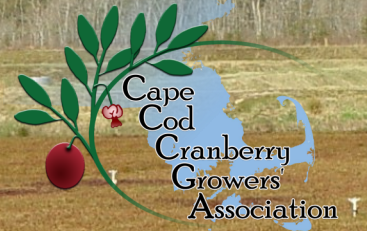


BOGSIDE



The Official Newsletter of the Cape Cod Cranberry Growers' Association ©

March 2023

Steve Ward and Brian Wick honored former Commissioner of Agriculture John Lebeaux with the Scoop Award at CCCGA's second annual Spring Business Meeting. More on page 7:



More pictures on page 20:

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CHANGING ON THE FLY

BY: BRIAN WICK, EXECUTIVE DIRECTOR



My mantra recently has been to continue to sound the alarm bells for towns that are looking to remove our basic agricultural rights. I know there are many out there that have voiced their concerns previously and I don't believe that cranberry farming is going away any time soon in Massachusetts as a result of some of these recent challenges. But they need to be addressed.

As I mentioned in last month's column, CCCGA is working with Michele Pecoraro of Ideaz Ablaze, on evaluating and improving our strategic communications messaging or perhaps better put, taking our tried and true "Neighbor to Neighbor" campaign from year's past and revise and upgrade it. This work is occurring as we speak and a plan will be created by the end of next month and presented to the board for consideration. This is important work that will help solidify our positioning in the near and long-term. As we continue to work with Michele, we are excited to see where this will lead us.

However, while the "Neighbor to Neighbor" revamp continues, we have some immediate issue to deal with. The first is in the town of Halifax, a community with a Right to farm by-law and formerly a town that was generally favorable to agriculture. Based on recent actions by the town's leaders, that support appears to be waning. What is most disappointing is their seemingly complete disregard for basic agricultural practices that cranberry growers have employed since the inception of cranberry cultivation in 1816. The town has stopped a grower from moving sand from one of their properties to another to complete a renovation project. This is not the first time I have seen a town do this, as it's not completely foreign for town officials to confuse their by-laws with that of the basic ag rights of the ag community. However, in every situation I have been involved in, once the factual materials have been presented to them, most notably the long list of Attorney General decisions that warn communities to the rights of agriculture under the state's constitution and zoning laws in regard to earth removal and subsequent use, the town has allowed the project to continue. Halifax has not come to that conclusion and further, is not following their basic Right to Farm by-law. I hope that the town

eventually see the errors in their judgement but in the meantime, a grower's ability to perform normal ag practices has been stopped.

In Carver, two citizen petition articles are on the warrant for the April town meeting. Both are concerned with earth removal but one is most troubling. It calls for a one-year moratorium on any earth removal in town. This in effect would shut down nearly all renovation or bog improvement work for a year, with an undetermined outcome. We are actively fighting these articles, not counting on the Attorney General to toss them out should they pass. The goal is to vote these down on the town meeting floor and send a loud message that Carver is not going to turn its back on the cranberry industry. This is going to take a grass roots campaign to help defeat this article. We are going to need Carver growers to go to town meeting, speak against it, as well as rallying their family, friends, neighbors, etc. to do the same. This is a serious attack on basic ag rights and should not be overlooked. CCCGA will be holding information sessions in the coming weeks to educate growers on the articles, developing talking points for educating others against it, and developing a strategy for gaining support beyond the industry.

Are these recent issues one-off situations or a trend that will follow in other towns? It's not the first time we've had challenges in our communities and certainly won't be the last. CCCGA is upping our effort to educate towns on cranberries, our public promotion work will continue to expand, reaching more people with positive messages that will turn many into supporters. All of these efforts will happen and will help. But we also need our grower community to not take our ag rights for granted. When one community starts to erode them, others usually follow. No matter what town you are in, when you have the opportunity to promote cranberries and the normal farming practices you rely on, be sure to do so. We also need more growers participating in town government. This call to action has been made numerous times but we continue to see less and less growers serve on town boards and committees. Having done it myself for many

Continued on next page:

Continued from previous page

years, I know it's not easy to find the time. But it is doable and more importantly, it's much needed. As the saying goes, if you're not at the table, you're on the menu.

