

Cranberry Marketing Policy

2009 Crop Year

Estimated Carry-In, Supply, Sale/Usage & Carryout Inventory

(9.01.09 - 8.31.10)

	Domestic Production (Averaged)	Committee Est Feb-09	Econometric Objective Est Feb-09
		<i>Bbls</i>	<i>Bbls</i>
	Massachusetts	1,842,000	
	New Jersey	525,000	
	Wisconsin	3,979,000	
	Oregon	492,000	
	Washington	160,000	
	Other		
	Totals	6,997,000	
1	<i>Carry-In as of 09/01/2009</i>	4,000,000	4,016,000
	<i>Production & Acquired</i>		
2	Estimated Domestic Production	6,997,000	7,219,000
3	Estimated Foreign Acquisitions	1,100,000	1,119,000
4	Total Production & Acquisitions	8,097,000	8,338,000
5	<i>Available Supply</i>	12,097,000	12,354,000
	<i>Estimated Shrinkage</i>		
6	2% of Carry-In	80,000	80,000
7	3% Est. of Production/Acquisitions	243,000	250,000
8	<i>Estimated Shrinkage</i>	323,000	320,000
9	<i>Adjusted Supply</i>	11,774,000	12,023,000
	<i>Sales & Usage</i>		
10	Fresh Fruit Sales	300,000	301,000
11	Processing Fruit Usage	7,400,000	7,446,000
12	<i>Total Sales/Usage</i>	7,700,000	7,747,000
13	<i>Diff Between Adj. Supply/Sales</i>	4,074,000	4,276,000
14	Industry Inventory Estimated Pipeline Needs	3,000,000	3,000,000
15	<i>Est. Adjusted Carryover as 08/31/10</i>	1,074,000	1,276,000