



The Official Newsletter of the Cape Cod Cranberry Growers' Association

January 2021

THE PRESIDENT'S REPORT

BY: STEVE WARD

Happy New Year everyone! As we all know 2020 offered some interesting challenges, but with those challenges came some pretty amazing successes. As result, I think we owe a great deal of thanks to our talented hardworking staff, board, committee members and advisors. It is especially important that we thank our legislators. I can't remember a year when we received this level of financial support from them.

So, I would recommend to anyone who can to please send a special thanks to our legislators (a hand written card is best). We want to make sure they know how much we appreciate their support and all the hard work they do for the cranberry industry. I love the fact that our supporters show so much passion for our industry.

Keeping a weather eye on the horizon. Our board and committee members have been working very hard over the past couple of months and will be finalizing our 2021 objectives at our January meeting. It is a big task. To accomplish it, we need everyone involved, especially our younger generation. We need you! We need your energy, we need your ideas, and we need you to gain the experience you will need to carry our industry into the future. Getting involved, even if it's just providing feedback to one of our board or committee members, is essential! Without it, we would not have the unified voice that makes such a difference.

Before I go, I want to send out a special Thank You to our outgoing President, Rob Rubini. He is a great example of 'Fate rarely calls upon us at a moment of our choosing' and has done a tremendous job; we owe him a huge debt of gratitude.



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When the CCCGA Board of Directors’ were working on the strategic plan this past year, it was realized that there was some disagreement on the mission statement of the association and it was an opportunity to revisit the wording. Fortunately, the previous iteration was not far off from where the board ended up. This refreshed mission dovetails nicely with the work of the board and employees to help shape CCCGA for the future.

The previous mission statement was *“To work to enhance the sustainability and profitability of CCCGA members.”* The new mission statement that was unanimously approved by the board is as follows: ***“To enhance the Massachusetts cranberry industry through the viability and sustainability of the CCCGA membership.”*** This updated mission is intended to be clear with our intent that through membership in CCCGA and a focus on doing all we can to help keep growers viable and sustainable for the long-term, that the entire Massachusetts cranberry industry benefits. That includes growers, workers, sustaining members, handlers, researchers, etc. We hope you agree with this new mission for your association and that you continue to be a part of it. Together, we have a powerful message to deliver for Massachusetts agriculture and all of the benefits that the cranberry industry provides to our local economy and environment.

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CHANGING ON THE FLY

BY: BRIAN WICK, EXECUTIVE DIRECTOR



It's with great enthusiasm that I am pleased to announce that one of the signature pieces of legislation from the Cranberry Industry Revitalization Task Force has been signed into law. There is now a cranberry bog renovation tax credit available to growers and will be on the books from 2020 until 2024. John Fernandes has more details about this in his article. The administration will now need to establish the program and how it will work but the bottom line is that growers who are renovating bog can claim up to \$100,000 as a tax credit. As soon as we have the details for how the program will work, we will share that with our growers. It took several years, two different sessions in the legislature and numerous discussions and advocacy on Beacon Hill to make this happen. Under the leadership of Senator Rodrigues, Representative Straus, the remainder of our legislative cranberry delegation, a supportive administration and the careful leadership of John Fernandes, plus the efforts of the CCCGA board of directors and the Environmental & Government Affairs Committee – a collective effort was made to make this a reality. When we started this work in 2016, we were told by many that this would never happen and we were wasting our time. Well never has left the building and you now have your tax credit! This is a significant legislative accomplishment that will benefit growers for many years. This is a perfect example of the value of CCCGA. With an organized and multi-faceted approach, we were able to stay the course over a period of several years with a detailed and powerful message that resonated with our legislators and administration. It was very much a team effort to make this happen and demonstrates the voice that CCCGA is able to carry with the support of the grower community behind us. Membership does matter.

