



CRANBERRY HORTICULTURAL RESEARCH IN NORTH AMERICA

John S. Wilson
APCQ Convention
March 25-26, 2013

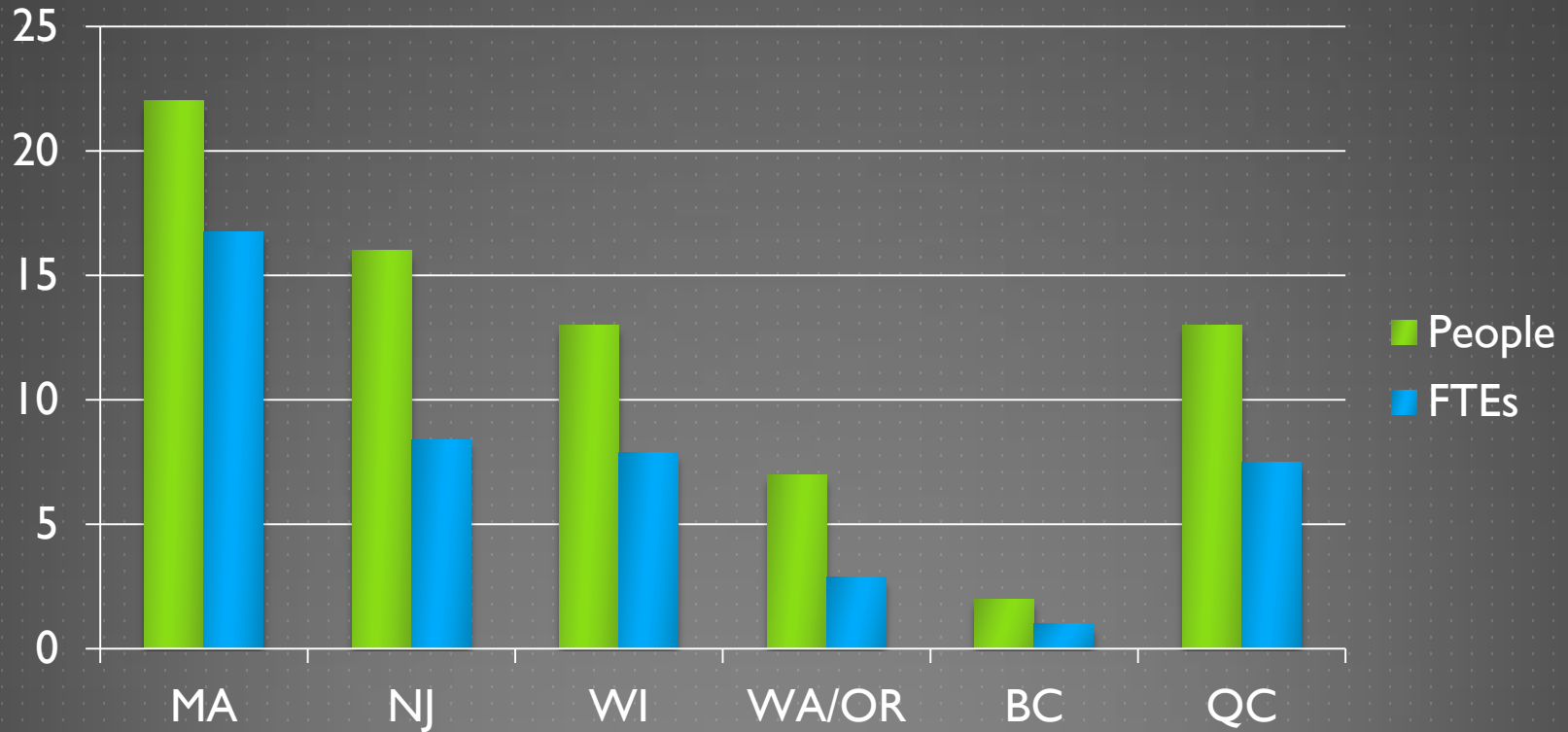
WHY CONDUCT A SURVEY?

