



## The Northwest Berry Foundation

5261 North Princeton Street, Portland OR

97203-5263

503-285-0908~info@nwberries.org

www.nwberryfoundation.org

### Small Fruit Update Progress Report

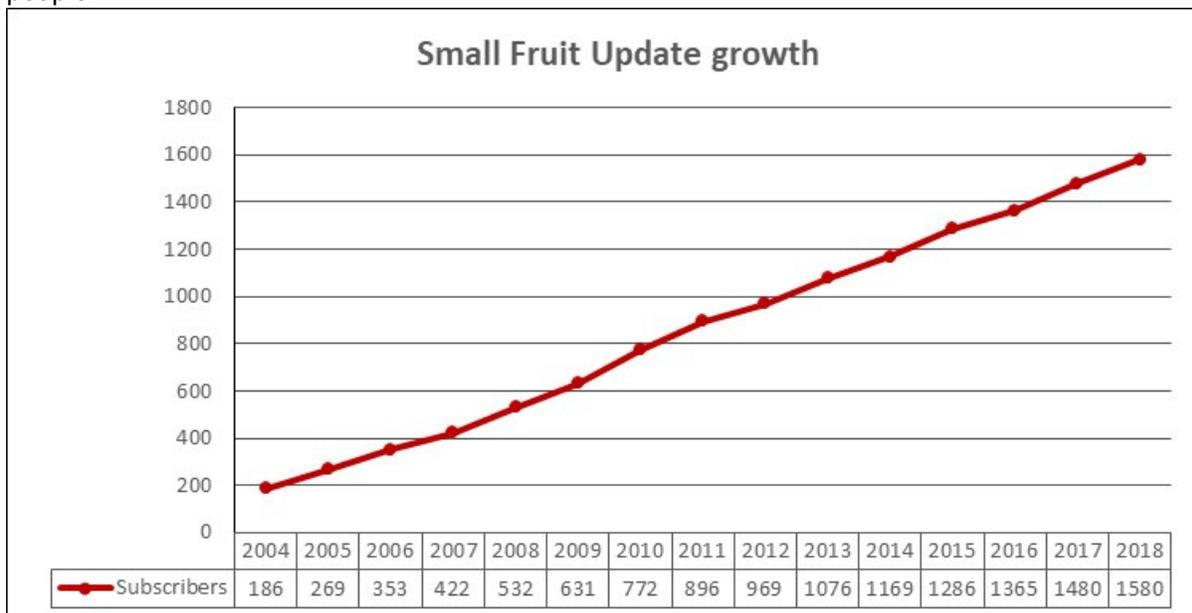
*As of December 2018*

#### Objectives:

- Increase industry communication.
- Increase grower knowledge of IPM strategies.
- Accelerate the dissemination of pesticide information. such as label changes to growers.
- Facilitate real time pest alerts to growers throughout the growing season.
- Inform industry personnel of upcoming meetings as well as other relevant commission news such as elections, seat vacancies and/or legislative activities.

#### Overview

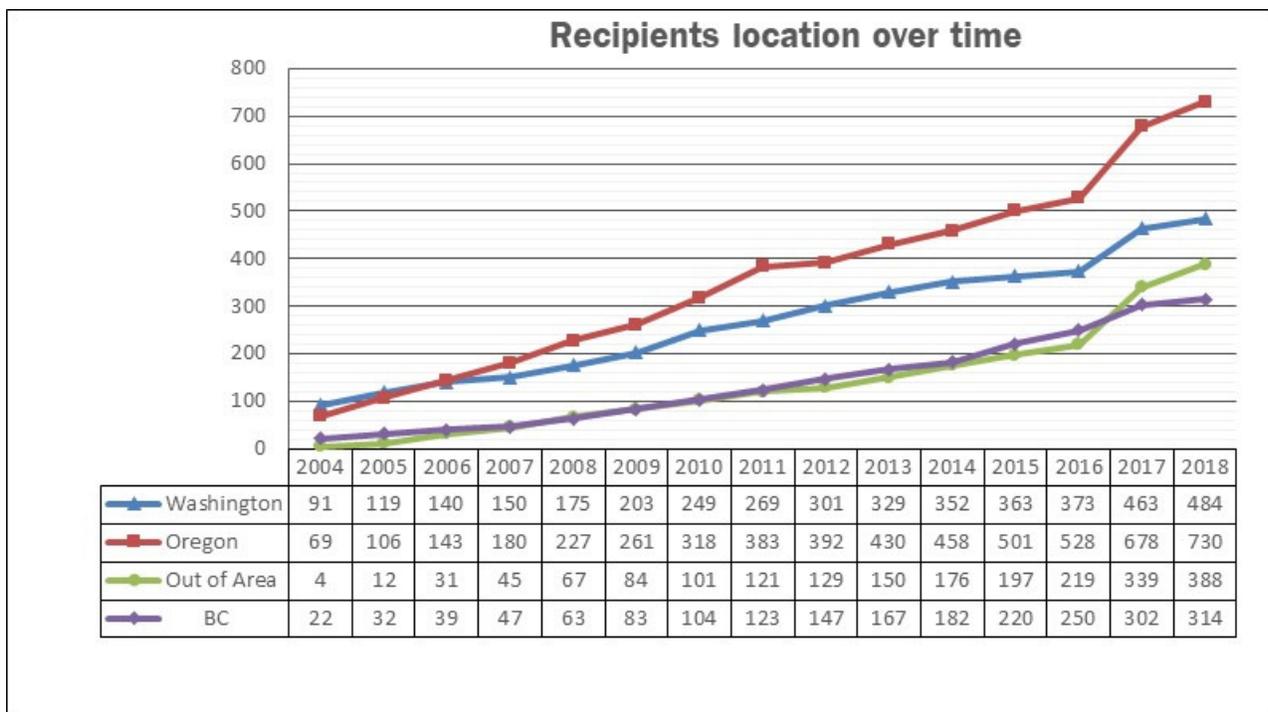
Peerbolt Crop Management has been providing a weekly emailed Small Fruit Update (SFU) to an increasing number of growers, industry personnel, and researchers since February 2000. Three years ago, the SFU was taken over by Northwest Berry Foundation. At the time of this report, the email list grew by 100 addresses (from 1480 addresses in 2017, to 1580 addresses in 2018). As several recipients regularly pass it on to others, we estimate the total number receiving the Update to be well over 2,000 people.



