

Crops
Environment
& Land Use
Programme

Johnstown Castle

Teagasc Berry Seminar & Trade Show

Thursday, 1st May 2014 | Woodford Dolmen Hotel, Carlow

IRISH SOFT
FRUIT GROWERS
ASSOCIATION



Bord Bia
Irish Food Board

National Berry Seminar
&
Trade Show 2014

SEMINAR PROCEEDINGS

Woodford Dolmen Hotel, Carlow

Thursday 1st May 2014

**Seminar organised by Teagasc in association with the
Irish Soft Fruit Growers Association and Bord Bia**

The Irish Berry Sector Continues to Thrive

The Irish berry sector continues to be one of the most challenging, rewarding and profitable sectors of Irish Horticulture.

Protected strawberry production continues to be the mainstay of the berry industry in Ireland. The fresh strawberry industry in particular, continues to grow each year and consumers are now eating €37 million worth of these berries, every year.

People simply cannot resist the tasty, healthy, high 'quality' berries produced here. Most Irish grown berries are picked and supplied to the market within 24 hours. Imported berries usually take many days to reach our shores. 'Irish' is therefore always fresher.

Since our last berry seminar, held in 2012, many more millions of euro have been invested by growers in new growing technologies. More people have been employed. Growers continue to strive to make their businesses as cost efficient and as environmentally friendly as possible. Such improvements need investment.

All the evidence points to further growth in the Berry Sector. High 'quality' berries, very favourable trends in population growth and healthy eating habits should help to drive the sector forward.



Eamonn Kehoe
Teagasc

Dr.Eamonn Kehoe, Teagasc, Johnstown Castle, Co.Wexford & Kinsealy Research Centre,
Malahide Rd, Dublin 17. 053 91-71350
eamonn.kehoe@teagasc.ie (Research & Advisory)

Mr.Dermot Callaghan, Teagasc Kildalton College, Piltown, Co.Kilkenny. 051-644552
dermot.callaghan@teagasc.ie (Research & Advisory)

Seminar Programme

- 6.00pm Light refreshments
- 6.45pm Official Opening of Seminar by
Mr.Jim O'Mahony, Head of Horticulture, Teagasc.
- Chairman: Mr Gary McCarthy, Chairman, I.S.F.G.A.**
- 7.00pm Current and future trends in soft fruit sales
Mr. Michael Slawski, Bord Bia Horticulture Division
- 7.30pm Integrated pest management and the sustainable use directive
Dr. Michael Gaffney, Teagasc Ashtown Research Centre, Dublin
- 8.00pm Haygrove, past, present and future.
Mr. Paul Sneyd, Haygrove Ltd., Herefordshire, U.K
- 8.30pm An insight into the Californian soft fruit industry
Dr. Eamonn Kehoe, Teagasc Kinsealy Research Centre, Malahide Road, Dublin
- 9.00pm Teagasc berry research and development update
Dr. Eamonn Kehoe, Teagasc Kinsealy Research Centre, Malahide Road, Dublin
- 9.15pm Address by Mr.Gary McCarthy, Chairman, I.S.F.G.A.
- 9.20pm Tea and coffee

Exhibitors and sponsors

Bord Bia, Clanwilliam Court, Lower Mount Street, Dublin 2. Contact Mr. Michal Slawski. Tel: 01 6685155 - Fax: 01 6687521 Email: michal.slawski@bordbia.ie Web: www.bordbia.ie

Bato Plastics BV, Munterij 2, 4762 AH Zevenbergen, The Netherlands.
Contact Mr. Hans Luijkx. Tel: 0031 653219870. Fax: 0031 68331040. Email: hans@bato.nl
Web: www.bato.nl Twitter: [@batoplastics](https://twitter.com/batoplastics) Facebook: www.facebook.com/batoplastics.bv

Bord na Móna Horticulture Ltd., Professional Market, Newbidge, County Kildare. Contact Mr. Brendan Howell. Tel: 087 9183716. Fax: 045 432630.
Email: Brendan.howell@bordnamona.ie Web: www.bordnamonahorticulture.ie

Bulrush Horticulture Ltd., Newferry Road, Bellaghy, Magherafelt, Co. Derry, Northern Ireland. Contact Mr. James Hayes Tel: 0044 7802 278600. Fax: 0044 2879 386741. Email: jh@bulrush.co.uk Web: www.bulrush.co.uk.

Clonbrin Peat Products Ltd., Rathangan, Co. Kildare.
Contact Pat and Noel Cunningham. Tel: 045 524571 - Fax: 045 524772
Email: info@clonbrinpeatproducts.com Web: www.clonbrinpeatproducts.com.