- ▶ Industry alignment
 - Cranberry Marketing Committee
 - Cranberry Institute
 - Industry handlers
- ▶ Identify research components
 - Who is doing research and where?
 - Funding sources and how much?
- ▶ Risks/Opportunities for horticultural research

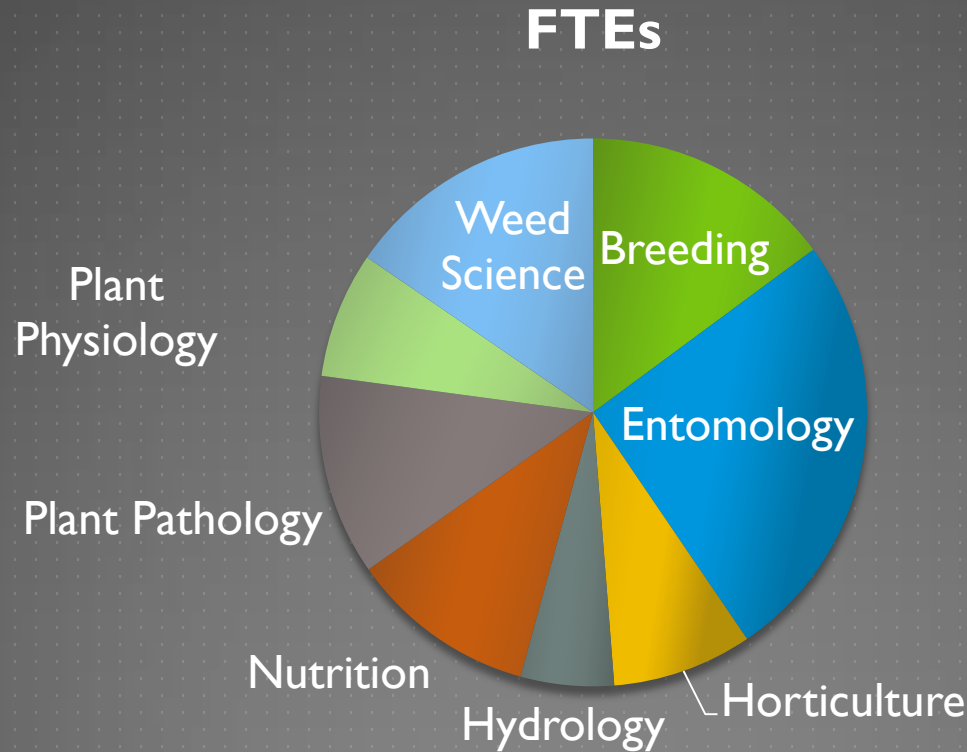
RESEARCHERS

- ▶ 73 = Number of researchers, assistants and technicians.
 - Most work on crops other than cranberries.
- ▶ 45 = Full-time cranberry researchers, assistants and technicians (FTEs).

CRANBERRY RESEARCHERS BY AREA

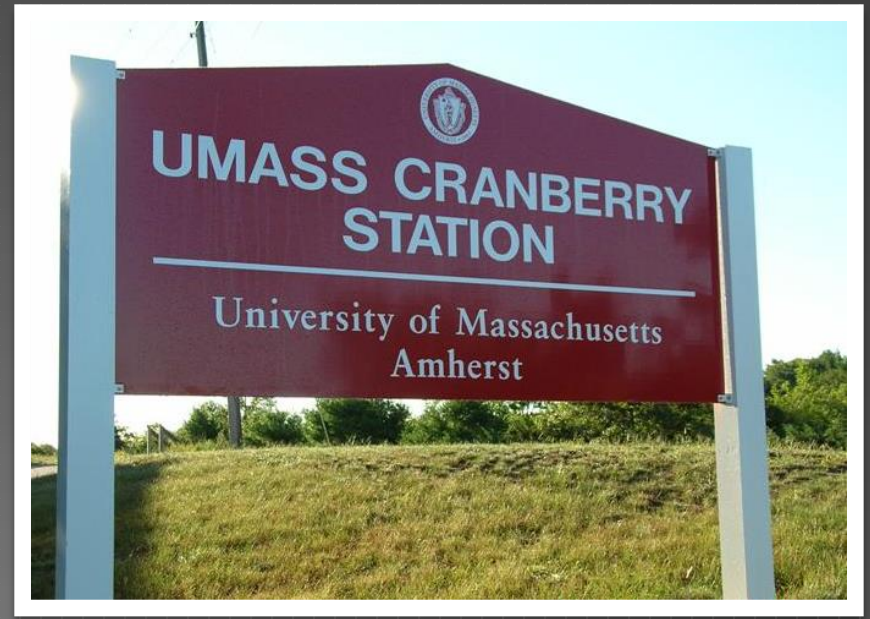


RESEARCH FTE'S BY DISCIPLINE



WHERE CRANBERRY RESEARCH IS CONDUCTED

- ▶ University
- ▶ Cranberry Research Stations:
 - University of Massachusetts
 - Rutgers University – New Jersey
 - Washington State University
 - British Columbia



- University supported
- All are 100% cranberry
- Newly renovated bogs (2007)
- Board of Oversight



- Joint University and grower support
- Newly renovated bogs
- Cranberry/blueberry split
- Active grower organization



- Facility owned completely by Foundation
- Not more than 50% committed to cranberry
- Supports research and funded by regional grower associations
- Unique relationship with growers-researcher and community.