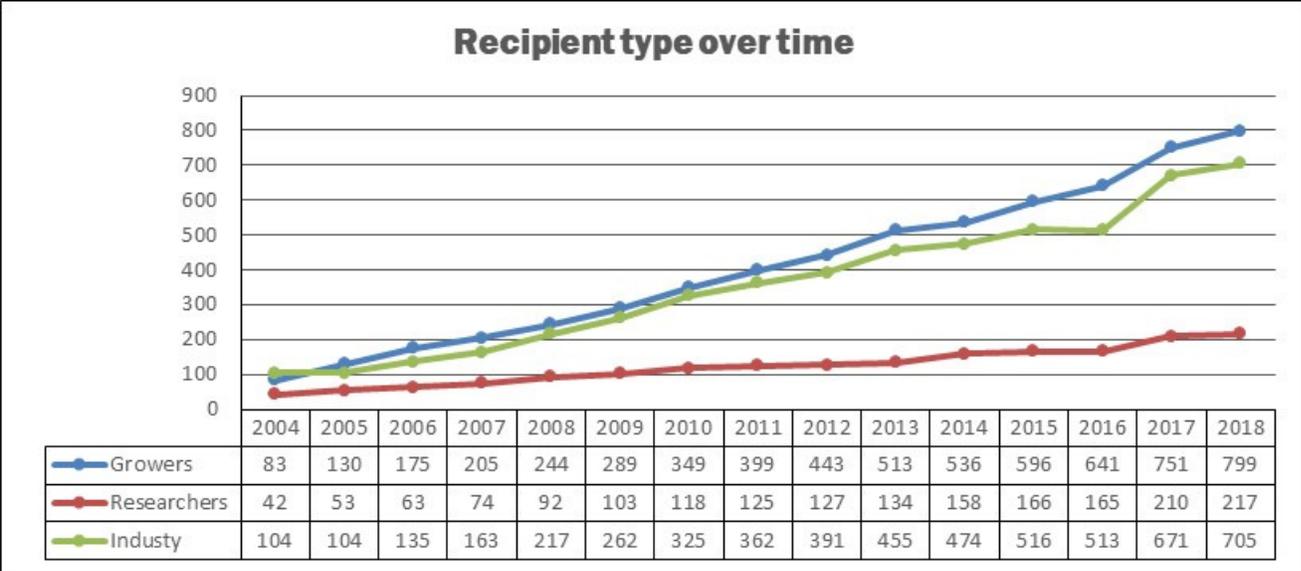
## 2018 Profile of the Small Fruit Update

The following charts illustrate the profile of the Small Fruit Update recipients in our database as of the date of this report.