Deker Horticultural Suppliers Ltd., Tullyard, Trim, Co. Meath.
Contact Mr. Derek Warren. Tel: 046 9431422. Fax: 046 9437692. Email: sales@dekerthort.ie
Web: www.dekerhort.ie

ER Packaging Ltd., Unit 2 Roscall House, Ballyboughall, Co. Dublin.
Contact Mr. Declan Hickey. Tel: 01 8433822. Email: dhickey@erpackaging.com Web: www.erpackaging.com

GlobeWeigh Ltd., 118 Portadown Road, Mulavilly, Co. Armagh BT62 2JX. Contact Mr. Stephen McMorris. Tel: 0044 2838840714. Fax: 0044 2838840420. Email: stephen.mcmorris@globeweigh.com Web: www.globeweigh.com

Haygrove Ltd, Redbank, Ledbury, Herefordshire, United Kingdom, HR8 2JL Contact Mr. Paul Sneyd. Tel: 0044 1531 633659 Fax: 0044 1531 635969 Email: paul.sneyd@haygrove.co.uk Web: www.haygrove.co.uk

Irritec Ltd., Unit 22, Turvey Business Park, Turvey Avenue, Donabate, Co. Dublin. Contact

Mr.Paul Kunkles. Tel: 01 8404033 - Fax: 01 8405337 Email: sales@irritec.ie. Web: www.irritec.ie

National Agrochemical Distributors, Blakes Cross, Lusk, Co.Dublin.

Contact Mr.Colm Matthews Tel: 01 843-7808 Fax: 01 843-7909 Email Colmm@nadirl.com. Web: www.nad.ie.

ProGrass Ireland, Rahilla, Kildare Town, Co.Kildare. Contact Mr.Brian O'Carroll Tel: 087 2421193. Email: brian@prograss.ie Facebook: www.facebook.com/geoponics

Unichem Ltd., The Ward, Co.Dublin. Contact Ms.Mary O'Rourke Tel: 01 8351499 – Fax: 01- 8351284 Email: maryorourke@unichem.ie Web: www.unichem.ie

List represents all confirmed trade exhibitors on print deadline date.

Seminar Papers

Trends in Soft Fruit Sales



Presented by Michal Slawski


Growing the success of Irish food & horticulture



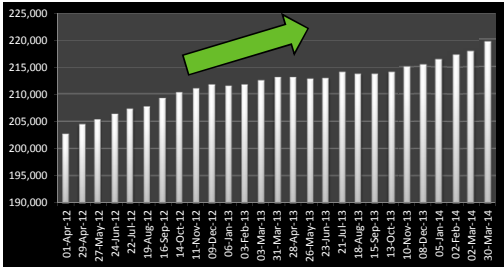
Topics

- ✓ Recent soft fruit trends
- ✓ Other countries and future trends
- ✓ National Strawberry Week


Growing the success of Irish food & horticulture



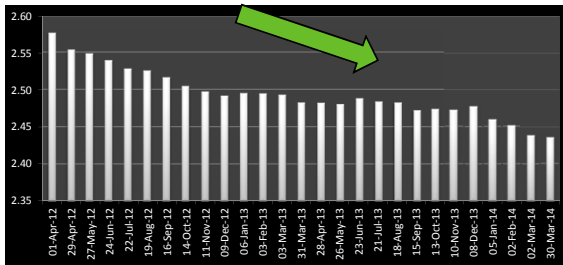
Total category fruit volume sales are growing



Growing the success of Irish food & horticulture



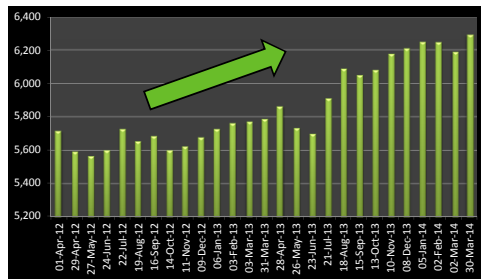
Average price total fruit sales



Growing the success of Irish food & horticulture

Bord Bia
Irish Food Board

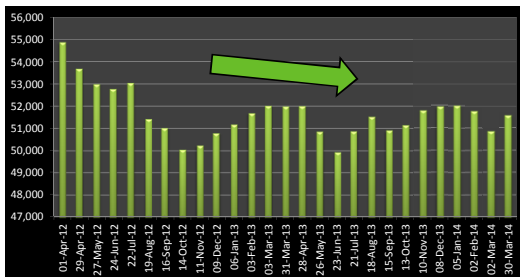
Strawberry sales have been growing in volume



Growing the success of Irish food & horticulture

Bord Bia
Irish Food Board

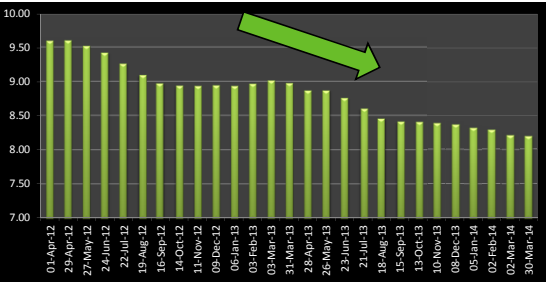
Strawberry sales have been declining in value



