



BC CRANBERRY MARKETING COMMISSION

cranberries 2024 ANNUAL REPORT





INSIDE

Message from our Chair	3
Our Executive Director and Board	4
Our Mandate, Mission and Partners	5
BC Cranberry Research Farm Society 2024 Year in Review	11
Financials	9
Statistics	19

MISSION

Enhancing the viability of the BC
Cranberry

Industry through research, industry
promotion and communications, and
regulations.

website: bccranberries.com

Message from our Chair

Dear Cranberry Growers and Industry Stakeholders,

The 2024 BC cranberry harvest was a resounding success, yielding just over 1.08 million barrels. This impressive figure, achieved with less-than-ideal growing conditions, is a testament to the hard work of our cranberry growers in 2024. It also signals the ongoing success of our transition to new varieties. We remain hopeful that these robust yields will translate into substantial returns per barrel. Remember that cranberries are Canada's second largest fruit crop, second only to apples.

Our Research Committee has worked hard, diligently setting priorities for this year's research projects. We are currently in the process of reviewing proposals from scientists who are eager to tackle these issues. In due course, we'll be awarding research contracts where appropriate. The Committee's work is a cornerstone of our service to growers, providing essential tools to enhance farm production. The BC Cranberry Research Farm, with its new variety of trials and other research initiatives, is a prized industry asset, admired by many other commodities. We strongly urge all growers to participate in its events.

The Commission is hosting the 2025 Pacific NorthWest Cranberry Congress on March 11 and 12. By now, you should have received some information and the internet link to the program. Depending on the feedback we receive from growers, we may re-patriate this to a hybrid, using Zoom and an in-person venue, for the event next year.



The current West Coast collaboration aims to provide a broader scope of participants for our growers to learn from and with. The current situation in the USA, due to the possibility of tariffs, presents potential challenges for the Canadian cranberry sector. We take this matter seriously and appreciate your attention to it.

The BC Cranberry Marketing Commission is dedicated to constructively addressing this complex issue. In consultation with the BC Cranberry Growers' Association, we actively engage with both federal and provincial governments to provide valuable insights into the cranberry sector's important role in Canada's agricultural landscape. Through these discussions, we aim to ensure policymakers understand our unique circumstances and the potential impacts of their decisions.

In addition, we are participating in multi-sector meetings to gain a broader perspective on the situation and how it may affect various stakeholders. This collaborative approach will enhance our understanding and help us formulate effective strategies.

Message from our Chair - cont.

We function under the watchful eye of the BC Farm Industry Review Board (FIRB), which reviews operations to ensure we meet all legal requirements and governance standards. We benefit from their guidance and remain in good standing.

An ongoing issue we are monitoring is water availability. Given predictions of climate change and our water needs,

I am concerned about availability going forward.

I intend to ensure the Commission presents a solid case to decision-makers on our industry's priority water needs.

I continue to appreciate the community and learning I have found here at the BC Cranberry Marketing Commission and look forward to continuing my role here as Chair.

Stephanie Nelson, Chair

Message from our Executive Director

As the Executive Director of the BC Cranberry Marketing Commission for the past year, I've had the privilege of gaining valuable insights into this unique and thriving industry. I'm excited to continue building strong relationships with our dedicated cranberry growers, whose hard work and expertise are essential to the success of the sector. Moving forward, I look forward to meeting growers in person, visiting their farms, and learning more about the intricacies of cranberry cultivation. I'm eager to contribute to the growth and success of our community.

Della Oberhoffner



BOARD MEMBERS

Stephanie Nelson, Chair

Jack De Wit, Vice Chair
Licensed Grower, Elected Member

Jeff Hamilton, Secretary
Licensed Grower, Elected Member

Todd May
Licensed Grower, Elected Member

Andreas Dolberg
Appointed Member

Our Mandate, Mission and Partners

The BC Cranberry Marketing Commission is legislated to ensure orderly marketing of cranberries in B.C. The Commission is accountable to the Government of BC through the Farm Industry Review Board. The Commission is looking to update their strategic plan in 2025.

