

President's Message, March 2012

It is pleasing to hear from our members of the IBA family that the awareness of the attributes that the Blackcurrant can offer to consumers is on the increase. Delivering the awareness message is the responsibility of all sectors of our industry. It is essential that we all have a greater appreciation of these attributes from breeding through to consumption. Our strap line delivers a strong wholesome message The Blackcurrant- The Best Berry for Life! Meaning it is for all ages whether for infants through to grandparents the blackcurrant will deliver a positive attribute that will enhance our healthiness.

Henry Ford once said-“Coming together is a Beginning, Keeping together is Progress, Working together is Success”.

On May 15th in Dundee, Scotland we have the opportunity of coming together and building on what is now seen as a unique position within the global berry fruit industry. I hope all of you consider your responsibility to be part of this carefully designed three day program organised by a hard working committee from the James Hutton Institute and fellow IBA personal. Refer to www.internationalblackcurrantassociation.com for the program and registration details. Prior to the conference starting proper, the IBA are running two concurrent forums Tuesday 15th from 13.30-1600 hrs one being Agronomy and the other on Marketing/Brands. The final content of these forums will be posted on the Web very shortly. Following these forums the IBA Annual General Meeting will be conducted 16.30 through 17.30 all are very welcome. The strength of all forums and the AGM is you. We wish to encourage all those present to be part of these meetings by having your say.

It is with great pleasure that I welcome Franz Ennsner, Managing Director, Agrana Juice Holdings GmbH -(see March Feature) as an independent director of the IBA board. We look forward to his contribution around our table. We in the Southern Hemisphere have just completed our harvest with both Australia and New Zealand reporting a satisfactory harvest. We wish that the pending Northern Hemisphere spring is a kind one for our Blackcurrant growers.

Looking forward to seeing you all at the 3rd International IBA Conference in Dundee, Scotland.

Jim Grierson, IBA President, March 2012