

Overview of Cranberry Situation

- **As of June 2009 the recession has entered its 18th month. The National Bureau of Economic Research declared that the recession officially began in December 2007.**
- **The last two recessions (1990-1991 and 2001) lasted eight months each, and only two of the 10 previous post-Depression downturns lasted as long as a full year, according to the National Bureau of Economic Research.**
- **Gross Domestic Product (GDP), the output of good and services in the United States, decreased at an annual rate of 6.3 percent in the first quarter of 2009. Personal income decreased at an annual rate of 2 percent in the first quarter of 2009. Unemployment rate was at 8.9 percent in April 2009.**
- **Gross Domestic Product for the first quarter of 2009 decreased at an annual rate of 14.4 percent in Germany, 15.2 percent in Japan, and 21.5 percent in Mexico.**
- **How has the downturn in the economy affected the overall cranberry situation?**

Has the current economic situation impacted other commodities?

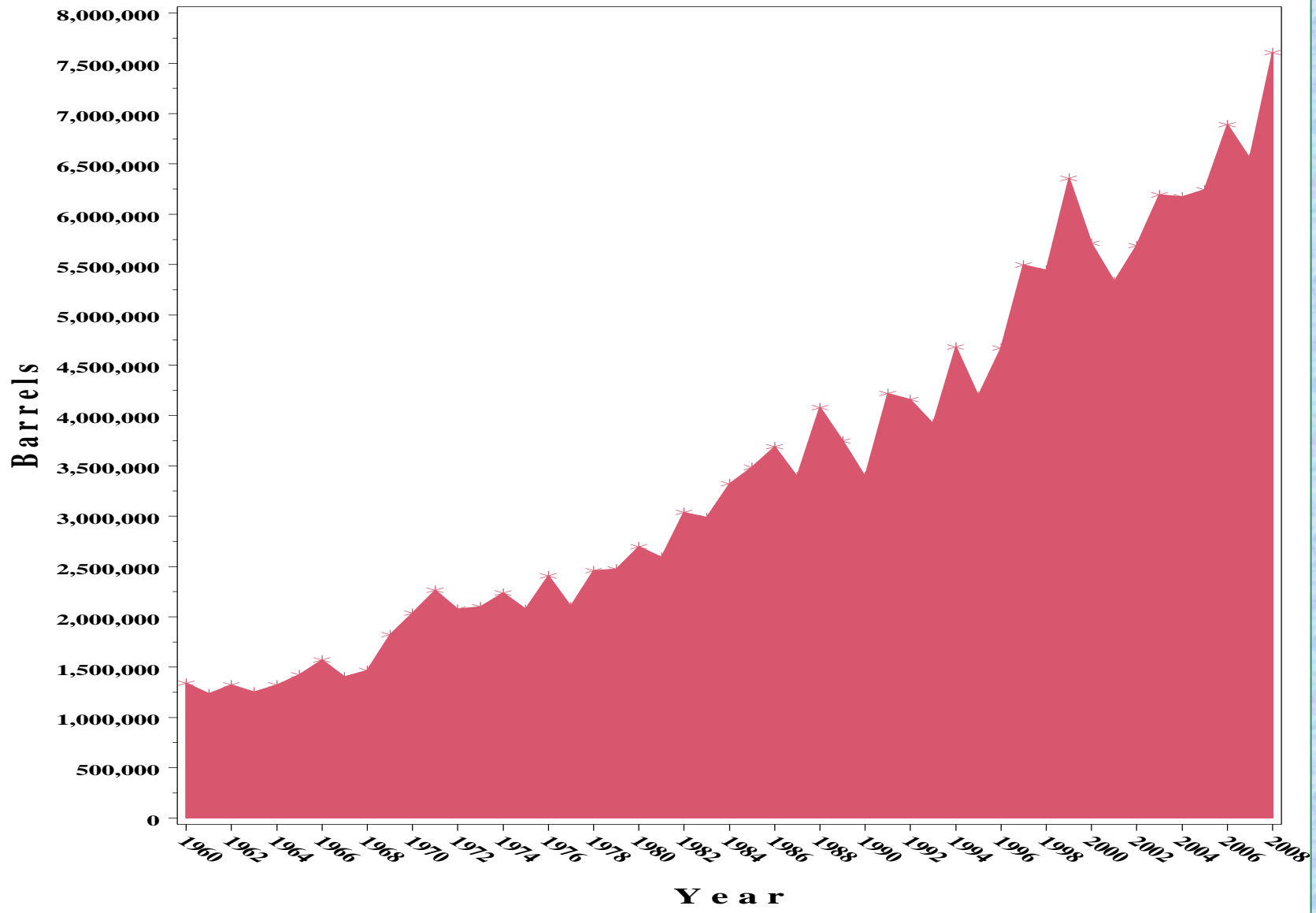
- **From August 1, 2008 through April 30, 2009 overall raisin shipments were down 4 percent.**
 - Domestic shipments were down 3 percent.
 - Export shipments were down 7 percent.
- **From August 1, 2008 through March 31, 2009 total almond shipments were up 5 percent.**
 - Domestic shipments were up less than 1 percent.
 - Export shipments were up 7 percent.
- **From September 1, 2008 through March 31, 2009 total walnut shipments declined less than 1 percent.**
 - Domestic shipments were down by 11 percent.
 - Export shipments were up 10 percent.
- **From July 1, 2008 through February 28, 2009 total tart cherry sales were down 38.6 percent.**

- **Apple Concentrate**

- **Apple concentrate from China reached a high of \$10.50 per gallon (70 degree brix) in October 2007 as reported by the Food Institute Report.**
- **In May 2009, the Food Institute reported apple concentrate from China at \$4.20 per gallon.**
- **In addition, Census indicates that imports of apple juice concentrate were down close to 18 percent for the first three months of 2009. Imports of all apple juice were down 17 percent for January through March, 2009 compared to the same period in 2008.**

