



CRANBERRY
MARKETING
COMMITTEE

2006
Crop Year
Retrospective

2006 *Cranberry* Retrospective Index

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2006 *Cranberry* Retrospective

A Quick Overview

Comparison of Key Factors: 2006 vs. 2005 Crop Year

	2006 Crop Year (in barrels)	2005 Crop Year (in barrels)	Barrel Differ- ence (+/-)	% Difference
↓ Beginning Inven- tories (Adjusted)	3,036,560	3,271,326	(234,766)	7.18%
↑ Domestic Pro- duction	6,780,273	6,354,516	425,757	6.70%
↑ Foreign Acquisi- tions	1,108,930	943,316	165,614	17.56%
↑ Domestic Fresh Fruit Sales	259,746	238,995	20,751	8.68%
↑ Foreign Fresh Fruit Sales	75,240	63,395	11,845	18.68%
↑ Processed Fruit Utilization (Domestic)	5,908,463	5,196,723	711,740	13.70%
↓ Processed Fruit Utilization (Foreign)	1,485,823	1,614,292	(128,469)	7.96%
↑ Total Sales	7,729,272	7,113,405	615,867	8.66%
↓ Shrinkage	130,008	262,942	(132,934)	50.56%
↓ Ending Inventory	2,980,460	2,989,824	(9,364)	.31%

The statistical data contained in this report encompasses the 1996 through 2006 crop years. The data, charts, graphs, etc., are public information and as such can be copied and distributed freely, however the Cranberry Marketing Committee request that if the information/data is used that the CMC be cited as the source.

Data Sources: The CMC gathers data from growers, handlers and producer-handlers. Growers are required to provide the CMC with information on their individual production, sales, harvested acreage, as well as any newly planted or renovated acreage.

Pursuant to the Federal Cranberry Marketing Order handlers residing in or acquiring cranberries from producers residing within the production areas are required to file reports with the CMC during the crop year. These reports are to show all acquisitions of cranberries the handler has made (domestic and/or foreign), dispositions and inventories. Some growers produce and handle their own fruit and are designated as producer-handlers and are required to report their production, dispositions and inventories to the CMC throughout the crop year.

Handlers and producer-handlers are subject to performance audits conducted by the CMC to ensure they are compliant with the reporting requirements, assessment obligation and other provisions of the marketing order.

Other Sources for Information/Data Appearing in this Publication:

- USDA, National Agriculture Statistical Service (**NASS**)
- USDA, Economic Research Service (**ERS**)
- USDA, AMS, Economic Analysis and Program Planning Branch

All information/data gathered is compiled, summarized, and published in reports available to industry members and other interested parties through the Cranberry Marketing Committee and on its website: www.uscranberries.com.

Generic International (Export) and Domestic Promotion Programs

Program Objective: Increase consumption of fresh cranberries and cranberry products by increasing awareness of the health, flavor and convenience benefits that cranberries offer. Primary messages about health will be supported by secondary message about convenience and flavor.

Timeline: Generic International (Export) Promotion Program

- 1999 - CMC established an international (export) promotional program in Japan and Germany
- 2002 - Mexico was added to the export promotion program
- 2004 - France was added to the export promotion program
- 2005 - Australia was added as the fifth country to the export promotion program
- 2006 - CMC approves export promotion in South Korea
- 2006 - CMC approves expanding its presence in European region to Switzerland, Austria, Spain and the Netherlands.

Sources of funds for carrying out the export promotion program comes from the cranberry industry, through assessments charged on the barrels of cranberries handled by first-handlers, and the USDA, Foreign Agricultural Service, Market Access Program (**MAP**).

Timeline: Generic Domestic Promotion Program

- 2002 - CMC establishes a domestic promotional program
- The domestic promotion program is funded solely by assessments paid by first-handlers on the barrels of cranberries acquired from growers within the production areas.
- The CMC domestic program focuses activities on two major groups, consumers and health professionals. The CMC also works with the Cranberry Institute and state grower associations to achieve program objectives.

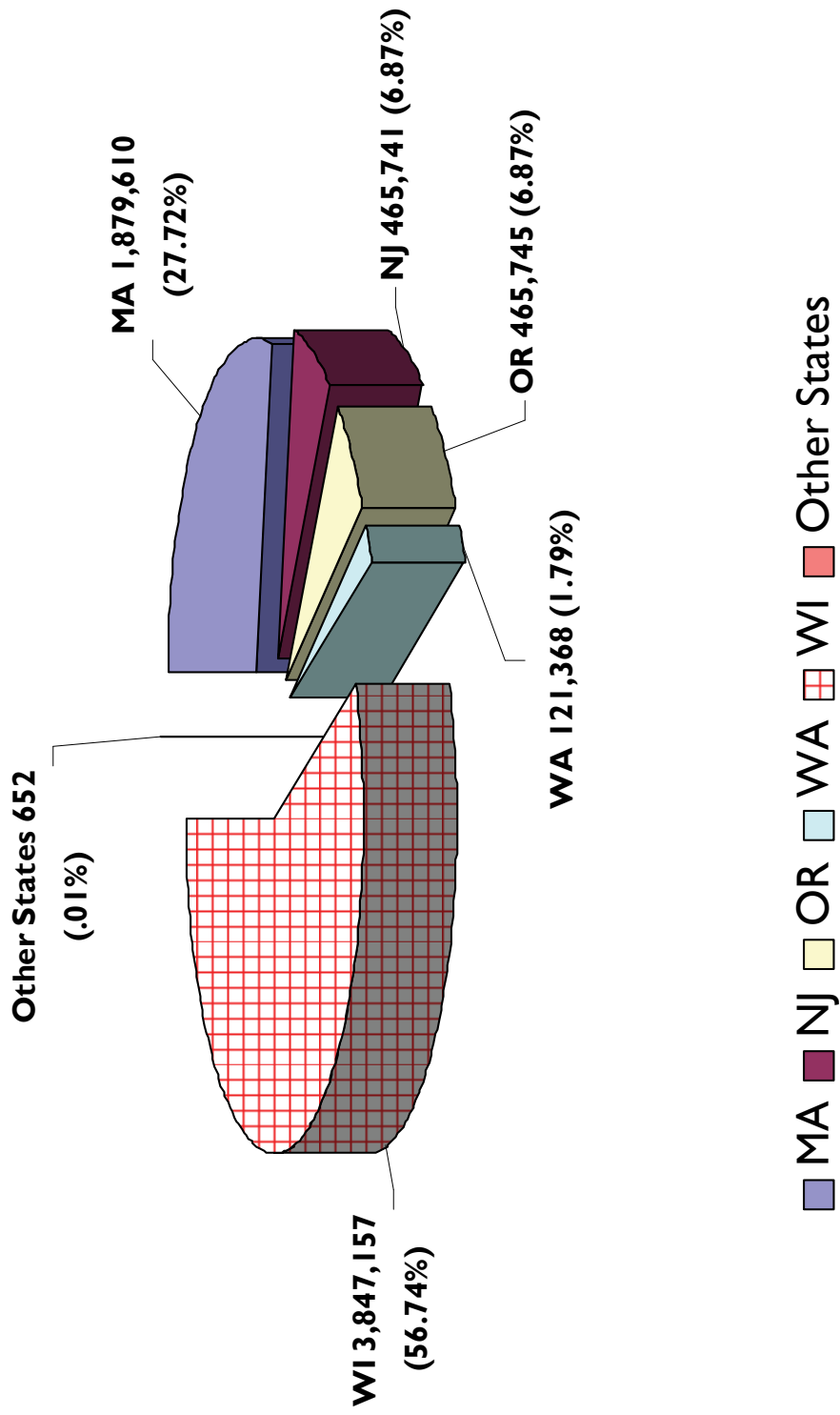
Marketing Order Regulation

No federal marketing order regulation was in effect during the 2006 crop year. Growers were under no restrictions on the amount of cranberries they could produce or sell and handlers were free from any restrictions on the amount of cranberries they could acquire or market.

Federal Cranberry Marketing Order Continuous Referendum'

The last continuous referendum was conducted in 2007. At that time growers approved continuation of the Cranberry Marketing Order (order) for another four years. To continue the program it is necessary for producers, voting in the referendum, to approve continuing the order by a two-thirds majority, by number of growers and volume of production, represented in the referendum. The next continuous referendum will be conducted during May 2011.

