



CRANBERRY
M A R K E T I N G
C O M M I T T E E

2 0 0 8

C R O P Y E A R

R E T R O S P E C T I V E

2008 *Cranberry* Retrospective Index

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2008 *Cranberry* Retrospective

A Quick Overview

Comparison of Key Factors: 2008 vs. 2007 Crop Year

	2008 Crop Year (in barrels)	2007 Crop Year (in barrels)	Barrel Differ- ence (+/-)	% Difference	
↑	Beginning Inven- tories (Adjusted)	2,966,547	3,052,444	(85,897)	2.81%
↓	Domestic Pro- duction	7,860,253	6,547,647	1,312,606	20.05%
↓	Foreign Acquisi- tions	936,594	1,002,801	(66,207)	6.60%
↑	Domestic Fresh Fruit Sales	252,694	291,587	(38,893)	13.34%
↓	Foreign Fresh Fruit Sales	48,313	54,899	(6,586)	12%
↑	Processed Fruit Utilization (Domestic)	5,328,003	6,173,657	(845,654)	13.70%
↑	Processed Fruit Utilization (Foreign)	1,789,979	1,519,065	270,914	17.83%
↑	Total Sales	7,418,989	7,741,635	(322,646)	4.16%
↓	Ending Inventory	4,344,328	2,955,567	1,388,761	47%

The statistical data contained in this report encompasses the 1998 through 2008 crop years. The data, charts, graphs, etc., are public information and as such can be copied and distributed freely, however the Cranberry Marketing Committee would appreciate it 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.

Generic International (Export) and Domestic Promotion Programs

Program Objective: Increase consumption of fresh cranberries and cranberry products by increasing awareness of the health benefits, flavor (taste) and versatility that cranberries offer. Primary messages about health benefits are supported by secondary message about flavor (taste) and versatility.

Timeline: Year & Countries Added to the Generic International (Export) Promotion Program

- 1999:** CMC established an international (export) promotional program in Japan & Germany
- 2002:** CMC adds Mexico to promotional program
- 2004:** CMC adds France to promotional program
- 2005:** CMC adds Australia to promotional program
- 2006:** CMC adds Seoul, South Korea and European regions: Netherlands, Austria, Switzerland & Spain to promotional program
- 2007:** CMC adds Poland & Czech Republic to promotional program

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.
 1. 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.
 2. The CMC domestic program focuses on consumers. The CMC works with the cranberry industry, including state grower associations and others to achieve program objectives.

Marketing Order Regulation

No federal marketing order regulation was in effect during the 2008 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/handle.

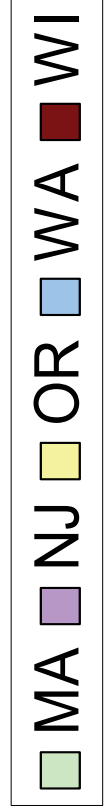
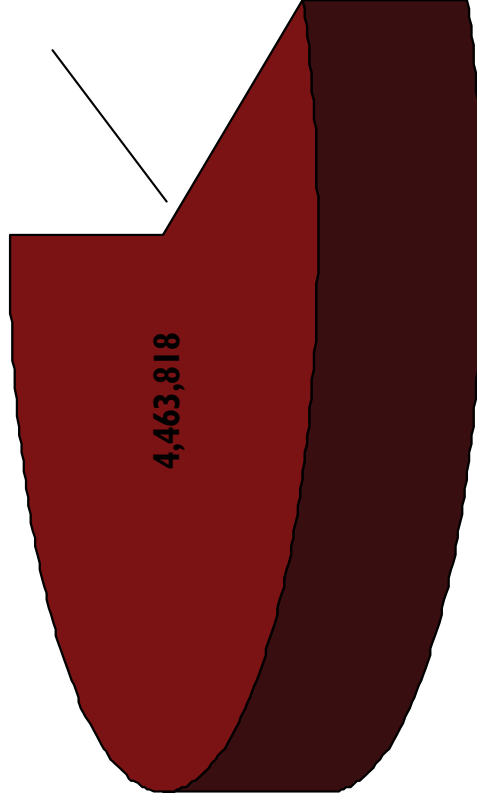
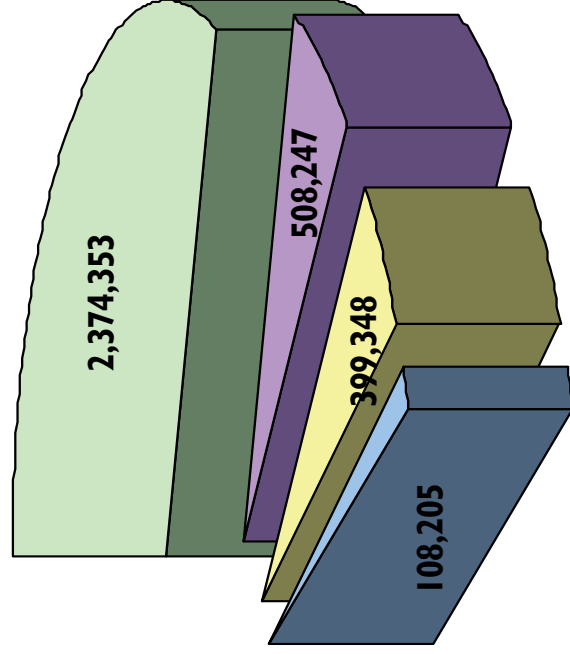
Federal Cranberry Marketing Order Continuous Referendum'

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 majority, by number of growers and volume of production, represented in the referendum. The next continuous referendum will be conducted during May 2011.

**Foreign Fruit Acquisitions
1998—2008**

Crop Year	<i>Foreign Fruit Acquired (Barrels)</i>	<i>Percentage of Total Supply</i>
1998	608,876	10.00%
1999	656,520	9.37%
2000	623,768	10.05%
2001	697,028	12.70%
2002	925,066	13.97%
2003	1,089,165	14.95%
2004	1,048,741	14.53%
2005	943,316	12.93%
2006	1,108,930	14.06%
2007	1,002,801	13.29%
2008	936,594	10.658