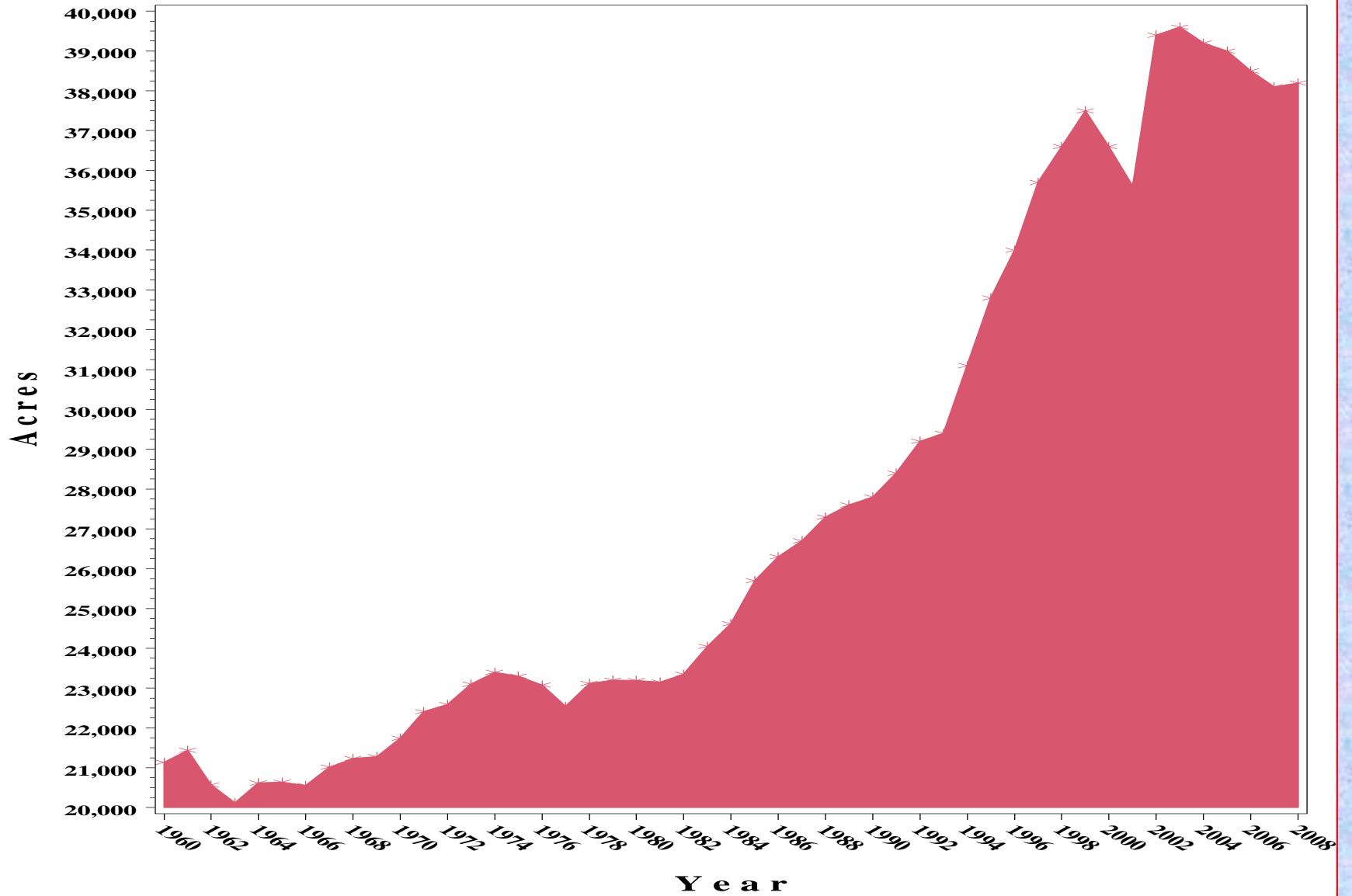
- **Cranberry juice concentrate**
 - **On May 19, 2008 the Food Institute Report's prices for 50 degree brix concentrates were scarce and offers were at \$135.00 per gallon f.o.b. NW.**
 - **On April 27, 2009 the Food Institute Report noted that pricing returned to more traditional levels as consumption of the juice dropped dramatically. Concentrate prices have fallen to the \$60.00 to \$75.00 range.**