Our 5 Strategic Priorities are

1. Reinforce leadership by establishing stronger engagement of all stakeholders
2. Strengthen collaborative relationships with industry
3. Support the adoption of up-to-date research, production methods and strategies

4. Support industry and board succession

5. Provide increased industry promotion and review diversification opportunities

Our Mission is enhancing the viability of the BC Cranberry Industry through research, industry promotion, communications and regulations.

The Commission carries out its mandate and mission through licensing, quality assurance, research, education, communication and promotion. Our key collaborators are our licensed growers, grower vendors and agencies, however we work with many organizations to achieve results as seen below.



Agriculture and Agri-Food Canada

Agriculture et Agroalimentaire Canada



BC Cranberry Research Farm

2024 Year in Review

This is a brief update for the BC Cranberry Research Farm for the 2024 growing season. Harvest was completed in the last week of October, and as expected, the crop was down from the previous year's large crop. The BCCRF delivered just over 2,100 bbls of fruit with an average firmness of 735 and an average of 3.2% poor on the total deliveries.

Field 4, representative of BC Stevens variety pulled the overall farm yield down significantly, but that is what is expected in comparison to the newer and higher yielding cultivars. This field is an important demonstration of the off-type cranberry varieties we have been growing in BC. Having a side-by-side comparison with this Stevens field to the modern hybrids from Rutgers and Valley Corp, growers can easily recognize the enhanced characteristics these new varieties offer.

Another important use for Field 4 is for the Crop Protection Screening Trials required by the Pest Management Regulatory Agency (PMRA), product registrants and our industry researchers. Often when screening new products on a field, the fruit in the trial must be removed before harvesting and shipping the crop. By utilizing Field 4 at the Research Farm instead of Growers' fields, we can minimize the impact to the cranberry industry,

researchers' projects and the amount of Crop Destroy required for the trial. While these trials can also be held in most any cranberry growers' field, hosting these projects at the BCCRF allows for a better level of control and oversight.

There are circumstances when it may be more appropriate for a trial or project to take place at a Grower's field. The Minor Use Working Group (MUWG) will then guide researchers toward appropriate fields for those trials. To these Grower Partners, we thank you for participating in these important projects. Researchers, registrants or contractors wishing to partner with grower cooperators should first reach out to local cranberry Ag Scientists, the Provincial Berry Specialist or the Growers Association for further discussions in coordination with the MUWG. This will ensure that only properly vetted projects take place on Grower's fields mitigating any risk to future crop deliveries.

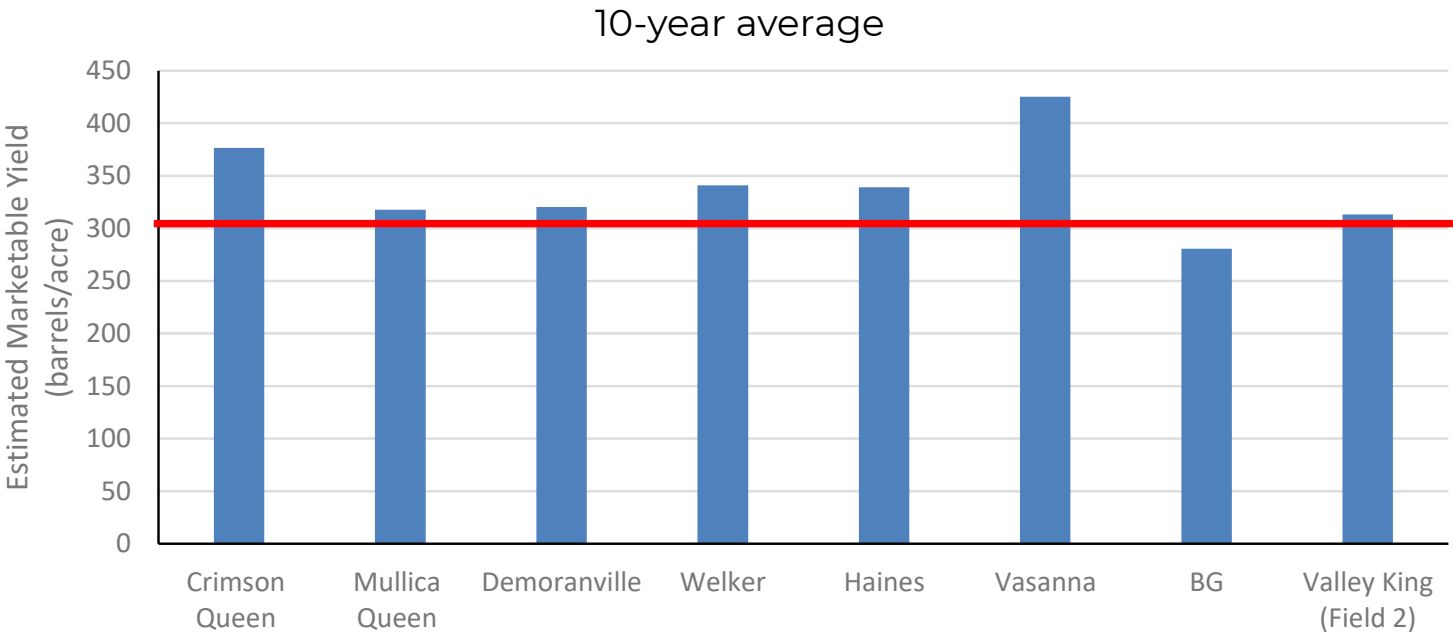
In 2024 the Research Farm held several Research Trials and Product Screening opportunities.

