



**Deadman's Bay  
Cranberry Research Site**

***Request for Proposals Background Document***

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## Deadman's Bay Cranberry Research Site – RFP Background Document

### Background:

Cranberry farming in Newfoundland and Labrador is a relatively recent development, only starting in the late 1990's. Prior to this, there was no knowledge as to whether this non-traditional agriculture sector would have any chance for success in this province. In fact, the prevailing view from outside experts was that the chances for a successful cranberry industry were limited, as it was felt that the climate in this province would not be conducive to the growth and maturation of the berries or the production of commercially viable yields. As a result, through the Department of Natural Resources, Forestry and Agrifoods Agency (Agency), a unique approach was taken to evaluate the potential for industry development in the province. This approach involved the establishment of pilot sites throughout the province in collaboration with private sector partners.

At the initiation of this project, a research facility was established by the Agency in 2000 at Deadman's Bay (8.5 acres) in Bonavista North. Commercial quantities of fruit were harvested for the first time in 2005, most of which was secondary processed by Indian Bay Frozen Foods and sold to markets in Germany. This site has the capacity to be expanded to become an operation of at least 40 acres. The proposed expanded boundary is illustrated in Figure 1 below. The final boundary may be slightly different than shown subject to Crown Land's approval.



**Figure 1:** Deadman's Bay Cranberry Research Site in Bonavista North (west of Lumsden on Route 330).

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### Production:

This 8.5 acre facility has been involved in testing the following cranberry varieties for suitability for the growing conditions in this province:

- Ben Lear
- Bergman
- Franklin
- Pilgrim
- Stevens
- Wilcox
- WSU-81

Pilgrim is the predominant variety grown in the province based on the growth results at Deadman's Bay. However, a couple of the varieties (specifically, Stevens and WSU-61) have demonstrated promising results. The following table is a summary of the production at the facility for the past six years.

**Table 1:** Production Numbers at Deadman's Bay Cranberry Research Site (in pounds per acre).

Variety	Field Size (acres)	2007	2008	2009	2010	2011	2012	AVERAGE
Stevens	1	4,032	8,400	6,000	6,000	5,000	2,850	5,380
Ben Lear	1	4,430	12,000	7,137	-	6,000	4,000	6,713
Pilgrim	1	2,864	21,521	14,965	23,000	5,000	4,500	11,975
Bergman	1	4,972	11,538	4,615	-	11,000	3,500	7,125
Franklin	0.5	-	10,000	4,166	10,000	6,000	15,000	9,033
Wilcox	0.5	-	4,000	8,888	-	8,000	5,700	6,647
WSU-61	1	2,605	10,714	5,714	14,800	7,500	7,000	8,056
<b>TOTAL</b>		<b>18,903</b>	<b>78,173</b>	<b>51,485</b>	<b>53,800</b>	<b>48,500</b>	<b>42,550</b>	

All of the necessary documentation for the site is on file, including:

- Certificate of Approval (Department of Environment and Labour - 1998 Pilot and 1999 Extension)
- Licence to Occupy (Crown Lands – 1998)
- Water Use Authorization (Department of Environment and Labour – 1999)

### Contact:

For further information on the Deadman's Bay Cranberry Research Site please contact:

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