

Introduction

- B.C. berries are enjoyed world-wide
- B.C. berries have a reputation for quality and safety
- Blueberry innovations have cross crop applicability = wide market potential
- 2015 production: 172 million pounds/77 million kg
- 2015 Farm gate value: \$218M (over 70,000 tonnes)
- B.C. is one of the largest highbush blueberry-growing regions in the world, making Canada the third top blueberry producing country, and still growing

Introduction Raspberries and Strawberries

- In 2015, 12.4 million lbs (5624 tonnes) of raspberries were produced in B.C. Harvested on approximately 2500 acres of land by 95 growers
- Also in 2015, 1.83 million lbs (830 tonnes) of strawberries were produced in BC by 52 growers

In order to continually adapt to change, innovation is required to maintain competitiveness & resiliency

- **Scenario #1 - Mechanization**
 - Mechanization innovations to allow for fresh harvest while maintaining fruit quality
 - Minimize bruising, fruit drop, product loss
 - Enhance selection ability (fruit colour)
 - Mechanization improvements for processed market
 - Grading, colour sorting
- **Scenario #2 – Quality Assurance**
 - Potential for innovations to assist with grading/sorting, quality control
 - Detect fruit colour, bruising, quality, or insects
 - SWD, cranberry fruit worm, cherry fruit worm
- **Scenario #3 – Plant Breeding**
 - Innovations in plant breeding will enhance B.C. berry competitiveness:
 - Improved yield and fruit quality traits
 - Fill early and late season supply gaps
 - Extend the production season
 - Increase shelf life, expanding export marketing opportunities
 - Select varieties suitable for machine harvesting
- **Scenario #4 – Climate Change**
 - Innovation in Plant Breeding will ensure resiliency of B.C. berries against climate change:
 - Adapt production to local environmental conditions
 - Adapt to long term changes in climate
 - Build resistance to biotic pest disease and abiotic stresses

November 14, 2016 Kelowna, British Columbia