



# BERRY Works NEWS

*a grower newsletter for the  
Oregon Raspberry & Blackberry Commission  
Oregon Strawberry Commission*

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FALL 2001

## I N S I D E

|  |   |
|--|---|
| Gary Stoner .....  | 1 |
| ORBC & OSC's New Berry Agents .....                                      | 2 |
| ORBC Gets FSMIP Grant to Study Seeds and Seed Oils .....                 | 3 |
| NCSFR Annual Meeting .....   | 3 |
| "Nation to taste loganberry" ....  | 4 |
| ASFSA Conference & Surplus Update .....                                  | 5 |
| Oregon Gardens Update .....  | 5 |
| ORBC Commissioner List .....   | 6 |
| Media Relations Report .....   | 7 |
| ORBC & OSC Annual Meetings to be Hosted by the Oregon Hort Society ..... | 8 |
| Oregon Strawberry Seal .....   | 8 |
| OSC Commissioner List .....  | 9 |
| OSC Committee List .....   | 9 |

### Dr. Gary Stoner to be Keynote Speaker at ORBC & OSC Annual Meeting

Dr. Gary Stoner, noted researcher in the field of chemical carcinogenesis and cancer chemoprevention, will be the luncheon speaker at the ORBC and OSC annual meeting in Portland on January 30, 2002 (see article on page 8 for more details). The topic of his speech will be "Cancer Prevention with Freeze Dried Strawberries and Raspberries".

Stoner is Lucius Wing Professor and Endowed Chair of the Division of Environmental Health Sciences, School of Public Health, Ohio State University. Stoner's research spans twenty years. Currently his laboratories are conducting studies on the ability of various dietary factors to inhibit chemically induced cancers in the lung, esophagus and colon.

Stoner is well known for his research into the effects of raspberries and strawberries on gastrointestinal and esophageal cancers. In animal studies using raspberries and strawberries, colon cancer showed a 50% reduction in tumor development and esophageal cancers showed a 70% reduction. Stoner's lab is currently conducting human clinical trials into the effects of these berries on two specific types of colon and esophageal cancers. Stoner feels that human trials will produce similar results. "We are taking a food based approach to cancer prevention," said Stoner. "If the berries provide protection in animals, then ultimately they would provide protection in humans."



# Oregon's Newest Berry Extension Agents

## Wei Qiang Yang

As a District Berry Extension Agent at the North Willamette Research and Extension Center, I am responsible for information and extended educational programs in berry crop production. Although my main assignment is blueberry extension, I will also work to support the caneberry and strawberry extension activities. In addition, I am the editor and the webmaster of the Northwest Berry & Grape Information Network (<http://berrygrape.orst.edu>)—a comprehensive online information and communication resource for small fruits.

I started my professional career as a research and extension agent working on dwarf apple production systems in Shaanxi China. From 1990 to 1991, I received extensive training in fruit tree water relations at USDA's Appalachian Fruit Research Station in Kearneysville WV. I went to Penn State University in 1993 and spent six years working on blueberry plant nutrition, physiology, and culture in mineral soil production systems. Then I spent two years in Cornell University for my post-doctoral work before coming to Oregon. During this growing season, I have already met some berry growers and hope to know more of you in the future.

As any new job, my position here at NWREC certainly will offer some new challenges and opportunities. I am looking forward to these challenges and opportunities to work together with you to promote and enhance the visibility of Oregon's berry industry.

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## Yanyun Zhao

Dr. Yanyun Zhao joined the Department of Food Science & Technology, OSU in June 2001 as Associate Professor and Extension Specialist in Value-Added Food Products. Dr. Zhao received her Ph.D. degree in Food Engineering from Louisiana State University in 1993. Prior to her arrival to OSU, she was a research, teaching and Extension faculty at the University of Connecticut and a research faculty member at the Food Innovation Center, a joint initiative of Oregon State University and Oregon Department of Agriculture. Dr. Zhao's research and Extension activities specialize in food processing, packaging, and value-added product development.

Dr. Zhao's vision for the Cooperative Extension is to assist the food industry address concerns and solve problems, and to contribute to the positive development of the Oregon fruit and vegetable industry. She envisions pursuing the following:

- Research projects to answer industry questions and assist development of value-added and safe products
- Provide short courses and workshops to address industry immediate needs and concerns
- Foster student interest in the field of food science
- Increase communication of current research, technologies and methods via websites, newsletters, and publications

Dr. Zhao welcomes phone calls or stop by her office for any discussion. Her office is at room 240A, Wiegand Hall, OSU. Her phone number is (541) 737-9151, e-mail address as "Yanyun.zhao@orst.edu".