U.S. Cranberry Production 1960 - 2008



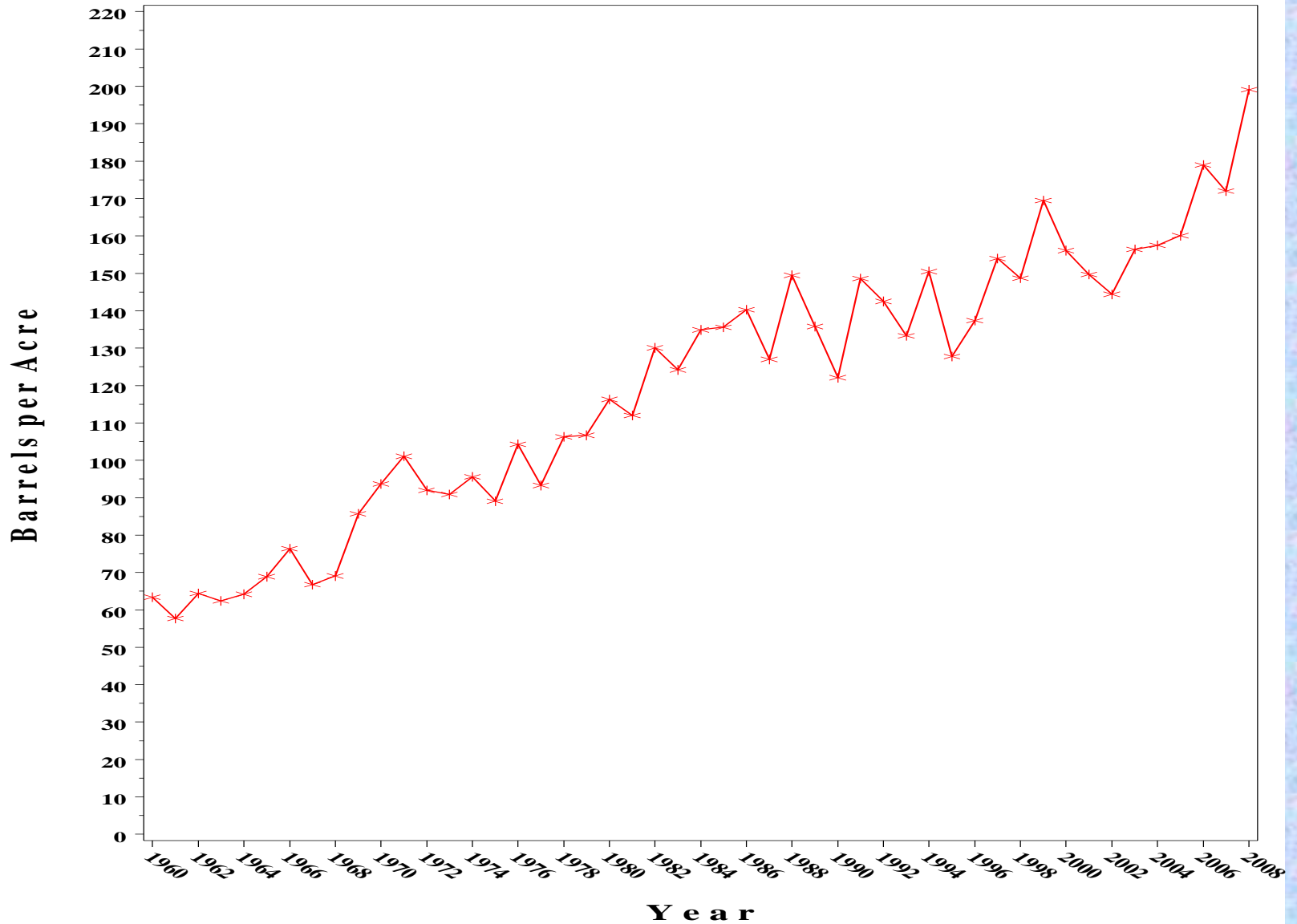
Source: NASS / USDA

U.S. Cranberry Area Harvested 1960 - 2008



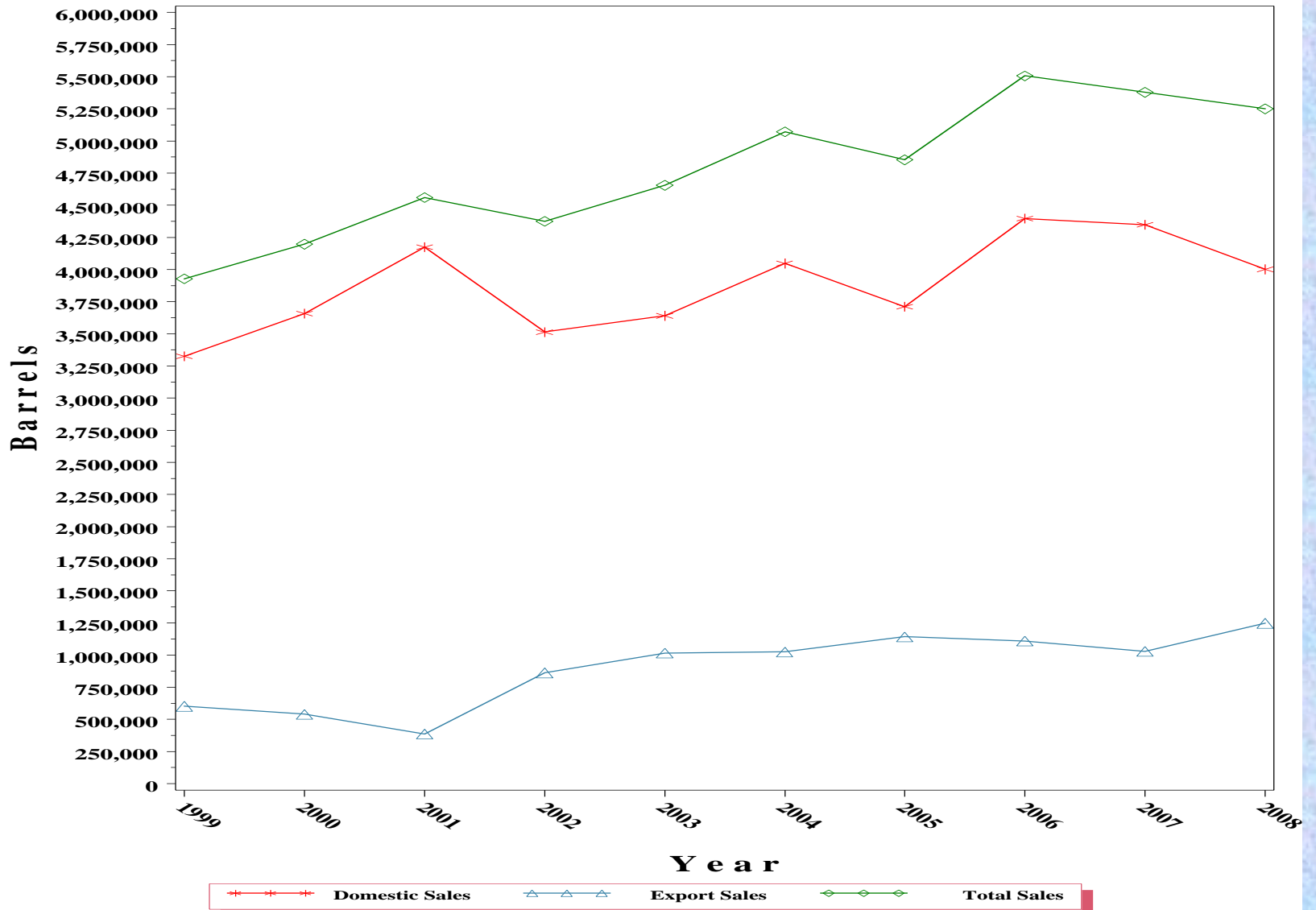
Source: NASS / USDA

U.S. Cranberry Yield 1960 - 2008



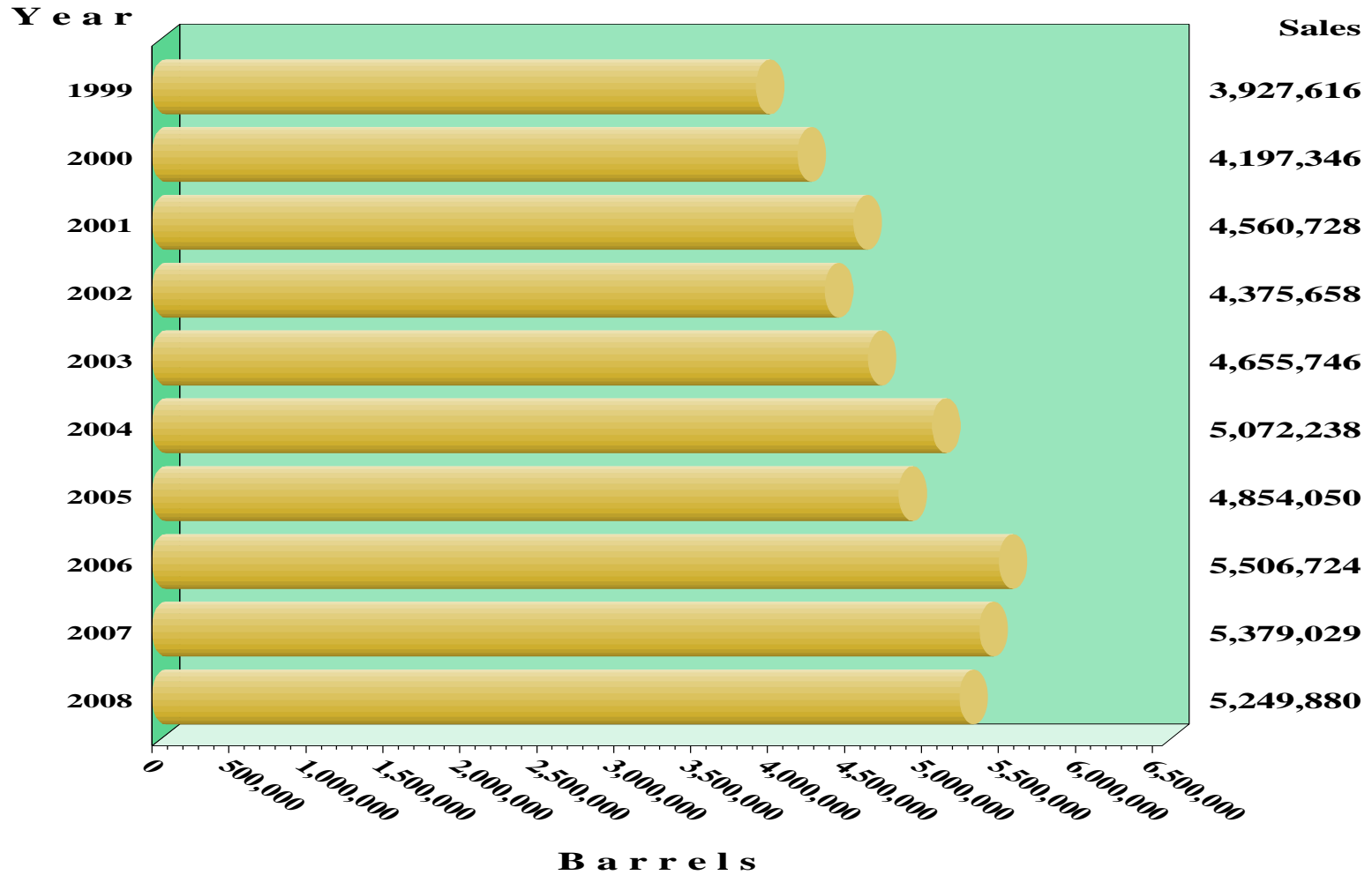
Source: NASS / USDA

**Domestic, Export, and Total Cranberry Handler Sales from September 1st through April 30th
1999 - 2008**



Source: Cranberry Marketing Committee

Cranberry Handler Sales from September 1st through April 30th 1999 - 2008

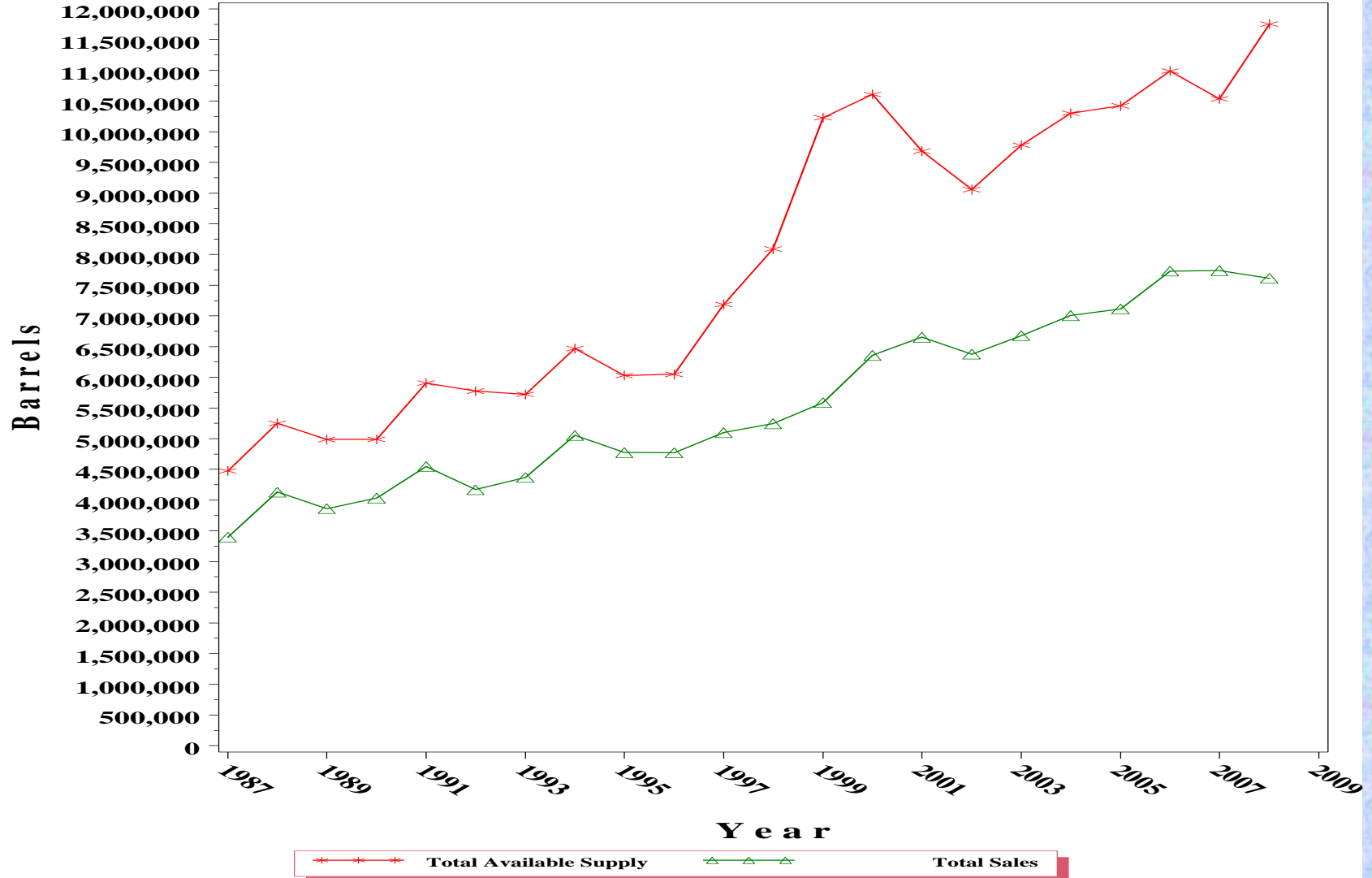


Source: Cranberry Marketing Committee

Sales							
Year	Fresh Domestic Sales	Fresh Export Sales	Processed Domestic Sales	Processed Export Sales	Total Sales	Total Fresh Sales	Total Processed Sales
Barrels							
1988	253,597	130,596	3,693,561	53,300	4,131,054	384,193	3,746,861
1989	234,210	123,630	3,433,799	68,436	3,860,075	357,840	3,502,235
1990	164,998	104,659	3,665,882	95,791	4,031,330	269,657	3,761,673