Growing the success of Irish food & horticulture

Bord Bia
Irish Food Board

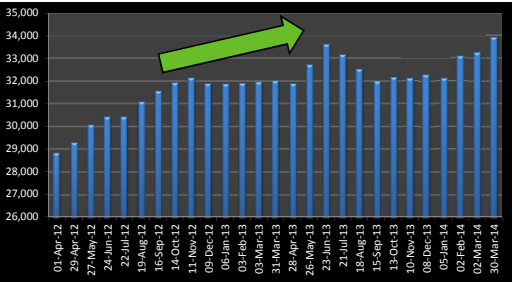
Strawberry Average Price has been declining



Growing the success of Irish food & horticulture



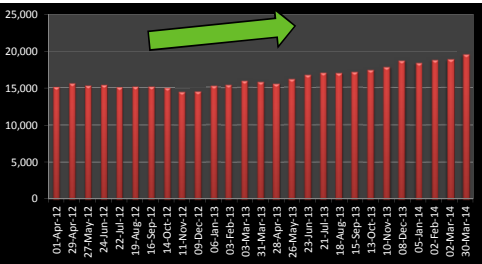
The value of blueberry sales have been increasing



Growing the success of Irish food & horticulture



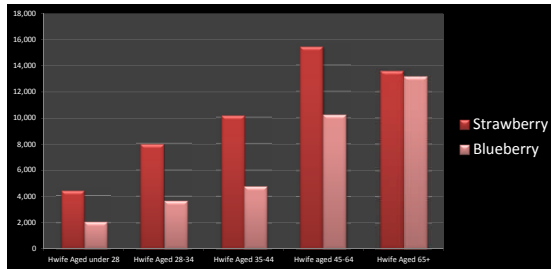
The value of raspberry sales have been increasing



Growing the success of Irish food & horticulture



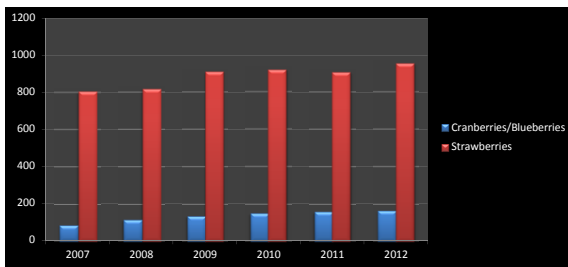
Sales greatest in older consumers – Blueberries making significant gains



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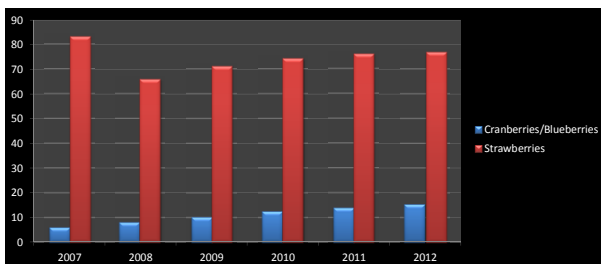
USA Trends – blueberries still growing, strawberries are growing too



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UK Trends – blueberries still growing, strawberries are growing too



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Trends for Ireland

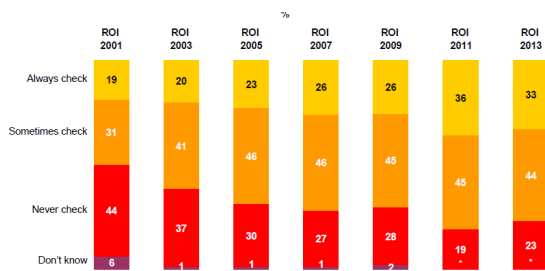
- ✓ Strawberries will continue to grow
- ✓ Blueberries are growing at a slower rate
- ✓ Key selling point for Strawberries should be :

IRISH

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Irish Food Board

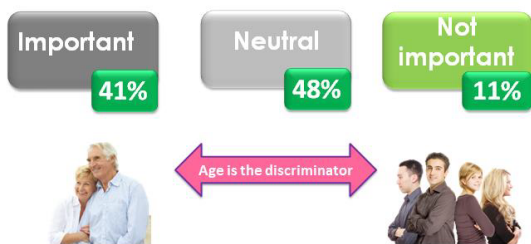
Country of origin is growing in importance



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Only 11% of consumers say Irish is not important when they shop

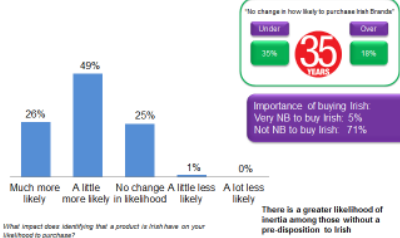


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Bord Bia
Irish Food Board

Three in four suggest Irish Identification would encourage purchase

Three in four suggest Irish identification would encourage purchase



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National Strawberry Week



Over 1 million on pack stickers printed

Growing the success of Irish food & horticulture



This years focus – in-store

- ✓ On pack text in competition to win three prizes of €1000
- ✓ Wobblers, shelf talkers, leaflets, posters