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## ORBC Gets FSMIP Grant to Study the Nutritional Components of Berry Seeds and Seed Oil

In July, the ORBC was awarded a Federal State Market Improvement Grant to study the potential for marketing caneberry seeds and seed oils. Currently, Northwest processors dispose of half a million pounds of berry seeds annually. Existing research indicates that these seeds may contain high levels of nutraceutical substances that may well protect against a variety of diseases. In addition the oils contained in these seeds have the potential to be used in a variety of cosmetic applications from toothpaste to sunscreen.

The \$48,500 grant will make it possible to identify the properties of caneberry seeds (red raspberry, Evergreen blackberry, Boysenberry, Marionberry and black raspberry) and their extracted oils. Also included in the grant are funds for market research to assess the current level of interest and activity of pharmaceutical, supplement, cosmetic, and food manufacturers in the area of caneberry seeds and oil. This research will aid in exploring the market opportunities for product development with regard to seeds and seed oils in attempts to raise the value of B grade fruit.

When the research is finalized ORBC will disseminate information gained via websites, seminars, newsletters, trade shows and messages to interested parties.

### NCSFR Annual Meeting

The Northwest Center for Small Fruits Research (NCSFR) is holding their annual conference in Boise, Idaho, at the Doubletree Hotel Riverside. The main conference day is Tuesday, November 27<sup>th</sup>, from 8:00 a.m. until 9:00 p.m. The cost to attend the conference this year is \$70 before November 9th and \$75 after.

If you are interested in attending the research conference, and would like more information, please contact Janni at Berry Works office for more information and to add your name to the NCSFR mailing list: Phone, 541-758-4043 or janni@oregon-berries.com.



### Berry Works News

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# Raspberry & Blackberry News



The city of Buffalo in western New York State, may soon see the launch of a nationwide campaign to promote an area favorite, Loganberry soda. This local product, a favorite of New Yorkers and their northern neighbors in Ontario, Canada could soon be marketed across the country by either Pepsi or Coca-Cola bottling companies; both are currently angling for a market share of this popular drink. The following is an excerpt from the Buffalo News this past summer.

## "Nation to taste Loganberry"

By LISA HAARLANDER  
News Business Reporter 9/9/01

Most Western New Yorkers got their first taste of loganberry while enjoying summer days at the Crystal Beach amusement park. They drank the sweet-tart beverage while eating sugar waffles and savoring cinnamon suckers.

Many people also went through loganberry withdrawal when they moved and discovered that loganberry's popularity is unique to Ontario and Western New York thanks to Crystal Beach.

But now the local bottling plants of both Pepsi and Coca-Cola want to share this reddish-purple fruit beverage with other parts of the country.

Aunt Rosie's, distributed by Pepsi-Cola Buffalo Bottling Corp., has long dominated the market. It used to be that if a restaurant movie theater or sports venue had loganberry, it was Aunt Rosie's loganberry. Now, Coca-Cola Bottling Co. of Buffalo is entering the loganberry market by way of Sarasoda.

Sarasoda was created by P.J. and Carolyn Davis, Town of Tonawanda natives who moved to the Albany area. They had long served loganberry drinks at a restaurant they own, and in 1998 decide to market their drink under the brand name Sarasoda. The name is a combination of Saratoga Springs, where they live and work, and Sarasota, Fla., the couple's winter home. "Coca-Cola called me and said they were very interested in our product because for years the only distributors of loganberry has been Pepsi," said P.J. Davis. "Coke wanted to be able to go into schools with a loganberry."

Coca-Cola contacted Sarasoda after the State University at Buffalo requested a loganberry drink on campus.

"There's a niche in Western New York for loganberry," said Rich Horn, cold drink sales manager for Coca-Cola Bottling Co. of Buffalo. "If it works for us, we have sister plants and we can start spreading the word."

Pepsi is also working with its parent company to spread the word about loganberry.

"We're putting together a bottling network throughout the U.S., said Scott Pastor, vice president for sales and marketing at Pepsi-Cola Buffalo Bottling Corp. "The brand has grown so well in Buffalo and tests in other markets have done extremely well."

The beverage was named after Pastor's great-aunt Rose and has been sold under the Aunt Rosie's name since 1987.