There are many activities that CCCGA is engaged in daily, from regulatory assistance, government advocacy, frost service, pesticide

licensing, pesticide registrations, to name a few. Below are some of the highlights from 2020 that have been shared with you before but am including here again. With membership renewal season in full swing, it's important to highlight some of the successes of the association. This is just part of what your dues accomplish. I don't take for granted the sacrifice that all of you make each year to write that check and support CCCGA. What frustrates me are those growers that choose not to participate. If you come across one of those growers in your travels, remind them of the benefits they are receiving because of the support of others. Thank you for your continued dedication and support!

- Successfully secured a second round of funding for the Cranberry Bog Renovation Grant Program, totaling \$1,000,000; funds were to be used to renovate cranberry bogs
- Obtained funding for the Agricultural Cranberry Enhancement Program, totaling \$500,000; funds were to be used for capital improvement projects on the bog
- Helped secure funding for a new building and renovation of the existing buildings at the UMass Cranberry Station, totaling \$7,750,000; this is the first significant capital infrastructure improvement project at the Cranberry Station in over 50 years
- Attained baseline funding for the UMass Cranberry Station and Cranberry Health Research Center at UMass Dartmouth
- Advocated for direct payments to growers under the USDA/Farm Service Agency CFAP 2 program as part of the federal agricultural relief package due to impacts from COVID-19
- Promoted cranberries to be included in the MA Food Security Infrastructure Grant Program, which included drought relief measures; the

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program is still ongoing with a total of \$36,000,000 to be spent

- Secured Paycheck Protection Program funding for CCCGA, totaling \$58,000; this helped offset the lost revenue opportunities due to direct impacts of the pandemic on core operational programs

- Obtained a USDA/Conservation Innovation grant to fund a research project to improve fruit quality in MA bogs through a better understanding of the micro-climate of the bog and the utilization of the principles obtained through Big Data

- Partnered with the MA Division of Ecological Restoration on a USDA/RCPB Bog Restoration Grant; will provide financial and technical assistance to growers looking to retire bog acreage and also provides direct funding to CCCGA to assist in those efforts

- Advocated for the Governor to declare October as Cranberry Month in Massachusetts, providing an opportunity for media and consumer recognition of our industry, which will be leveraged in subsequent years

- Lobbied for the inclusion of agriculture as part of the essential workforce, ensuring that bog and processing work would continue unabated during the early days of the pandemic when travel restrictions were in place

- Involved with advocating for sensible agricultural dual-use solar regulations and guidelines

- Participate on Chapter 61A land use tax valuation to ensure cranberries' voice is heard

- Understand and communicate COVID-19 related matters to growers, including regulations, developing harvest guidelines, identifying funding opportunities, etc.

- Created virtual cranberry bog tours online to replace in-person tours cancelled by pandemic

- Received extensive media coverage both locally and nationally on TV, radio and print, including CBS Saturday News and an extended feature on WCVB's Chronicle



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WATER MANAGEMENT ACT ANNUAL REPORTS DUE FROM MASSDEP

This is a reminder that Water Management Act (WMA) Annual Reports were sent and are due back to MassDEP by March 1, 2021. Of most importance, due to COVID-19 restrictions, all WMA annual reports should be returned to the MassDEP office in Lakeville. This should be a temporary change for this year only. However, the annual payments for the program still go to Boston. Please be sure to send the report and payment in separately to the separate addresses so one or the other don't get lost in the government abyss. You may wish to obtain some form of send receipt so you have documented proof of mailing them.

Remember, failure to return your annual report could result in the loss of your WMA registration or permit. The report is sent to you pre-populated by MassDEP to help save you time and effort in filling it out. If you haven't received your report or if you have any questions, contact MassDEP in Lakeville at 508-946-2700 and ask for assistance with the Cranberry Water Management Act Program..