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Instore

- Support through RTE 2 radio Sponsorship
- Support through RTE Guide Advertorial
- Social Media- Bord Bia Twitter and Facebook



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Bord Bia
Irish Food Board

Retailer contact



DUNNES

SuperValu
Real Food. Real People

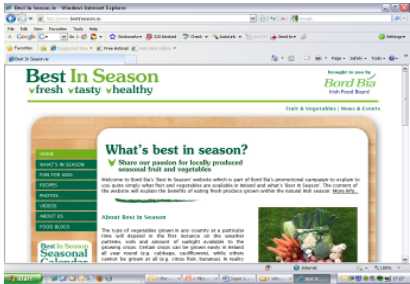
your **M&S**

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Irish Food Board

Online work through Best in Season

- Competition
- Recipes
- Nutrition
- Video
- Children's Section



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Bord Bia
Irish Food Board

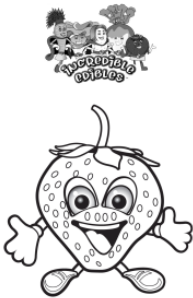
Strawberry Festival



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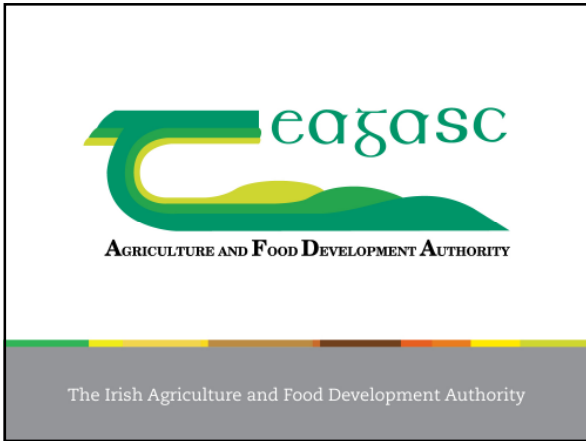


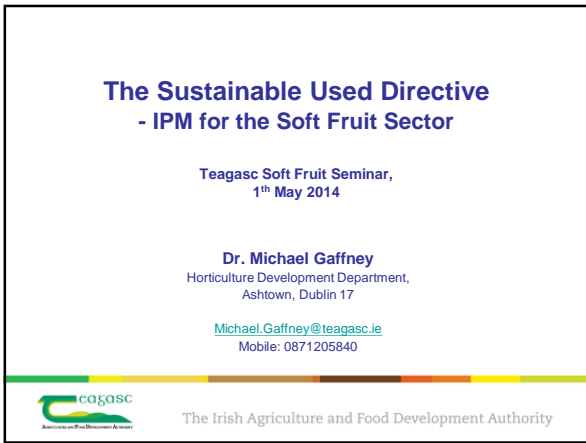
Incredible Edibles



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What is Integrated Pest Management?

Innumerable Definitions:

"A crop management system based on the coordinated use of multiple control agents and /or other control factors to maintain Pest and Pathogen populations at economically acceptable levels with minimal impacts on the environment"

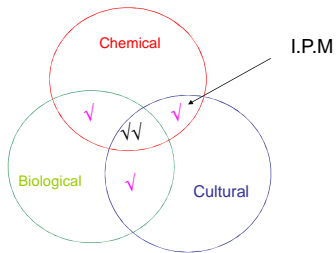
*Adapted from Integrated Pest Management: Concepts, Tactics, Strategies and Case Studies.

Ed. Radcliffe, Hutchinson & Cancelado



The Irish Agriculture and Food Development Authority

What is Integrated Pest Management? – Numerous Definitions



So most likely you are already implementing IPM on your Nursery – Good News!



The Irish Agriculture and Food Development Authority



**ustainable
se of pesticides Directive**

Directive 2009/128/EC

National Action Plans – to reduce risks (not quantity)

Training & Certification – advisors, distributors, users


now 2015 Nov 2015

Inspection & certification of application equipment –

every 5 yrs and by Nov 2016

Aerial Application – prohibition (derogation)






Department of
**Agriculture,
Food and the Marine**
An Roinn
**Talmhaíochta,
Bia agus Mara**

**Sustainable
Use of pesticides Directive**

Directive 2009/128/EC



Restrictions to protect – aquatic env; sensitive areas, schools

Safeguard zones (Water abstraction points 1-500 people) **5-200m**

Buffer zones product specific (Aquatic/NTA) **5-20m**

Ground Water Vulnerable Area, (Karst Area Sink hole etc.) **15m**

General issues, Handling & storage of pesticides, packaging & remnants

IPM – compulsory by 2014 (Article 14 of the directive)

More Records!
Statutory Instrument
No 155 of 2012




Integrated pest management

14. A professional user shall apply the general principles of integrated pest management as set out in Annex III to the Directive and maintain records to demonstrate the application of such principles.