BC Cranberry Research Farm

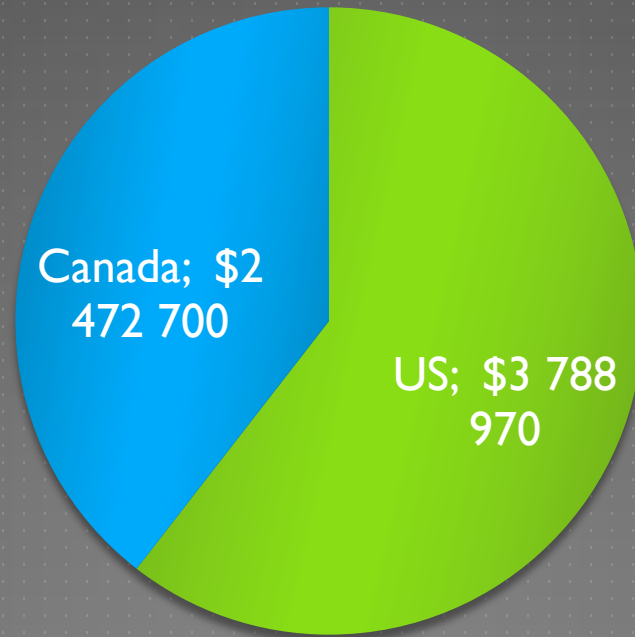


- Work in progress
- Getting lots of ideas from researchers
- Committed group of growers
- Needs industry support

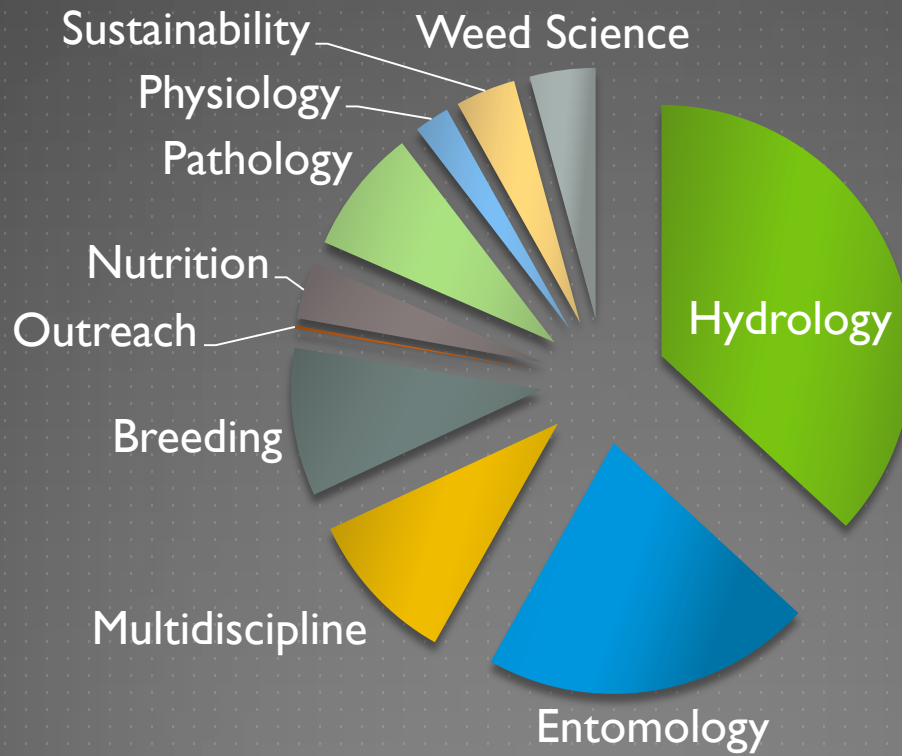
CRANBERRY RESEARCH FUNDING

- ▶ \$6.26 million (US) from all sources:
 - Grants
 - Growers
 - Handlers
 - ARS
 - IR-4/PMRA