But Aunt Rosie's and Sarasoda aren't the only ones around making loganberry drinks, nor were they the first.

The history of loganberry's popularity goes back to Crystal Beach. In the 1940's, two businessmen involved with loganberry beverage syrup had a disagreement and each formed his own company –

*See 'Loganberry' page 6*

## ASFSA Conference and Commodity Surplus Sale Update

Report to ORBC and WRRC  
Philip Gütt, Operations Manager

The American School Food Service Association (ASFSA) Annual National Conference and Trade Show was held in Nashville, Tennessee from July 14 – 18, 2001. The focus this year was to communicate our plans to request a significant sale to the USDA of caneberry puree and/or IQF caneberries, and to distribute recipes and berry product samples.

There were 380 exhibiting companies and the show was attended by 4,895 school food service managers from all over the United States. Types of exhibitors included commodity commissions and organizations, foodservice manufacturers, commodity processors, school foodservice equipment, and packaging companies.

The booth was designed to promote Northwest caneberries with both the WRRC and ORBC logos displayed. We provided samples of seedless red raspberry and Marionberry puree (from Perfect Puree) on pound cake.

We distributed 1,000 recipe packets with requests for 150 more to be shipped. The packets included twelve recipes using IQF, product specifications, nutrition information, and storage and handling. All our literature includes a toll free number for product information and consultation as well as addresses and web sites for both the WRRC and ORBC.

### Request for Surplus Sale to USDA

Last year a surplus sale was requested and the USDA purchased approximately 1.5 million pounds of red raspberry puree from Oregon and Washington, of 1999 and 2000 fruit. This year, a formal proposal has been submitted to the USDA Commodity Procurement Branch, Fruit and Vegetable Programs, Agricultural Marketing Service for sale of IQF fruit. We have requested the following:

- 1.5 million pounds of IQF Red Raspberries U.S. Grade A except U.S. Grade B for character, from 1999 or later, in 20 or 25 pound non-USDA/commercial packer cases. The price anticipated for a purchase is approximately \$0.95 per pound.
- 300,000 pounds of IQF Evergreen Blackberries U.S. Grade B or better except U.S. Grade A defect score, from 1999 or later, in 30 pound non-USDA/commercial packer cases. The price anticipated for a purchase is approximately \$0.55 per pound.
- 750,000 of IQF Marionberries U.S. Grade B or better except U.S. Grade A defect score, from 1999 or later, in 30 pound non-USDA/commercial packer cases. The price anticipated for a purchase is approximately \$0.85 per pound.



## Oregon Gardens Update



The Oregon Gardens was wrapped in early autumn splendor when ORBC representatives arrived for a meeting with Jackie Franke, Oregon Gardens Director of Development. A tour of the facility illustrated beautifully how far the gardens have come in just one year since the last visit. Silverton Garden, potential home of the berry gardens and other Oregon agricultural commodities is due to start construction in the next year and the plans look spectacular.

During the meeting we sampled Marionberry smoothies which are served at the Garden Café. The smoothie machine was part of a grant to the garden by the ORBC to encourage berry promotion and

## 2001-2002 Oregon Raspberry & Blackberry Commissioner List

|   |   |
|---|---|
| *Floyd Aylor, 31461 N.E. Bell Road<br>Sherwood, OR 97140 <i>Second Term Exp. 6/30/02</i>  | (503) 538-2156 (w)<br>(503) 538-4393 (fx) |
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| Steven Hoffman, 20197 S. Butte Rd<br>Beavercreek, OR 97004 <i>First Term Exp. 6/30/00</i> | (503) 632-3571 (w)<br>(503) 632-3458 (fx) |
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| James Steele, 24070 SW Rowell Road<br>Hillsboro, OR 97123 <i>First Term Exp. 6/30/01</i>  | (503) 628-0431 (w)<br>(503) 628-2063 (fx) |
| Donald Sturm, 28519 SE Strebin Road<br>Troutdale, OR 97060 <i>First Term Exp. 6/30/01</i> | (503) 695-2743 (w)<br>(503) 695-2743 (fx) |
| Bob Underwood, 34500 SE Hwy 211,<br>Boring, OR 97009 <i>First Term Exp. 6/30/03</i>       | (503) 668-4525 (w)<br>(503) 668-8813 (fx) |

**Chairman** – Floyd Aylor    **Vice-chairman** – Jim Steele    **Secretary/Treasurer** – Julieann Shedeem

\*Processor Representatives

### *'Loganberry' from page 4*

Smeader's and Cronfelt's. No one knows which one was the first to sell loganberry at Crystal Beach, but both continue to make the syrup after the amusement park closed in 1989.