I hope this message doesn't sound too much like a soap box speech or is too alarmist. Ultimately, cranberry ag will prevail because we have a good story to tell and we tell it factually, with a combination of historical reference, science, technology, and well-established growing practices. But we have some challenges right now, chipping away at this industry and how you farm. It's going to take a collective effort to push back on these challenges. We're never going to convince everyone on the positive merits of cranberry farming, but we need to do more, on multiple fronts, to have our voice heard and our position known. Let's do this everyone!



CCCGA PESTICIDE TRAINING WORKSHOP

On Thursday March 16, CCCGA hosted an online pesticide credit workshop with over 70 attendees. Over the course of 2 ½ hours, participants were able to get 3 credits for pesticide license recertification. Topics included PFAS, BOGS Online, Zone II, Endangered Species Act and pesticide registration, blunt-nosed leafhopper and black bugs, and MRLs. It was quite a flurry of topics in a tight window of time. One participant commented, "it was one of the best online training workshops I've attended, painless." That may have not been exactly the adjective we were looking for but we'll take it!



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REGULATORY UPDATE

BY: EMMA WICK



On Friday, March 10th, we held our second annual Spring Business Meeting at the Southerns Marsh Golf Club in Plymouth. It was the second year that CCCGA split the event from the Spring Pesticide Workshop, and was a great opportunity to get together with our growers and sustaining members. Over 50 attendees gathered for cocktails and a hot, catered meal to connect about the quickly-approaching growing season. Steve Ward, the CCCGA President, led and conducted the meeting. Our various Boards and Committees had the opportunity to speak on their current and future plans, Danny Raulerson - executive director of the CMC—talked about the upcoming referendum and happenings with the committee, and CCCGA Staff gave insight on more internal updates.

This year's meeting was graciously sponsored by 10 companies. We would like to thank A.D. Makepeace Co, Benson's Pond, Blair Agency, Farm Credit East, Hortau, JBI Helicopter, Nutrien Ag Solutions, Ocean Spray Cranberries, Premier Generators, and Shores Mill and Farms for sponsoring the event.

We also welcomed former Commissioner of Agriculture John Lebeaux to the event and had the pleasure of introducing his successor, Ashley Randle, to the industry in her new role. We wish to congratulate John on his years of service and look forward to working with Ashley as a leader in Agriculture.

Continuing on from the cover, it was our privilege to honor John Lebeaux with the Scoop Award this year. The award recognizes his many years of enduring leadership and efforts to support the cranberry growers of Massachusetts. The Scoop Award has only been given 3 times prior, and this was the first time it was awarded to a non-legislator.

Although they were not able to attend, we also recognized Jonathan Hobill of MassDEP with the CCCGA Government Service Award, and Chris Makepeace and Mary McCaffrey were recipients of the Henry Hall Leadership Award. All three will be given their awards at a later date.



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TOURS & OUTREACH!!

BY: KIM MIOT



Coach tour bookings are going steady for 2023 with the predominant number of bookings during late September into mid-October. I will be attending the Discover New England International Tour operator conference in Boston this month. This is an important tour industry conference where you meet the people who book outings and tour packages over the next few years for travelers from around the world.

I am developing an educational tour program and reaching out to schools. This program will be housed at the Ward Barn with school groups rotating through cranberry educational sessions like bog in a cup, cranberry farmer game and bog side discussions about cranberries. I am also reaching out to summer camps to let them know we are a great field trip destination for southeastern MA youth camps.

For promotion, I've produced video promos that target each group and sent that along with flyers and photos to prospective guests. We have partnered with Edible South Shore Magazine to have a regular ad in their magazine that features cranberry recipes or our tour program. This will begin in the fall.

Several of us from CCCGA will be attending Ag Day in Boston in April handing out cranberry samples and talking up cranberries and tours! Thank you to Ocean Spray and Decas for the many donated cranberry samples that we will hand out to legislators and aids.

We have a few Cranberry 101 presentations scheduled and Rhapsody in Red is booked at a few locations already this year.

Its going to be a great year filled with cranberry education!

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The governor continued to fill out her administration with appointments at the commissioner level. Two key appoints of interest to CCCGA have recently been made. Rebecca Tepper, Secretary of Energy and Environmental Affairs, recently appointed Ashley Randle as commissioner of the Massachusetts Department of Agricultural Resources (MDAR), and Bonnie Heiple, as commissioner of the Massachusetts Department of Environmental Protection (DEP).

