption of wild blueberries.

Anyone tuned into the Olympics this winter must have seen the engaging wild blueberry commercials sponsored by Oxford Frozen Foods. The impressive National television advertising campaign was shown during prime time, highlighting the year-round availability of frozen wild blueberries. The commercials appeared on the Food Network, HGTV, Global, the Cooking Channel and TSN and were shown during major events such as the Olympics, and the Brier and Scotties women's curling championships.

The commercials ended with "...from Oxford, Nova Scotia", giving a shout out to the little town know as "The Wild Blueberry Capital of North America" and the home of Canada's largest and most advanced supplier of frozen wild blueberries, Oxford Frozen Foods. An impressive new website <https://oxford-wildblueberries.com/> offers answers to consumer questions.

March was designated as Wild Blueberry Nutrition Month in Nova Scotia, highlighting the health aspects of the super fruit. Wild blueberries are rich in anthocyanins, which research has linked to a wide variety of health claims, including increased longevity, cardiovascular health, cancer prevention and dementia.

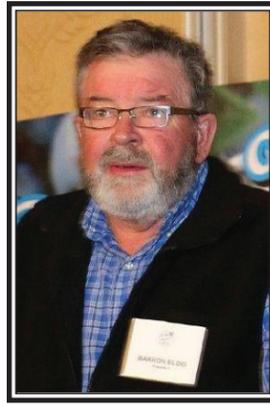
Greg Connell, Nurture Atlantic who has been hired by

WBPANS for increased Marketing and Promotion, gave an update on his company's recent activities at the Winter Information Meeting.

There has been much work done on digital marketing, focusing on the availability and uses of frozen wild blueberries. Billboards in Halifax were used to carry the wild blueberry message in March, during Nutrition Month. A lot of time has been devoted to building the brand, developing Canadian Wild Blueberry logo and consumer awareness.

The new website <http://canadianwildblueberries.ca/> will help give potential buyers ready access to information.

The WBPANS has recently produced a one-page double sided fact sheet which gives an economic overview of the industry. "We hope this will help get factual information out to the community," says Peter Rideout, WBPANS Executive Director. WBANA has been busy with promotional



Barron Blois, President WBPANS, was optimistic with his opening remarks noting the future for the wild blueberry industry is looking promising.

activities overseas and here at home. Dr. Willy Kalt has been giving presentations on the health aspects of the wild blueberry in Shanghai and to the Chinese Ministry of Health in Beijing. A special breakfast will be hosted on May 1st in Ottawa for MP's, featuring wild blueberry products and a short presentation.

A wild blueberry food truck tour had its debut at the Nutritional Congress in Germany, with a mission to have people sample different ways of eating wild blueberries.

See also page 24.



Wild blueberry producer Doug Stevens talks to Neri Vautour, Executive Director WBANA-Canada.



Peter Burgess, Perennia was available to provide one on one information to producers. His Winter Meeting presentation gave valuable information on helping producers make field preparation decisions.



Peter Swinkels, general manager and engineer at Doug Bragg Enterprises (DBE) Limited chats with Grant Putnam.



Engage Agro works closely with producers to evaluate market needs and provide cost effective products that offer superior performance.



Joe Atkinson, of Atkinson's Welding and Machining Ltd., enjoyed talking to producers about the services offered at his business in Southampton.

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of P.E.I.

Jasper Wyman Canada Inc. produces, buys and processes fresh wild blueberries and sells frozen wild blueberries globally.

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Tel: 902.961.3330 Fax: 902.961.5610
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Custom Manufactured Products:

- 1) Mechanical Blueberry Harvester** - Reel-type picking head side mounted to a tractor; picking head follows contours of the ground. Reduces harvesting costs as much as 50%.
- 2) Blueberry Gang Mower** - BGM-3 Gangmower three mower heads mounted in a staggered pattern under a tow frame. Available with 3-foot or 4-foot mowing heads with a cut path of 8'6" and 11'6" respectively.
- 3) Roadside Mower** - Single head, side mount mower 5-foot head. There are 25 units in operation throughout Nova Scotia. Units are used in bush cutting operations and roadside mowing in the State of Maine.
- 4) Excavator Mower** - Single head, boom mount mower has 5-foot head. Head is mounted to the excavator boom using existing bucket mounting pins enabling mower head to mow contour of the ditches.
- 5) Highway Median Mower** - BMM-5 median mower is a combination of 2 mid-mount 5-foot side mowers mounted on left and right sides of 90 HP tractor unit and 2 five-foot heads with 1 four-foot head mounted under a tow frame with a total cut path of 21'6". All heads are independently raised and lowered.
- 6) DBE Electronics** - We offer contract electronics manufacturing with an emphasis on product quality and on time delivery. Manufacturing capabilities include electronic assembly, printed circuit boards and cable assemblies for prototype to production run quantities. No quantity is too large or too small.
- 7) Cranberry Harvester** - This is the latest addition of Doug Bragg Enterprises's lineup of custom manufactured products. This machine is intended for dry picking cranberries with as little waste as possible and with virtually no damage to the bog. The ground pressure with the recommended setup is less than a foot print of an adult of average size.