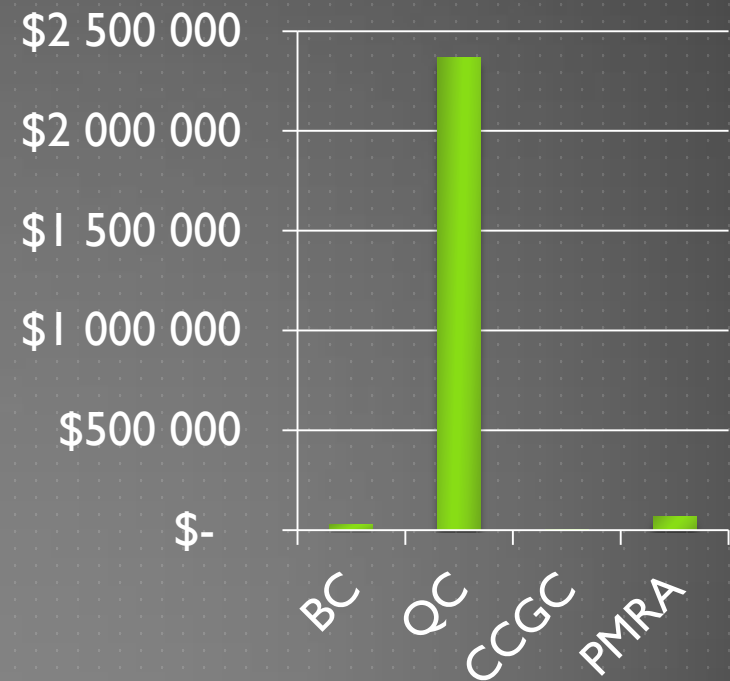
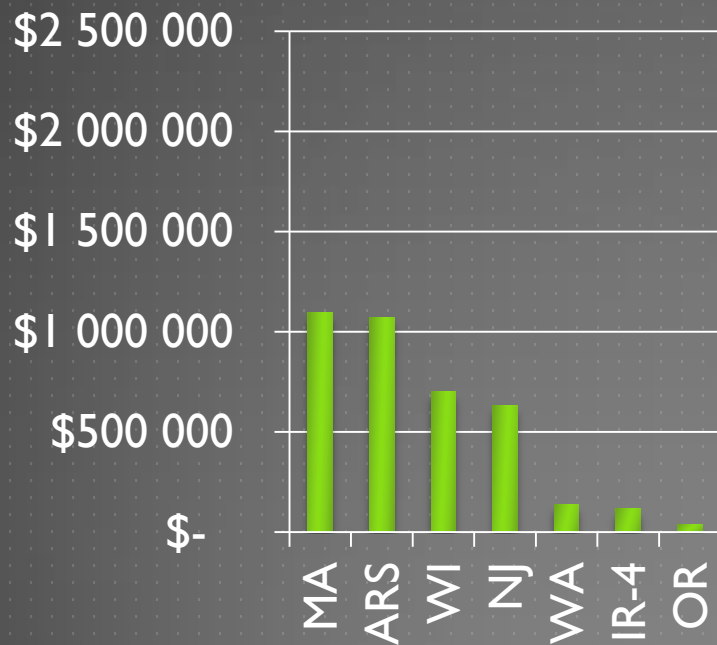
TOTAL FUNDING \$6.26 MILLION