Commissioner Randle is a familiar face to CCCGA leadership and growers generally. She has served as MDAR deputy commissioner for some time and attended many CCCGA events. She is the first woman appointed to lead MDAR. Randle is no stranger to agriculture generally. She was raised on a dairy farm, and understands and appreciates the agricultural industry from both sides of the table. Her experience will be critical to our growers and the industry. Another strength Commissioner Randle brings to the job is that as deputy commissioner, Randle handled legislative affairs for MDAR and is very familiar to legislative leaders.

As we all recognize, Randle's appointment to the commissioner post brings to a close the eight year term of office of John Lebeaux as MDAR commissioner. Commissioner Lebeaux served in the role for the entirety of the Baker administration. Such stability cannot be underestimated for its benefit to an agency. John was always a good friend to agriculture and to the cranberry industry. He was always available. He always listened and collaborated in policy development and execution on legislative programs. He adeptly managed the industry through the covid pandemic and his leadership during that time cannot be overstated. He will be sorely missed and we should all wish him the best in his future endeavors. John and Ashley were always engaged together on major matters, and I expect that close work together will allow for a smooth transition and vital consistency in CCCGA relationships with the department.

Commissioner Heiple leaves her current decade of employment as an environmental and energy lawyer in the firm Wilmer Cutler Pickering Hale and Dorr, to assume the role as commissioner of the Massachusetts Department of Environmental Protection (DEP). In announcing the appointment, Gov. Healey said. "As commissioner, Bonnie Heiple will be focused on protecting our residents and our most precious resources from harmful

contaminants and the threats of a changing climate." Heiple legal career has been in the environmental law area, and previously worked in government as a law clerk at the U.S. Environmental Protection Agency, and as special assistant to the commissioner of Connecticut's Department of Energy and Environmental Protection. Heiple replaces Martin Suuberg, who served as commissioner for nearly all of Gov. Baker's term of office. Suuberg was a long time official in DEP and his steady and experienced leadership will be missed as we look forward to working with commissioner Heiple. We also wish him well.

The house and senate focused the last few weeks on a supplemental budget that appropriates roughly \$369 million for several housing and food assistance programs, including \$45 million for an expansion of the Emergency Assistance Family Shelters and Services program; \$40 million to assist school districts in providing aid to students whose families are experiencing homelessness; and \$65 million to continue the universal free student meals pilot program for the remainder of the school year. Additionally, the budget provides for roughly \$814 million in bond authorizations to finance a variety of economic development projects. The bill also extends several COVID-19 related policies, including remote meetings for public bodies and expanded outdoor dining.

The house and senate Ways & Means committees (the senate committee once again under the steady leadership of our own Senator Michael Rodrigues) are hard at work on their separate versions of the budget. The house will act on its budget in April and the senate in May.

The house and senate clerks have this past week begun the process of referring the several thousand bills filed by legislators in January to committees. That means that committee hearings will begin on those bills shortly. The CCCGA has identified a number of bills we expect to testify on as they come up for hearing. More on that to follow.



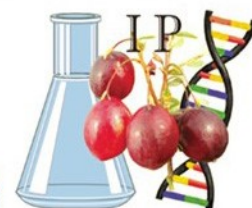
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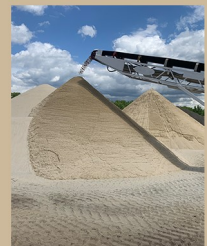
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BLOGS AND BLURBS

Pursuant to Internal Revenue Code (IRC), in section 6033(e), CCCGA is hereby notifying you that 7.89% of what you paid in membership dues for 2022 is not deductible as a business expense due to lobbying activities of the organization. If you have any questions contact your accountant or the CCCGA Office.

CCCGA DUES - REMINDER

Just a reminder for our members that April 1st is the deadline to pay your 2023 dues. We are happy to provide a payment plan to meet your needs. Please contact Patti at 508-866-7878 X15 for more information.

If you have not sent in your payment for the year this could be the last copy of the newsletter you will receive. Please support your association and work that we do for the Massachusetts cranberry industry.

The Cranberry Educational Foundation is pleased to announce the application process for the 2023 Merit Award. The CEF Scholarship Application is now available here: <https://forms.gle/AjJTrZGtTzoKAM8G9>. The Mission of the Cranberry Educational Foundation is to introduce the American cranberry, cranberry farming and its heritage to the communities, neighbors and visitors in the area. This quality educational outreach will enrich understanding and provide strong relationships throughout the community.