Good plant protection practice

15. A professional user shall apply the principles of good plant protection practice as published by the Minister and maintain records to demonstrate the application of such principles.




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**Integrated Pest
Management**

“means careful consideration of all available plant protection methods and subsequent integration of appropriate measures that discourage the development of populations of harmful organisms and keep the use of plant protection products and other forms of intervention to levels that are economically and ecologically justified and reduce or minimise risks to human health and the environment.


‘Integrated pest management’ emphasises the growth of a healthy crop with the least possible disruption to agro-ecosystems and encourages natural pest control mechanisms”

(EU Sustainable Use of Pesticides Directive)






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**Guidance document
on website**


**Aimed to provoke
thought**




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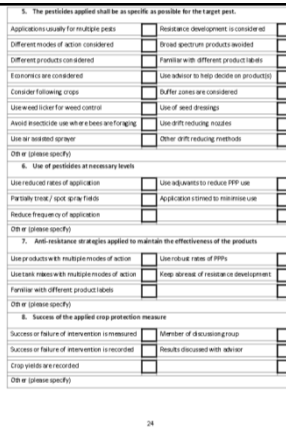
**Record Sheet
Example!**




The Irish Agriculture and Food Development Authority



Department of
**Agriculture,
Food and the Marine**
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**Talmhaíochta,
Bia agus Mara**




**Record Sheet
Example!**



The Irish Agriculture and Food Development Authority

[illegible]



Impact

Additional Record keeping

- Must operate IPM
- Be aware of safeguard zones
- Be aware of buffer zone requirements for some products

Let us know any new problems or issues

www.pcs.agriculture.gov.ie

- See our 2014 Handbook
- E-mail: pcs@agriculture.gov.ie
- gordon.rennick@agriculture.gov.ie
- Phone 01-6157618 (direct line)

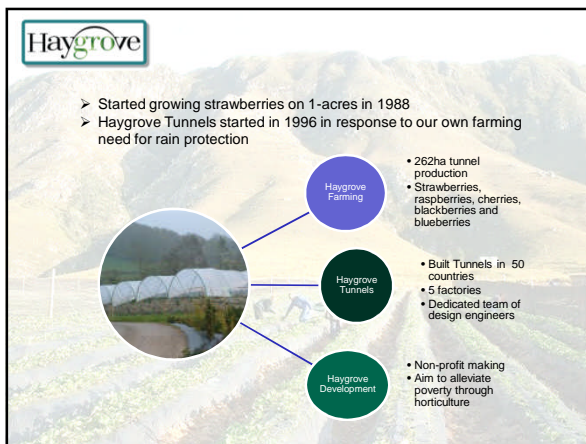
cosoc

AgriSearch and Pest Detection Account

The Irish Agriculture and Food Developer

Department of Agriculture, Food and the Marine
Tálmhaíocht, Éilimh agus Maraíocht









Crops Grown - Raspberries

- Raspberries -153 hectares
- Main Variety – Maravilla
- Substrate, soil grown & organic





Crops Grown - Strawberries

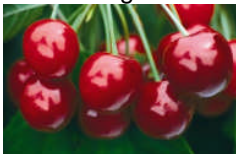
- Strawberries -59 hectares
- Main Varieties – Elsanta, Jubilee, Lusa, Amesti
- Substrate, soil grown & organic





Crops Grown - Cherries

- Cherries -27 hectares
- Main Varieties – Kordia, Regina, Karina, Sweetheart, Lapins
- Soil grown & organic