"The popularity of loganberry comes from Crystal Beach," said Jeff Riley, the current owner of Smeader's in Welland, Ont. "A lot of it is nostalgia."

While Smeader's and Cronfelt's loganberry syrup can be found at smaller stores in both the Buffalo Niagra area and in Ontario, Aunt Rosie's sells the majority of loganberry drinks.

However, Sarasoda is making inroads and is available on UB campus, at Vix Deep Discount Drug chain, several restaurants in the food court at the Walden Galleria, and at other outlets.

Aunt Rosie's comes in one flavor, and Sarasoda comes in five. Sarasoda makes regular and diet loganberry and then three flavors that combine loganberry with key lime, mandarin and lemonade.

Aunt Rosie's is artificially flavored while Sarasoda is a combination of natural and artificial flavoring.

The loganberry was born in the 1880s when Judge J.H. Logan began experimenting with breeding small fruits in his home garden. He crossed two types of blackberries with a red raspberry and created the loganberry.

The loganberry is a small, reddish-purple fruit grown in Oregon and other West Coast states. However, employees at the Oregon agriculture department and at an Oregon berry association said they had no idea there were loganberry beverages. The berries are normally used in wine, pies or jams.

"I did not know there was this little niche in the country that drank loganberries," said Jan Schroeder, executive director of the Oregon Raspberry & Blackberry Commission. "I had no idea it was so popular."

## Media Relations Report for 2000 –2001

It has been a productive and exceptional year for media coverage of Oregon caneberries. It is clear that steps taken by the ORBC in the last year have significantly increased the media attention towards our berries. The message has been heard; caneberries are not only delicious and available year round but that they are packed with health giving phytochemicals. Scientific evidence is clear that eating caneberries has a positive impact on human health and well being. Magazine editors are definitely focusing on this message and realizing that caneberries are big news with consumers.

Here are the media relations highlights of the past year:

### Food Editor Campaigns

The newspaper food editor campaign was once again a great success. Both of our releases for Valentine's Day and Summer 2001 were picked up by the Associated Press and distributed nationwide. The Valentine's Day release, "Jeweled Heart Cookies" using red and black raspberry preserves reached 7.5 million readers. The summer release, "Fourth of July Tower of Stars" used Marionberry and raspberry puree and was equally well received.

### Trade Shows

ORBC representatives traveled extensively, and participated in a number of trade shows, spreading the word to industries at home and abroad about the health benefits of caneberries. The shows attended included FoodEx in Tokyo, the Institute of Food Technology Show (IFT) in New Orleans, and Nutracon 2001 in San Diego. There was significant interest at all shows from executives, buyers and R&D personnel in the nutraceutical properties of raspberries and blackberries. Attendees were interested in the high levels of antioxidants and anthocyanins in our berries. Manufacturers of nutraceuticals, flavorings, beverages and food products received information and were contacted with processor lists and further information as requested after all shows.

### Seminars

Seminars focusing on the nutraceutical aspects of caneberries were another outreach of the ORBC in the last year. The two seminars attended were *Nutrimarket 2001* and *Diet & Optimum Health*.

### Nutraceutical Messages

In conjunction with The KnollGROUP, ORBC has produced three messages detailing the latest information regarding the health benefits of caneberries. Each message has a specific focus, the first is an overview of the nutraceutical benefits of all caneberries, the second spotlights red and black raspberries and the third features information on Marionberries, Boysenberries, and Evergreen blackberries. Each message was mailed to a specific target audience of approximately 1000 executives in research & development, food manufacturing, nutraceuticals, extract industries and beverage companies. Editors of magazines in the food technology sector, health and whole foods areas also received these messages. The overwhelmingly positive response to these handsomely presented mailings has resulted in one current and two upcoming articles in food industry publications.