Funds raised throughout the year are used to offer three scholarships to any high school or college student in the cranberry growing towns in Massachusetts who are furthering their education. However, individuals studying in the fields of cranberry agriculture, natural resources or the environment will receive priority.

Continued on next page:

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Continued from previous page

USDA Ag CENSUS

The USDA is still collecting 2022 Census of Agriculture forms. If you were solicited to report and have not done so yet, USDA will collect census returns through the spring. It's important to fill out these surveys, as much of the funding for programs that we rely on (NRCS, FSA, crop insurance, etc.) are based on the data collected from these surveys. Whether producers responded online or by mail, you can verify your reports were received by going to accounts.usda.gov, entering your survey code, and checking the submitted date under the status column of the My Surveys tab. The status update is not always immediate and can take a few minutes up to several days to refresh.

CRANBERRY BOG RENOVATION TAX CREDIT UPDATE

We have some news on the bog renovation tax credits. The 2020 refunds have been finalized and growers are starting to see them appear in their bank accounts. The 2021 credits are supposed to be finalized by the end of March and then submitted for payment, which based on the 2020 applications, can take several more weeks to process. The 2022 returns are not close to being finalized and certainly will not be ready when taxes are due this year. This means that anyone waiting on a 2022 credit should either file for an extension on your taxes or file an amended return when they are complete. Check with your accountant as to what will work best for you. We are engaged with the state to see if the process may be faster in the future. With only one tax credit available per year at this point, that alone should speed up the process.

To assist Plymouth County Extension and the New England Center of Excellence in Vector-Borne Diseases, we are helping to distribute a new survey about tick and mosquito-borne diseases. They sent out a similar survey a couple of years ago, but they are looking to gather more data over a wider area this time. They are hoping to get opinions from the cranberry industry.

The survey is below and is very simple and easy.

<https://www.newvec.org/itch>

The survey is to learn more about what folks are and are not doing to protect themselves against ticks and mosquitoes – Very important information that's pretty challenging to gather normally.

The more folks we can get to participate, the better.



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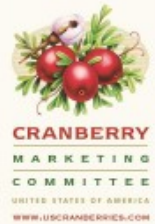


The Marshfield Agricultural & Horticultural Society, Inc. is looking to acquire a Bailey's Separator for display and demonstration purposes in their Museum at the Marshfield Fair.

Please call: Stephen De Castro 781-834-9600 or
email: sgdecastroappraisal@pm.me

UPDATES FROM THE CMC

BY: KAREN CAHILL



At its annual winter meeting February 16 & 17, 2023, the Committee completed its estimate for the 2023 crop, which came in at 8,217,000 bbls (Massachusetts 1,964,000 bbls). **February meeting materials and presentations can be downloaded from the CMC's homepage at www.uscranberries.com > Web Resources > Annual Meeting Materials.**

CMC's domestic marketing partnership with Kroger, an American retail company that operates supermarkets and multi-department stores throughout the United States, launched November 15, 2022. The program consisted of a demand-side platform display ad with the goal of driving sales for U.S. cranberry products through December 8. Eighty products from five different handlers were featured on the display ad landing page. The display ad had strong engagement with a click-through rate (0.16%) exceeding the sub dept median (0.09%) for this channel. **Sales totaled \$1,282,569 for a return on ad spend of 51.3x**, which is above the sub dept median of 19.07x for the channel. Participating products saw a sales lift of \$26,126 (2.08% uplift vs a 0.39% benchmark) as a direct result of the display ad. This was driven by uplift in household penetration (3.28% uplift vs. a 1.59% benchmark) followed by visits (2.95% uplift vs. a 0.77% benchmark). Sixty-eight new households and 134,917 existing household purchased the promoted products at least once during the campaign.

Upcoming International Activity:

April 11-13	Anufood Trade Show (Brazil)
April 19	Technical Seminar (South America)
April	Food Service Promotions in East India for Bengali New Year (India)
April	In-store and E-commerce Promotions (India)
April - May	Influencer Partnerships (Southeast Asia)
April - November	Weibo Campaign with SINA (China)

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CCCGA BUSINESS MEETING PICTURES



Danny Raulerson gives a Cranberry Marketing Committee update.



New MDAR Commissioner Ashley Randle addresses the guests.