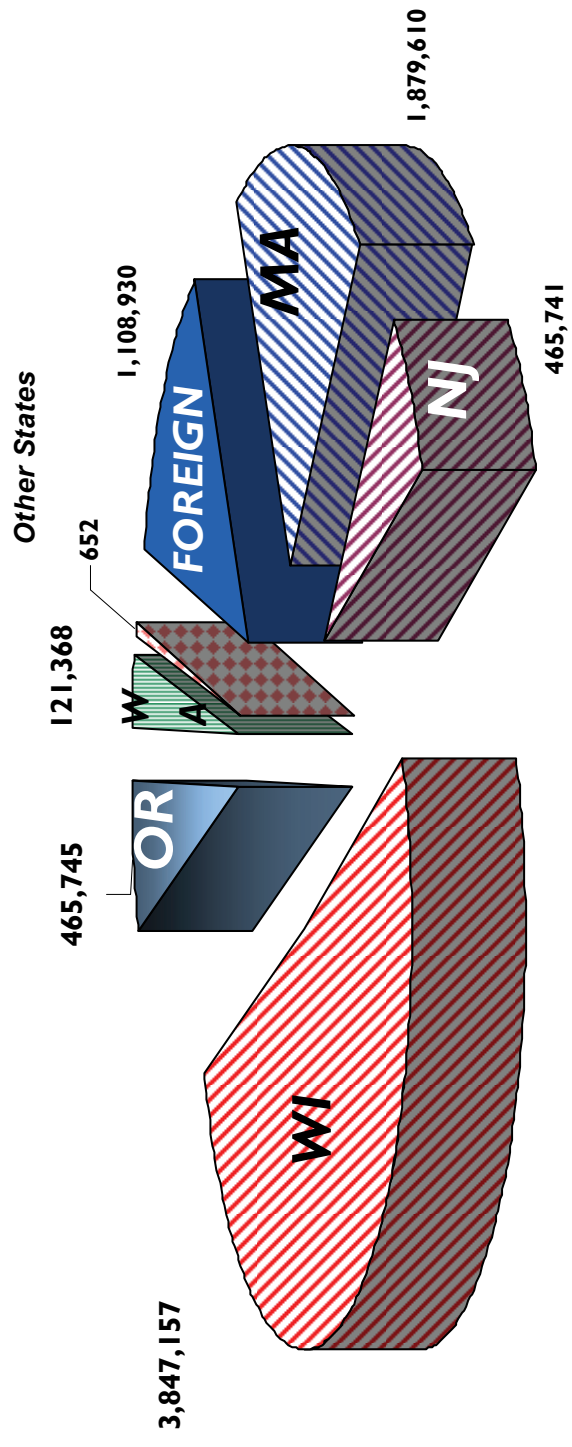
2006 Crop Year Domestic Production (in barrels)



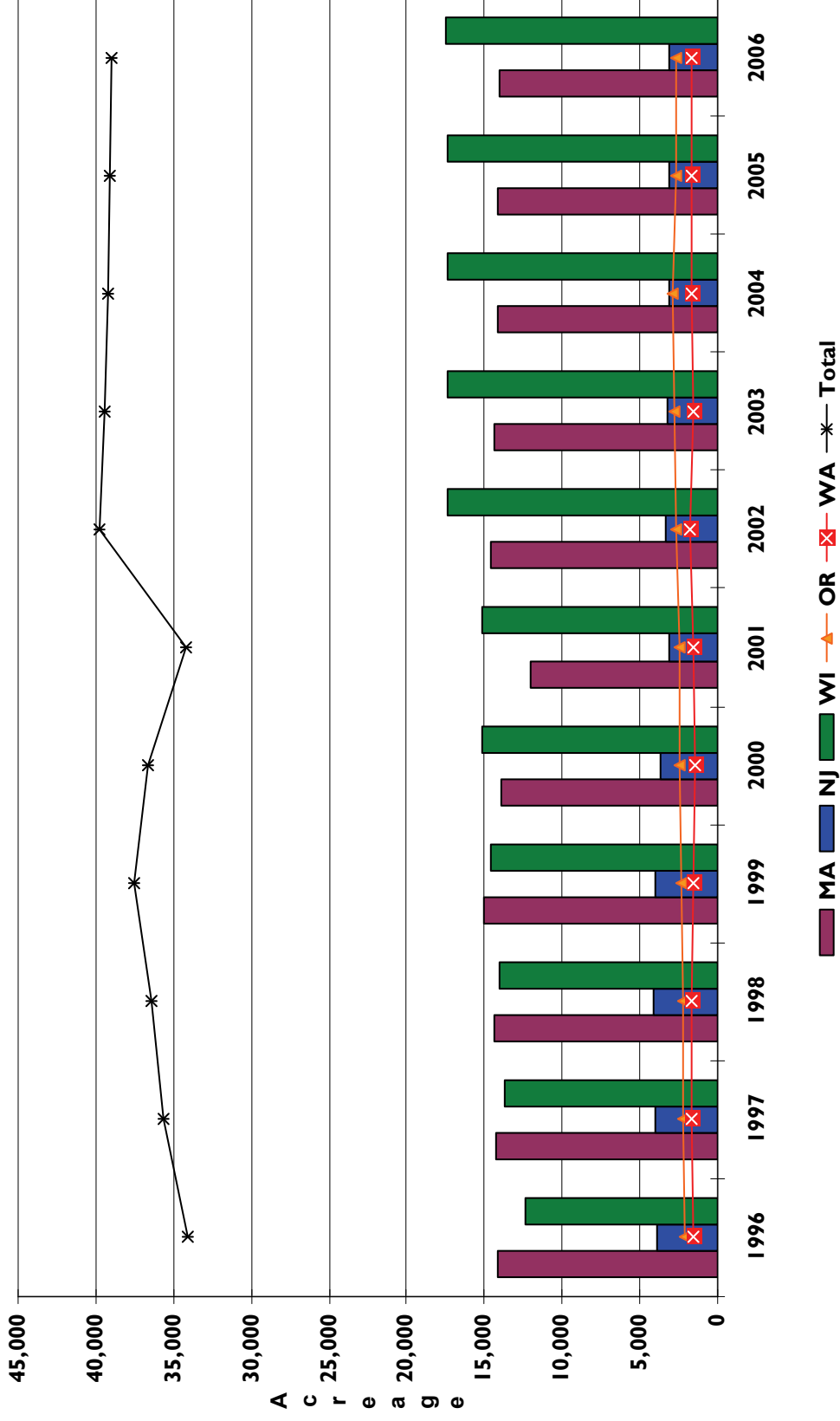
Domestic Production 1996 - 2006 Crop Years By Production Areas

Crop Year	MA, RI District 1	NJ District 2	WI, MI District 3	OR District 4	WA District 4	Other States	Total Production
1996	1,775,031	462,758	1,940,635	309,259	179,939	857	4,668,479
1997	2,098,099	582,986	2,293,311	342,221	162,722	1,021	5,480,360
1998	1,873,024	534,566	2,541,266	353,841	159,458	1,439	5,463,594
1999	1,874,994	699,697	3,306,446	327,149	146,899	228	6,355,413
2000	1,952,792	476,080	2,597,541	393,167	162,863	3,170	5,585,613
2001	1,413,041	411,104	2,466,391	354,635	133,557	14,752	4,793,480
2002	1,450,804	427,331	3,205,843	431,503	159,530	20,015	5,695,026
2003	1,406,073	459,390	3,604,722	506,367	189,813	32,159	6,198,524
2004	1,803,419	384,918	3,294,458	483,848	168,965	32,653	6,168,261
2005	1,422,817	530,262	3,724,095	432,411	199,010	45,921	6,354,516
2006	1,879,610	465,741	3,847,157	465,745	121,368	652	6,780,273