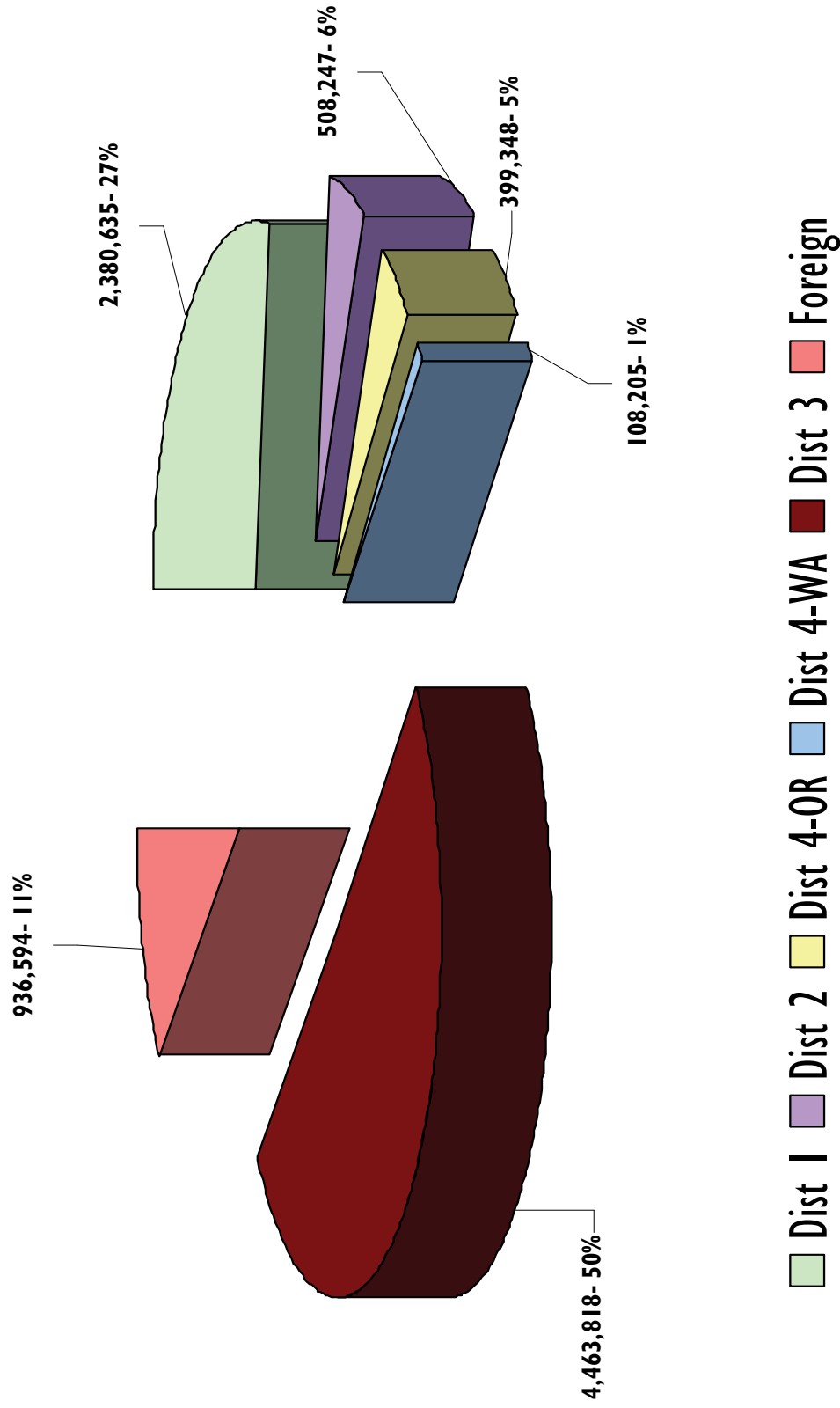
2008 Crop Year Domestic Production (barrels)



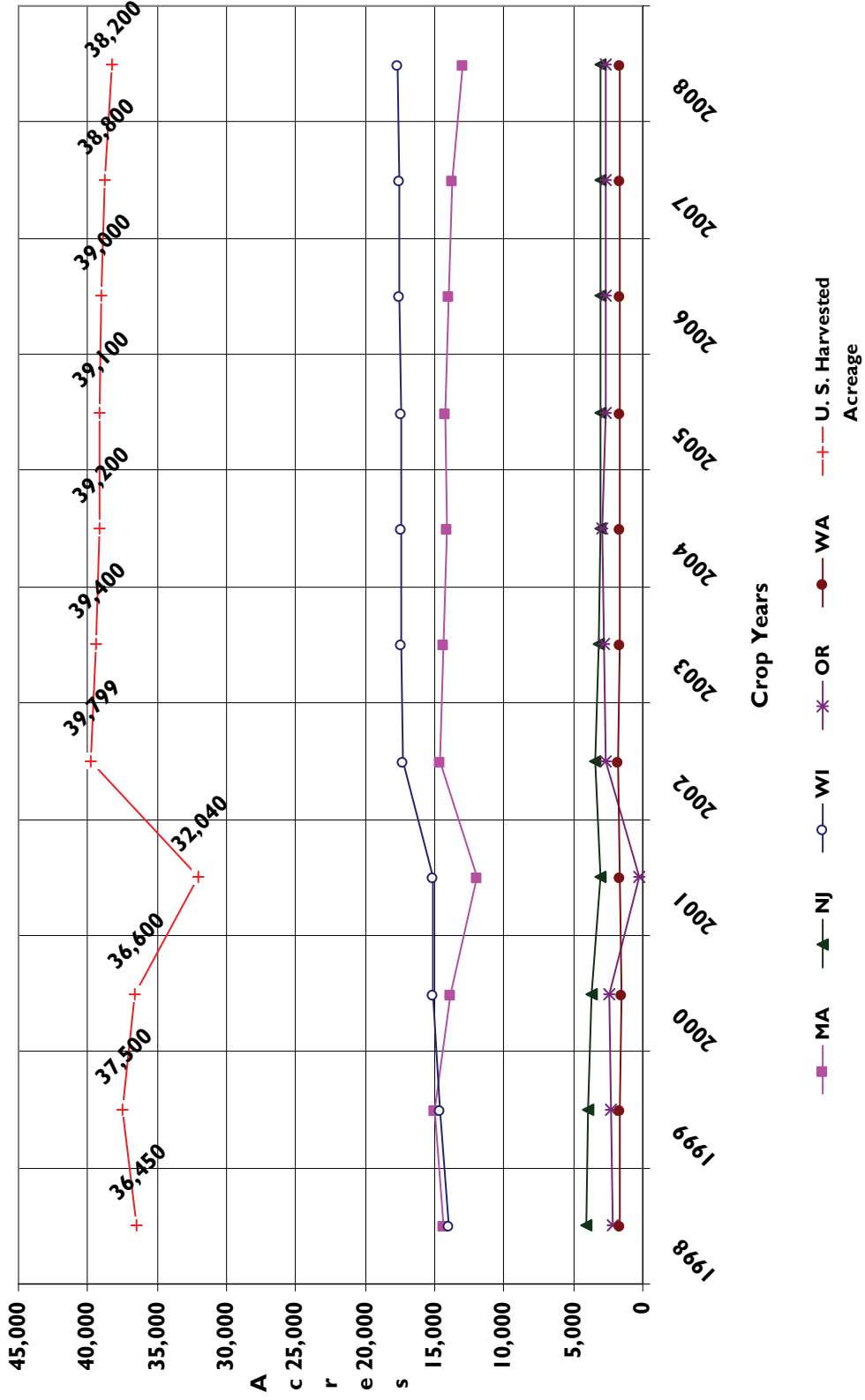
**Domestic Production
1998 - 2008 Crop Years
By Production Areas**

Crop Year	MA, RI District 1	NJ District 2	WI, MI District 3	OR District 4	WA District 4	Other States	Total Produ- tion
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
2007	1,521,894	521,905	3,823,669	491,505	188,094	580	6,547,647
2008	2,374,353	508,247	4,463,818	399,348	108,205	6,282	7,860,253