Portable



Full Tractor
Access



Follow contours
of the ground



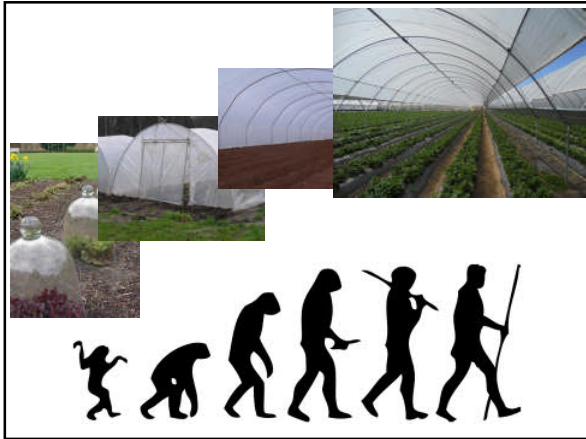
Self-build



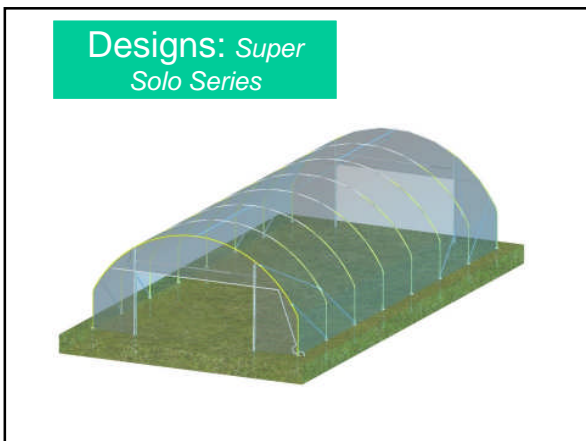
Fully sealed



Fully opened







Designs: *Super Solo Series*





Designs: *Solo Series*
Streamline Doors



Different hoop profiles

- Bigger air volume
- Better picker access
- Easier for spraying



Steel Choice *Cost vs Benefit*

35 x 1.5mm Standard	100 %
40 x 1.5mm Standard	132 %
40 x 1.5mm Extra Strong	165 %
40 x 2mm Extra Strong	213 %
40 x 2.5mm Extra Strong	256 %

Based on Maximum Bending Moments, (kgm)