1991	173,861	66,434	4,173,095	136,235	4,549,625	240,295	4,309,330
1992	204,648	34,199	3,755,315	176,136	4,170,298	238,847	3,931,451
1993	210,090	19,126	3,878,172	263,589	4,370,977	229,216	4,141,761
1994	230,850	18,474	4,461,657	342,604	5,053,585	249,324	4,804,261
1995	216,558	22,557	4,161,843	374,468	4,775,426	239,115	4,536,311
1996	213,542	19,726	4,071,969	466,000	4,771,237	233,268	4,537,969
1997	201,650	26,002	4,370,025	501,991	5,099,668	227,652	4,872,016
1998	202,114	28,768	4,338,015	676,481	5,245,378	230,882	5,014,496
1999	214,128	39,933	4,474,297	859,851	5,588,209	254,061	5,334,148
2000	260,249	40,093	5,272,813	784,371	6,357,526	300,342	6,057,184
2001	236,249	31,412	5,822,142	563,363	6,653,166	267,661	6,385,505
2002	251,789	47,913	4,825,187	1,251,460	6,376,349	299,702	6,076,647
2003	202,572	49,321	4,991,500	1,435,275	6,678,668	251,893	6,426,775
2004	249,318	49,448	5,248,884	1,458,164	7,005,814	298,766	6,707,048
2005	238,995	63,395	5,196,723	1,614,292	7,113,405	302,390	6,811,015
2006	259,746	75,240	5,908,463	1,485,823	7,729,272	334,986	7,394,286