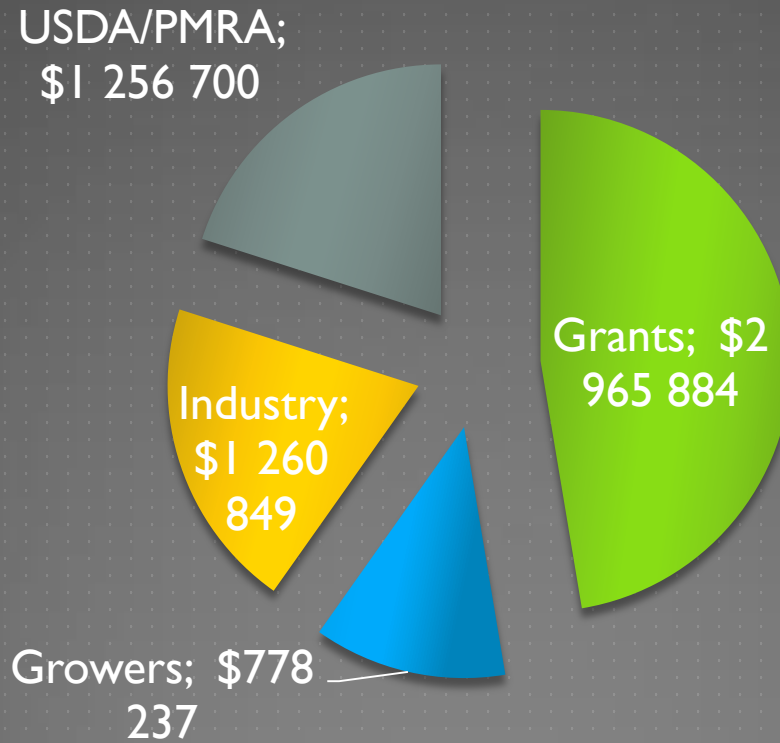
TOTAL FUNDING BY DISCIPLINE



FUNDING BY REGION – US/CANADA



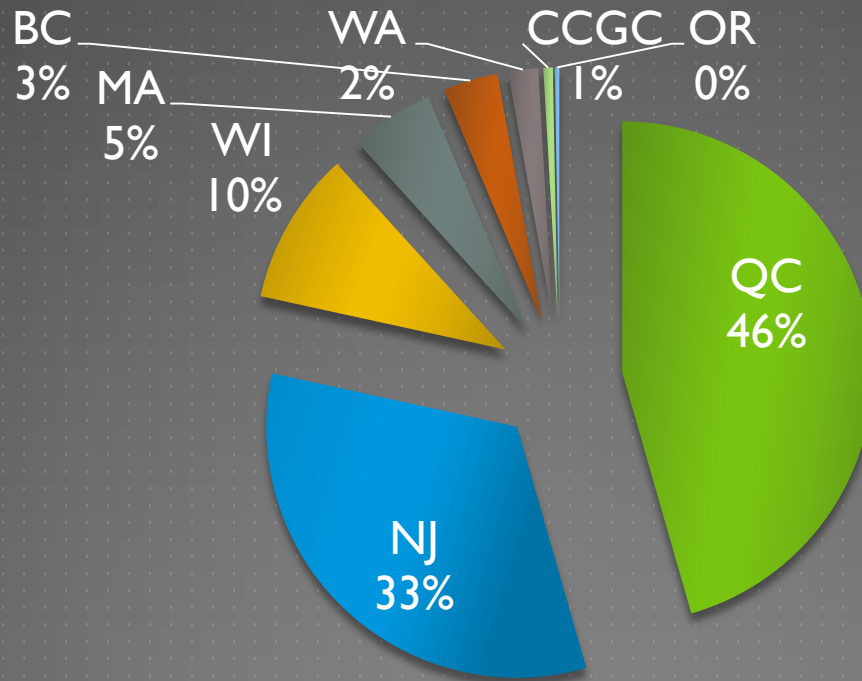
TOTAL FUNDING BY SOURCE



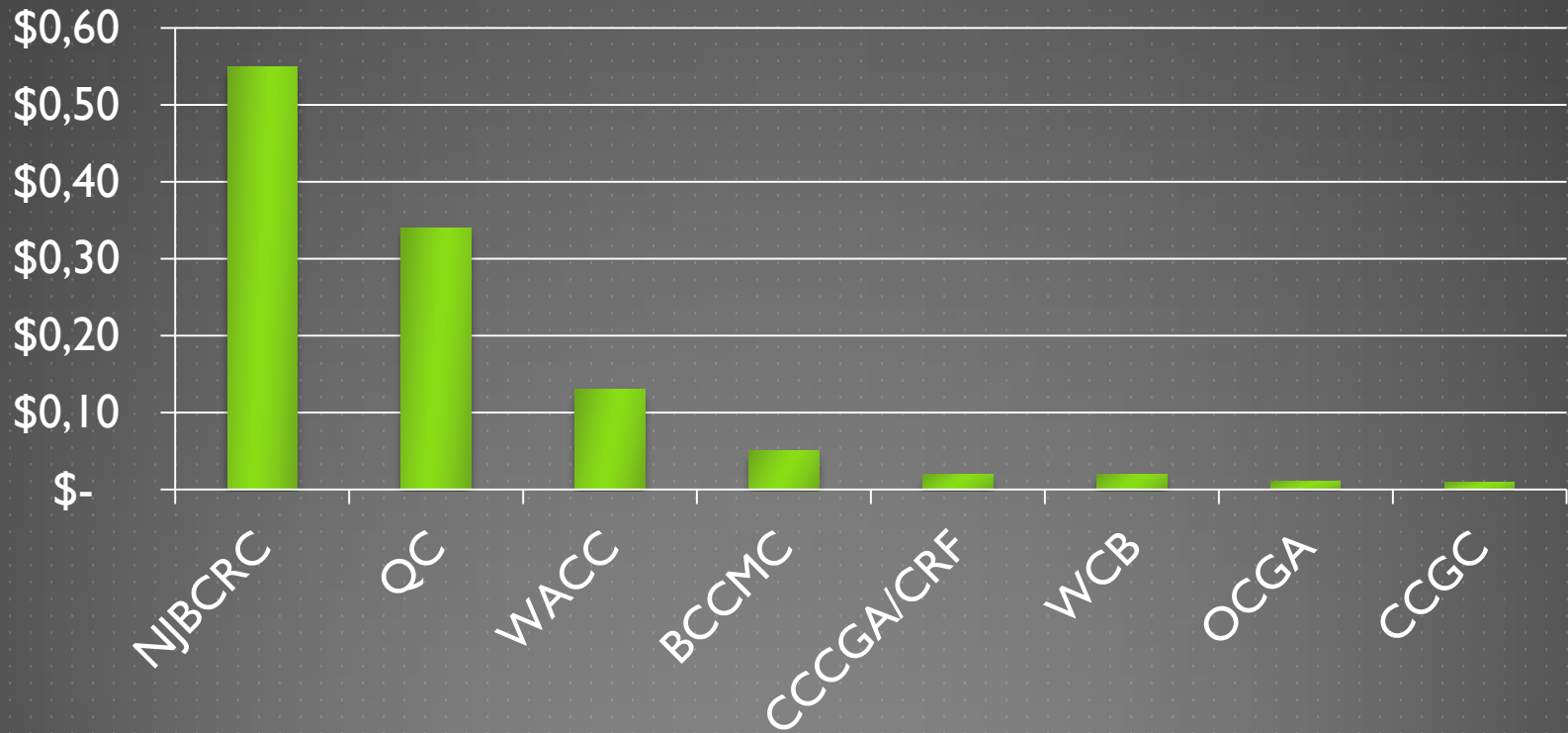
TOTAL INDUSTRY FUNDING



TOTAL GROWER FUNDING BY AREA



PER BARREL GROWER CONTRIBUTIONS



RECOMMENDATIONS

- ▶ Improve coordination of funding and fundable topics
- ▶ Provide matching funds / industry support for grants
- ▶ Manage organizational “Overhead” policies
- ▶ Maintain political involvement – stay in touch with local researchers
- ▶ Develop a Research library
- ▶ Provide industry research summaries and direction
- ▶ Update Crop Profiles (USDA-IPM)


RISKS

- ▶ Retirements
- ▶ Not training new researchers
- ▶ Loss of funding
- ▶ Recognizing the risks/opportunities as “Industry Challenges”

CRANBERRY HORTICULTURAL RESEARCH IN NORTH AMERICA TASK FORCE

This task force shall review the July 2012 report “Cranberry Horticultural Research in North America: A Review of Research Activities and Sources of Funding in 2102” and develop short and long term recommendations for consideration by the Cranberry Marketing Committee, the Cranberry Institute, industry grower organizations and other stakeholders.