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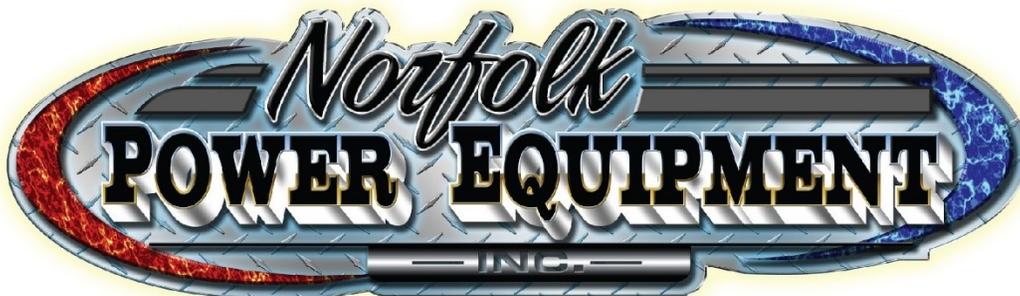


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NOTES FROM BEACON HILL

BY: JOHN FERNANDES



The most unusual legislative session in 100 years ended in the wee hours of Wednesday, January 6th.

The legislature pressed forward in the last weeks of December and the first few days of January with efforts to pass major legislation that had been in a few different house/ senate conference committees. As the clock ticked down to the end of the session on January 5th, several large bills emerged. Compromise bills relating to transportation and climate change were released for votes in the house and senate and sent on to the governor. The economic development bill remained stalled. I had no doubt compromise would eventually be achieved but it was not until near midnight on January 5th that a compromise economic development bill emerged. was quickly voted upon and sent to the governor who signed the bill on January 14th.

There were several pieces of good news in that economic development bill for the CCCGA growers.

First and foremost, one of the CCCGA's highest priority action items filed as legislation in both the house and senate, the **Bog Renovation Tax Credit**, was included in that economic development bill sent to the governor. That is a major accomplishment, particularly in this difficult economic time. Under the provisions of that legislation, the secretary of energy and environmental affairs, in consultation with the commissioner of agricultural resources, shall authorize annually, for the period beginning January 1, 2020 and ending December 31, 2024, tax credits of up to \$2,000,000 per taxable year. The amount of the credit that may be claimed by a taxpayer under this section shall not exceed \$100,000. The commissioner is charged with crafting the program and rolling it out, so further details will emerge over time. Representative Straus and Senator Rodrigues were key in submitting the amendment to the house and senate versions of this and to getting it to final inclusion in the bill. Both personally expressed their understanding of how important this program was to pursue knowing the idea goes back to the recommendations of the Cranberry Task Force Report. We will report further action on this as that information becomes available.

The other provisions included in the economic development bill of interest to you are:

- A three-year extension of the exemption from the minimum gross sales required under section 3 of chapter 61A of the General Laws through 2023. The exemption is otherwise scheduled to expire in 2020.
- A provision that not less than \$500,000 shall be expended for the office of travel and tourism to expand and promote agriculture tourism in the aquaculture and cranberry industries.
- A provision that establishes a special commission to investigate and study the needs of agriculture in the commonwealth in the 21st century, including the viability, efficiency, climate change resiliency, education, technical assistance and energy needs of farms and means of ensuring farms' ability to adapt to changing economic, climate and energy conditions. The commission shall include a representative of the Cape Cod Cranberry Growers' Association.

These are all valuable tools for cranberry growers individually or as an industry.

The CCCGA government affairs committee met recently and recommended legislation to be filed or supported in the upcoming 2021/ 2022 legislative session, which began January 6th. The filing deadline for new bills in this session was set as January 15th, however that date was recently extended to February 19th due to Covid considerations and the reality that most legislators had little time at the end of the year 2020 to consider what legislation they might want to file as the 2020 formal session was in full swing right up to the last day of the two-year session. The government affairs committee also considered non-legislative matters for action in the coming year as there are issues that do not require legislative intervention but perhaps relate to the executive branch or even the local or federal government. More on those matters will follow.