2008 Domestic Production & Foreign Acquisitions (barrels & percentage)



Harvested Acreage* 1998 - 2008 Crop Years



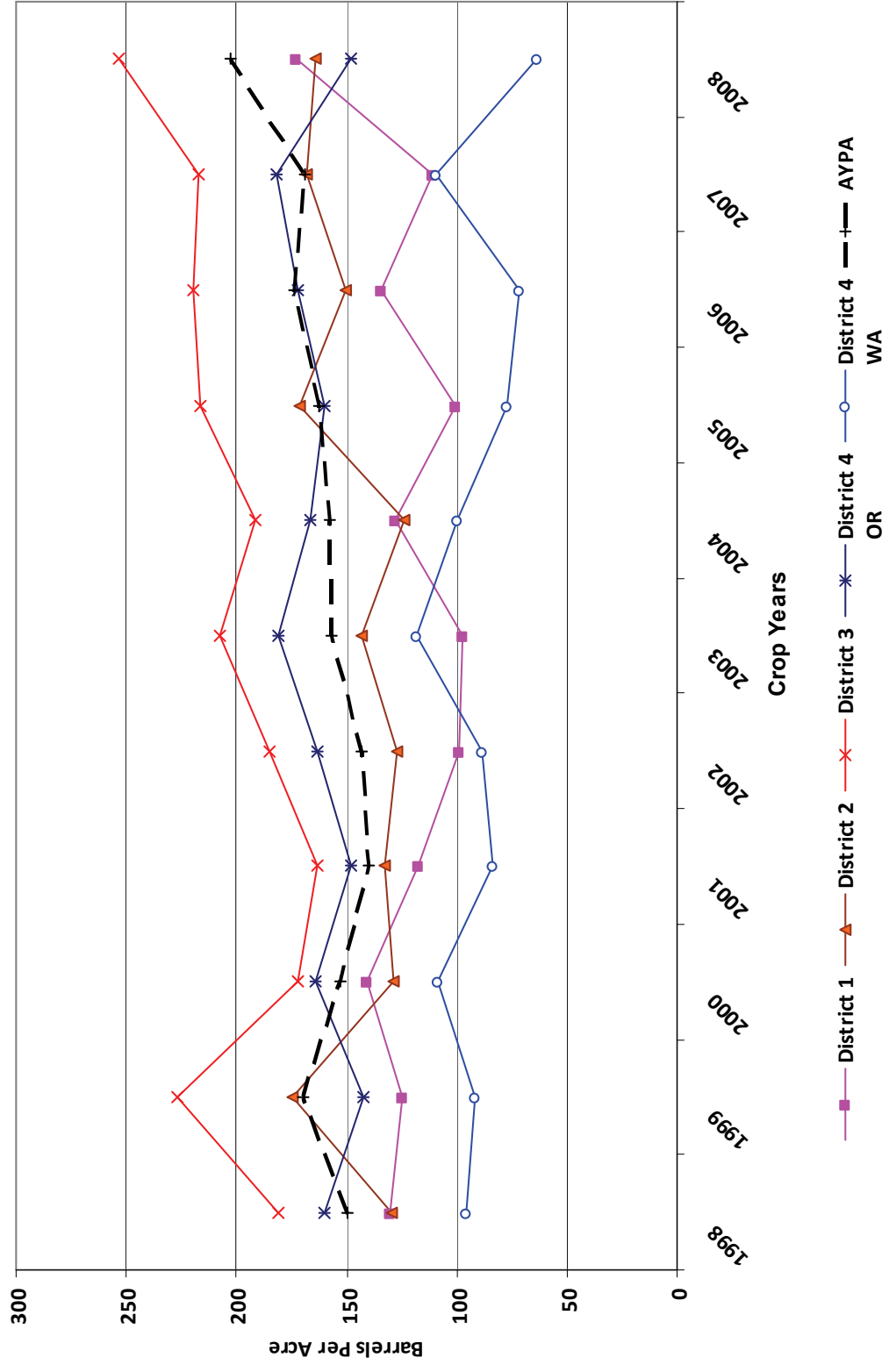
*Acreage as reported by the National Agricultural Statistic Service (NASS)

Harvested Acres 1998 - 2008 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	
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
2007	13,700	3,100	17,600	2,700	1,700	38,800	*NASS
2008	13,000	3,100	17,700	2,700	1,700	38,200	*NASS

*Acreage figures used for the 2002-2008 crop years are taken from reports issued by the National Agricultural Statistical Service (**NASS**)

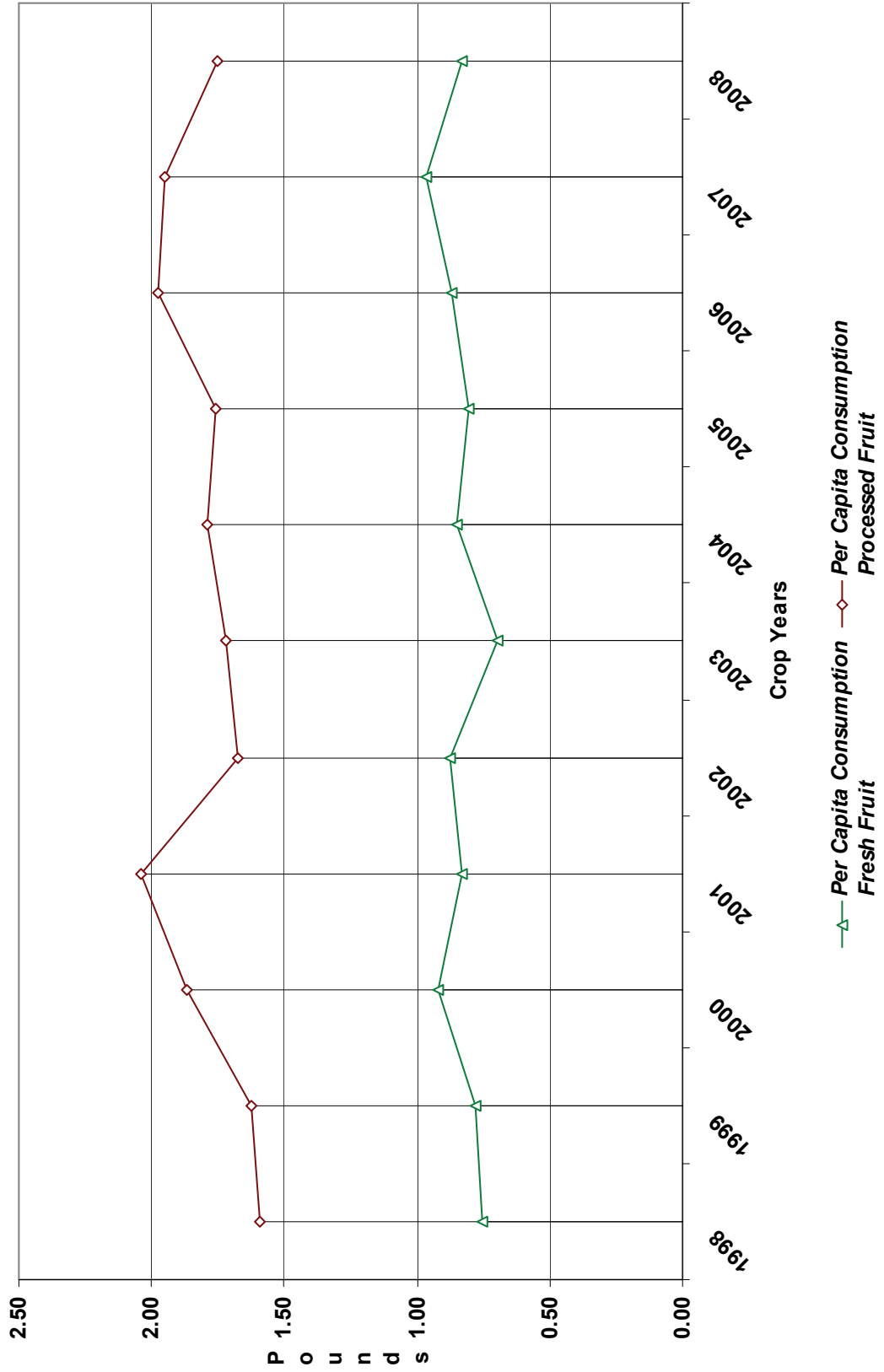
U.S. Average Yield Per Acre



U. S. Average Yield Per Acre 1998 - 2008 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>	Average Yield Per Acre
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
2007	111.09	168.16	217.25	182.04	109.57	168.69
2008	173.31	163.95	253.63	147.91	63.65	202.58