2007	291,587	54,899	5,873,657	1,519,065	7,739,208	346,486	7,392,722
2008	252,694	48,313	5,567,779	1,743,700	7,612,486	301,007	7,311,479
* 2008 Sales are estimated							
Note: Processed Domestic and Export Sales are estimated by adding 2008/09 1st and 2nd cycle reports to the 3rd and 4th cycle reports from 2007/08							

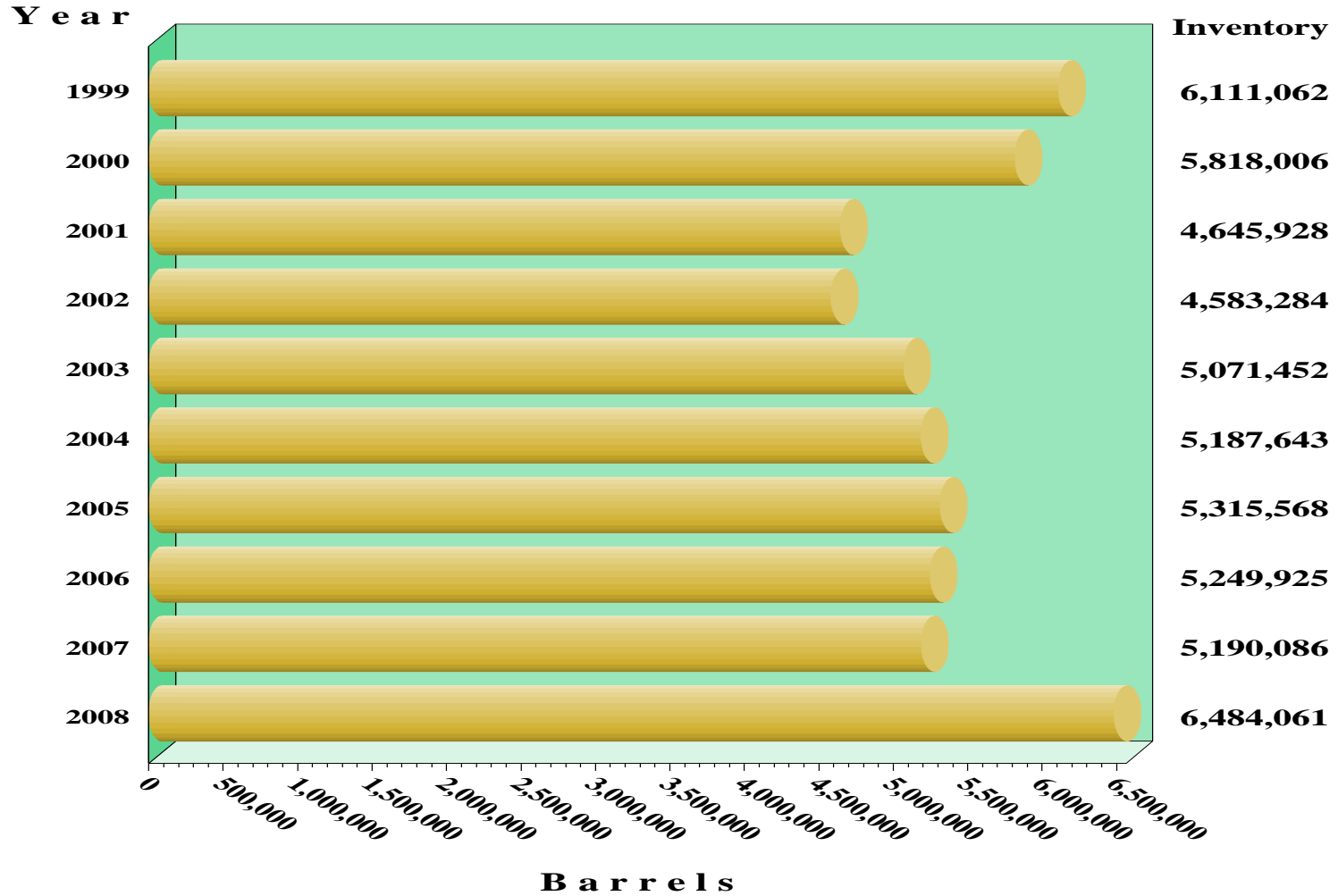
Cranberry Position Summary Report - 2008-09 Crop Year					
	Q1: - 1st Cycle	Q2: 2nd Cycle	Q3: 3rd Cycle	Q4: 4th Cycle	
	9/1/08 - 12/31/08	1/1/09 - 4/30/09	5/1/08 - 7/31/08	8/1/08 - 8/31/08	Estimate of 2008/09 Sales
Foreign Acquired	929,635	6,959	9,215	2,014	947,823
Fresh Domestic Sales	252,654	40	0	0	252,694
Fresh Export Sales	47,103	1,210	0	0	48,313
Domestic Processed Sales	2,154,280	1,594,849	1,319,203	499,447	5,567,779
Processed Export Sales	645,448	554,296	402,750	141,206	1,743,700
Total Sales	3,099,485	2,150,395	1,721,953	640,653	7,612,486
* The 3rd and 4th cycle information is from the 2007/08 Crop Year					