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The end of 2020 also saw the late session resignation of Speaker Robert DeLeo and the election of House Majority Leader Ronald Mariano as the new Speaker. I had the pleasure of working closing with both men on significant legislation over my years in the legislature. Speaker DeLeo deserves all our thanks for his long service, effort, accomplishments, and commitment to so many issues that people care about, but also specifically to his interest in agriculture in general and the cranberry industry. He always listened carefully and responded favorably to all our requests for help. At the same time, I cannot think of a person more qualified to assume the speakership than Ron Mariano. He brings to the job an amazing wealth of knowledge and experience. I expect a seamless transition and a very good future under his leadership. Thanks to Speaker DeLeo and Congratulations to the new Speaker.

As we close out the 2019/ 2020 session, I thought it would be worth a look back at the highlights of the accomplishments achieved by the legislative delegation, the CCCGA leadership, and the administration all working in partnership. It is an impressive list, made more so by the difficulty caused by the pandemic. I offer, and I ask you to do so as well, my thanks to your leadership, to your delegation (listed below) led by Sen. Rodrigues and Rep. Straus, to Gov. Baker, Lt. Governor Polito, Secretary of Energy and Environment Kathleen Theoharides, the ever-attentive Commissioner, John Lebeaux, and finally the partners at UMass and the Cranberry Station. I have never worked with a more dedicated and cohesive, committed team.

Your legislative delegation includes:

Representatives: William Straus, Antonio Cabral, Paul Schmid III, Sarah Peake, Carole Fiola, Norman Orrall, Kathleen LaNatra, Josh Cutler, Susan Williams Gifford, Mathew Muratore, Dylan Fernandes, Patrick Kearney, Alan Silvia, David Vieira, Steven Howitt, Timothy Whelan, David DeCoste, Jay Barrows, Angelo D'Emilia, Shawn Dooley, Christopher Hendricks, Christopher Markey, Joan Meschino, Carol Doherty, Randy Hunt, Alyson Sullivan, Kip Diggs, William Crocker, and Steven Xiarhos .

Senators: Mike Rodrigues, Michael Brady, Susan Moran, Julian Cyr, Rebecca Rausch, Paul Feeney, Mark Montigny, Patrick O'Connor, Marc Pacheco, and Walter Timilty.

Please drop them a note or thank them the next time you see anyone one of them.

This session's highlights, in addition to those listed above as included economic development bill, include:

July 2019

At the urging of legislators and the CCCGA leadership, the Baker/ Polito administration included one million dollars in funding in the five-year capital investment plan for the agricultural innovation program for the cranberry industry, a Task Froce recommendation and top priority of the CCCGA.

October to December 2019

The supplemental deficiency budget includes an additional \$500,000 dollars (over and above the agricultural innovation cranberry grants listed above) to the cranberry industry to a slightly different competitive grant program that will prioritize grant applicants focused on innovative approaches to enhance environmental benefits and encourage increased economic activity.

March 2020

On another matter of interest to CCCGA members, the Executive Office of Labor and Workforce Developments, Department of Labor Standards did issue a final advisory letter regarding the ongoing issues relative to what "agriculture and farming" activities would or would not be subject to overtime requirements, something CCCGA leaders weighed in strongly on. The letter does offer a relatively clear guidance as to when overtime is triggered. Each grower needs to carefully review the guidance with your own legal and tax advisors regarding each grower's unique circumstances. The advisory letter can be found at this link.

<https://www.mass.gov/doc/agricultural-overtime-redraft-opinion-letter-04-02-20/download>

Note that this matter is already the subject of legislation filed in 2021 to modify this advisory. The CCCGA leadership will keep close track of that legislation.

August 2020

The month of August was another good month on Beacon Hill for the cranberry industry as it was announced at that month's UMass Cranberry Station Oversight Board meeting that a total of \$7.75 million dollars had been committed for the renovation and new construction of the existing station. The money comes from two sources: \$5.75 million from a 2018 bond bill and a UMass commitment to put \$2 million towards deferred maintenance needs. The funding was announced at the August meeting by Senator

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Mike Rodrigues and Representative Bill Straus, your legislative leaders who chair the Oversight Board. The announcement is the culmination of the years of assessment, evaluation, planning and advocacy by so many stakeholders and legislators, with the effort led by Sen. Rodrigues and Rep. Straus.