Dr. Renee Prasad's (UFV) Cranberry Hybrid Varietal Evaluation has always been the project at the forefront of the BCCRF. The large plots in Field 1 and the multiyear small plot replications in Field 2 are the first thing visitors see when arriving at the Farm. With the help of University of Fraser Valley students and the ES Crop team, led by Heidi Lundstrum and Elizabeth Jeffs, multiple fruit samples are collected from select plots throughout the fields. Physical data (size, weight and percent poor) are measured and tabulated on site at the farm lab. Fruit samples are then shared with Ocean Spray's new BC Ag Scientist, Jade Sherwood, who has been assisting in running the fruit samples through the DigiEye for colour classification as well as the FirmTech to determine fruit firmness.



BC Cranberry Research Farm

2024 Year in Review - cont.



Estimated marketable yield (barrels/acre) of eight released and commercially available varieties harvested in September of each year, from the BC Cranberry Research Farm. Bars represent the 10-year average.



These are all very important criteria and characteristics that growers need to consider when selecting new varieties for their field renovations. It's been great having everyone collaborate in this long-term project at the BCCRF. We remain appreciative of UFV and Ocean Spray for the use of their lab equipment and space to allow this project to continue moving forward. As a result, BC Cranberry Growers and Industry will be stronger

by learning from projects such as this. The graph above represents a decade of yield data taken from modern cranberry cultivars planted at the Research Farm.

Past years research reports are available on the BC Cranberry Marketing Commissions website under the 'Research' heading. We will hear further detail about 2024 BC Cranberry Research Projects when the final reports are presented on March 11&12 at the 2025 Pacific North-West Cranberry Congress.

We look forward to learning more from Dr. Lauren Erland (UFV) regarding her cranberry canopy chambers and field warming and adaptation project. Dr. Jichul Bae (AAFC) is our federal weed scientist working on layering strategies for more effective control of the more problematic weeds, particularly Horsetail, in our BC Cranberry fields. Joelene Bains and Heidi Lundstrum from ES Crop have been working on new weed control product screenings.