Comparison of Total Available Supply and Total Sales 1987 - 2008



Source: NASS / USDA and Cranberry Marketing Committee
 2008 Data for Total Available Supply is Preliminary and 2008 Total Sales are estimated

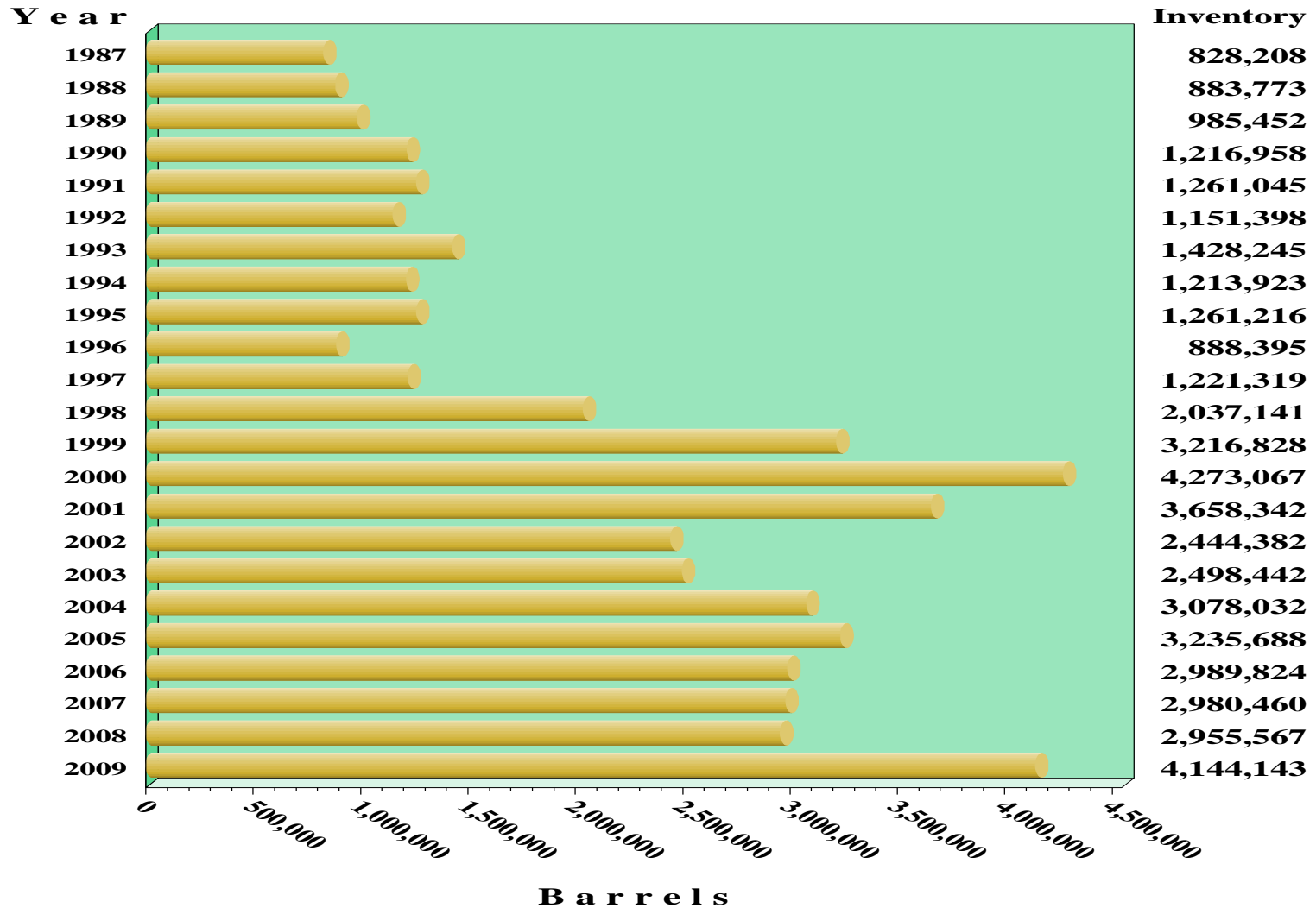
Cranberry Handler Inventories on April 30th 1987 - 2008