Per Capita Consumption

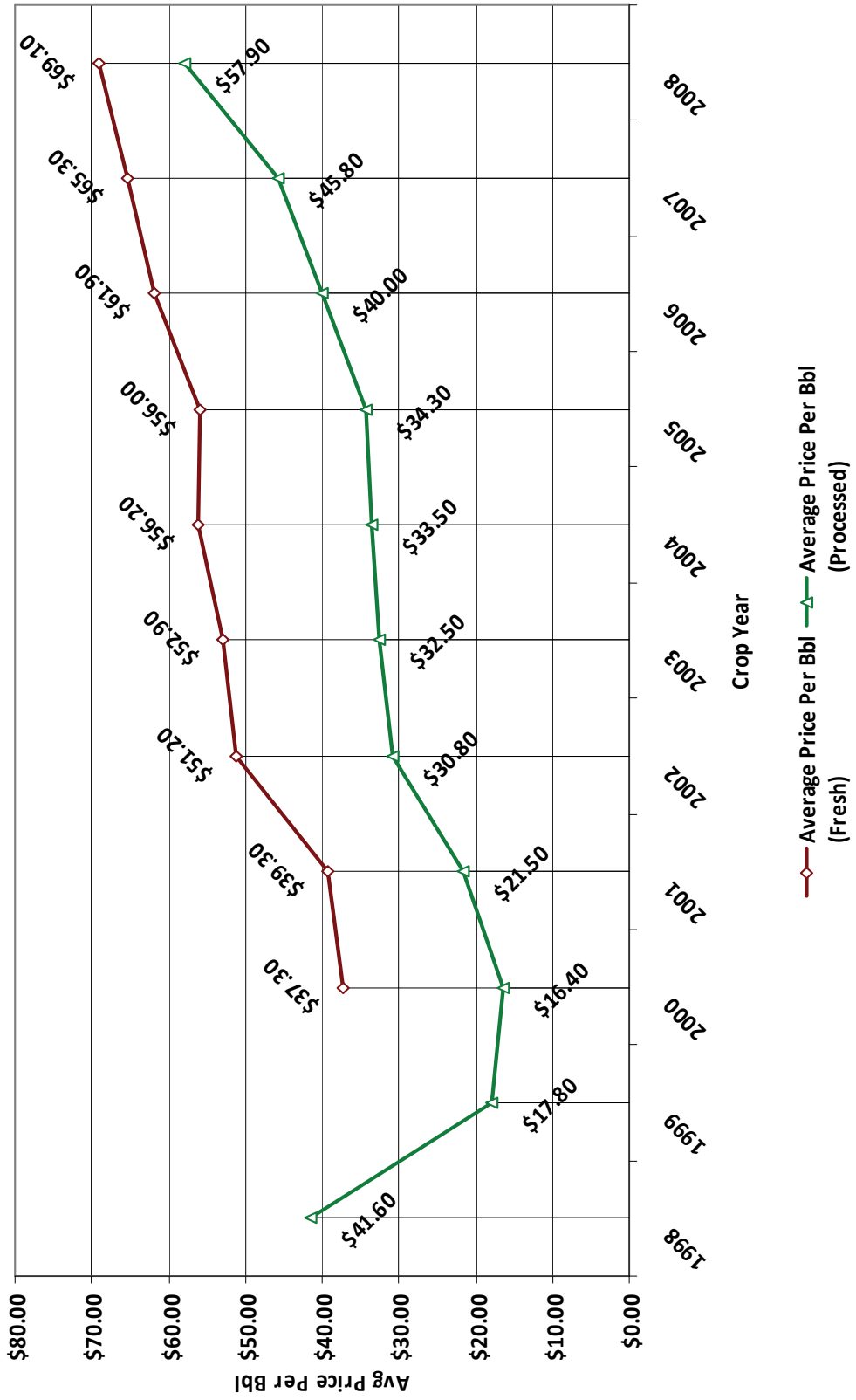


Per Capita Consumption Covering the 1998 - 2008 Crop Years

Crop Year	Processed Sales (lbs.)	Fresh Fruit Sales (lbs.)	Population 1,000's	Per Capita Consumption Fresh (lbs.)	Per Capita Consumption Processed (lbs.)
1998	433,801,500	20,501,400	271,987	0.75	1.59
1999	445,429,700	21,412,800	274,423	0.78	1.62
2000	527,281,300	26,024,900	282,194	0.92	1.87
2001	582,214,200	23,624,900	285,112	0.83	2.04
2002	482,518,700	25,178,900	287,888	0.87	1.68
2003	498,850,000	20,272,000	290,448	0.70	1.72
2004	524,888,400	24,931,800	293,192	0.85	1.79
2005	519,672,300	23,899,500	295,896	0.81	1.76
2006	590,846,300	25,974,600	298,755	0.87	1.98
2007	587,365,700	29,158,700	301,621	0.97	1.95
2008	532,800,300	25,269,400	304,060	0.83	1.75

USDA, NASS

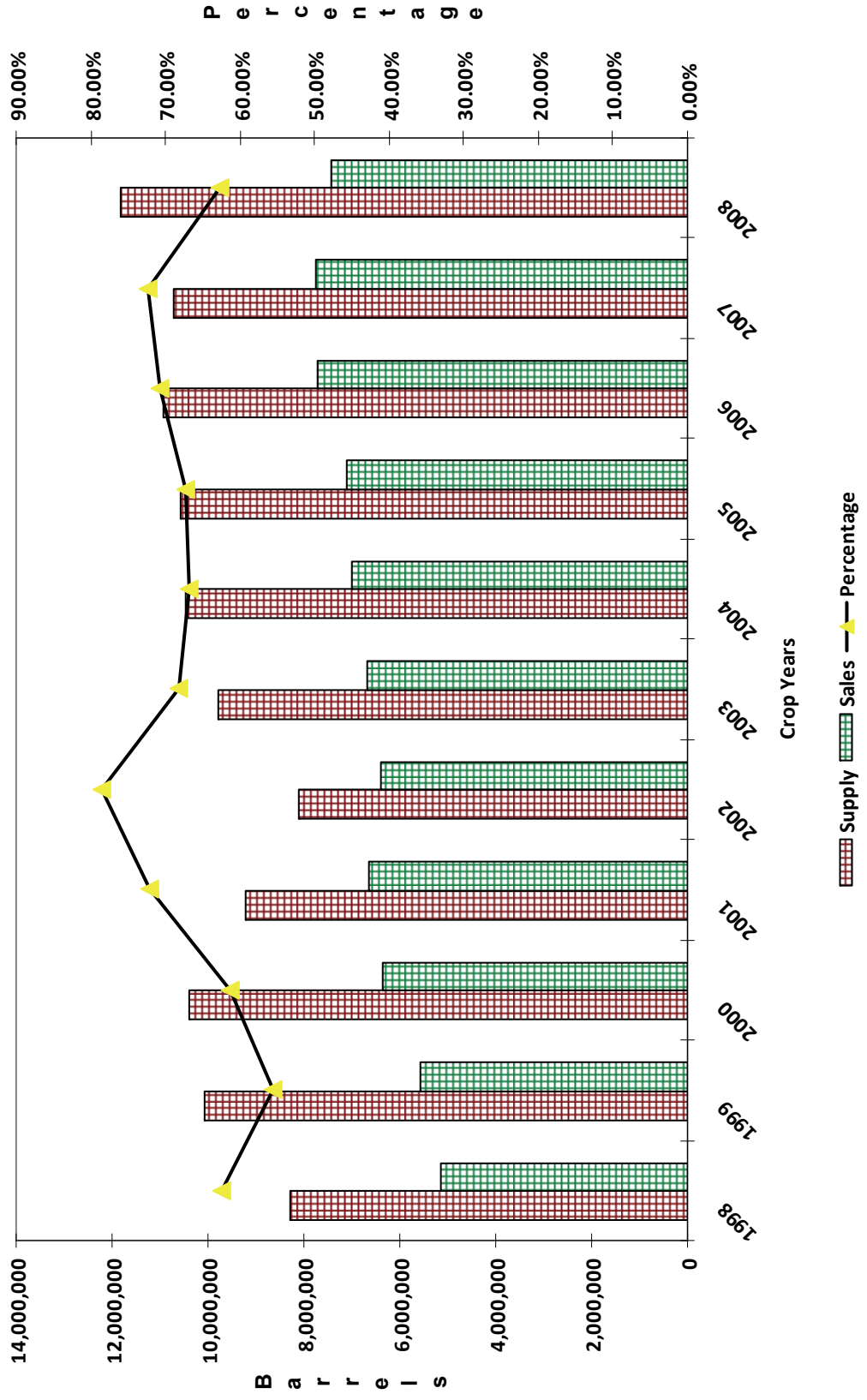
Cranberry Average Price Per Bbl 1998 - 2008 Crop Year