2006 Domestic Production & Foreign Acquisitions (in barrels)



Harvested Acreage* 1996 - 2006 Crop Years



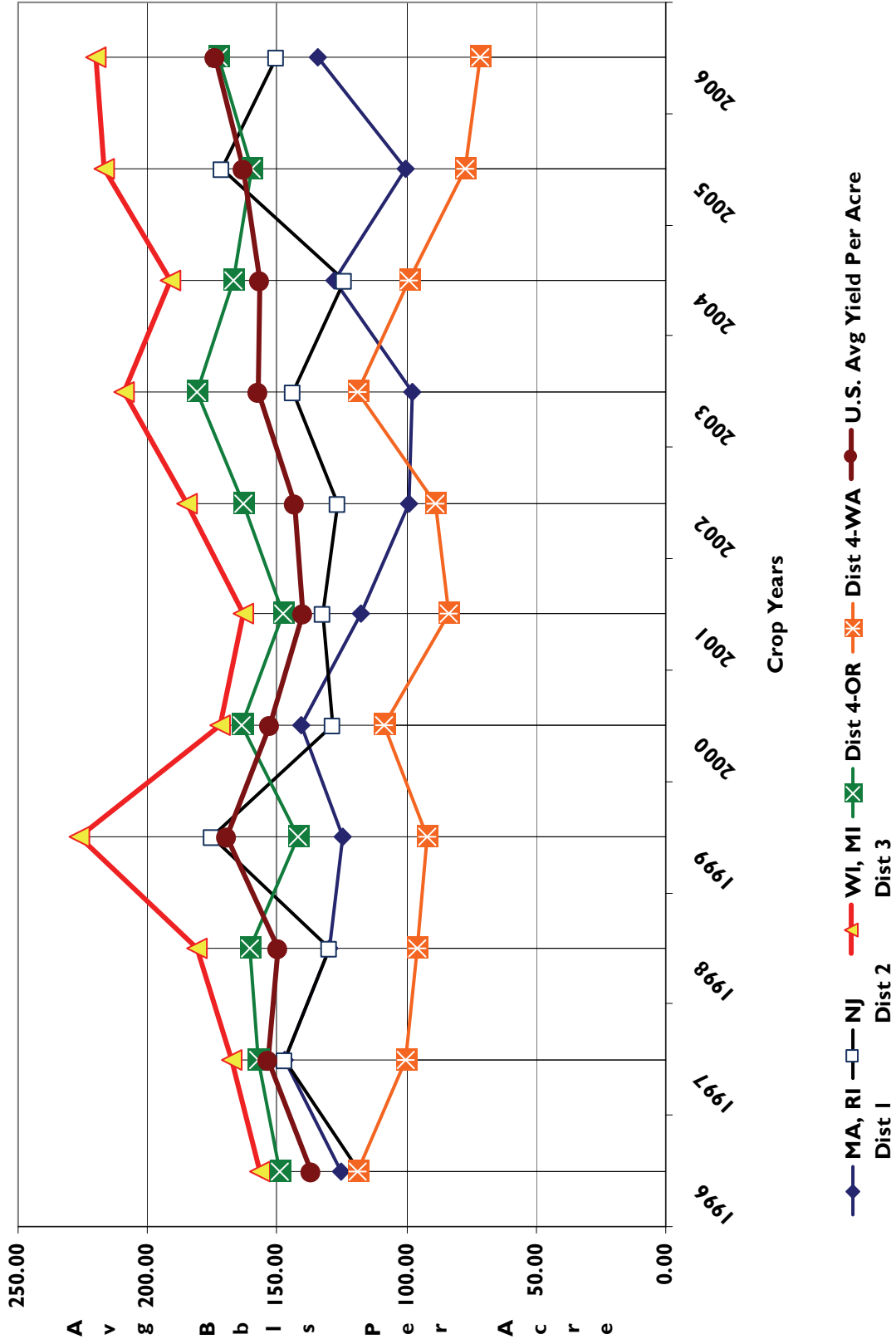
*Acreage as reported by the National Agricultural Statistic Service (NASS)

Harvested Acres 1996 - 2006 Crop Years

Crop Year	MA, RI District 1	NJ District 2	WI, MI District 3	OR District 4	WA District 4	U. S. Acres Har- vested	
1996	14,194	3,917	12,381	2,079	1,512	34,083	
1997	14,260	3,956	13,676	2,179	1,625	35,696	
1998	14,402	4,126	14,046	2,208	1,668	36,450	
1999	15,000	4,000	14,600	2,300	1,600	37,500	
2000	13,900	3,700	15,100	2,400	1,500	36,600	
2001	12,000	3,100	15,100	2,400	1,600	34,200	
2002	14,645	3,369	17,344	2,646	1,795	39,799	*NASS
2003	14,400	3,200	17,400	2,800	1,600	39,400	*NASS
2004	14,100	3,100	17,400	2,900	1,700	39,200	*NASS
2005	14,200	3,100	17,400	2,700	1,700	39,100	*NASS
2006	14,000	3,100	17,500	2,700	1,700	39,000	*NASS

*Acreage figures used for the 2002-2006 crop years are taken from reports issued by the National Agricultural Statistical Service (**NASS**)

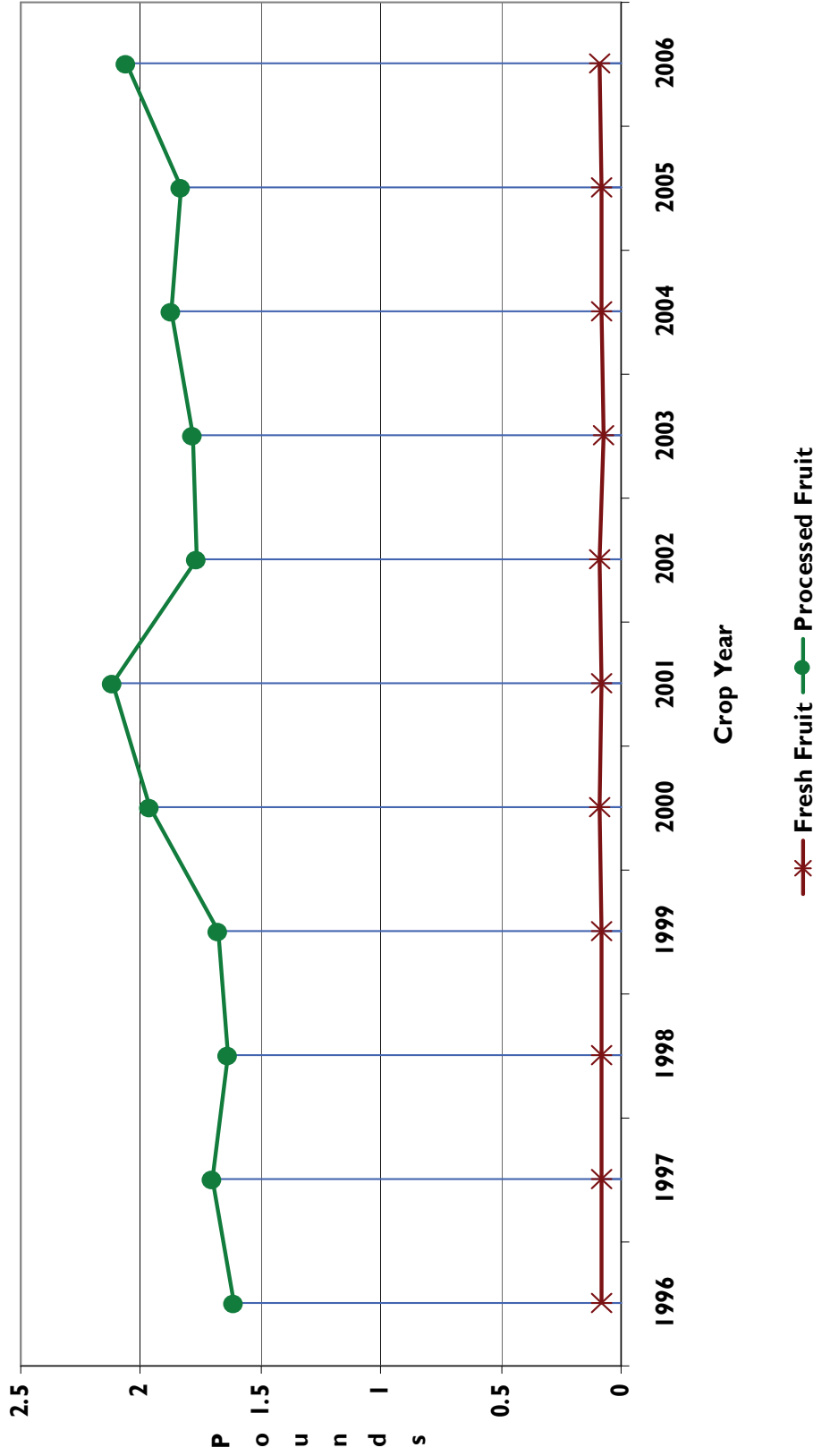
U.S. Average Yield Per Acre 1996 - 2006 Crop Years