Source: Cranberry Marketing Committee

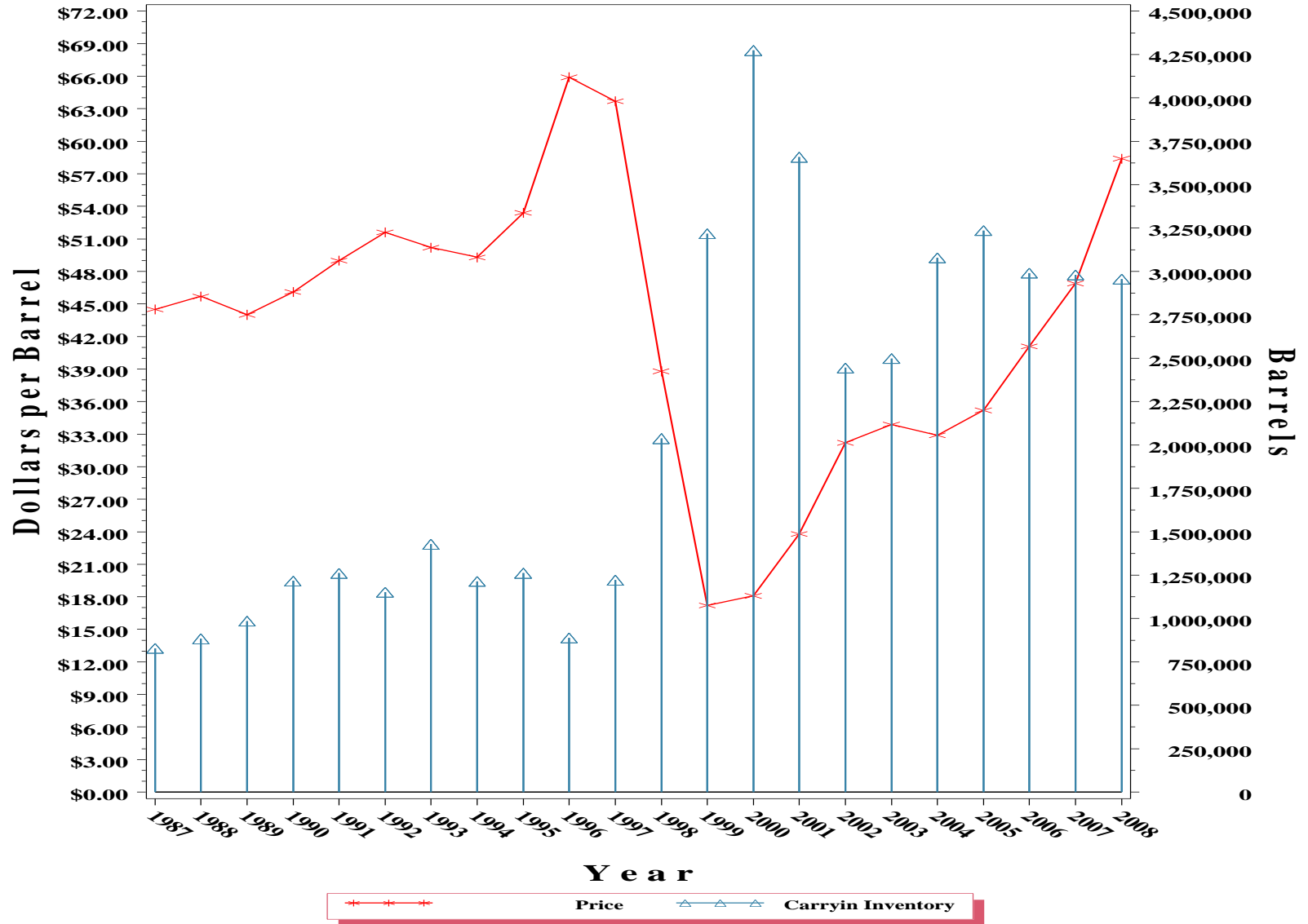
Total Available Supply and Total Sales					
Year	Domestic Production	Carryin Inventories	Foreign Acquired	Total Sales^{1/}	Total Available Supply
	Barrels				
1987	3,391,000	828,208	256,971	3,398,177	4,476,179
1988	4,080,000	883,773	287,009	4,131,054	5,250,782
1989	3,747,000	985,452	254,927	3,860,075	4,987,379
1990	3,393,000	1,216,958	379,782	4,031,330	4,989,740
1991	4,219,000	1,261,045	426,010	4,549,625	5,906,055
1992	4,160,000	1,151,398	463,667	4,170,298	5,775,065
1993	3,919,000	1,428,245	374,013	4,370,977	5,721,258
1994	4,682,000	1,213,923	572,830	5,053,585	6,468,753
1995	4,193,000	1,261,216	574,656	4,775,426	6,028,872
1996	4,671,000	888,395	490,755	4,771,237	6,050,150
1997	5,497,000	1,221,319	468,732	5,099,668	7,187,051
1998	5,444,000	2,037,141	608,876	5,245,378	8,090,017
1999	6,357,000	3,216,828	656,520	5,588,209	10,230,348
2000	5,712,000	4,273,067	623,768	6,357,526	10,608,835
2001	5,329,000	3,658,342	697,028	6,653,166	9,684,370
2002	5,689,000	2,444,382	925,066	6,376,349	9,058,448
2003	6,193,000	2,498,442	1,089,165	6,678,668	9,780,607
2004	6,175,000	3,078,032	1,048,741	7,005,814	10,301,773
2005	6,243,000	3,235,688	943,316	7,113,405	10,422,004
2006	6,890,000	2,989,824	1,108,930	7,729,272	10,988,754
2007	6,554,000	2,980,460	1,002,801	7,739,208	10,537,261
2008	7,853,239	2,955,567	947,823	7,612,486	11,756,629
Note: 2008 Total Sales and foreign acquisitions are estimated by adding 2008/09					
1st and 2nd cycle reports to the 3rd and 4th cycle report from 2007/08					
^{1/} Sales do not include shrinkage					

Cranberry Handler Carryin Inventories 1987 - 2008



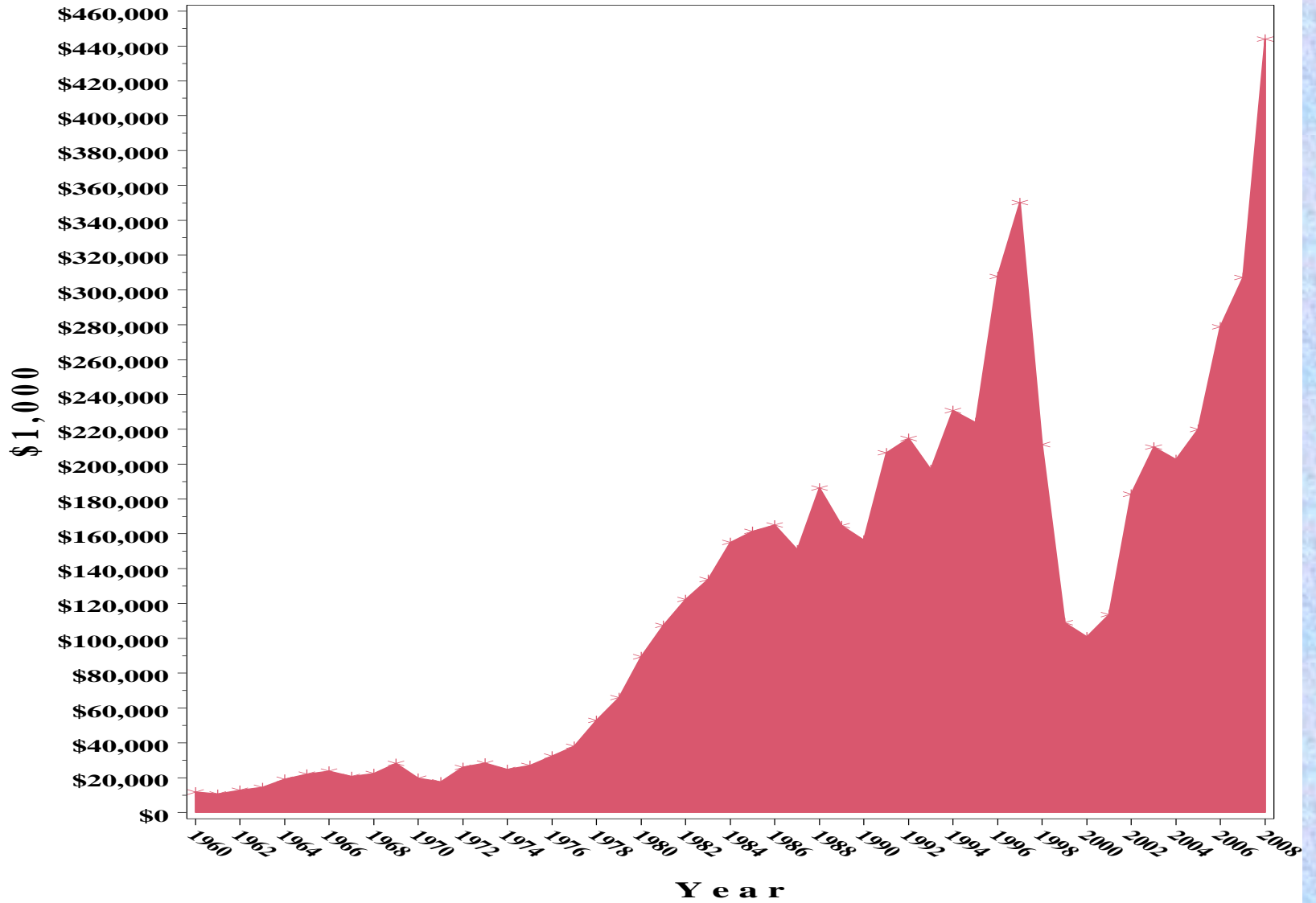
Source: Cranberry Marketing Committee
2009 is estimated