### Media Coverage

2001 was an outstanding year for articles in major national magazines that were initiated by contacts from the ORBC. Several of the most significant articles as well as major television coverage are a result of the 2000 promotional trip to New York City, where we personally contacted leading editors. Contacts established through our messages have resulted in additional trade publication coverage. Magazines covering the health benefits of berries as well as their superior flavor and versatility include:

- |                     |                          |                                      |
|---------------------|--------------------------|--------------------------------------|
| 1. Eating Light     | 6. Victoria              | 11. E.D. Health & Harmony            |
| 2. Mangia           | 7. Family Circle         | 12. Nutritional Outlook              |
| 3. Walking          | 8. Woman's Day           | 13. Food Product Design              |
| 4. Gourmet          | 9. Ruralite              | 14. Nation's Restaurant News         |
| 5. Northwest Palate | 10. Northland Berry News | 15. The Business Journal of Portland |

Perhaps the most wide-ranging publicity that the ORBC received this year was on the nationally syndicated television show "Cooking Live with Sara Moulton. The show broadcast on the Food TV Network during the height of berry season, featured foods "Made in America". A Marionberry sauce was made from IQF Marions and used in the dessert. ORBC website information was given on air. This show was a direct result of work with the Food TV Network initiated during the New York promotional tour.

# STRAWBERRY NEWS



## ORBC & OSC Annual Meetings

The OSC & ORBC annual meeting will be held in conjunction with the Oregon Hort Society. This change is occurring in response to grower and researcher concerns about the number of winter meetings and overlap of reports. Growers interested in attending the January 30th research and presentation day will also be able to attend the Oregon Hort Society's annual meeting presentations and the 33rd Annual Northwest Agricultural Show at the Expo Center in Portland. The cost to attend the OHS annual meeting is \$25 which includes: the large equipment show at the Expo Center, lunch, a copy of the OHS proceedings and membership to the OHS for one year. The meeting will be held at the Red Lion on the Columbia River. More information will be forthcoming.



### Annual Meeting 2001 Progress Reports

Agenda

January 30, 2002

- 9:00 Welcome and Introductions – Floyd Aylor, ORBC Chairman, ORBC Update
- 9:15 Strawberry and Caneberry Pesticide Registration Tracking – Joe DeFrancesco, OSU
- 9:45 Strawberry and Caneberry Cooperative Breeding Program – Chad Finn, USDA-ARS Bernadine Strik, OSU
- 10:30 Coffee Break
- 10:45 OSC Update – Ron Fujii, OSC Chairman
- 11:00 Strawberry Promotion Update – Manuel Reicio, Knoll Group
- 11:15 Development of New Strawberry Cultivars for the Pacific Northwest– Patrick Moore, WSU
- 11:35 Evaluation of Processing Quality of Advanced Strawberry Breeding Selections – Brian Yorgey, OSU
- 12:00 Lunch 12:30 Speaker: Gary Stoner "Cancer Prevention with Freeze Dried Strawberries & Raspberries"
- 1:30 Presiding – Floyd Aylor, ORBC Chairman
- 1:35 ORBC Promotion Update-Berry Works
- 2:00 Evaluate Reduced Risk Biopesticides for *Botrytis* Fruit Rot Control in Oregon Caneberries – Joe DeFrancesco, OSU
- 2:25 Evaluation of New Herbicides in Second Year Strawberries– Diane Kaufman, NWREC
- 2:45 Legislative Report – Larry Campbell, The Victory Group
- 2:55 GMO Crops – What is the Future? – Bob Martin

## Oregon Strawberry Seal:

As part of the OSC's marketing efforts, KnollGROUP has recently developed the Oregon Strawberry Seal, which is designed for use in consumer product labeling. The seal's development is a key element of an overall branding strategy that will promote the Oregon strawberry brand through food manufacturers.

By using the seal, food manufacturers will be able to promote that their products are made with Oregon strawberries, therefore inferring its premium quality in color, flavor, and texture. The seal will help these products stand out among competition that uses inferior strawberries, with the end goal of



gaining consumer preference for food products made with Oregon strawberries.

Although the seal design was originally intended for consumer product packaging, it may also be used in promotional materials, as well as commercial wholesale packaging by Oregon strawberry processors. Available in black/white, 2-color, and full-color formats, the seal also incorporates the "Sweeter. Redder. Simply Better." tagline that has been adopted by the Commission.