Retrofit Pathway

Haygrove



Rain cover



+ Steel gutters



+ Electric ends & sides



+ Electric roof vent



+ Integrated climate controls

Field-scale Tunnel

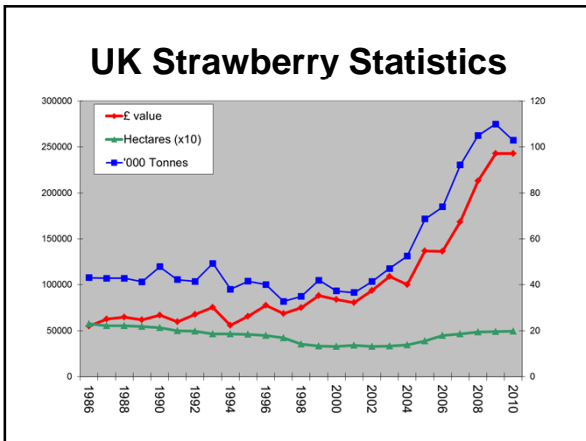
Field-scale Glasshouse

Retrofit pathway: steel gutters

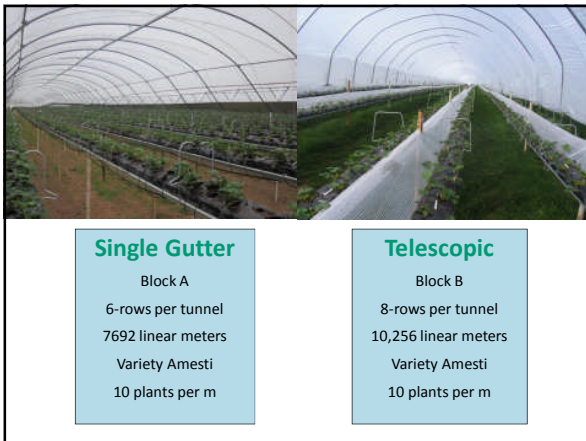




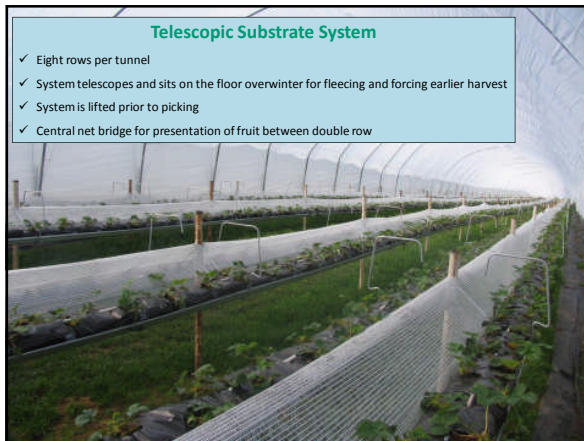










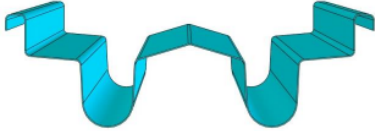




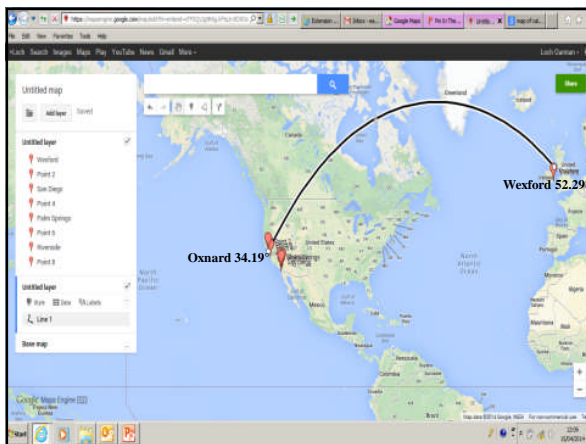


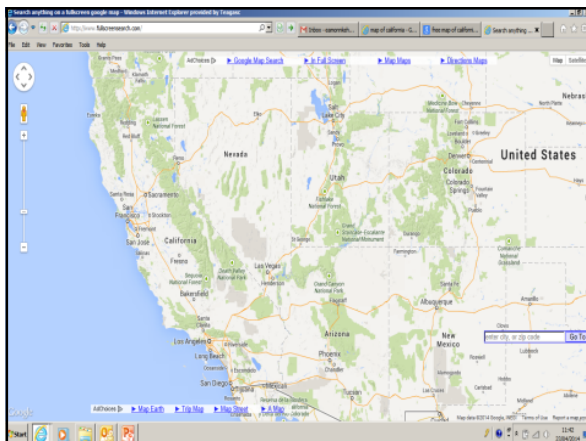
Technical Description

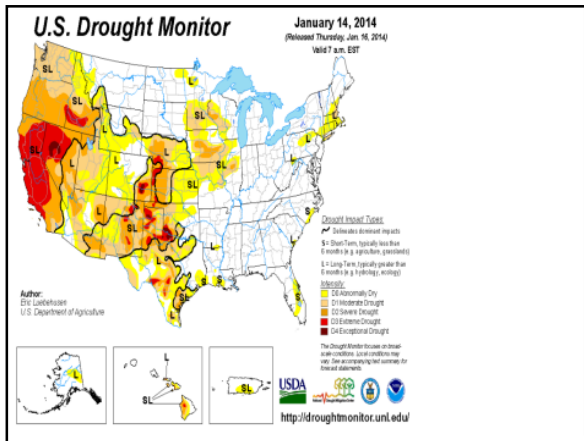
Steel Gutter	0.65mm rolled steel gutter
Gutter corrosion Protection	Zinc treated pre-galvanised steel protected with different options: <ul style="list-style-type: none"> • Primer and white polyester finish • Primer and Polyurethane finish
Leg Spacing	3m
Working height	0.9m to 1.2m depending on requirements
Drainage	Plastic end drainage and mid gutter drainage options available
Truss and leaf support system	Pre-galvanised steel leaf and truss support brackets every 1m or 1.5m depending on specification
Installation	Formed in the field using the Haygrove Roll Forming Machine