BC Cranberry Research Farm

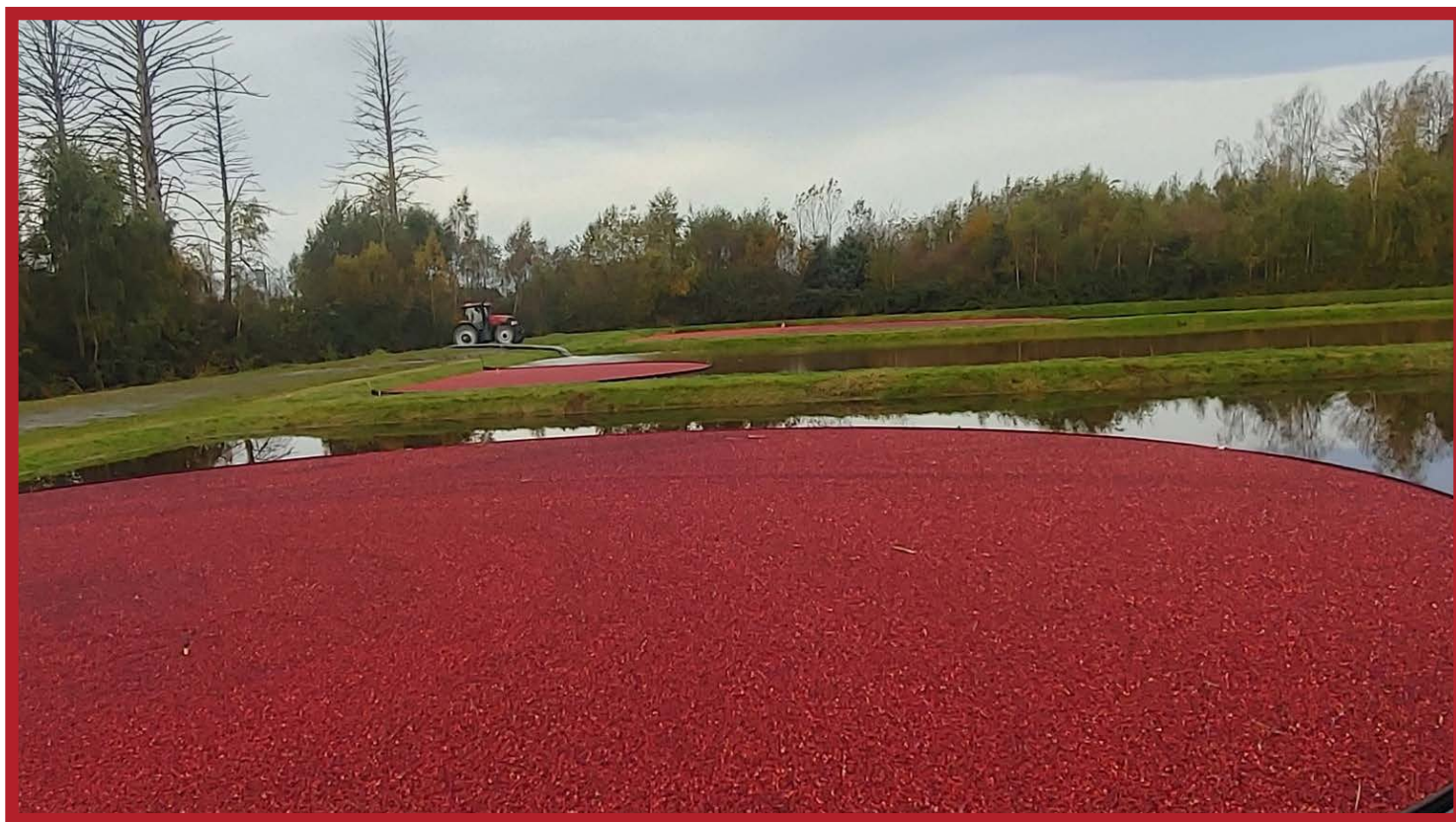
2024 Year in Review - cont.

Jade Sherwood, Ocean Spray Ag Scientist for BC has spent significant time working at the research farm this past year, and has been conducting various preliminary herbicide screening trials. These are the first steps in evaluating new products, and will be built upon in the coming years as we look for more effective weed control.

The BC Cranberry Research Farm has also hosted additional Research Projects in 2024. An AAFC Minor Use A Herbicide Project was granted to our industry, and the Crop Tolerance and Residue Trials were conducted at the BCCRF. These are the initial steps in a multi-year process to get new products registered.

A Provincially funded BC MAF Soil Moisture and Irrigation Monitoring project was also conducted, with further information about the results being shared at the upcoming Congress. Additionally, there are ongoing Ag Canada projects in Entomology and Plant Physiology being conducted in various plots throughout the farm. New Insect control methods are always important tools and Dr. Michelle Frankin from AAFC Agassiz is on the forefront of this development.

We are fortunate to have continued strong relationships with many researchers and user groups in support of the BC Cranberry Industry. We look forward to seeing you at the 2025 PNW Cranberry Congress and throughout this coming growing season at the BC Cranberry Research Farm.



