Vegetable Industry Overview

Trends / Issues / Future Projections

Housekeeping Items

- Bathrooms
- Cell phones
  - SET PHASERS TO STUN (or turn them off)
  - Leave the room for conversations
- Questions
  - Ask them
  - Put them in the “Parking Lot” (flipcharts)
- Evaluations
  - Fill them out (Please)

Quick Introductions

YEARS EXPERIENCE
NEW, 1-5, 5+ YEARS?

LOCATION
SOUTH, CENTRAL, PEACE, OUTSIDE?

WHICH CROPS?

Funding for parts of B&V School was provided through the Explore Local Initiative, under Growing Forward (a federal, provincial, territorial initiative)

Alberta Vegetable Industry

- Made up of several component industries
- Some common challenges
- Vastly different focus, depending on market channel and/or scale
Alberta Vegetable Industry

- Vegetable Industry Components
  - Wholesale / Retail
  - Processing (frozen)
  - Processing (fresh-cut)
  - Direct Market / Market Garden

Vegetable Industry – Current Trends / Issues

- Cool, wet season was a challenge for production in 2010
  - Many producers saw plantings lost due to high moisture
  - Some post-harvest or late season rot developed

- Late blight was present and an issue in 2010

Vegetable Industry – Current Trends / Issues

- Vegetable consumption is still dominated by imported produce
  - For the majority of the year

- Commercial vegetable industries have been consolidating
  - Some major producers seem to be focusing on specific crops

- “Local” market demand steadily increasing
  - Less residential (self / home garden) production but strong demand for fresh vegetables

- Consumers demanding diversity of product offerings
  - Fresh
  - Interesting
  - Ethnic or Specialty vegetables

### Crop Production Chart

<table>
<thead>
<tr>
<th>Crop</th>
<th>2002 Area Harvested (acres)</th>
<th>2002 Total Production (tons)</th>
<th>2005 Area Harvested (acres)</th>
<th>2005 Total Production (tons)</th>
<th>2010 Area Harvested (acres)</th>
<th>2010 Total Production (tons)</th>
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<tbody>
<tr>
<td>Asparagus</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Beans</td>
<td>215</td>
<td>X</td>
<td>340</td>
<td>200</td>
<td>300</td>
<td>400</td>
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<tr>
<td>Cabbage</td>
<td>115</td>
<td>X</td>
<td>1150</td>
<td>X</td>
<td>15</td>
<td>X</td>
</tr>
<tr>
<td>Corn</td>
<td>2950</td>
<td>16290</td>
<td>3440</td>
<td>13590</td>
<td>2100</td>
<td>X</td>
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<tr>
<td>Cucumbers</td>
<td>50</td>
<td>50</td>
<td>125</td>
<td>50</td>
<td>15</td>
<td>X</td>
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<tr>
<td>Lettuce</td>
<td>X</td>
<td>15</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>15</td>
</tr>
<tr>
<td>Onions</td>
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<td>15</td>
<td>X</td>
<td>15</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Peas</td>
<td>2450</td>
<td>4975</td>
<td>5070</td>
<td>4448</td>
<td>3760</td>
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<td>Pumpkins</td>
<td>P</td>
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<td>X</td>
<td>15</td>
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<tr>
<td>Rutabaga</td>
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<td>0</td>
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<td>440</td>
<td>125</td>
<td>500</td>
<td>145</td>
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<tr>
<td>Zucchini</td>
<td>30</td>
<td>63</td>
<td>5</td>
<td>3</td>
<td>10</td>
<td>X</td>
</tr>
</tbody>
</table>
Vegetable Industry – Current Trends / Issues

- Good opportunities for sales through direct market channels
  - To public consumers & restaurants / chefs / etc
- CSA’s (Community Shared Agriculture) increasing as a direct market channel

Vegetable Industry – Future Trends / Issues

- Urban encroachment will continue but will hopefully slow or shift
  - Municipalities may start to recognize value of both industry AND land
- National / global competition will continue (imports)

Vegetable Industry – Future Trends / Issues

- Greater scrutiny
  - Food safety
  - Pesticide use
- Increases in production / input costs
  - Producers need to watch their costs and price their product accordingly

Vegetable Industry – Future Trends / Issues

- Increased direct market industry
  - Increased direct/local connections
- Value-added product opportunities
- Focus on product differentiation

+/- Insta-Poll

HOW MANY OF YOU HAVE HEARD OF TWITTER?

+/- Insta-Poll

HOW MANY OF YOU HAVE USED TWITTER?