USDA, NASS
 (National Agricultural Statistical Service)
Cranberry Average Price Per Bbl
1998 –2008 Crop Years

<i>Crop Year</i>	<i>Value of Utilized Production (\$1,000)</i>	<i>Average Price Per Bbl FRESH</i>	<i>Average Price Per Bbl PROCESSED</i>
1998	\$226,818	N/A	\$41.60
1999	\$112,574	N/A	\$17.80
2000	\$100,851	\$37.30	\$16.40
2001	\$110,342	\$39.30	\$21.50
2002	\$182,783	\$51.20	\$30.80
2003	\$208,611	\$52.90	\$32.50
2004	\$221,755	\$56.20	\$33.50
2005	\$211,527	\$56.00	\$34.30
2006	\$278,888	\$61.90	\$40.00
2007	\$307,233	\$65.30	\$45.80
2008	\$444,104	\$69.10	\$57.90

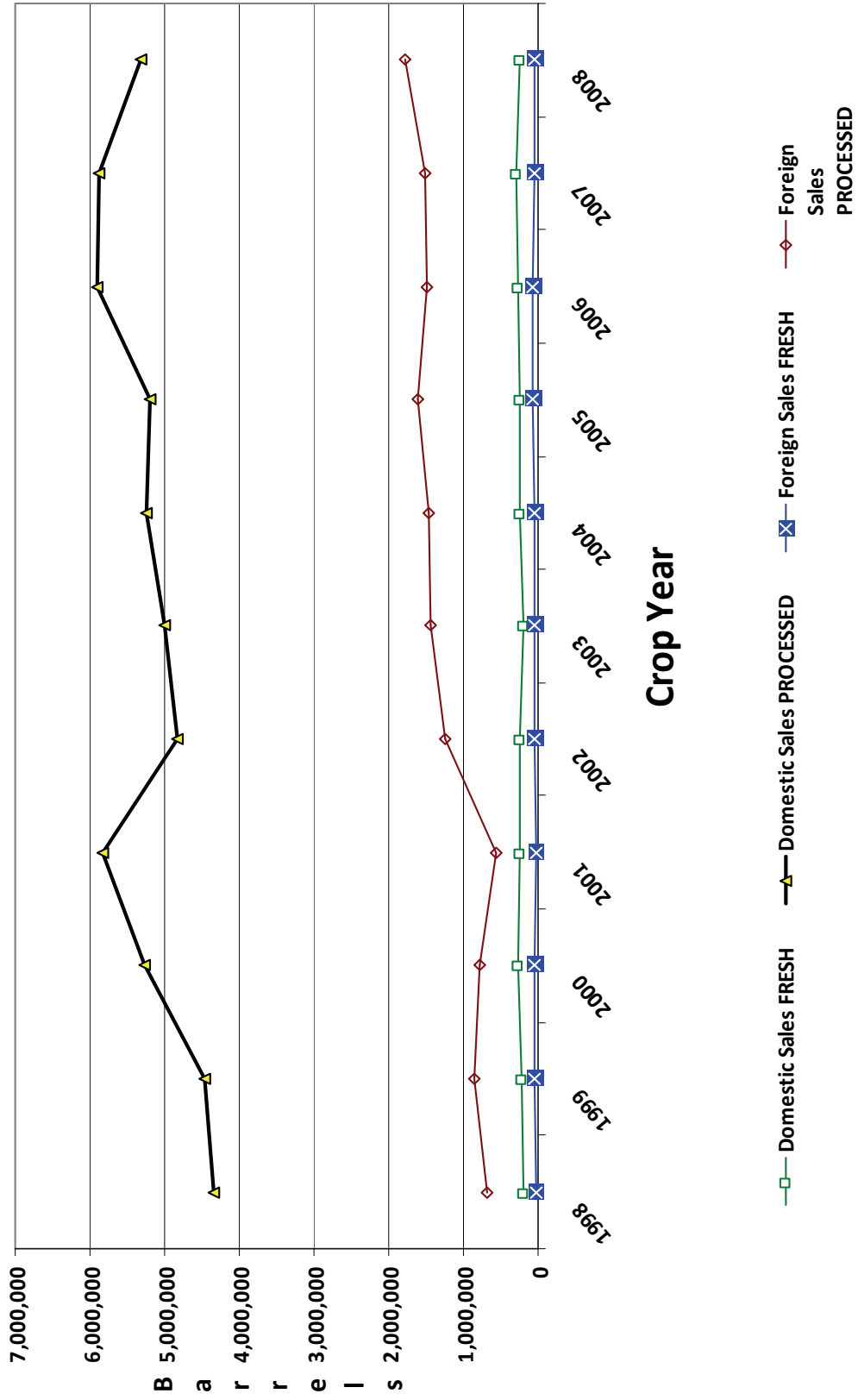
Supply vs. Utilization 1998—2008



**Cranberry Supply vs. Utilization
1998—2008**

Crop Year	<i>Available Supply (in Barrels)</i>	<i>Barrels Utilized</i>	<i>Percentage of Supply (Barrels) Utilized</i>
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%
2007	10,717,929	7,739,208	72.21%
2008	11,817,149	7,739,208	62.78