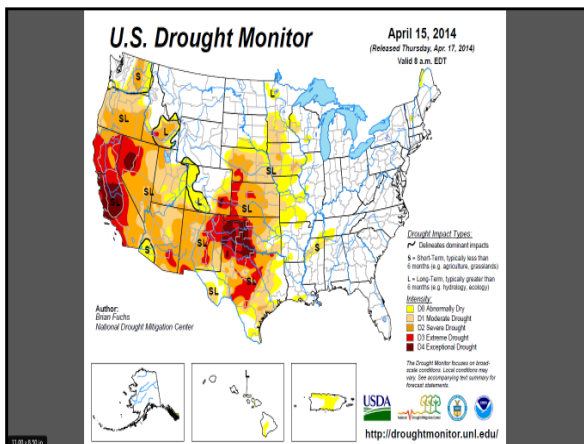


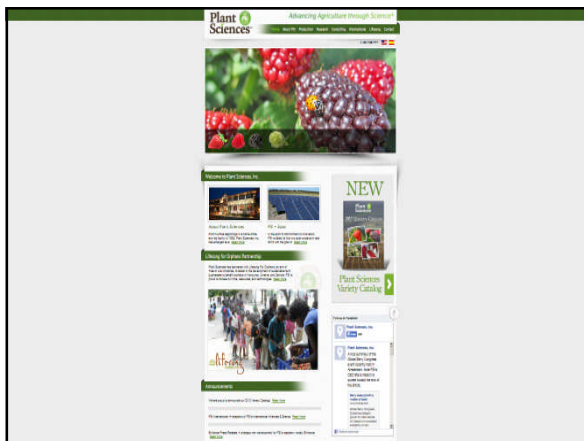


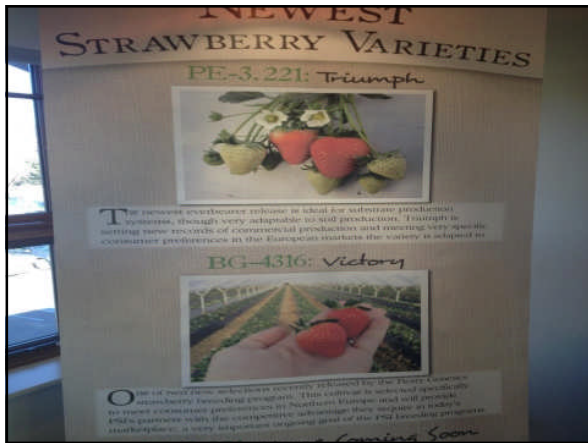
























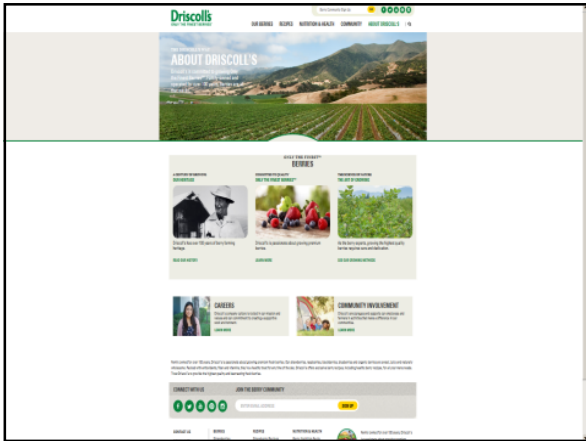
















































































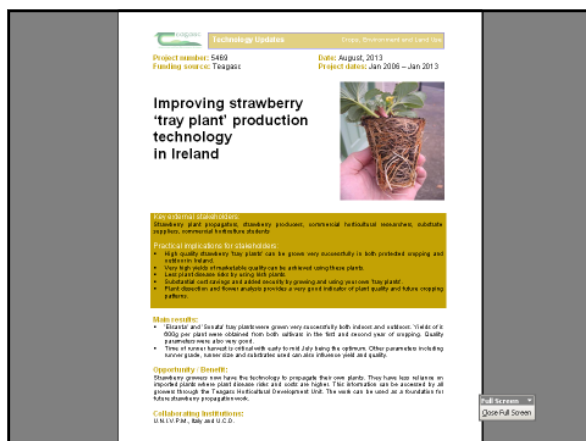


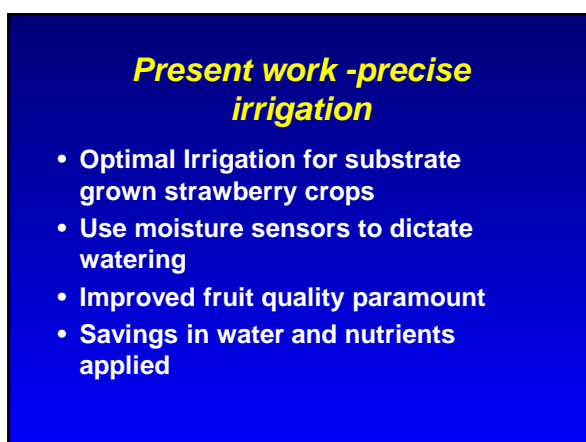






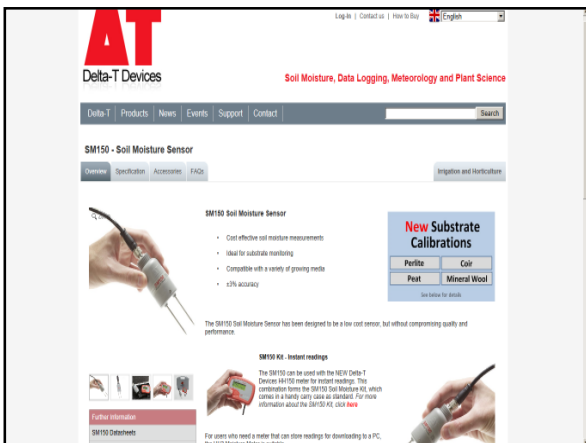














SM150 soil moisture sensors





Control system: GP1 data loggers



Water meters



Kildalton: blueberry crops

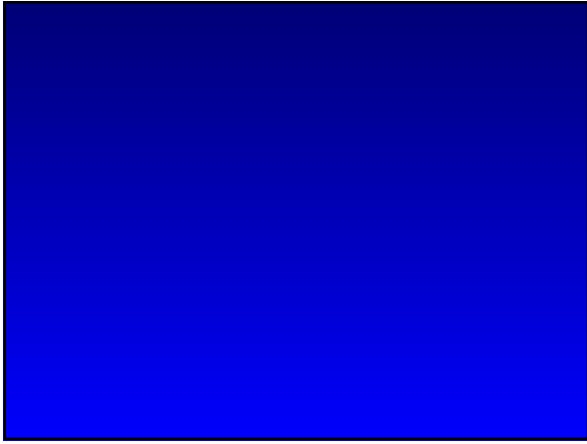


Kildalton: long cane raspberry









Membership Form for ISFGA

2014

Name: _____

Address: _____

Phone: _____

Mobile*: _____

Fax: _____

Email: _____

Fruit Produced:

Strawberries _____ Blackberries _____ Blackcurrants _____

Raspberries _____ Blueberries _____ Other _____

I enclose my **€100** subscription made payable to: Irish soft fruit growers association.

Please fill out form and return with payment to:

**Mr. David Redmond,
Treasurer ISFGA,
Corderry Fruit Farm,
Knockbridge,
Dundalk,
Co.Louth.**

*Mobile numbers will only be used to send updates by SMS text and will not be disclosed to any third party.