In addition, the state released a \$36 million dollar grant program, the Food Security Infrastructure Grant Program, focused on increasing opportunities for delivering food to underserved people, COVID relief measures and in September, added drought mitigation to the program. This highly competitive grant program has had some growers successful in their applications and we await final distribution on the grants, where drought measures are expected to be a focus.

October 2020

The month of October was another good month on Beacon Hill for the cranberry industry as it was announced by the administration that a second round of one million dollars (\$1,000,000.00) in Ag Innovation grant funding is open for application. This funding is critical to the industry to assist growers in undertaking the renovations needed to remain competitive.

I recognize that the industry remains under pressure on several fronts, but know that your legislators, the administration, and your leadership are your partners in finding creative ways to work with you every day for changes that help you get through the hard times.

I wish everyone a healthy, safe and happy new year!

Please let me know if you have any questions.



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UMASS CRANBERRY STATION NEWS

BY: HILARY SANDLER



The 19th Crop Summit was held virtually on December 8, 2020 with 45 people in attendance. Growers, UMass Cranberry Station (UMCS) staff, ag suppliers and representatives from various handlers were present. The focus of the meeting was to debrief on the season, facilitate discussion about concerns or issues, and to provide information for the CCCGA Research Committee's priorities for 2021. Peter Jeranyama provided an overview of the weather, focusing on spring and fall frost season and the hot and dry summer. Handlers gave an overview of their intake from the 2020 harvest and then growers shared their respective impressions for the season. For more details, please check out the January 2021 newsletter at <https://ag.umass.edu/cranberry/newsletters>.

We will be holding our January 2021 Update Meeting as two morning Zoom sessions January 26th and January 27th from 7:30-11:00 AM. You will need to register online for each, and you will need to answer poll questions during the 8:00-10:00 AM sessions to be awarded pesticide credits (2 for each morning). Payment will be processed separately. Cost will be \$20/each day, or discount of \$30 for both days. To sign up, please complete the form in our November or January newsletters. Once your payment is received, a confirmation email will be sent with a link to register online. All meeting attendees MUST pay to register whether receiving credits or not. Please make checks payable to UMass and return payment by January 22 to:

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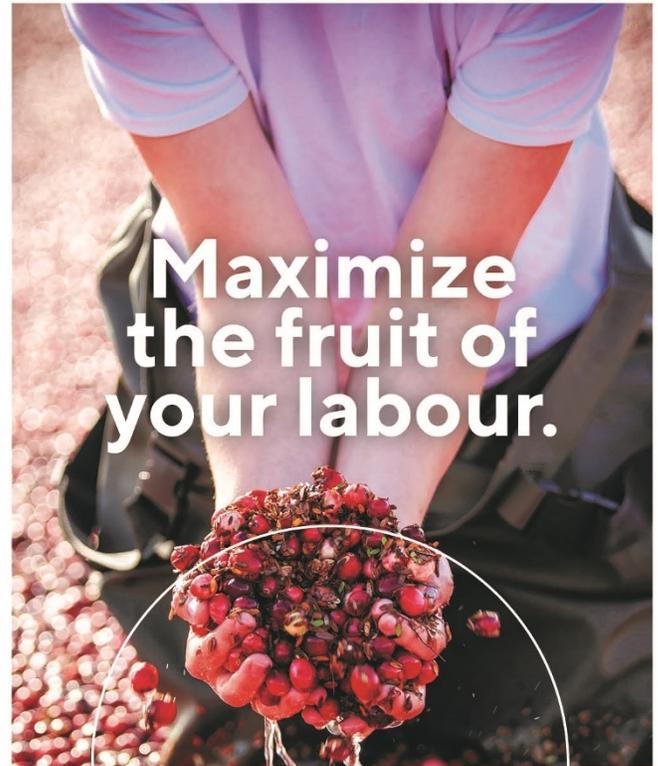
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IN MEMORIAM

REMEMBERING OUR CCCGA MEMBERS AND FAMILIES



Dorothy M. Angley, 89, passed on January 2, 2021. Dot left behind her loving husband Jack, 3 daughters and a son. Dot also leaves behind a stepdaughter and 2 stepsons. She was the grandmother of 6 and great grandmother of 16.