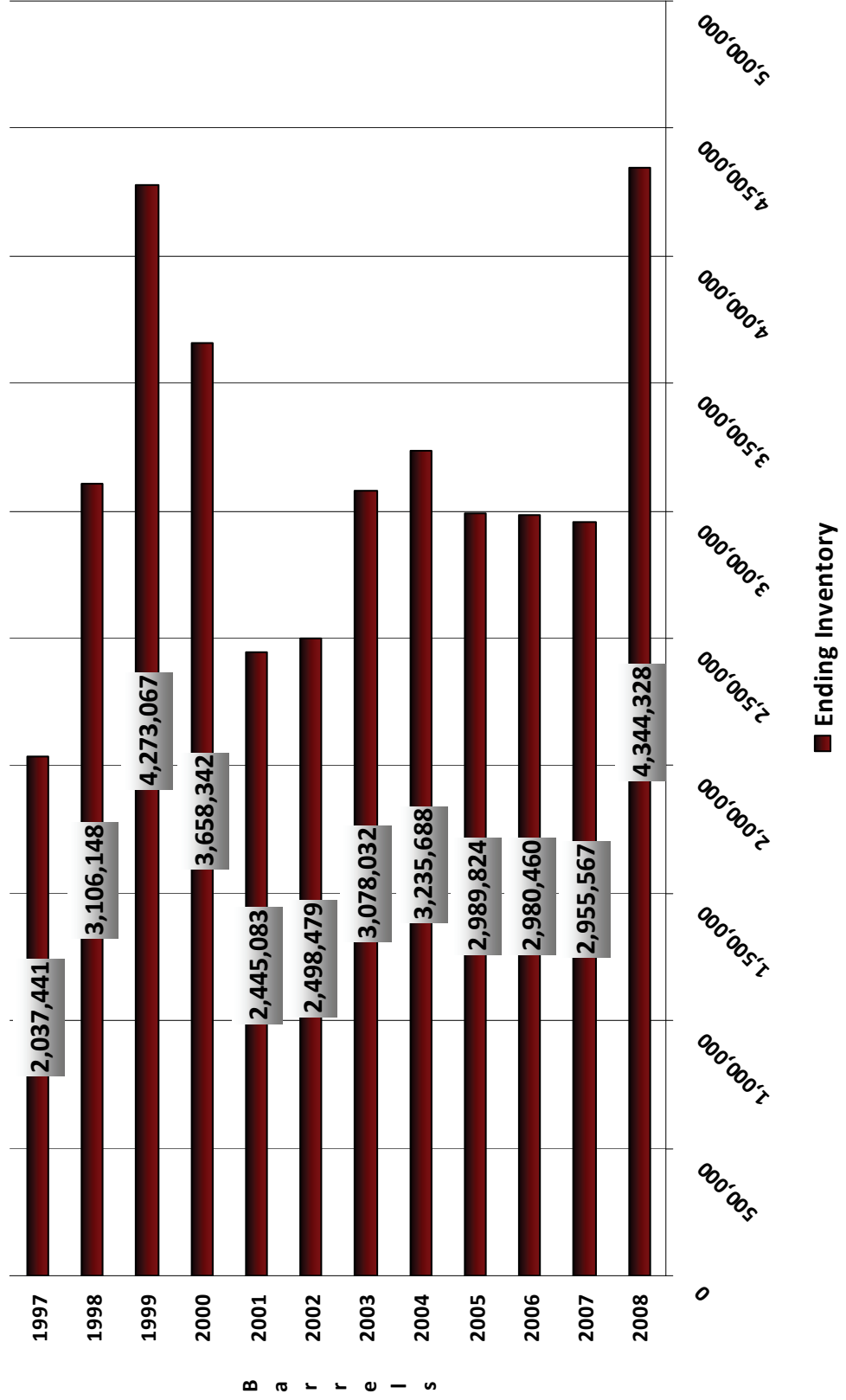
Domestic & Export Utilization



Utilization 1998 –2008 Crop Years

Crop Year	Domestic Fresh (Barrels)	Domestic Processed (Barrels)	Foreign Fresh (Barrels)	Foreign Processed (Barrels)	Total
1998	202,114	4,338,015	28,768	676,481	5,245,378
1999	214,128	4,474,297	39,933	859,851	5,588,209
2000	260,249	5,272,813	40,093	784,371	6,357,526
2001	236,249	5,822,142	31,412	563,363	6,653,166
2002	251,789	4,825,187	47,913	1,251,460	6,376,349
2003	202,572	4,991,500	49,321	1,435,275	6,678,668
2004	249,318	5,248,884	49,448	1,458,164	7,005,814
2005	238,995	5,196,723	63,395	1,614,292	7,113,405
2006	259,746	5,908,463	75,240	1,485,823	7,729,272
2007	291,587	5,873,657	54,899	1,519,065	7,739,208
2008	252,694	5,328,003	48,313	1,789,979	7,418,989

Ending Inventory 1998—2008



Q1-1st Cycle	2008 9/1-12/31	2007 9/1-12/31	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
<u>BEGINNING INVENTORY</u>										
Barrels in Freezers	1,425,766	1,292,950	1,375,747	1,608,916	1,532,987	1,107,770	1,262,781	1,364,446	1,612,336	1,648,054
Barrels in Processed Form	1,529,801	1,687,510	1,614,077	1,626,772	1,545,045	1,390,672	1,181,601	2,293,896	2,660,731	1,568,774
Sub-Total	2,955,567	2,980,460	2,989,824	3,235,688	3,078,032	2,498,442	2,444,382	3,658,342	4,273,067	3,216,828
Adj from prev report:	10,980.00	71,984	45,013	26,940	-89,993	5,577	15,847	4,136	-639	-52,566
Barrels On Hand	2,966,547	3,052,444	3,034,837	3,262,628	2,988,039	2,504,019	2,460,229	3,662,478	4,272,428	3,164,262
<u>ACQUISITIONS</u>										
Massachusetts	2,374,353	1,521,894	1,879,610	1,422,817	1,803,419	1,406,073	1,450,804	1,413,041	1,952,792	1,869,575
New Jersey	508,247	521,905	465,741	530,262	384,754	459,390	427,331	411,104	476,080	699,697
Oregon	399,348	491,505	465,745	432,411	483,848	506,367	431,503	354,635	393,167	327,149
Washington	108,205	188,094	121,368	199,010	168,965	189,813	159,530	133,557	162,863	146,899
Wisconsin	4,463,818	3,823,669	3,847,157	3,675,731	3,294,458	3,604,722	3,205,843	2,465,540	2,597,161	3,306,446
Other States	6,282	580	652	45,921	32,653	32,159	20,015	14,752	3,170	228
U.S. Acquired	7,860,253	6,547,647	6,780,273	6,306,152	6,168,097	6,198,524	5,695,026	4,792,629	5,585,233	6,349,994
Foreign Barrels Acquired	929,635	979,018	1,101,524	906,908	1,040,394	1,061,198	904,901	691,100	589,919	632,904
Total Barrels Acquired	8,789,888	7,526,665	7,881,797	7,213,060	7,208,491	7,259,722	6,599,927	5,483,729	6,175,152	6,982,898
Interhandler Transfers	-5,992	-64,882	-56,600	-171,556	-68,750	55,234	-31,385	-5,310	-14,530	223,434
<u>SALES & SHRINKAGE</u>										
Fresh Domestic Sales	252,654	291,215	255,688	224,437	249,375	202,485	251,758	236,872	259,281	214,128
Processed & Sold By Handler	1,904,391	1,944,473	1,763,056	1,719,329	1,643,985	1,567,227	1,247,939	1,716,888	1,361,588	1,670,057
Sold to Processors	237,789	395,024	344,950	164,222	441,585	339,267	308,280	528,548	339,651	436,351
Sold to the Government	19,114	19,464	20,065	22,433	20,911	18,936	70,054	20,800	75,147	17,850
Total Domestic Sales	2,413,948	2,650,176	2,383,759	2,130,421	2,355,856	2,127,915	1,878,031	2,503,108	2,035,667	2,338,386
Foreign Sales-Fresh	47,103	54,630	68,356	55,615	49,087	49,321	47,911	31,412	39,150	39,933
Foreign Sales-Processed	645,448	482,785	620,860	554,479	510,575	497,116	439,421	197,393	242,378	359,499
Total Foreign Sales	692,551	537,415	689,216	610,094	559,662	546,437	487,332	228,805	281,528	399,432
Total Sales	3,106,499	3,187,591	3,072,975	2,740,515	2,915,518	2,674,352	2,365,363	2,731,913	2,317,195	2,737,818
Shrinkage	48,875	-67,983	24,865	142,531	-17,857	88,361	80,876	18,760	57,585	83,327
Total Sales & Shrinkage	3,155,374	3,119,608	3,097,840	2,883,046	2,897,661	2,762,713	2,446,239	2,750,673	2,374,780	2,821,145
<u>ENDING INVENTORY</u>										
Barrels in Freezers	6,481,099	5,199,469	5,445,878	5,278,197	5,478,105	5,500,155	5,407,183	4,427,361	5,515,846	5,464,093
Barrels in Processed Form	2,113,970	2,195,150	2,316,316	2,142,889	1,752,014	1,556,107	1,175,349	1,962,863	2,542,424	2,085,356
Barrels in Inventory	8,595,069	7,394,619	7,762,194	7,421,086	7,230,119	7,056,262	6,582,532	6,390,224	8,058,270	7,549,449