U. S. Average Yield Per Acre 1996 - 2006 Crop Years

Crop Year	<i>MA District 1</i>	<i>NJ District 2</i>	<i>WI District 3</i>	<i>OR District 4</i>	<i>WA District 4</i>	<i>Average Yield Per Acre</i>
1996	125.05	118.14	156.74	148.76	118.93	136.97
1997	147.13	147.37	167.69	157.05	100.14	153.53
1998	129.96	129.56	180.92	160.25	95.69	149.89
1999	125.00	174.92	226.47	142.24	91.81	169.48
2000	140.49	128.67	172.02	163.82	108.58	152.61
2001	117.75	132.61	163.34	147.76	83.47	140.16
2002	99.06	126.84	184.84	163.08	88.87	143.09
2003	97.64	143.56	207.17	180.85	118.63	156.51
2004	127.95	124.24	191.16	166.84	99.39	157.35
2005	100.20	171.05	216.67	160.15	77.06	162.52
2006	134.28	150.24	219.84	172.50	71.39	173.85

U. S. Cranberry Per Capita Consumption 1996 - 2006 Crop Years

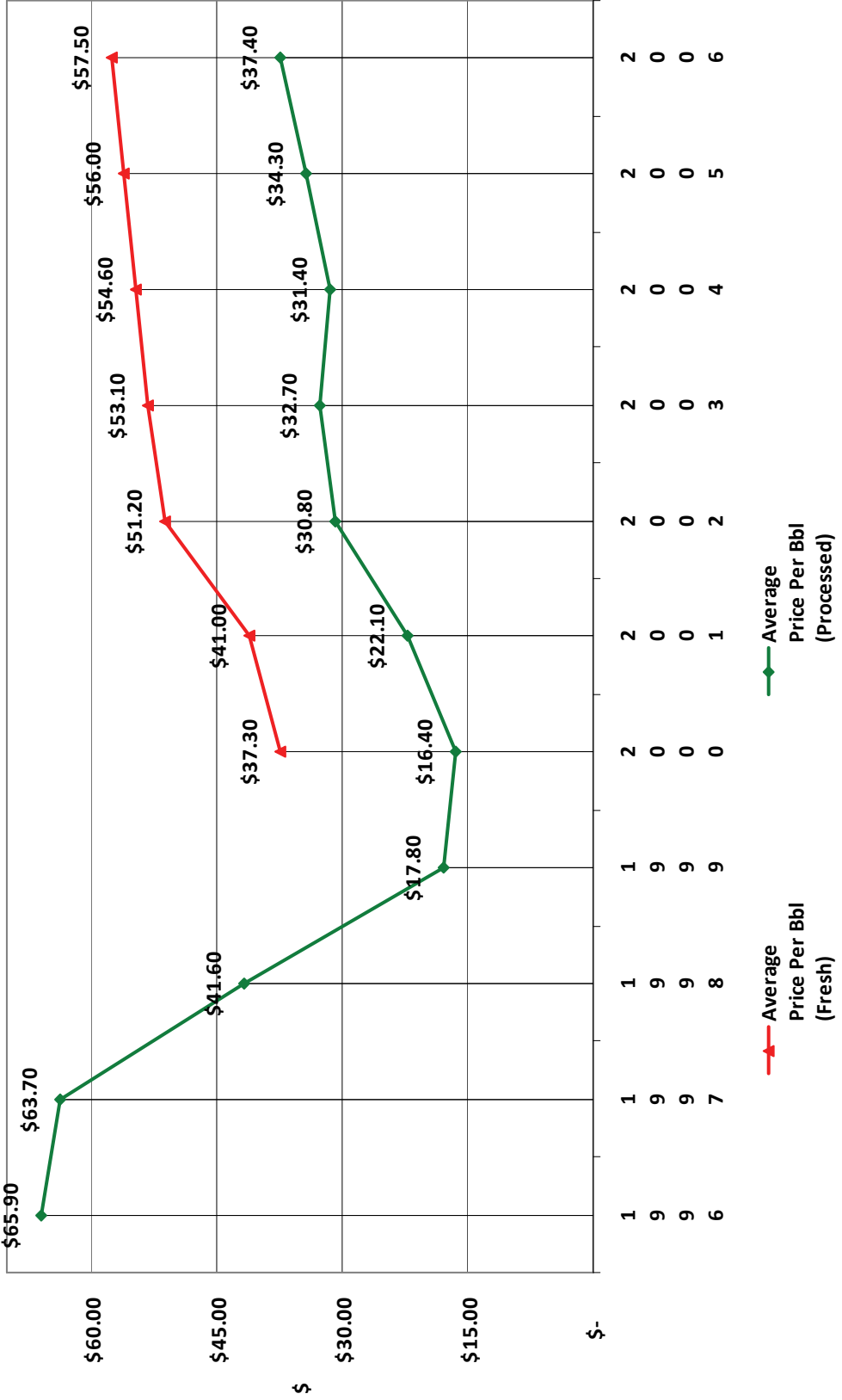


Per Capita Consumption Covering the 1996 - 2006 Crop Years

Crop Year	Domestic Processed Sales (in barrels)	Domestic Fresh Fruit Sales (in barrels)	U. S. Population 1,000's	Domestic Per Capita Consumption Fresh (in pounds)	Domestic Per Capita Consumption Processed (in pounds)
1996	4,071,969	213,542	267,007	0.08	1.53
1997	4,370,168	203,591	269,536	0.08	1.62
1998	4,251,469	205,014	271,987	0.08	1.56
1999	4,395,560	217,012	274,423	0.08	1.60
2000	5,272,803	260,260	285,094	0.09	1.87
2001	5,822,142	236,249	287,974	0.08	2.04
2002	4,825,187	251,789	290,810	0.09	1.68
2003	4,987,425	202,572	293,623	0.07	1.71
2004	5,248,666	249,318	293,623	0.08	1.79
2005	5,196,723	238,995	296,410	0.08	1.75
2006	5,908,463	259,746	299,398	0.09	1.97

Average Price Per Barrel 1996 - 2006 Crop Year

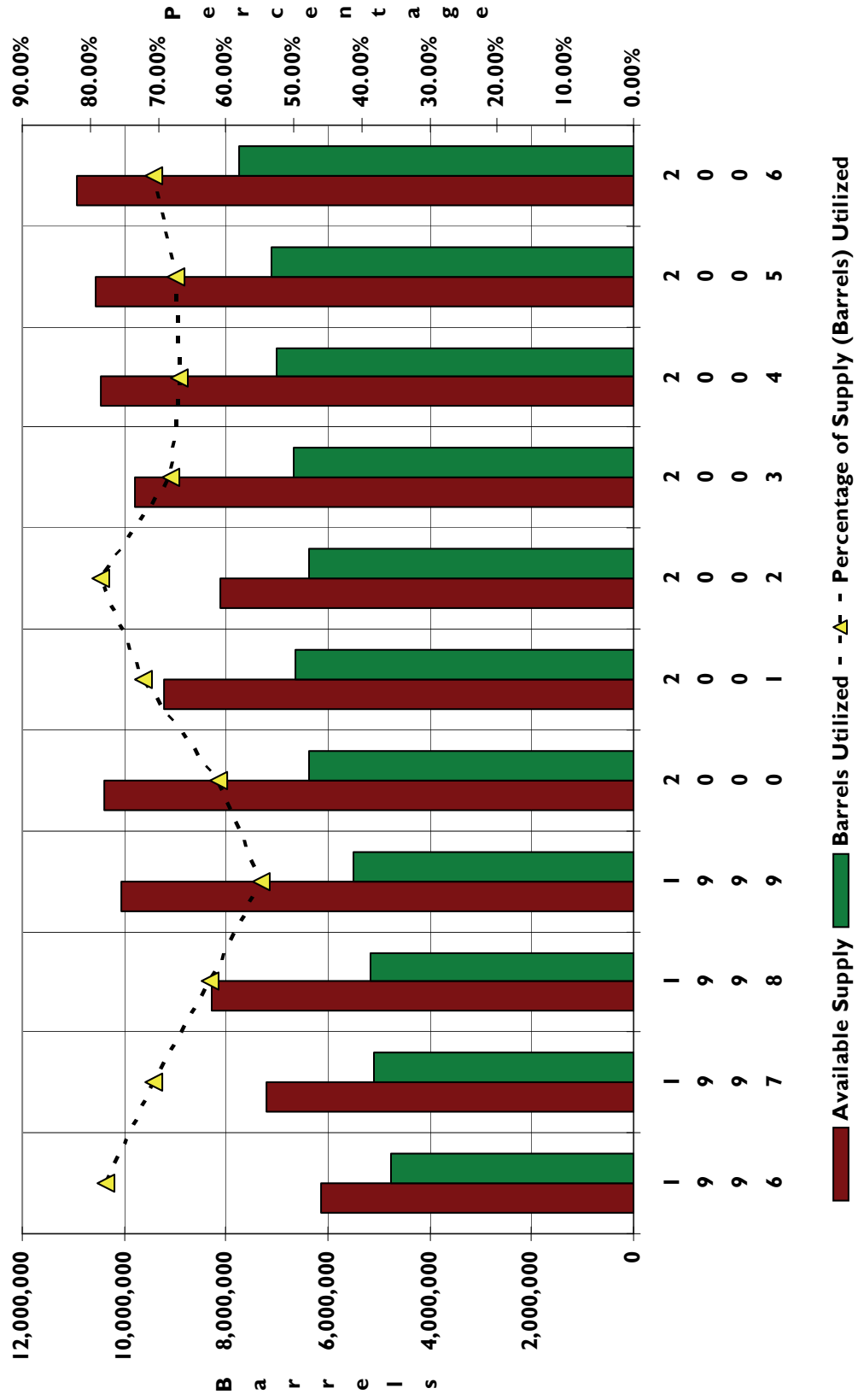
(Source: USDA, National Agricultural Statistical Service)
(NASS)