INDEPENDENT AUDITOR'S REPORT	10
FINANCIAL STATEMENTS	
Statement of Financial Position	12
Statement of Revenues and Expenditures	13
Statement of changes in Net Assets	14
Statement of Cash Flows	14
Notes to Financial Statements	15



INDEPENDENT AUDITOR'S REPORT

To the Members of British Columbia Cranberry Marketing Commission

Report on the Financial Statements

Opinion

We have audited the financial statements of British Columbia Cranberry Marketing Commission (the "organization"), which comprise the statement of financial position as at December 31, 2024, and the statements of revenues and expenditures, changes in net assets and cash flows for the year then ended, and notes to the financial statements, including a summary of significant accounting policies.

In our opinion, the accompanying financial statements present fairly, in all material respects, the financial position of the organization as at December 31, 2024, and the results of its operations and cash flows for the year then ended in accordance with Canadian accounting standards for not-for-profit organizations (ASNPO).

Basis for Opinion

We conducted our audit in accordance with Canadian generally accepted auditing standards. Our responsibilities under those standards are further described in the *Auditor's Responsibilities for the Audit of the Financial Statements* section of our report. We are independent of the organization in accordance with ethical requirements that are relevant to our audit of the financial statements in Canada, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Responsibilities of Management and Those Charged with Governance for the Financial Statements

Management is responsible for the preparation and fair presentation of the financial statements in accordance with ASNPO, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, management is responsible for assessing the organization's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless management either intends to liquidate the organization or to cease operations, or has no realistic alternative but to do so.

Those charged with governance are responsible for overseeing the organization's financial reporting process.

(continues)

8621 201 Street, Suite 240,
Langley, BC V2Y 0G9
Telephone: (604) 585 -3300
Email: info@aternaadvisors.com

Auditor's Responsibilities for the Audit of the Financial Statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with Canadian generally accepted auditing standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

As part of an audit in accordance with Canadian generally accepted auditing standards, we exercise professional judgment and maintain professional skepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the organization's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- Conclude on the appropriateness of management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the organization's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the organization to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

Langley, British Columbia
February 25, 2025

ATERNA ADVISORS INC.
Chartered Professional Accountants

BRITISH COLUMBIA CRANBERRY MARKETING COMMISSION

Statement of Financial Position

December 31, 2024

	2024	2023
ASSETS		
CURRENT		
Cash	\$ 41,399	\$ 39,384
Term deposits (Note 3)	475,000	1,570,000
Accounts receivable	39,173	45,357
Goods and services tax recoverable	1,944	-
	557,516	1,654,741
LONG TERM INVESTMENTS (Note 4)	945,000	-
	\$ 1,502,516	\$ 1,654,741
LIABILITIES AND NET ASSETS		
CURRENT		
Accounts payable	\$ 35,940	\$ 4,500
Goods and services tax payable	-	3,687
	35,940	8,187
NET ASSETS	1,466,576	1,646,554
	\$ 1,502,516	\$ 1,654,741

ON BEHALF OF THE BOARD

Director

Director

See notes to financial statements

BRITISH COLUMBIA CRANBERRY MARKETING COMMISSION

Statement of Revenues and Expenditures

Year Ended December 31, 2024

	2024	2023
REVENUES		
Levies and licences	\$ 93,069	\$ 345,221
Interest income	69,043	64,756
Production Research Grant	1,500	-
	163,612	409,977
EXPENSES		
Administration	127,213	104,130
Communications	2,480	3,141
Foreign exchange	3,591	763
Governance	55,089	48,154
Grants	6,500	500
Legal fees	3,913	779
Memberships	16,590	10,866
Professional fees	5,000	4,500
Supplies and services	6,662	1,252
	227,038	174,085
EXCESS (DEFICIENCY) OF REVENUES OVER EXPENSES FROM OPERATIONS	(63,426)	235,892
OTHER EXPENSES		
Development and production expenses (Note 5)	116,552	90,699
EXCESS (DEFICIENCY) OF REVENUES OVER EXPENSES	\$ (179,978)	\$ 145,193

