

Oregon Sweet Cherry Commission
2667 Reed Rd., Hood River, OR 97031
Phone: (541) 386-5761 FAX: (541) 386-3191

REGULAR MEETING MINUTES
Bette's Place Restaurant Meeting Room
416 Oak St., Hood River, OR 97301
Tuesday, November 28, 2017 10:00 A.M.

Call to Order/Introductions

Dan Crouse, Chairman, called the meeting to order at 10:05 a.m. the following Commissioners consisting of a quorum, including Dan, were present: Stacey Cooper, Jim Markman, Les Stephens, Megan Thompson, Ryan Bond, Brad Pickering, Steve Sandau, Kris Brunner and Wade Root.

B.J. Thurlby, Keith Hu and James Michael, NW Cherries promotion team, Eric Shrum, Western-Ag, Steve Castagnoli, MCAREC, Kris Anderson ODA Commodity Commission Program Manager, Tom Kubitz, Seneca Foods, Jeff Heater, The Dalles Fruit Co. and Dana Branson, OSCC Administrator were also present.

The minutes of the regular meeting held on August 23, 2017 were emailed in advance and available at the meeting. *Megan Thompson moved and Ryan Bond seconded to approve the minutes as submitted. The motion carried unanimously.*

The financial statements for August, September and October were emailed in advance and available at the meeting. There were no questions. *Megan Thompson moved and Ryan Bond seconded to accept the financial reports for all three months as submitted. The motion carried unanimously.*

ODA Report – Kris Anderson

Kris reported that due to new laws adopted by the Legislature, all state agencies and commissions began filing new quarterly reports regarding accounts receivables and collections as of November 20, 2017. The commodity commission statute already requires a 10% penalty and 1.5% interest on late assessments. Due to the new law, all commissions will adopt new Administrative Rules covering delinquent and liquidated accounts receivable. Kris will send out a template and then each commission will be able to modify the information appropriate to their situation for filing. Commissions will also adopt Administrative Rules about responding to requests for public records. Kris will develop a template for these rules, too.

NW Cherries 2017 Season Review

The projections of a huge crop were correct. The Northwest shipped over 26.4 million 20 lb. boxes. Northwest cherry production has increased by 336% since 1999 and acreage has increased 118%. B.J. explained that Oregon acreage was based on an estimate using the same percentage growth in Washington because an actual acreage study was not done for Oregon. California also had a large crop this season and shipped a record 8.7 million 18 lb. equivalent boxes with minimal overlap with our crop. The cool Spring quickly changed to hot temperatures that compressed the maturity of later varieties. The first shipments went out around June 8th so there was fruit for the 4th of

July. Cherries topped the national fruit as for 4 weeks with record ad support and large product displays in key retail chain stores. The domestic market bought 17.2 million boxes while 9.3 million boxes were exported or 33% of the crop. There some quality issues – cherries were softer and the early ones in particular didn't seem as sweet. This probably explains the low repeat purchases of cherries over the season as tracked by retailer's customer care comments. U.S. WalMart accounts for 17% of the domestic sales. Summing up B.J. recommended using growing practices for growing every cherry as if you are targeting the Asian market. Prune harder for larger cherries, use more GIBB and work to achieve the 5.5+ leaves per piece of fruit balance.

Keith Hu went over the export program with emphasis on reaching the secondary markets in China, the growth of demand and sales in Vietnam and analysis of Japan and the European Union countries markets.

James Michael went through a detailed explanation of the various domestic ad and promotion campaigns for the season.

The meeting was recessed at 12:20 and resumed at 12:30.

Research Committee Report

A worksheet with continuing and new project funding proposals was handed out as a starting point for discussion. The rankings by project for each state and the combined rankings were also available for reference. The continuing projects were calculated at the same percentages as last year. WSU, along with representatives from Oregon, has been interviewing candidates for the cherry breeder position. An offer has been made to one of the candidates; Eric is not at liberty to say which one at this time. The discussion moved to the new projects. It is not known if Washington will vote to fund Whiting's proposal. The cut off for funding is usually a ranking of 3 and his project came in at 2.8 for them. The Oregon group thought there was value in it and would be willing to put money in if Washington does. Washington has been having more problems with virus than Oregon the last few years, however there is growing concern in Oregon with the discovery of Western X phytoplasma. There was a comment regarding how useful the predictive model Gibeaut is working on will be and how anxious growers are to see it completed. After discussion and some changes to the original worksheet the funding proposed was this:

PI	Project title	\$
Swamy	ABC of sweet cherry powdery mildew	21,109
Ganjyal	Strategies to reduce postharvest splitting	8,688
Dong	Ensuring long-distance ocean shipping arrival quality	36,065
Gibeaut	Predicting flower bud hardiness of commercial sweet cherry	43,047
Gibeaut	Preservation and retention of green stems	7,854
Gibeaut	Model Reporting	31,416
Iezzoni	MSU sweet cherry rootstocks	18,883
Beers	Integrated Pest Management of SWD in sweet cherry	15,016
Choi	Non-toxic RNAi-based biopesticide to control SWD	12,065
Peace	WSU Cherry Breeder Search Committee	12,500
	Total Continuing Projects	\$206,643

