

NARBA Annual Meeting

NARBA Executive Council Officers Report

MISSION

- To actively support a vibrant, healthy, and competitive raspberry and blackberry industry at all levels, from the farm stand to the global marketplace
- To provide a unified voice and platform to represent the raspberry and blackberry industry in North America
- To identify, support and communicate research and marketing priorities for raspberries and blackberries in North America affecting the general interest of the NARBA membership and the industry
- To engage with partner organizations on promotion of raspberries and blackberries with a focus on breeding, production, extension, health benefits and consumer outreach



www.raspberryblackberry.com

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North American Raspberry & Blackberry Association

A membership organization for growers, researchers,
marketers, and stakeholders in the caneberry industry.

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2023 / 2024 NARBA

Membership

-237 Active Members

- Membership Works Tool Online

NARBA Hosted our 1st Educational Webinar in 2023

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ROTATING CROSS-ARM TRELLIS SYSTEM WEBINAR

Above photo courtesy of University of Arkansas System Division of Agriculture

ABOUT

NARBA offered members access to a free RCA Trellis Webinar hosted by the University of Arkansas System Division of Agriculture Research and Extension. Members can now view a video recording of the the webinar below. Please note that you must be logged into your Account Manager to view this video.

Movable trellising systems like the Rotating Cross-arm trellis, or RCA, can help combat extreme weather impacts on blackberry production and can modify the plant canopy such that fruit quality is improved and pest pressure is reduced. Join us for a webinar with researchers Dr. Amanda McWhirt and Aaron Cato from the University of Arkansas to learn more about moveable trellis management for blackberry, including crop management, recommendations for novel training methods that reduce labor, advice on adjusting spray volumes, research on trellis economics and more. This webinar will provide an opportunity to virtually see movable trellises in action and learn from over 5 years of research.

UNIVERSITY OF ARKANSAS RCA TRELLIS INFORMATION PAGE



Photo courtesy of University of Arkansas System Division of Agriculture

NARBA Financial Report

- NARBA is set up on a July – June fiscal year
- Revenue streams are Membership Dues, Acreage Assessments, Investments, Newsletter Ads, Conference Income
- Primary expenses are Conference Expenses, Administration, Newsletter Expenses & Materials and Services
- Organization is financially sound year over year

COUNCIL ELECTION RESULTS

Region #2: Pete Rizzo

Region #6: Amanda McWhirt

At-Large Member: Ken Hopps

At-Large Member: Karen Blaedow

WAYS TO GET INVOLVED WITH NARBA!

- Social Media Admin (Public Raspberry Blackberry Facebook Group)
- Be featured as a "Grower Spotlight"
- Write a Bramble Newsletter article on your time & experiences as a grower
- Attend the conference and other networking opportunities
- Participate in a grower panel
- Be ready to join the council when elections are up

2024 Distinguished Service Award – Patrick Beyers



2025 NARBA / NASGA Meeting

Week of Feb 1st – Hawaii !!!



Not a member? Join today!

- NARBA's quarterly newsletter, The Bramble
- Discounts on conference registration
- Proceedings of the annual conference, a membership directory, and listing of member farms and industry services on the NARBA website
- Being part of a network of members working together on behalf of our industry

Conference Survey – Please Participate!