**USDA, National Agricultural Statistical Service (NASS)
Average Price & Utilized Production Value
1996 - 2006 Crop Years**

Crop Year	Average Price Per Barrel (Fresh)	Average Price Per Barrel (Processed)	Value of Utilized Production (\$1,000 dollars)
1996	Not Available	\$ 65.90	\$ 307,827
1997	Not Available	\$ 63.70	\$ 350,147
1998	Not Available	\$ 41.60	\$ 226,818
1999	Not Available	\$ 17.80	\$ 112,574
2000	\$ 37.30	\$ 16.40	\$ 100,851
2001	\$ 41.00	\$ 22.10	\$ 113,646
2002	\$ 51.20	\$ 30.80	\$ 182,783
2003	\$ 53.10	\$ 32.70	\$ 209,834
2004	\$ 54.60	\$ 31.40	\$ 202,670
2005	\$ 56.00	\$ 34.30	\$ 211,965
2006	\$ 57.50	\$ 37.40	\$ 261,207

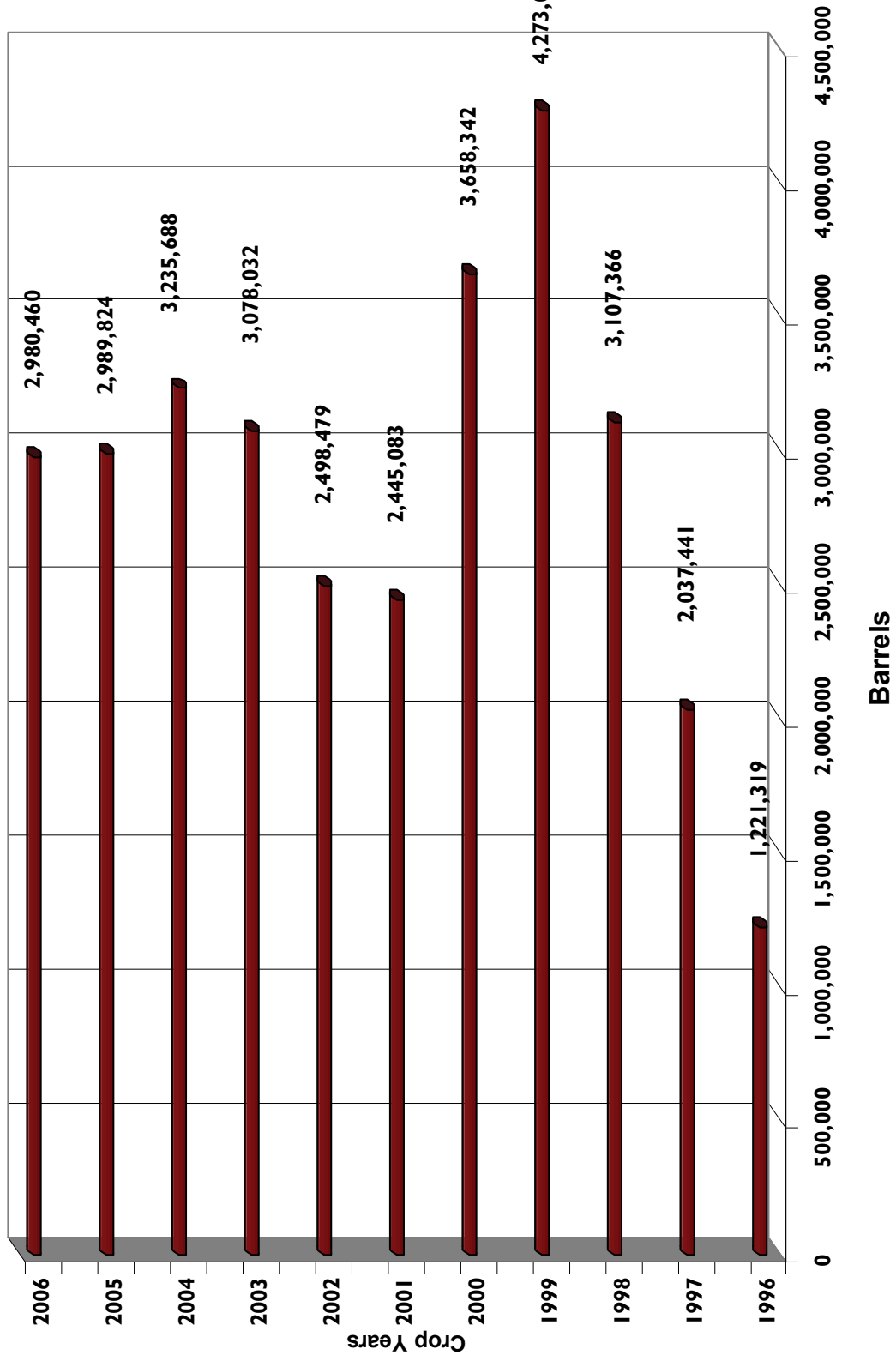
Percentage of Cranberry Utilization vs. Available Supply 1996 - 2006 Crop Year



**Percentage of Cranberry Utilization vs. Available Supply
1996 - 2006 Crop Years**

Crop Year	Available Supply (in Barrels)	Barrels Utilized	Percentage of Supply (Barrels) Utilized
1996	6,143,092	4,771,237	77.67%
1997	7,206,877	5,099,327	70.76%
1998	8,268,343	5,157,060	62.37%
1999	10,069,152	5,511,885	54.74%
2000	10,386,765	6,357,526	61.21%
2001	9,222,373	6,653,166	72.14%
2002	8,121,007	6,376,349	78.52%
2003	9,793,343	6,678,668	68.20%
2004	10,474,033	7,005,596	66.89%
2005	10,569,158	7,113,405	67.30%
2006	10,925,763	7,729,272	70.74%