Comparison of Carryin Inventory and Grower Prices 1987 - 2008



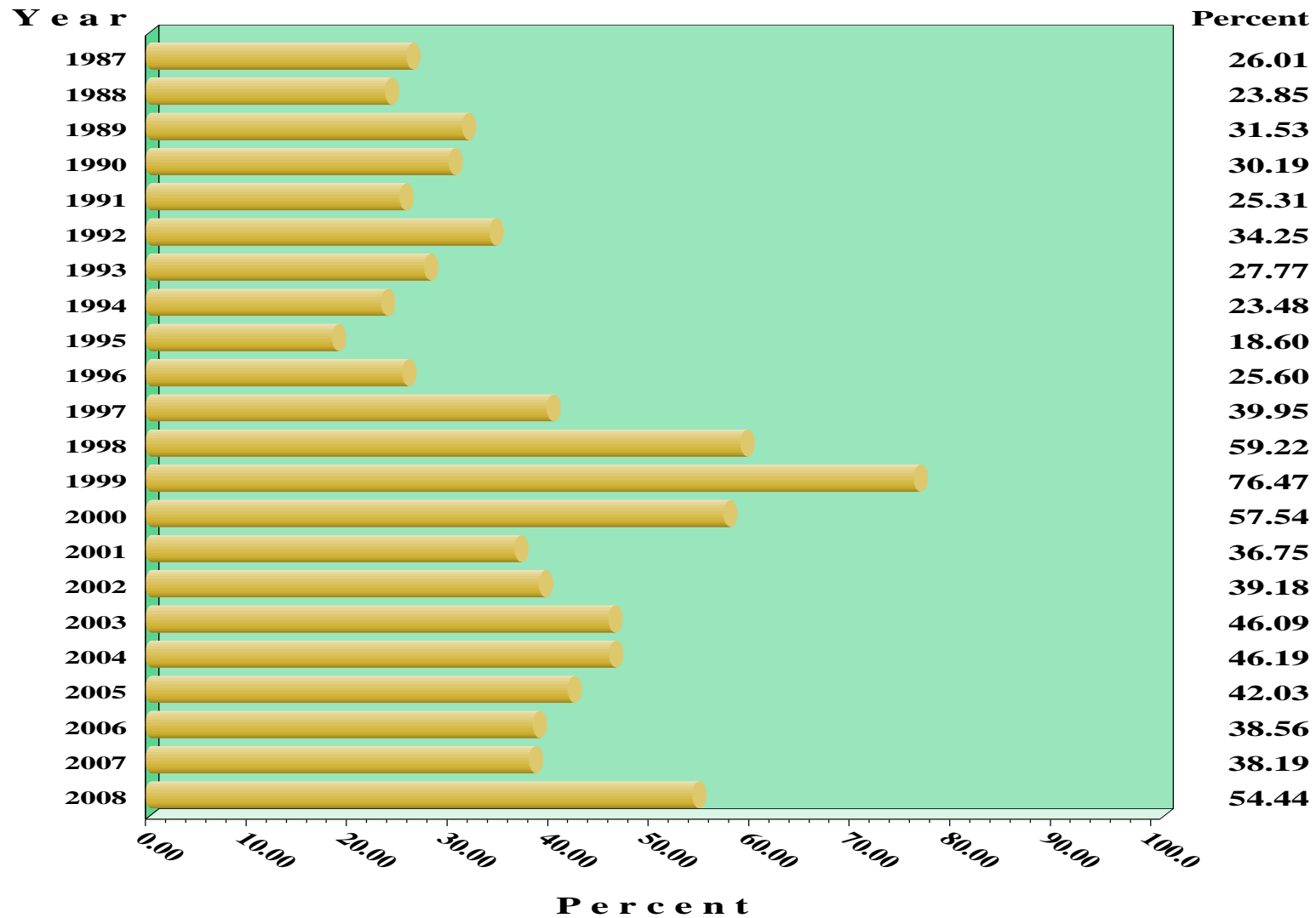
Source: Cranberry Marketing Committee and NASS, USDA

U.S. Cranberry Farm Value of Utilized Production 1960 - 2008



Source: NASS / USDA

Cranberry Handler Ending Inventories as a Percent of Total Sales 1987 - 2008



Source: Cranberry Marketing Committee
2008 Sales and Inventories are estimated

Canadian Cranberry Acres and Production

Canadian Cranberry Acres and Production											
	Quebec					British Columbia			Atlantic Canada (NB, NS, PEI, NL)	Canada	
Year	Number of Producers	Bearing Acres	Total Acres	Production (Barrels)	Yield	Production (Barrels)	Registered Acres	Yield	Production Barrels	Total Production	Total Bearing Acres
1992	2	264	318								
1993	5	274	382								
1994	9	318	606								
1995	12	382	803								
1996	15	543	984	73,934	136						
1997	22	714	1,332	107,190	150						
1998	26	897	1,837	163,466	182						
1999	35	1,365	2,490	208,550	153						
2000	41	1,809	2,706	317,108	175						
2001	41	2,475	2,855	400,000	162						
2002	39	2,705	3,005	360,783	133	779,280				1,140,063	
2003	40	2,658	3,078	566,519	213	852,040				1,418,559	
2004	39	2,828	3,264	542,009	192	844,988	5,883	144		1,386,997	9,147
2005	40	3,040	3,658	549,932	181	741,923	5,915	125		1,291,855	9,573
2006	42	3,235	3,940	862,000	266	767,476	5,857	131		1,629,476	9,797
2007	42	3,730	4,398	641,000	172	792,132	6,102	130		1,433,132	10,500
2008	55	4,131	5,987	796,065	133	693,300	6,140	113	123,900	1,613,265	12,127