Peace	Sweet Cherry Breeding:identifying genetically superior selectio	37,500
Pscheidt	Mid-Columbia survey for sweet cherry viruses & vectors	49,106
Choi	Non-nutritive sugar-based control strategy for SWD	9,515
Whiting	Post-bloom thinning	10,419
Harper	Native hosts of Western X phtoplasma	9,527
Chiu	Electronic sensors to capture spatiotemporal population density	7,846
Rendon	Testing of a 'push-pull' control system for SWD	10,680
Rendon	Environmental predictors of SWD abundance in cherry orchards	20,305
Hay/Akbari	SWD transgenic, population replacement, eradication, suppress	10,000
	Total New Projects	\$164,898
	Grand Total	\$371,541

Megan Thompson moved to approve the funding as proposed and discussed as shown on the contingency that Washington and California participate at the levels OSCC assumed. Stacey Cooper seconded the motion. Ryan Bond expressed concern that the approach proposed in Rendon's project titled "Testing of a 'push-pull' control system for SWD" needs to be changed because it's not a viable method for a commercial orchard. Steve Castagnoli said he would meet with Dalila Rendon, Ryan Bond, Eric Shrum and Jeff Heater to discuss modifying the approach to make the research more meaningful. The motion on the funding carried with Ryan Bond opposed.

OSU Research & Extension Report-Steve Castagnoli

Steve said his work has been dominated the last couple months by the searches and interviews for the Horticulture position and the combined Extension position to replace him and Lynn Long. Currently he's expecting input from the Horticulture position search committee so he can make an offer. There are three candidates for the Extension position coming in this week for face-to-face interviews.

Steve has been covering some of the duties of his old position such as working with the Advisory group to set up the agenda and schedule the annual Cherry Day presentations. It is tentatively set for February 2 in The Dalles and will be structured as in the past.

Steve commented on the farm operations at the Experiment Station – overall things went well this season. They got almost everything picked. They worked closely with Diamond Fruit and had some problems with being cut off and then restarted, not unlike everyone else.

Administrator's Activity Report

Cherry Institute will be held January 12, 2018 in Yakima, WA.

Dana went over the preliminary numbers of tons reported and assessments collected to date. Fresh cherry assessments are almost all in. There are three small reports to come in. The due date for Brined, Canned and Frozen cherries is December 15 so there will be a few more reports for those. Collections were easier this year. Efforts were made to remind payers that the due date was approaching. The collection letters that were sent after the due date were promptly answered for the most part.

A work group meeting of growers, chemical company representatives and researchers on the Integrated Pest Management Strategic Plan is scheduled for January 31, 2018 in The Dalles. The purpose is to create a document that outlines major pests, pest management strategies and critical pest management needs. This document will be used as a road map on where to focus resources and as evidence for federal grant support. OSCC has written letters of support for the project in the past and now work is beginning.

Dana announced that she will be going out of town for an extended time during December and part of January. She will forward the phone and check email and the checkbook will be left with Dan Crouse. She will be back in time to properly notice upcoming meetings, however December financials will be later than normal. She also announced her intention not to renew her contract as Administrator at the end of this fiscal year. This is due to family health concerns and it is a difficult decision.

Chairman's Report

Kris Brunner and Les Stephens have volunteered to attend the California Research Review in Stockton on January 10, 2018. *Ryan Bond moved to approve travel expenses (flight, a rental car, hotel for one night) for Les and Kris to California. Brad Pickering seconded. The motion carried unanimously.*

Northwest Horticultural Council (NHC)

Dan Crouse attended the NHC Trustee meeting and the Science Advisory Meeting. NW Fruit Exporters will be absorbed into NHC. Dan reminded the group that Kate Woods is the Food Safety Modernization Act (FSMA) expert and praised her knowledge on the topic. Ann Morrell has been hired to fill the vacancy left by Deborah Carter. NHC is still working on back-filling staff positions.

Old Business

A Committee was appointed at the last meeting to review and compare assessment rates in Washington and Oregon. Brad Pickering prepared and handed out a list of the rate per packed pound for each use of cherries. Dana was asked to verify the rate of assessments on field run cherries for brine canned and frozen in Washington. It appears that Washington may collect double what Oregon does. The Committee wants to look at the OSCC budget and identify future needs, then calculate how much a change in rates would generate. Dana will send the last five years financial and production information to Brad. The Committee set up a meeting for Monday, February 12, 2018 at the OSCC office, at 1:00 p.m. Dana will send out notice two weeks prior.

New Business

The acreage of sweet cherries in the Willamette Valley and in Eastern Oregon has decreased over the last several years. An analysis of acreage in the state should be done

to determine if the representation on the Commission should be adjusted accordingly. This will require an Administrative Rule change and hearing process if changes are needed.

Next Meeting

The next regular meeting will be Thursday, February 15, 2018 in the Extension Annex meeting room at Mid-Columbia Ag Research & Extension Center, 2990 Experiment Station Dr., Hood River, OR starting at **9:00 a.m.** Please note earlier start time.

Adjourn

The meeting adjourned at 2:13 p.m.