Ending Inventory



CRANBERRY

INVENTORY

POSITION

REPORTS

By
Reporting Cycles
For the
1996 - 2006
Crop Years



Q1-1st Cycle	2006 9/1-12/31	2005 9/1-12/31	2004 9/1-12/31	2003 9/1-12/31	2002 9/1-12/31	2001 9/1-12/31	2000 9/1-12/31	1999 9/1-1/31	1998 9/1-1/31	1997 9/1-1/31	1996 9/1-1/31
<u>BEGINNING INVENTORY</u>											
Barrels in Freezers	1,375,747	1,608,916	1,532,987	1,107,770	1,262,781	1,364,446	1,612,336	1,648,054	1,066,996	520,109	442,960
Barrels in Processed Form	1,614,077	1,626,772	1,545,045	1,390,672	1,181,601	2,293,896	2,660,731	1,568,774	970,145	701,210	445,435
Sub-Total	2,989,824	3,235,688	3,078,032	2,498,442	2,444,382	3,658,342	4,273,067	3,216,828	2,037,141	1,221,319	888,395
Adj from prev report:	45,013	26,940	-89,993	5,577	15,847	4,136	-639	-52,566	66,203	9,237	13,589
Barrels On Hand	3,034,837	3,262,628	2,988,039	2,504,019	2,460,229	3,662,478	4,272,428	3,164,262	2,103,344	1,230,556	901,984
<u>ACQUISITIONS</u>											
Massachusetts	1,879,610	1,422,817	1,803,419	1,406,073	1,450,804	1,413,041	1,952,792	1,869,575	1,871,582	2,097,936	1,775,031
New Jersey	465,741	530,262	384,754	459,390	427,331	411,104	476,080	699,697	534,306	582,644	462,758
Oregon	465,745	432,411	483,848	506,367	431,503	354,635	393,167	327,149	352,623	342,221	309,259
Washington	121,368	199,010	168,965	189,813	159,530	133,557	162,863	146,899	159,458	161,385	179,939
Wisconsin	3,847,157	3,675,731	3,294,458	3,604,722	3,205,843	2,465,540	2,597,161	3,306,446	2,560,466	2,293,111	1,940,635
Other States	652	45,921	32,653	32,159	20,015	14,752	3,170	228	2,850	979	857
U.S. Acquired	6,780,273	6,306,152	6,168,097	6,198,524	5,695,026	4,792,629	5,585,233	6,349,994	5,481,285	5,478,276	4,668,479
<i>Foreign Barrels Acquired</i>	1,101,524	906,908	1,040,394	1,061,198	904,901	691,100	589,919	632,904	592,788	467,705	18,405
Total Barrels Acquired	7,881,797	7,213,060	7,208,491	7,259,722	6,599,927	5,483,729	6,175,152	6,982,898	6,074,073	5,945,981	4,686,884
Interhandler Transfers	-56,600	-171,556	-68,750	55,234	-31,385	-5,310	-14,530	223,434	55,656	8,069	446,222
<u>SALES & SHRINKAGE</u>											
Fresh Domestic Sales	255,688	224,437	249,375	202,485	251,758	236,872	259,281	214,128	202,512	201,905	213,542
Processed & Sold By Handler	1,763,056	1,719,329	1,643,985	1,567,227	1,247,939	1,716,888	1,361,588	1,670,057	1,351,649	1,399,251	1,271,467
Sold to Processors	344,950	164,222	441,585	339,267	308,280	528,548	339,651	436,351	302,758	338,164	393,031
Sold to the Government	20,065	22,433	20,911	18,936	70,054	20,800	75,147	17,850	18,269	35,513	19,004
Total Domestic Sales	2,383,759	2,130,421	2,355,856	2,127,915	1,878,031	2,503,108	2,035,667	2,338,386	1,875,188	1,974,833	1,897,044
Foreign Sales-Fresh	68,356	55,615	49,087	49,321	47,911	31,412	39,150	39,933	28,768	26,002	19,726
Foreign Sales-Processed	620,860	554,479	510,575	497,116	439,421	197,393	242,378	359,499	267,483	203,910	184,688
Total Foreign Sales	689,216	610,094	559,662	546,437	487,332	228,805	281,528	399,432	296,251	229,912	204,414
Total Sales	3,072,975	2,740,515	2,915,518	2,674,352	2,365,363	2,731,913	2,317,195	2,737,818	2,171,439	2,204,745	2,101,458
Shrinkage	24,865	142,531	-17,857	88,361	80,876	18,760	57,585	83,327	94,277	35,706	87,891
Total Sales & Shrinkage	3,097,840	2,883,046	2,897,661	2,762,713	2,446,239	2,750,673	2,374,780	2,821,145	2,265,716	2,240,451	2,189,349
<u>ENDING INVENTORY</u>											
Barrels in Freezers	5,445,878	5,278,197	5,478,105	5,500,155	5,407,183	4,427,361	5,515,846	5,464,093	4,624,520	3,981,861	3,100,638
Barrels in Processed Form	2,316,316	2,142,889	1,752,014	1,556,107	1,175,349	1,962,863	2,542,424	2,085,356	1,342,837	962,294	745,103
Barrels In Inventory	7,762,194	7,421,086	7,230,119	7,056,262	6,582,532	6,390,224	8,058,270	7,549,449	5,967,357	4,944,155	3,845,741

	2006	2005	2004	2003	2002	2001	2000	1999	1998	1997	1996
	1/1-4/30	1/1-4/30	1/1-4/30	1/1-4/30	1/1-4/30	1/1-4/30	1/1-4/30	2/1-4/30	2/1-4/30	2/1-4/30	2/1-4/30
Q2-2nd Cycle											
BEGINNING INVENTORY											
Barrels in Freezers	5,445,878	5,278,197	5,478,105	5,500,155	5,407,183	4,427,351	5,515,846	5,464,093	4,624,520	3,981,861	3,100,638
Barrels in Processed Form	2,316,316	2,142,889	1,752,014	1,556,107	1,175,349	1,962,863	2,542,424	2,085,356	1,342,837	962,294	745,103
Sub-Total	7,762,194	7,421,086	7,230,119	7,056,262	6,582,532	6,390,214	8,058,270	7,549,449	5,967,357	4,944,155	3,845,741
Adj from prev report:	2,116	2,459	224,416	2,139	32,218	72,138	(97,675)	-171,017	13,648	13,436	66,359
Barrels On Hand	7,764,310	7,423,545	7,454,535	7,058,401	6,614,750	6,462,342	7,960,595	7,378,432	5,981,005	4,957,591	3,912,100
ACQUISITIONS											
Massachusetts	0	0	0	0	0	0	0	0	0	0	0
New Jersey	0	0	164	0	0	0	0	0	0	0	0
Oregon	0	0	0	0	0	0	0	0	0	0	0
Washington	0	0	0	0	0	0	0	0	0	0	0
Wisconsin	0	0	0	0	0	851	380	0	0	0	0
Other States	0	0	0	0	0	0	0	0	0	0	0
U.S. Acquired	3,481	4,282	3,856	19,438	7,448	1,725	7,918	3,352	4,974	0	0
Foreign Barrels Acquired											
Total Barrels Acquired	3,481	4,282	4,020	19,438	7,448	2,576	8,298	3,352	4,974	0	0
Interhandler Transfers	-8,558	13,283	30,874	24,312	26,143	51,387	61,198	11,718	-3,313	3194	41,859
SALES & SHRINKAGE											
Fresh Fruit	2,766	14,558	-57	87	31	-623	968	0	-199	-178	0
Processed & Sold By Handler	1,558,987	1,402,063	1,421,161	1,290,418	1,448,205	1,443,508	1,273,569	846,178	864,310	883,278	819,440
Sold to Processors	436,319	135,962	247,284	206,056	172,686	215,138	326,562	133,815	170,679	86,387	97,722
Sold to the Government	15,082	27,949	23,014	15,599	14,795	12,893	20,450	7,090	7,841	-8,928	8,006
Total Domestic Sales	2,013,154	1,580,532	1,691,402	1,512,160	1,635,717	1,670,916	1,621,549	987,083	1,042,631	960,559	925,168
Foreign Sales-Fresh	6,884	7,780	361	0	2	0	943	0	0	0	0
Foreign Sales-Processed	413,711	525,223	464,957	469,234	374,576	157,899	257,659	202,715	171,265	128,123	132,711
Total Foreign Sales	420,595	533,003	465,318	469,234	374,578	157,899	258,602	202,715	171,265	128,123	132,711
Total Sales	2,433,749	2,113,535	2,156,720	1,981,394	2,010,295	1,828,815	1,880,151	1,189,798	1,213,896	1,088,682	1,057,879
Shrinkage	75,559	12,007	145,066	49,305	54,762	41,562	331,934	92,642	13,360	14,362	71,418
Total Sales & Shrinkage	2,509,308	2,125,542	2,301,786	2,030,699	2,065,057	1,870,377	2,212,085	1,282,440	1,227,256	1,103,044	1,129,297
ENDING INVENTORY											
Barrels in Freezers	3,174,181	2,936,013	3,072,923	3,149,163	2,831,908	2,788,426	2,986,333	3,864,665	3,134,706	2,483,532	1,720,530
Barrels in Processed Form	2,075,744	2,379,555	2,114,720	1,922,289	1,751,376	1,857,502	2,831,673	2,246,397	1,620,704	1,374,209	1,104,132
Barrels In Inventory	5,249,925	5,315,568	5,187,643	5,071,452	4,583,284	4,645,928	5,818,006	6,111,062	4,755,410	3,857,741	2,824,662

	2006	2005	2004	2003	2002	2001	2000	1999	1998	1997	1996
	5/1-7/31	5/1-7/31	5/1-7/31	5/1-7/31	5/1-7/31	5/1-7/31	5/1-7/31	5/1-7/31	5/1-7/31	5/1-7/31	5/1-7/31
Q3: 3rd Cycle											
BEGINNING INVENTORY											
Barrels in Freezers	3,174,181	2,936,013	3,072,923	3,150,122	2,831,908	2,788,426	2,986,333	3,864,665	3,134,706	2,483,532	1,720,530
Barrels in Processed Form	2,075,744	2,379,555	2,114,720	1,921,330	1,751,376	1,857,502	2,831,673	2,246,397	1,620,704	1,374,209	1,104,132
Sub-Total	5,249,925	5,315,568	5,187,643	5,071,452	4,583,284	4,645,928	5,818,006	6,111,062	4,755,410	3,857,741	2,824,662
Adj from prev report:	-392	3,906	1,948	867	3,224	0	2,631	-133	45,574	0	11,175
Barrels On Hand	5,249,533	5,319,474	5,189,591	5,072,319	4,586,508	4,645,928	5,820,637	6,110,929	4,800,984	3,857,741	2,835,837