	2008	2007	2006	2005	2004	2003	2002	2001	2000	1999
	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	1/1-4/30	1/1-4/30	2/1-4/30
Q2-2nd Cycle										
BEGINNING INVENTORY										
Barrels in Freezers	6,481,099	5,199,469	5,445,878	5,278,197	5,478,105	5,500,155	5,407,183	4,427,351	5,515,846	5,464,093
Barrels in Processed Form	2,113,970	2,195,150	2,316,316	2,142,889	1,752,014	1,556,107	1,175,349	1,962,863	2,542,424	2,085,356
Sub-Total	8,595,069	7,394,619	7,762,194	7,421,086	7,230,119	7,056,262	6,582,532	6,390,214	8,058,270	7,549,449
Adj from prev report:	32,352	29,562	2,116	2,459	224,416	2,139	32,218	72,138	-97,675	-171,017
Barrels On Hand	8,627,421	7,424,181	7,764,310	7,423,545	7,454,535	7,058,401	6,614,750	6,462,342	7,960,595	7,378,432
ACQUISITIONS										
Massachusetts	0	0	0	0	0	0	0	0	0	0
New Jersey	0	0	0	0	164	0	0	0	0	0
Oregon	0	0	0	0	0	0	0	0	0	0
Washington	0	0	0	0	0	0	0	0	0	0
Wisconsin	0	0	0	0	0	0	0	851	380	0
Other States	0	0	0	0	0	0	0	0	0	0
U.S. Acquired	0	0	0	0	164	0	0	851	380	0
Foreign Barrels Acquired	6,959	12,554	3,481	4,282	3,856	19,438	7,448	1,725	7,918	3,352
Total Barrels Acquired	6,959	12,554	3,481	4,282	4,020	19,438	7,448	2,576	8,298	3,352
Interhandler Transfers	94,824	14,643	-8,558	13,283	30,874	24,312	26,143	51,387	61,198	11,718
SALES & SHRINKAGE										
Fresh Fruit	40	372	2,766	14,558	-57	87	31	-623	968	0
Processed & Sold By Handler	1,395,760	1,561,202	1,558,987	1,402,063	1,421,161	1,290,418	1,448,205	1,443,508	1,273,569	846,178
Sold to Processors	186,940	120,141	436,319	135,962	247,284	206,056	172,686	215,138	326,562	133,815
Sold to the Government	14,576	17,130	15,082	27,949	23,014	15,599	14,795	12,893	20,450	7,090
Total Domestic Sales	1,597,316	1,698,845	2,013,154	1,580,532	1,691,402	1,512,160	1,635,717	1,670,916	1,621,549	987,083
Foreign Sales-Fresh	1,210	269	6,884	7,780	361	0	2	0	943	0
Foreign Sales-Processed	561,168	492,324	413,711	525,223	464,957	469,234	374,576	157,899	257,659	202,715
Total Foreign Sales	562,378	492,593	420,595	533,003	465,318	469,234	374,578	157,899	258,602	202,715
Total Sales	2,159,694	2,191,438	2,433,749	2,113,535	2,156,720	1,981,394	2,010,295	1,828,815	1,880,151	1,189,798
Shrinkage	108,295	69,854	75,559	12,007	145,066	49,305	54,762	41,562	331,934	92,642
Total Sales & Shrinkage	2,267,989	2,261,292	2,509,308	2,125,542	2,301,786	2,030,699	2,065,057	1,870,377	2,212,085	1,282,440
ENDING INVENTORY										
Barrels in Freezers	4,065,696	3,333,880	3,174,181	2,936,013	3,072,923	3,149,163	2,831,908	2,788,426	2,986,333	3,864,665
Barrels in Processed Form	2,395,519	1,856,206	2,075,744	2,379,555	2,114,720	1,922,289	1,751,376	1,857,502	2,831,673	2,246,397
Barrels In Inventory	6,461,215	5,190,086	5,249,925	5,315,568	5,187,643	5,071,452	4,583,284	4,645,928	5,818,006	6,111,062

	2008	2007	2006	2005	2004	2003	2002	2001	2000	1999
	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										
<u>BEGINNING INVENTORY</u>										
Barrels in Freezers	4,065,696	3,333,880	3,174,181	2,936,013	3,072,923	3,150,122	2,831,908	2,788,426	2,986,333	3,864,665
Barrels in Processed Form	2,395,519	1,856,206	2,075,744	2,379,555	2,114,720	1,921,330	1,751,376	1,857,502	2,831,673	2,246,397
Sub-Total	6,461,215	5,190,086	5,249,925	5,315,568	5,187,643	5,071,452	4,583,284	4,645,928	5,818,006	6,111,062
Adj from prev report:	20,640	91,583	-392	3,906	1,948	867	3,224	0	2,631	-133
Barrels On Hand	6,481,855	5,281,669	5,249,533	5,319,474	5,189,591	5,072,319	4,586,508	4,645,928	5,820,637	6,110,929
<u>ACQUISITIONS</u>										
Massachusetts	0	0	0	0	0	0	0	0	0	0
New Jersey	0	0	0	0	0	0	0	0	0	0
Oregon	0	0	0	0	0	0	0	0	0	0
Washington	0	0	0	0	0	0	0	0	0	0
Wisconsin	0	0	0	0	0	0	0	0	0	0
Other States	0	0	0	0	0	0	0	0	0	0
U.S. Acquired	0	0	0	0	0	0	0	0	0	0
Foreign Barrels Acquired	0	9,215	3,725	18,526	3,321	6,136	9,590	4,203	25,098	18,062
Total Barrels Acquired	0	9,215	3,725	18,526	3,321	6,136	9,590	4,203	25,098	18,062
Interhandler Transfers	38,856	-14,000	-34,522	-34,941	-10,667	15,446	-31,332	15,371	22,303	6,408
<u>SALES & SHRINKAGE</u>										
Fresh Fruit	0	0	0	0	0	0	0	0	0	0
Processed & Sold By Handler	1,036,975	1,216,113	1,036,193	1,183,681	967,403	878,428	865,741	1,032,055	900,362	759,681
Sold to Processors	98,102	93,482	136,848	83,993	58,446	156,198	186,347	94,724	303,482	172,638
Sold to the Government	9,531	9,608	10,991	9,958	9,494	9,514	10,964	9,573	43,391	8,024
Total Domestic Sales	1,144,608	1,319,203	1,184,032	1,277,632	1,035,343	1,044,140	1,063,052	1,136,352	1,247,235	940,343
Foreign Sales-Fresh	0	0	0	0	0	0	0	0	0	0
Foreign Sales-Processed	453,995	402,750	318,075	342,213	348,553	316,331	310,231	149,414	200,654	228,997
Total Foreign Sales	453,995	402,750	318,075	342,213	348,553	316,331	310,231	149,414	200,654	228,997
Total Sales	1,598,603	1,721,953	1,502,107	1,619,845	1,383,896	1,360,471	1,373,283	1,285,766	1,447,889	1,169,340
Shrinkage	26,210	-52,317	22,290	35,397	37,305	92,084	36,378	27,979	76,200	131,613
Total Sales & Shrinkage	1,624,813	1,669,636	1,524,397	1,655,242	1,421,201	1,452,555	1,409,661	1,313,745	1,524,089	1,300,953
<u>ENDING INVENTORY</u>										
Barrels in Freezers	2,486,055	2,024,372	1,794,310	1,863,774	2,021,672	1,988,669	1,436,801	1,672,678	1,688,528	2,198,685
Barrels in Processed Form	2,409,843	1,582,876	1,900,029	1,784,043	1,739,372	1,672,677	1,718,304	1,679,079	2,655,421	2,635,761
Barrels in Inventory	4,895,898	3,607,248	3,694,339	3,647,817	3,761,044	3,641,346	3,155,105	3,351,757	4,343,949	4,834,446