Dot was involved with her church, Girl Scouts, Carver Public Library and many more organizations. She was on numerous committees at the CCCGA and worked tirelessly at the Cranberry Harvest Festival and Big E. She and Jack enjoyed their work at Flax Pond Farms and Dot loved everything cranberry.

Due to Covid a celebration of her life will be held later this year.

In lieu of flowers, donations in her memory may be made to:

United Parish of Carver, 115 Main St., Carver, MA 02330 or Habitat for Humanity, 160 N. Main St., PO 346, Carver, MA 02330.

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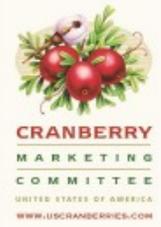
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UPDATES FROM THE CMC

BY: KAREN CAHILL



Grower Sales and Acreage Reports were mailed out in early December and are due back to the CMC by Jan. 15. The Cycle 1 Handler Reports are due Jan. 20. We encourage growers to file reports online at www.uscranberries.com. Contact Dotty Pipher with (dpipher@uscranberries.com) with any questions.

The CMC's annual winter meeting will take place virtually on Wednesday, February 10, 2021 from (tentatively) 10 a.m. – 2 p.m. A meeting agenda and registration details will be posted to www.uscranberries.com at the end of January.

CMC has been working with the Cranberry Institute (CI), Pollock Communications and our in-country representatives in both China and India on a comprehensive strategy to communication the results of the recent H. pylori clinical study, which was published in a top-tier international gastroenterology journal in August.

- PR Newswire press release distributed to the US, Canada and the EU; translated to Spanish, German and French; garnered 186 placements and 990,443,924 impressions.
- CI's participation in the virtual Food & Nutrition Conference & Expo (FNCE) provided multiple opportunities to disseminate information on the latest cranberry research to 13,000 attendees via two handouts and a 1-hour speaking session with Dr. Amy Howell.
- Dr. Amy Howell presentation and Q&A session with Dietitians in Gluten and Gastrointestinal Disorders, a subgroup of Dietitians in Medical Nutrition Therapy dietetic practice group. Also includes recognition on Medical Nutrition Practice Group website for 6 months with a link to cranberry health research, as well as a post-event email to 1,500 members.
- To date, targeted media outreach in China has garnered 130 placements and 1,858,861 impressions.
- To date, targeted media outreach in India has garnered 102 placements and 155,666,630 impressions.
- Dr. Howell was a panelist on "A Dialogue on Gut Health and Cranberries" on NDTV, one of the most respected channels in India with a reach of 350 million+ users across TV and digital.
- Dr. Howell will present new and emerging cranberry research at the premier meeting of dietitians in Canada, Dietitians of Canada National Conference in May.

The CMC completed a digital marketing campaign with Amazon that ran from September 21 through January 8. The promotion generated more than 14 million impressions, totaled more than \$174,000 in sales (\$2.30 return on ad spend) and resulted in 26,631 units sold.

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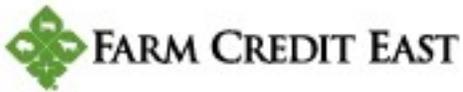
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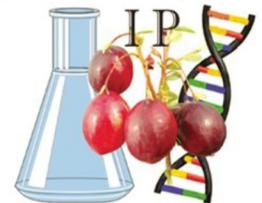
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NPDES REPORTS ARE DUE!

Attention Growers

If you are a decision maker for 80 or more acres of cranberry bog, you should have an active pesticide discharge permit with the US EPA under what is referred to as NPDES, or National Pollutant Discharge Elimination System. There is a process to establish a permit and then annual reports are due every February 15th for the pesticides applied that prior growing season. This is not necessarily for acreage you own but for any collective acreage that you manage and are the decision maker for pesticide use that totals 80 acres or more. CCCGA can assist growers with establishing a permit and annual reporting on a fee-based approach. If you are unsure if this applies to you, please contact Brian Wick or Dawn Allen at the CCCGA office for assistance.