TASK FORCE PRIORITIES

- ▶ **Improve coordination of industry RFP process and research priorities across growing regions.**
 - ▶ **Establish an industry mechanism for supporting long term research (breeding, rot, etc.).**
 - ▶ **Establish a matching grant program for qualified Federal/State funding sources.**
 - ▶ **Improve industry communications of cranberry horticultural objectives and achievements.**
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TASK FORCE PRIORITIES – *CONTINUED*

- ▶ **Encourage collaboration among cranberry-research institutions and scientists across all growing region**
- ▶ **Incorporate NACREW priorities into industry research priorities**
- ▶ **Evaluate existing cranberry breeding programs, objectives and priorities to improve collaboration and transparency**
- ▶ **Establish industry supported Graduate Research Scholarships**

THANKS !

- ▶ CI, CMC and CCGC for support
- ▶ Advisory Committee:
 - ▶ Joe Darlington (CMC, NJ Blueberry-Cranberry Research Council)
 - ▶ Terry Humfeld (CI)
 - ▶ Jeff LaFleur (CCCGA)
 - ▶ Tom Lochner (WSCGA)
 - ▶ Andy Reitz (Mariani)
 - ▶ Rod Serres (OSC)
 - ▶ Scott Soares (CMC)
- ▶ Researchers, Assistants, and Technicians