## 2001-2002 Oregon Strawberry Commissioner List

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mcccacmc@aol.com

Ronald Fujii, PO Box 132  
Hillsboro, OR 97123 [Second Term Exp. 6/30/04](#)

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Arne Goddik, 18265 SE Neck Road  
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\*Dave Ralls, 12415 Parrish Gap,  
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**Chairman** – Ron Fujii      **Vice-Chairman** – Stan Herr      **Secretary/Treasurer** – Arne Goddik  
\*Processor Representative

## Oregon Strawberry Commission 2001-2002 Committee List

### BUDGET

Michael Christensen, Chair  
Arne Goddik  
Ron Fujii

### RESEARCH

Arne Goddik, Chair  
Dave Ralls  
Matt Unger, Ex-Officio

### LEGISLATIVE/EDUCATION

Michael Christensen, Chair  
Arne Goddik  
Stan Herr  
Tony Wurdinger, Ex-Officio

### PROMOTION

Ron Fujii, Chair  
Stan Herr  
Ron Vandecoevering  
Ken Kraemer



## Great American Crop Insurance Group

A new crop insurance program has been approved for growers in Clackamas, Marion and Multnomah Counties. You can now insure berries grown for commercial sale for as little as \$100.00 a year if your policy is purchased by November 20th, 2001.

Blackberry and raspberry crop insurance was carefully developed to protect growers from yields lost to:

- Adverse weather conditions
- Fire (unless undergrowth has not been controlled or pruning debris has not been removed from the acreage)
- Insects (but damage due to insufficient or improper application of disease control measures)
- Wildlife
- Earthquake
- Volcanic eruption
- Failure of irrigation water (if caused by an insured cause of loss that occurred during the insurance period)

Guarantees are expressed in pre-set dollar amounts per acre. Applicants may choose from six amounts of insurance ranging from \$537 to \$1537 per acre. Coverage begins November 21<sup>st</sup> unless your application is received after November 11<sup>th</sup> but prior to November 21<sup>st</sup>, in which case your insurance will attach on the 10<sup>th</sup> day after your properly completed application is received in our local office. End of insurance period is August 15, 2002 for blackberry varieties, or total destruction, harvest, abandonment or final adjustment of the unit.

### CROP LOSS EXAMPLE

Assume a grower chooses to insure his 100% share in 10 acres of berries he grows. The grower chooses the \$1462 amount of insurance per acre. Due to one or more insured causes of loss, this field only produced 5000 lbs of berries that were sold at an average price of \$2.00 per pound. The allowable cost per pound is \$1.00 and the minimum value is \$0.90 per pound. The loss would be calculated as follows:

First we determine the total amount of insurance by multiplying the acreage (10) times the amount of insurance purchased per acre (\$1,462) = \$14,620. By subtracting the yield value (\$5,000) from the guaranteed value (\$14,620), this grower would receive an insurance payment for \$9,620 in benefits.

\*The numbers in this Crop Loss Example are for illustration purposes only. The actual coverages and insurance payments are governed by the terms of the insurance policy

\*Note some limitations may apply. Waivers for administrative fees for all coverage levels are available for small-limited resource farmers. See your local crop insurance agent for more information. Policies may be underwritten by Great American Alliance Insurance Company, Great American Assurance Company, Great American Insurance Company and Great American Insurance Company of New York.

Great American Insurance Companies, Crop Insurance Division, Valerie Thomas, 4343 N Golden State Blvd., Ste 102, Fresno, CA 93722-3828. Phone: 530.673.2224 or 559.271.7770, Fax: 559.271.7949.

*'Oregon Garden' continued from page 5*

education. At the height of the tourist season, 70 gallons of these smoothies are sold per day. In addition, the café has begun serving blackberry pie. Sheila Barry the Food Service Coordinator assured us that only Oregon Marionberries are used in the smoothies and the excellent pie was one that used only Oregon blackberries.

Items discussed for future Oregon berry promotion included displaying enlargements of ORBC photos of caneberry desserts on the walls of the Café. Using a seasonal theme, such as summer or Valentine's Day, to rotate the photos. The catering department of the facility may be interested in incorporating additional Oregon berry recipes in their menu offerings and they will be looking at some of the ORBC recipes. The possibility of a decorative border in the café featuring a graphic of berries on the vine was also discussed. Two elegant gift shops, which feature a variety of products, would also be a possible site for Oregon processors to market jams, syrups and other berry products.

The ORBC will continue to coordinate with the Oregon Gardens Staff to showcase Oregon berries at this popular tourist destination. If you have not yet visited be sure to take the time to see this lovely garden as it evolves into a major Oregon landmark.

# Berry Smoothies.



BERRY WORKS NEWS  
Berry Works, Inc.  
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Corvallis, OR 97330