See notes to financial statements

BRITISH COLUMBIA CRANBERRY MARKETING COMMISSION

Statement of Changes in Net Assets

Year Ended December 31, 2024

	2024	2023
NET ASSETS - BEGINNING OF YEAR	\$ 1,646,554	\$ 1,501,361
DEFICIENCY OF REVENUES OVER EXPENSES	<u>(179,978)</u>	<u>145,193</u>
NET ASSETS - END OF YEAR	<u>\$ 1,466,576</u>	<u>\$ 1,646,554</u>

BRITISH COLUMBIA CRANBERRY MARKETING COMMISSION

Statement of Cash Flows

Year Ended December 31, 2024

	2024	2023
OPERATING ACTIVITIES		
Excess (deficiency) of revenues over expenses	<u>\$ (179,978)</u>	\$ 145,193
Changes in non-cash working capital:		
Accounts receivable	6,184	(26,874)
Accounts payable	31,440	-
Goods and services tax payable	<u>(5,631)</u>	<u>2,335</u>
	<u>31,993</u>	<u>(24,539)</u>
Cash flow from operating activities	<u>(147,985)</u>	120,654
CASH FLOWS FROM INVESTING ACTIVITY		
Term Deposits	1,095,000	(345,000)
Long term Investments	<u>(945,000)</u>	<u>175,000</u>
Cash flows from investing activity	<u>150,000</u>	<u>(170,000)</u>
INCREASE (DECREASE) IN CASH FLOW	2,015	(49,346)
Cash - beginning of year	<u>39,384</u>	<u>88,730</u>
CASH - END OF YEAR	<u>\$ 41,399</u>	<u>\$ 39,384</u>

See notes to financial statements

BRITISH COLUMBIA CRANBERRY MARKETING COMMISSION

Notes to Financial Statements

Year Ended December 31, 2024

1. DESCRIPTION OF OPERATIONS

The Commission is established under the Natural Products Marketing (BC) Act for the purpose of regulation, marketing and promotion of the BC cranberry industry.

2. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

Basis of presentation

The financial statements were prepared in accordance with Canadian accounting standards for not-for-profit organizations (ASNFPO).

Cash and cash equivalents

Cash and cash equivalents consist primarily of cash and cashable term deposits. Because of the liquidity of these investments, their carrying amount approximates fair value.

Investments

Short term investments consist of cashable and non-redeemable term deposits with a maturity date of less than twelve months, are carried at amortized cost.

Long term investments are non-redeemable term deposits with maturity dates over one year. They are carried at amortized cost.

Deferred revenue

Unearned income represents growers levies received in advance.

Financial instruments

Financial instruments are recorded at fair value when acquired or issued. In subsequent periods, financial assets with actively traded markets are reported at fair value, with any unrealized gains and losses reported in income. All other financial instruments are reported at amortized cost, and tested for impairment at each reporting date. Transaction costs on the acquisition, sale, or issue of financial instruments are expensed when incurred.

Revenue recognition

The Commission follows the deferral method of accounting for contributions. Restricted contributions are recognized as revenues in the year in which related expenses are incurred. Unrestricted contributions such as dues and grants are recognized as revenues when received or receivable if the amount to be received can be reasonably estimated and collection is reasonably assured.

(continues)

BRITISH COLUMBIA CRANBERRY MARKETING COMMISSION

Notes to Financial Statements

Year Ended December 31, 2024

2. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES *(continued)*

Government grants

Government grants are recorded when there is a reasonable assurance that the organization had complied with and will continue to comply with, all the necessary conditions to obtain the grants.

Foreign currency translation

Accounts in foreign currencies have been translated into Canadian dollars using the temporal method. Under this method, monetary assets and liabilities have been translated at the year end exchange rate. Non-monetary assets have been translated at the rate of exchange prevailing at the date of transaction. Revenues and expenses have been translated at the average rates of exchange during the year, except for amortization, which has been translated at the same rate as the related assets.

Foreign exchange gains and losses on monetary assets and liabilities are included in the determination of earnings.

Measurement uncertainty

The preparation of financial statements in conformity with Canadian generally accepted accounting principles requires management to make estimates and assumptions that affect the reported amount of assets and liabilities, disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenues and expenses during the period. Such estimates are periodically reviewed and any adjustments necessary are reported in earnings in the period in which they become known. Actual results could differ from these estimates.