Gary Weston, Roger Shores Sr., Roger Shores, Bill Scott, Rob Rubini & Eric Weston



Michelle McGrath, Media Relations & PR Consultant & Michele Pecoraro, Ideaz Ablaze, both consultants for CCCGA

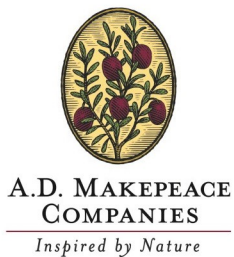


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HARVESTING THE PAST....

A HISTORICAL LOOK AT THE CRANBERRY INDUSTRY

BY: BONNIE SOULE

How many of you cranberry growers have been told "you can't do that" over the years? And did you let that stop you? Probably not, otherwise how would you get anything accomplished! This was the case for Emil Fischer from East Freetown way back in 1914.

Born in Switzerland, Emil came to this country by way of Germany when he was just two years old. At the age of eight, his father bought 82 acres of farmland off Middleboro Rd. in East Freetown and moved the family there. It was a general farm with cows and horses...no cranberries.

When Emil was working as an engineer for the city of New Bedford Water Works, he decided to try his hand at cranberry growing. "I got into it because some of my friends told me there was good money in growing cranberries." He built all his bogs by himself, working evenings and early mornings around his job. He was told he couldn't grow cranberries on land that was a fresh meadow, but that's just what he did. Part of his main bog was constructed on swamp and the rest on fresh meadow. He grew both Early Blacks and Howes which produced between 200 and 300 barrels.

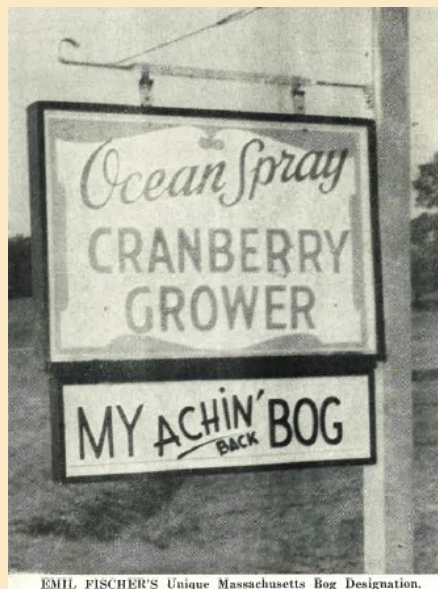
Water is always a requirement on a bog, and he found that as he was selling off gravel from a ridge at the rear of his property, the further he dug the more water he found. Apparently, there were natural springs on the gravel ridge and he turned the new gravel pit into a reservoir. "I was told I couldn't do this, but now I've got a reservoir that never goes dry." The pit provided both water and sand. He would screen the sand off the bottom of the reservoir and it was free of weeds and seeds so was used to spread on the bog.

Emil built most of his own equipment used on the bog. Like most growers, he appears to have been inventive and a problem solver. A "bog-mobile" that was used for hauling berries off bog, sanding, cleaning ditches and as a spray rig was built on a "gentleman's lawn-mower" using a Briggs & Stratton engine. He also had two Model As that were altered to do ice sanding. One was just a spare in case the other broke down - that way he wasn't slowed down in his task.

For the bargain price of \$7.00, he erected a sign at his property, so it was easier to find. He called it "My Achin' Back Bog" because "that was the only name I could think of when I think of the



Mr. Fischer is shown at the controls of his "Bogmobile."
(CRANBERRIES PHOTO)



EMIL FISCHER'S Unique Massachusetts Bog Designation.



Fischer's sons, Raymond, left and Clinton Comprise his Harvest Crew.
(CRANBERRIES PHOTO)

Continued on next page:

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hours and year I have 'slaved' on this bog." And doesn't that sound like something all growers can relate to!

Mr. Fischer had two sons, Raymond and Clinton, who helped out during harvest. He also had a daughter, Ruth, but at the time of the article in 1960, Emil had been a widower for 17 years. He was a member of CCCGA and the Southeastern Cranberry Club.

I hope you've enjoyed reading about Emil Fischer of East Freetown. I'll be back again harvesting more of the cranberry industry from days gone by!

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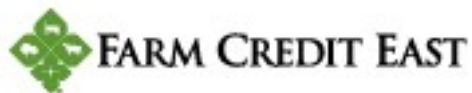


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**AG DAY AT THE STATEHOUSE
APRIL 12**

**UMASS CRANBERRY PESTICIDE SAFETY
ZOOM AND IN PERSON OPTIONS
CONTACT UMASS CRANBERRY STATION FOR DETAILS
APRIL 25**

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