	2008	2007	2006	2005	2004	2003	2002	2001	2000	1999
	8/1-8/31	8/1-8/31	8/1-8/31	8/1-8/31	8/1-8/31	8/1-8/31	8/1-8/31	8/1-8/31	8/1-8/31	8/1-8/31
Q4: 4th Cycle										
BEGINNING INVENTORY										
Barrels in Freezers	2,486,055	2,024,372	1,794,310	1,863,774	2,021,672	1,968,669	1,436,801	1,672,678	1,688,528	2,198,685
Barrels in Processed Form	2,409,843	1,582,876	1,900,029	1,784,043	1,739,372	1,672,677	1,718,304	1,679,079	2,655,421	2,635,761
Sub-Total	4,895,898	3,607,248	3,694,339	3,647,817	3,761,044	3,641,346	3,155,105	3,351,757	4,343,949	4,834,446
Adj from prev report:	763	-3,681	-1	2,333	42,628	-1,371	5,244	-2,751	0	-515
Barrels On Hand	4,896,661	3,603,567	3,694,338	3,650,150	3,803,672	3,639,975	3,160,349	3,349,006	4,343,949	4,833,931
ACQUISITIONS										
Massachusetts	0	0	0	0	0	0	0	0	0	0
New Jersey	0	0	0	0	0	0	0	0	0	0
Oregon	0	0	0	0	0	0	0	0	0	0
Washington	0	0	0	0	0	0	0	0	0	0
Wisconsin	0	0	0	48,364	0	0	0	0	0	0
Other States	0	0	0	48,364	0	0	0	0	0	0
U.S. Acquired	0	0	0	48,364	0	0	0	0	0	0
Foreign Barrels Acquired	0	2,014	200	13,600	1,170	2,393	3,127	0	833	2,202
Total Barrels Acquired	0	2,014	200	61,964	1,170	2,393	3,127	0	833	2,202
Interhandler Transfers	77	2,626	13,657	-9,773	5,316	17,345	2,421	-18,064	8,001	0
SALES & SHRINKAGE										
Fresh Fruit	0	0	0	0	0	0	0	0	0	0
Processed & Sold By Handler	364,705	450,453	551,335	368,866	380,687	440,413	408,811	700,903	257,494	359,730
Sold to Processors	56,747	45,181	35,929	74,415	30,812	65,494	87,337	43,390	366,195	57,198
Sold to the Government	3373	3,813	0	3,852	4,102	3,950	4,028	3,722	4,922	5,685
Total Domestic Sales	424,825	499,447	587,264	447,133	415,601	509,857	500,176	748,015	628,611	422,613
Foreign Sales-Fresh	0	0	0	0	0	0	0	0	0	0
Foreign Sales-Processed	129,368	141,206	133,177	192,377	134,079	152,594	127,232	58,657	83,680	68,640
Total Foreign Sales	129,368	141,206	133,177	192,377	134,079	152,594	127,232	58,657	83,680	68,640
Total Sales	554,193	640,653	720,441	639,510	549,680	662,451	627,408	806,672	712,291	491,253
Shrinkage	-1,783	11,987	7,294	73,007	24,790	-80,770	40,010	79,187	-17,850	71,813
Total Sales & Shrinkage	552,410	652,640	727,735	712,517	574,470	581,681	667,418	885,859	694,441	563,066
ENDING INVENTORY										
Barrels in Freezers	1,897,270	1,425,766	1,292,950	1,375,747	1,608,916	1,532,987	1,107,807	1,263,482	1,364,446	1,612,336
Barrels in Processed Form	2,447,058	1,529,801	1,687,510	1,614,077	1,626,772	1,545,045	1,390,672	1,181,601	2,293,896	2,660,731
Barrels In Inventory	4,344,328	2,955,567	2,980,460	2,989,824	3,235,688	3,078,032	2,498,479	2,445,083	3,658,342	4,273,067

Final Year to Date	2008 9/1-8/31	2007 9/1-8/31	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
BEGINNING INVENTORY										
Barrels in Freezers	1,425,766	1,292,950	1,375,747	1,608,916	1,532,987	1,107,770	1,262,781	1,364,446	1,612,336	1,648,054
Barrels in Processed Form	1,529,801	1,687,510	1,614,077	1,626,772	1,545,045	1,390,672	1,181,601	2,293,896	2,660,731	1,568,774
Sub-Total	2,955,567	2,980,460	2,989,824	3,235,688	3,078,032	2,498,442	2,444,382	3,658,342	4,273,067	3,216,828
Adj from prev report:	64,735	189,448	46,736	35,638	178,999	7,212	56,533	73,523	-95,683	-224,231
Barrels On Hand	3,020,302	3,169,908	3,036,560	3,271,326	3,257,031	2,505,654	2,500,915	3,731,865	4,177,384	2,992,597
ACQUISITIONS										
Massachusetts	2,374,353	1,521,894	1,879,610	1,422,817	1,803,419	1,406,073	1,450,804	1,413,041	1,952,792	1,869,575
New Jersey	508,247	521,905	465,741	530,262	384,918	459,390	427,331	411,104	476,080	699,697
Oregon	399,348	491,505	465,745	432,411	483,848	506,367	431,503	354,635	393,167	327,149
Washington	108,205	188,094	121,368	199,010	168,965	189,813	159,530	133,557	162,863	146,899
Wisconsin	4,463,818	3,823,669	3,847,157	3,724,095	3,294,458	3,604,722	3,205,843	2,466,391	2,597,541	3,306,446
Other States	6,282	580	652	45,921	32,653	32,159	20,015	14,752	3,170	228
U.S. Acquired	7,860,253	6,547,647	6,780,273	6,354,516	6,168,261	6,198,524	5,695,026	4,793,480	5,585,613	6,349,994
Foreign Barrels Acquired	936,594	1,002,801	1,108,930	943,316	1,048,741	1,089,165	925,066	697,028	623,768	656,520
Total Barrels Acquired	8,796,847	7,550,448	7,889,203	7,297,832	7,217,002	7,287,689	6,620,092	5,490,508	6,209,381	7,006,514
Interhandler Transfers	127,765	-61,613	-86,023	-202,987	-43,227	112,337	-34,153	43,364	76,972	241,560
SALES & SHRINKAGE										
Fresh Fruit	252,694	291,587	259,746	238,995	249,318	202,572	251,789	236,249	260,249	214,128
Processed & Sold By Handler	4,701,831	5,172,241	4,908,279	4,673,939	4,413,236	4,176,486	3,970,696	4,893,354	3,793,013	3,635,646
Sold to Processors	579,578	653,828	954,046	458,592	778,127	767,015	754,650	881,800	1,335,890	800,002
Sold to the Government	46,594	50,015	46,138	64,192	57,521	47,999	99,841	46,988	143,910	38,649
Total Domestic Sales	5,580,697	6,167,671	6,168,209	5,435,718	5,498,202	5,194,072	5,076,976	6,058,391	5,533,062	4,688,425
Foreign Sales-Fresh	48,313	54,899	75,240	63,395	49,448	49,321	47,913	31,412	40,093	39,933
Foreign Sales-Processed	1,789,979	1,519,065	1,485,823	1,614,292	1,458,164	1,435,275	1,251,460	563,363	784,371	859,851
Total Foreign Sales	1,838,292	1,573,964	1,561,063	1,677,687	1,507,612	1,484,596	1,299,373	594,775	824,464	899,784
Total Sales	7,418,989	7,741,635	7,729,272	7,113,405	7,005,814	6,678,668	6,376,349	6,653,166	6,357,526	5,588,209
Shrinkage	181,597	-38,459	130,008	262,942	189,304	148,980	212,026	167,488	447,869	379,395
Total Sales & Shrinkage	7,600,586	7,703,176	7,859,280	7,376,347	7,195,118	6,827,648	6,588,375	6,820,654	6,805,395	5,967,604
ENDING INVENTORY										
Barrels in Freezers	1,897,270	1,425,766	1,292,950	1,375,747	1,608,916	1,532,987	1,107,807	1,263,482	1,364,446	1,612,336
Barrels in Processed Form	2,447,058	1,529,801	1,687,510	1,614,077	1,626,772	1,545,045	1,390,672	1,181,601	2,293,896	2,660,731
Barrels in Inventory	4,344,328	2,955,567	2,980,460	2,989,824	3,235,688	3,078,032	2,498,479	2,445,083	3,658,342	4,273,067