Change in accounting policy

Effective December 31, 2024, the Company adopted a revised accounting policy for research funding. Under the new policy, committed funding for approved and ongoing research projects with final payments outstanding - is recognized as a payable, replacing the prior cash basis treatment.

3. TERM DEPOSITS

	2024	2023
Term deposits held	\$ 475,000	\$ 1,570,000

Short term and cashable term deposits are held by Envision Credit Union. The terms earn interest at 4.95% per annum, maturing from June 21, 2025 to July 22, 2025.

4. LONG TERM INVESTMENTS

Long term investments are non-redeemable term deposits held by Envision Credit Union. The term deposits of \$945,000 earns interest at 3.56% to 4.75% per annum, maturing from February 23, 2026 to December 16, 2026.

BRITISH COLUMBIA CRANBERRY MARKETING COMMISSION**Notes to Financial Statements****Year Ended December 31, 2024**

5. DEVELOPMENT AND PRODUCTION EXPENSES

Development and production expenses

	2024	2023
Production research	\$ 110,206	\$ 54,942
Domestic market development	5,893	28,457
Field Day	453	-
Health research	-	6,900
Food Safety Program	-	400
	\$ 116,552	90,699

6. ECONOMIC DEPENDENCE

The organization receives approximately 94% of its grower levies through one agency. Should the agency be unable to meet its legislative requirement, this change could affect operations and programs provided. However, the Commission has legislative authority to collect levies from all growers directly, and thus the impact to operations and programs would be negligible.

BRITISH COLUMBIA CRANBERRY MARKETING COMMISSION

Notes to Financial Statements

Year Ended December 31, 2024

7. FINANCIAL INSTRUMENTS AND RISK MANAGEMENT

Credit Risk

Credit risk arises from the potential that a counter party will fail to perform its obligations. The organization is exposed to credit risk from customers. An allowance for doubtful accounts is established based upon factors surrounding the credit risk of specific accounts, historical trends and other information. The organization's accounts receivable historically consists of government funding for specific programs and accrued interest on cashable term deposits, and poses minimal collections risk.

Liquidity Risk

Liquidity risk is the risk that an entity will encounter difficulty in meeting obligations associated with financial liabilities. The Commission is exposed to this risk mainly in respect of its receipt of funds from its customers and accounts payable.

Interest Rate Risk

Interest rate risk is the risk that the value of the financial instrument might be adversely affected by a change in interest rates. The Commission is exposed to interest rate risk primarily through term deposits held.

Currency Risk

Currency risk is the risk to the organization's earnings that arise from fluctuations of foreign exchange rates and the degree of volatility of these rates. The organization holds \$8,031 US (\$11,556 Canadian) Funds at December 31, 2024.

Fair Value

The organization's carrying value of cash, term deposits, accounts receivable, and accounts payable approximates its fair value due to the immediate or short term maturity of these instruments.

Statistics

BC Cranberry Statistics

Year	2023	2022	2021	2020	2019	2018	2017	2016	2015	2014	2013
Growers	71	71	74	75	75	74	70	76	72	72	72
Acreage	6,558	6,435	6,574	6,556	6,297	6,382	6,411	6,483	6,583	6,541	6,566
Production (barrels)	1,324,289	927,586	1,012,786	1,003,998	631,045	1,34,753	856,941	1,007,684	988,803	837,538	941,277
Yield (barrels per acre)	202*	189	221	174	100	211	134	155	153	128	143
Producer Vendors	7	7	7	7	6	5	5	6	6	6	7
Agencies	3	3	3	3	3	3	3	4	4	4	4