ACQUISITIONS

Massachusetts	0	0	0	0	0	0	0	0	0	0	0
New Jersey	0	0	0	0	0	0	0	0	1,390	0	0
Oregon	0	0	0	0	0	0	0	0	0	0	0
Washington	0	0	0	0	0	0	0	0	0	0	0
Wisconsin	0	0	0	0	0	0	0	0	0	0	0
Other States	0	0	0	0	0	0	0	0	0	0	0
U.S. Acquired	0	0	0	0	0	0	0	0	1,390	0	0
Foreign Barrels Acquired	3,725	18,526	3,321	6,136	9,590	4,203	25,098	18,062	7,580	0	0
Total Barrels Acquired	3,725	18,526	3,321	6,136	9,590	4,203	25,098	18,062	8,970	0	0
Interhandler Transfers	-34,522	-34,941	-10,667	15,446	-31,332	15,371	22,303	6,408	1,126	-5,198	20,460

SALES & SHRINKAGE

Fresh Fruit	0	0	0	0	0	0	0	0	-199	-77	0
Processed & Sold By Handler	1,036,193	1,183,681	967,403	878,428	865,741	1,032,055	900,362	759,681	973,045	907,522	803,404
Sold to Processors	136,848	83,993	58,446	156,198	186,347	94,724	303,482	172,638	79,494	87,961	90,524
Sold to the Government	10,991	9,958	9,494	9,514	10,964	9,573	43,391	8,024	7,547	-8,355	8,731
Total Domestic Sales	1,184,032	1,277,632	1,035,343	1,044,140	1,063,052	1,136,352	1,247,235	940,343	1,059,887	987,051	902,659
Foreign Sales-Fresh	0	907	0	0	0	0	0	0	0	0	0
Foreign Sales-Processed	318,075	341,306	348,553	316,331	310,231	149,414	200,654	228,997	176,545	115,473	118,617
Total Foreign Sales	318,075	342,213	348,553	316,331	310,231	149,414	200,654	228,997	176,545	115,473	118,617
Total Sales	1,502,107	1,619,845	1,383,896	1,360,471	1,373,283	1,285,766	1,447,889	1,169,340	1,236,432	1,102,524	1,021,276
Shrinkage	22,290	35,397	37,305	92,084	36,378	27,979	76,200	131,613	-7,508	5,049	29,765
Total Sales & Shrinkage	1,524,397	1,655,242	1,421,201	1,452,555	1,409,661	1,313,745	1,524,089	1,300,953	1,228,924	1,107,573	1,051,041

ENDING INVENTORY

Barrels in Freezers	1,794,310	1,863,774	2,021,672	1,968,669	1,436,801	1,672,678	1,688,528	2,198,685	1,785,447	1,386,730	784,229
Barrels in Processed Form	1,900,029	1,784,043	1,739,372	1,672,677	1,718,304	1,679,079	2,655,421	2,635,761	1,796,709	1,358,240	1,021,027
Barrels In Inventory	3,694,339	3,647,817	3,761,044	3,641,346	3,155,105	3,351,757	4,343,949	4,834,446	3,582,156	2,744,970	1,805,256

	2006 8/1-8/31	2005 8/1-8/31	2004 8/1-8/31	2003 8/1-8/31	2002 8/1-8/31	2001 8/1-8/31	2000 8/1-8/31	1999 8/1-8/31	1998 8/1-8/31	1997 8/1-8/31	1996 8/1-8/31
Q4: 4th Cycle											
BEGINNING INVENTORY											
Barrels in Freezers	1,794,310	1,863,774	2,021,672	1,968,669	1,436,801	1,672,678	1,688,528	2,198,685	1,785,447	1,386,730	784,229
Barrels in Processed Form	1,900,029	1,784,043	1,739,372	1,672,677	1,718,304	1,679,079	2,655,421	2,635,761	1,796,709	1,358,240	1,021,027
Sub-Total	3,694,339	3,647,817	3,761,044	3,641,346	3,155,105	3,351,757	4,343,949	4,834,446	3,582,156	2,744,970	1,805,256
Adj from prev report:	-1	2,333	42,628	-1,371	5,244	-2,751	0	-515	41,337	7,976	4,340
Barrels On Hand	3,694,338	3,650,150	3,803,672	3,639,975	3,160,349	3,349,006	4,343,949	4,833,931	3,624,711	2,752,946	1,809,596
ACQUISITIONS											
Massachusetts	0	0	0	0	0	0	0	0	0	0	0
New Jersey	0	0	0	0	0	0	0	0	0	0	0
Oregon	0	0	0	0	0	0	0	0	0	0	0
Washington	0	0	0	0	0	0	0	0	0	0	0
Wisconsin	0	48,364	0	0	0	0	0	0	0	0	0
Other States	0	0	0	0	0	0	0	0	0	0	0
U.S. Acquired	0	48,364	0	0	0	0	0	0	0	0	0
Foreign Barrels Acquired	200	13,600	1,170	2,393	3,127	0	833	2,202	3,534	1,027	0
Total Barrels Acquired	200	61,964	1,170	2,393	3,127	0	833	2,202	3,534	1,027	0
Interhandler Transfers	13,657	-9,773	5,316	17,345	2,421	-18,064	8,001	0	20,267	0	-248
SALES & SHRINKAGE											
Fresh Fruit	0	0	0	0	0	0	0	0	0	0	0
Processed & Sold By Handler	551,335	368,866	380,687	440,413	408,811	700,903	257,494	359,730	470,257	557,859	526,887
Sold to Processors	35,929	74,415	30,812	65,494	87,337	43,390	366,195	57,198	87,492	68,860	30,529
Sold to the Government	0	3,852	4,102	3,950	4,028	3,722	4,922	5,685	4,674	22,513	3,224
Total Domestic Sales	587,264	447,133	415,601	509,857	500,176	748,015	628,611	422,613	562,423	649,232	560,640
Foreign Sales-Fresh	0	0	0	0	0	0	0	0	0	0	0
Foreign Sales-Processed	133,177	192,377	134,079	152,594	127,232	58,657	83,680	68,640	61,188	54,485	29,984
Total Foreign Sales	133,177	192,377	134,079	152,594	127,232	58,657	83,680	68,640	61,188	54,485	29,984
Total Sales	720,441	639,510	549,680	662,451	627,408	806,672	712,291	491,253	623,611	703,717	590,624
Shrinkage	7,294	73,007	24,790	-80,770	40,010	79,187	-17,850	71,813	-81,247	12,920	4,186
Total Sales & Shrinkage	727,735	712,517	574,470	581,681	667,418	885,859	694,441	563,066	542,364	716,637	594,810
ENDING INVENTORY											
Barrels in Freezers	1,292,950	1,375,747	1,608,916	1,532,987	1,107,807	1,263,482	1,364,446	1,612,336	1,466,976	1,066,996	520,109
Barrels in Processed Form	1,687,510	1,614,077	1,626,772	1,545,045	1,390,672	1,181,601	2,293,896	2,660,731	1,639,172	970,445	701,210
Barrels in Inventory	2,980,460	2,989,824	3,235,688	3,078,032	2,498,479	2,445,083	3,658,342	4,273,067	3,106,148	2,037,441	1,221,319