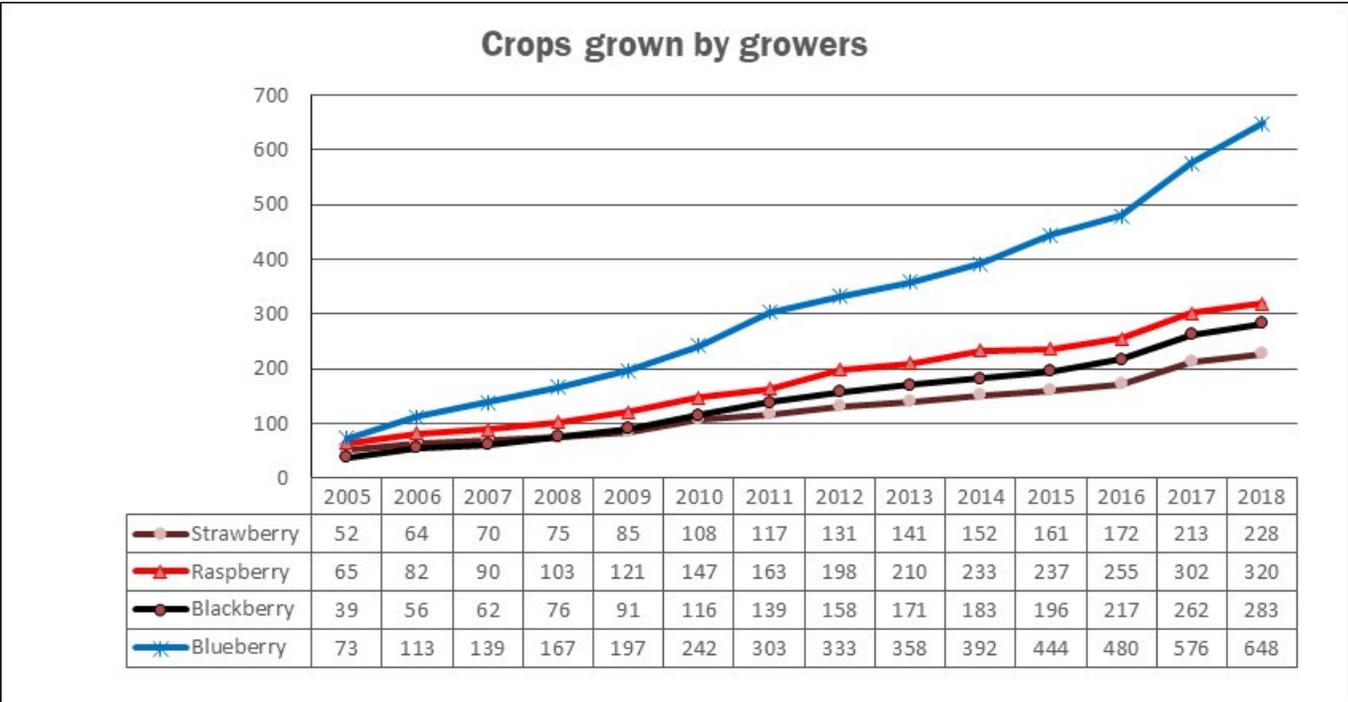
We make every effort to provide you with accurate information. We don't mandate those who sign up for the Update to give us any information beyond their email address, name, address, and phone number. We also request that growers note what crops they grow. Sometimes they do, and sometimes they do not. This means that our annual demographic reports often change previous report's numbers. Also note that each year we lose a certain number of recipients. Some drop out because of a job change, but there are always a few dropped simply because their email address no longer works, and we are unable to rectify the situation after attempting to contact them. However, you can see that even with these individuals dropped, the overall trend for the SFU is an *increase* in recipients across all locations.



Since the beginning of the year, there has been a subscriber increase of 12 recipients in BC, 52 in Oregon and 21 in Washington. The remaining recipients are located throughout the U.S., Canada, and the rest of the world. That segment increased by 49 subscribers. We screen new subscribers from potentially competitive markets and only add them after staff discussion.



The “Growers” category increased by 6% -- individual subscribers going from 751 in 2017 to 799 in 2018. The “Researchers” category includes anyone associated with USDA, ARS, a college, or university, as well as state or federal departments of agriculture, and others who work for public agencies. Over the past year, researchers receiving the Small Fruit Update increased by 7 individuals. The category “Industry” includes suppliers, newspaper reporters, propagators, processors, nurseries, fruit buyers, manufacturers, sales reps, and even bankers. This year the number of industry recipients increased by 34 individuals.



Our signup form encourages those wanting the Update to give us demographic information. The crop data reflects the fact that some growers do not indicate what crop they grow, and many growers are harvesting more than one small fruit.

In general, the trend over the past 10 years is that strawberry, Blackberry, and raspberry recipients have grown at near parallel rates. Blueberry producers have been rising steadily. In 2018, the number of recipients identifying themselves as strawberry growers increased by 15, raspberry growers increased by 18, and blackberry growers increased by 21. Blueberry growers increased by 72.

As noted at the start of this report the Small Fruit Update continues to expand its recipient list and the quality and quantity of the information provided. In 2004 our list comprised the addresses of 186 individuals. We have added 1,394 addresses since that time. All this is due to your continued support.