* Includes all registered acres

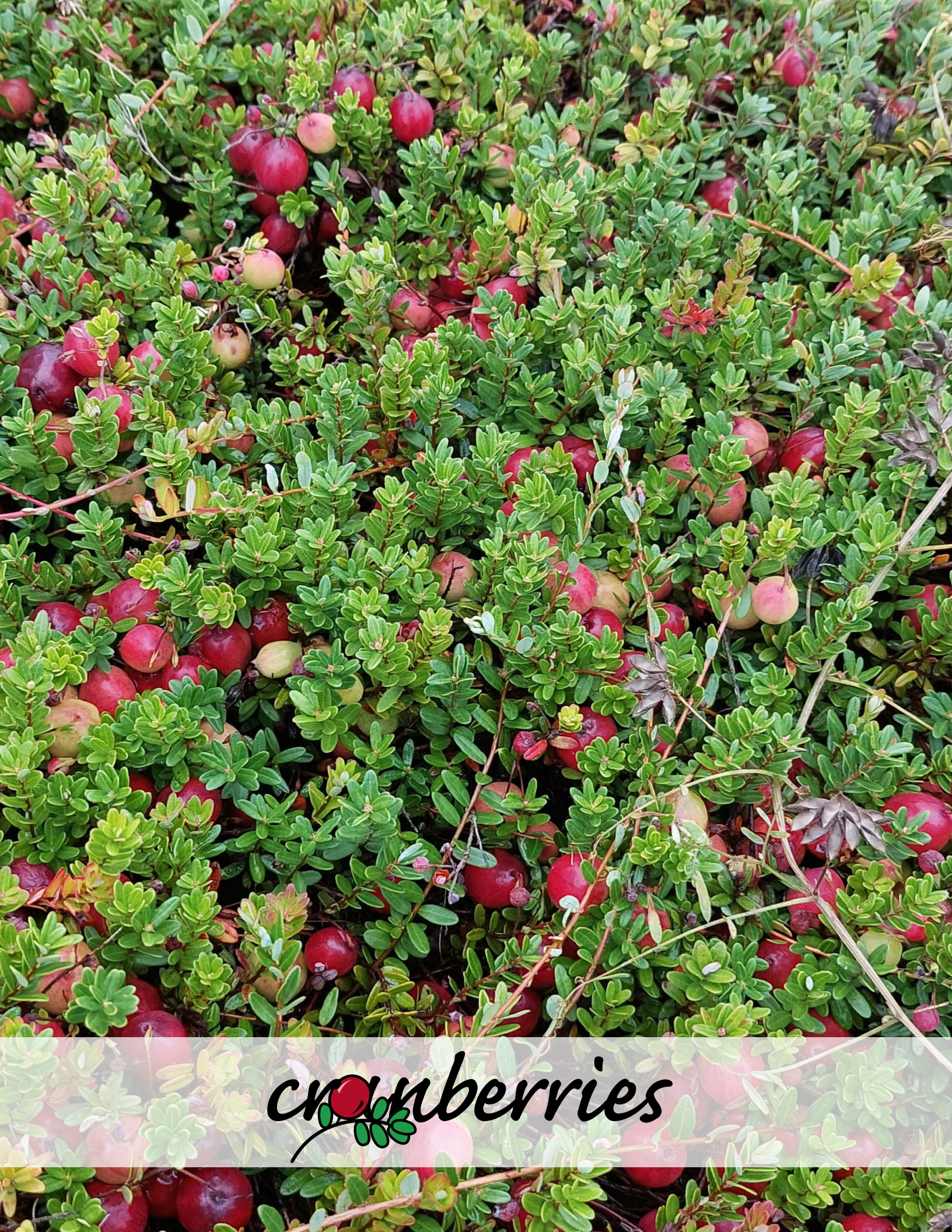
Quebec Cranberry Statistics

Year	2023	2022	2021	2020	2019	2018	2017	2016	2015	2014	2013
Growers	82	80	80	81	78	78	80	82	82	84	81
Acreage	13,238	11,471	10,777	10,682	10,145	9,965	9,828	9,504	9,247	8,516	7,657
Production (barrels)	2,048,283	3,160,000	2,201,382	2,306,906	2,558,094	2,513,928	1,602,672	2,758,937	2,085,387	2,410,472	1,621,764
Yield (barrels per acre)	163	293	227	216	252	252	163	290	226	283	212

US Cranberry Statistics

Year	2023	2022	2021	2020	2019	2018	2017	2016	2015	2014	2013
Acreage	41,500	NA	40,195	40,990	42,200	40,950	40,950	41,500	41,400	40,600	42,000
Production (barrels)	8,615,000	NA	6,704,058	7,732,511	7,588,208	8,681,622	8,121,986	9,250,745	8,052,970	8,058,550	8,818,612
Yield (barrels per acre)	180	NA	163	176	180	213	198	223	195	198	210





cranberries