Final Year to Date	2006 9/1-8/31	2005 9/1-8/31	2004 9/1-8/31	2003 9/1-8/31	2002 9/1-8/31	2001 9/1-8/31	2000 9/1-8/31	1999 9/1-8/31	1998 9/1-8/31	1997 9/1-8/31	1996 9/1-8/31
BEGINNING INVENTORY											
Barrels in Freezers	1,375,747	1,608,916	1,532,987	1,107,770	1,262,781	1,364,446	1,612,336	1,648,054	1,066,996	520,109	442,960
Barrels in Processed Form	1,614,077	1,626,772	1,545,045	1,390,672	1,181,601	2,293,896	2,660,731	1,568,774	970,145	701,210	445,435
Sub-Total	2,989,824	3,235,688	3,078,032	2,498,442	2,444,382	3,658,342	4,273,067	3,216,828	2,037,141	1,221,319	888,395
Adj from prev report:	46,736	35,638	178,999	7,212	56,533	73,523	-95,683	-224,231	166,762	30,649	95,463
Barrels On Hand	3,036,560	3,271,326	3,257,031	2,505,654	2,500,915	3,731,865	4,177,384	2,992,597	2,203,903	1,251,968	983,858
ACQUISITIONS											
Massachusetts	1,879,610	1,422,817	1,803,419	1,406,073	1,450,804	1,413,041	1,952,792	1,869,575	1,872,972	2,097,936	1,775,031
New Jersey	465,741	530,262	384,918	459,390	427,331	411,104	476,080	699,697	534,306	582,644	462,758
Oregon	465,745	432,411	483,848	506,367	431,503	354,635	393,167	327,149	352,623	342,221	309,259
Washington	121,368	199,010	168,965	189,813	159,530	133,557	162,863	146,899	159,458	161,385	179,939
Wisconsin	3,847,157	3,724,095	3,294,458	3,604,722	3,205,843	2,466,391	2,597,541	3,306,446	2,560,466	2,293,111	1,940,635
Other States	652	45,921	32,653	32,159	20,015	14,752	3,170	228	2,850	979	857
U.S. Acquired	6,780,273	6,354,516	6,168,261	6,198,524	5,695,026	4,793,480	5,585,613	6,349,994	5,482,675	5,478,276	4,668,479
Foreign Barrels Acquired	1,108,930	943,316	1,048,741	1,089,165	925,066	697,028	623,768	656,520	608,876	468,732	18,405
Total Barrels Acquired	7,889,203	7,297,832	7,217,002	7,287,689	6,620,092	5,490,508	6,209,381	7,006,514	6,091,551	5,947,008	4,686,884
Interhandler Transfers	-86,023	-202,987	-43,227	112,337	-34,153	43,364	76,972	241,560	74,954	6,170	515,074
SALES & SHRINKAGE											
Fresh Fruit	259,746	238,995	249,318	202,572	251,789	236,249	260,249	214,128	202,114	201,650	213,542
Processed & Sold By Handler	4,908,279	4,673,939	4,413,236	4,176,486	3,970,696	4,893,354	3,793,013	3,635,646	3,659,261	3,747,910	3,421,198
Sold to Processors	954,046	458,592	778,127	767,015	754,650	881,800	1,335,890	800,002	640,423	581,372	611,806
Sold to the Government	46,138	64,192	57,521	47,999	99,841	46,988	143,910	38,649	38,331	40,743	38,965
Total Domestic Sales	6,168,209	5,435,718	5,498,202	5,194,072	5,076,976	6,058,391	5,533,062	4,688,425	4,540,129	4,571,675	4,285,511
Foreign Sales-Fresh	75,240	64,302	49,448	49,321	47,913	31,412	40,093	39,933	28,768	26,002	19,726
Foreign Sales-Processed	1,485,823	1,613,385	1,458,164	1,435,275	1,251,460	563,363	784,371	859,851	676,481	501,991	466,000
Total Foreign Sales	1,561,063	1,677,687	1,507,612	1,484,596	1,299,373	594,775	824,464	899,784	705,249	527,993	485,726
Total Sales	7,729,272	7,113,405	7,005,814	6,678,668	6,376,349	6,653,166	6,357,526	5,588,209	5,245,378	5,099,668	4,771,237
Shrinkage	130,008	262,942	189,304	148,980	212,026	167,488	447,869	379,395	18,882	68,037	193,260
Total Sales & Shrinkage	7,859,280	7,376,347	7,195,118	6,827,648	6,588,375	6,820,654	6,805,395	5,967,604	5,264,260	5,167,705	4,964,497
ENDING INVENTORY											
Barrels in Freezers	1,292,950	1,375,747	1,608,916	1,532,987	1,107,807	1,263,482	1,364,446	1,612,336	1,466,976	1,066,996	520,109
Barrels in Processed Form	1,687,510	1,614,077	1,626,772	1,545,045	1,390,672	1,181,601	2,293,896	2,660,731	1,639,172	970,445	701,210
Barrels In Inventory	2,980,460	2,989,824	3,235,688	3,078,032	2,498,479	2,445,083	3,658,342	4,273,067	3,106,148	2,037,441	1,221,319

CMC's Generic International Promotion Markets



Japan



Germany



Mexico



France



Australia



Korea

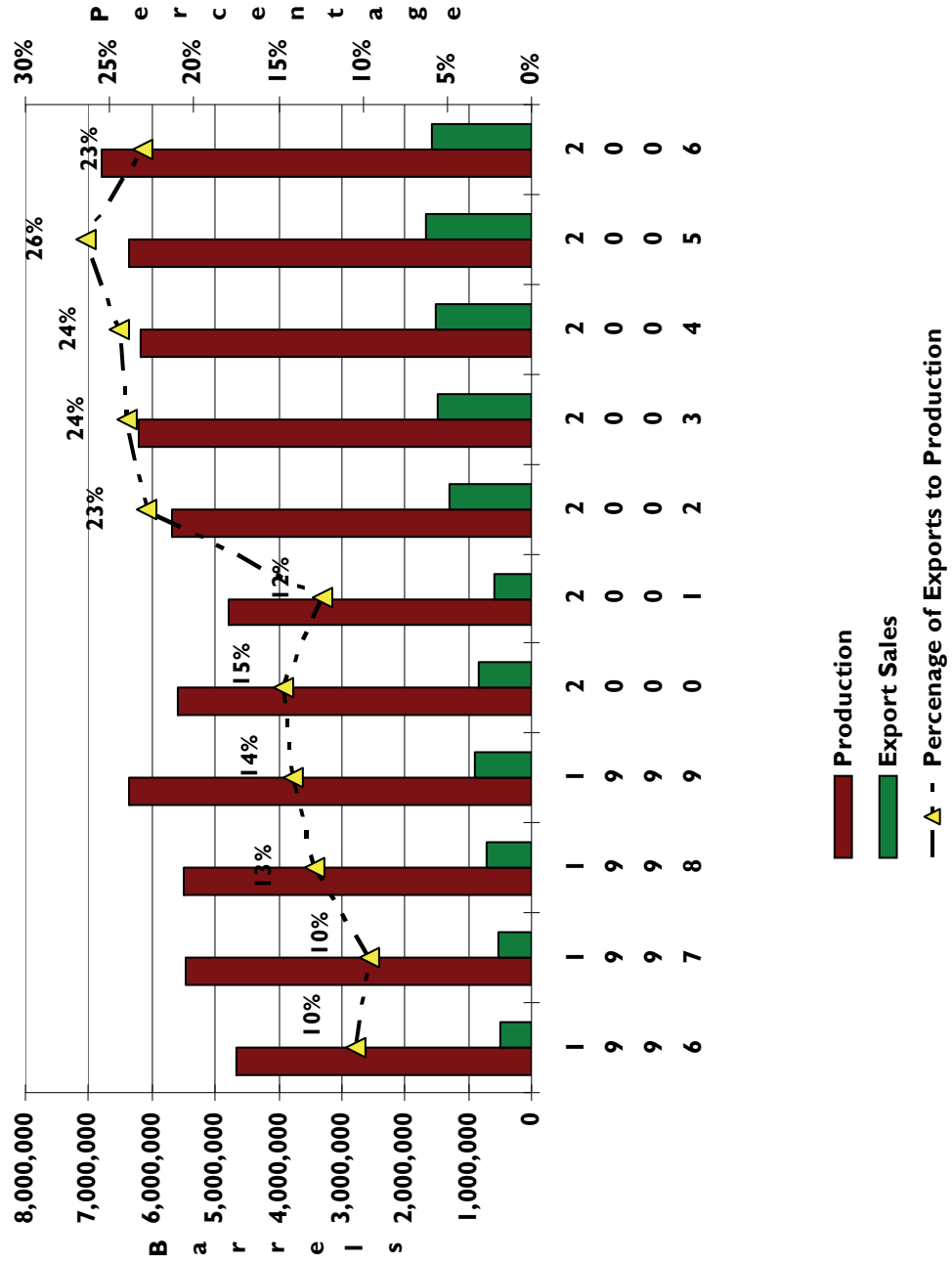


European Region

(Spain, the Netherlands, Austria, Switzerland)



U. S. Cranberry Exports Shown as a Percentage of Production 1996 - 2006 Crop Years



Exports

Barrels Sold