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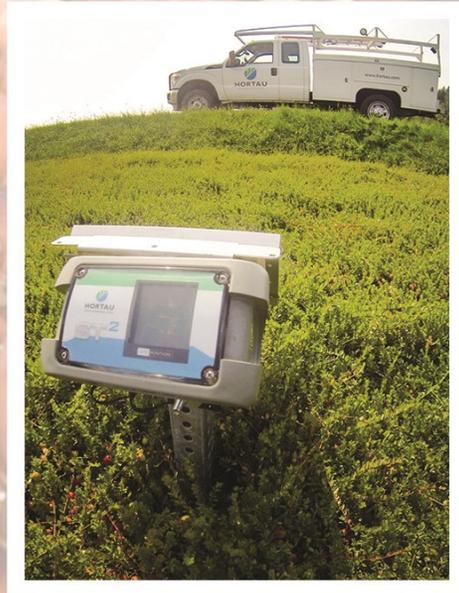
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FOR LEASE

FOR SALE: 650 Ft of used Cranbarrier
\$2.50 per foot.

Please contact: Oiva Hannuka & Sons
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Ph# 508-866-1075

FOR SALE: 13.38 acres of cranberry bogs in Carver. Property consists of Ben Lears & Early Blacks and have been good producing bogs over the years. Property consists 10 acre reservoir & 45 acres of upland. A section of upland has 3 possible house lots with right-aways leading to them. If someone is just interested in the bogs and reservoir, willing to just sell that portion. Asking \$280,000. or best offer. House lots \$100,000. each or best offer. Please call Virginia Weston at 508-866-4916 or PO Box 164, South Carver 02366.

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Excellent shape. Call 774-263-8768

FOR SALE: Hayden lift pump 20 inch , 20,000 GPM 14 foot shaft. Price: Make an offer
Contact Alan 774-313-6560 or Ben 508-237-9252

FOR SALE: One Kubota four cylinder motor with clutch and Berkley pump. Runs fine. \$5000. Two four wheel drive bog sanders with Wisconsin motors and International drive trains - \$4000. or best offer. Over 100 Rainbird #30 H sprinklers or risers 12" -14" \$10. each. Four Wisconsin motors for use or parts - make an offer. Please call John at 508-509-3584 with any questions.

CASH FOR RETIREMENT READY BOG:

Oika seeks to acquire a marginal and/or retirement-ready bog for an innovative science-based, arts-driven ecological restoration program. Will consider small acreage sites and pay up to federal buy-out rates. For more information see <https://www.oika.com/cranberry> or email/call Rich at omniscopic@gmail.com (617) 380-8745.

BOG FOR LEASE: Ocean Spray Cranberry A-pool bog for lease, will negotiate 8 acres. 4.5 acres of Early Black, 2 irrigation pumps, 1 lift pump 4 1/2 acres of pop-up, 3 1/2 acres of traditional sprinklers Spring fed reservoir. Bog located in West Wareham. Please call 508-748-1137

WANTED: Pruner Walk-behind or ride-on pruner. Attached rake or similar a plus. Please contact Rick Leibe at UMass Cranberry Station. 413-230-1865.

WANTED: 2 - 40' x 4" aluminum irrigation pipes. Call: 774-306-1247

WANTED: Cranberry picking machine or plans /project to build new one. Machines need to be "Furford" type, can be complete or without engine. contact only via email adamtomczuk4@gmail.com

WANTED: Running running 6 wheel dump truck.. Contact: call or text Ben at 508-237-9252 or Alan 774-313-6560.

WANTED: Dry cranberry harvester. New or used in any condition. Also plans to build a working harvester. Contact: Wojciech Zuber at zuber.wojciech@gmail.com or 1-403-894-0865

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