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C O M M I T T E E

2009 *Cranberry* Retrospective Index

What's Inside & Where to Find it

Page Numbers

1	Cover Page
2	Index
<hr/>	
3-4	An Overview: 2009 vs. 2008 Crop Year Comparison
<hr/>	
5-6	Year Domestic Production
<hr/>	
7	Domestic Production & Foreign Acquisitions
<hr/>	
8-9	Foreign Acquisitions: 1999-2009 Crop Years
<hr/>	
10-11	Harvested Acreage: 1999 - 2009 Crop Years
<hr/>	
12-13	U. S. Average Yield Per Acre: 1999 - 2009 Crop Years
<hr/>	
14-15	Per Capita Consumption
<hr/>	
16-17	Average Price Paid: Fresh & Processed Fruit Grower Return (Graph) Cranberry Average Price & Utilized Production Value (Chart)
<hr/>	
18	Supply vs. Utilization
<hr/>	
19	Domestic & Export Utilization
<hr/>	
20	Ending Inventory: 1999—2009 (Graph)
<hr/>	
21-25	1999-2009 Ten-Year Comparative Cranberry Inventory Position Report
<hr/>	

2009 *Cranberry* Retrospective

A Quick Overview

Comparison of Key Factors: 2009 vs. 2008 Crop Year

	2009 Crop Year (in barrels)	2008 Crop Year (in barrels)	Barrel Difference (+/-)	% Difference
Beginning Inventories (Adjusted)	4,344,328	2,966,547	1,388,761	46.99%
Domestic Production	6,934,641	7,860,253	(925,792)	-11.78%
Foreign Acquisitions	1,117,555	936,594	180,961	19.32%
Domestic Fresh Fruit Sales	241,219	252,694	(11,475)	-4.54%
Foreign Fresh Fruit Sales	50,667	48,313	2,354	4.87%
Processed Fruit Utilization (Domestic)	5,535,541	5,328,003	207,538	3.90%
Processed Fruit Utilization (Foreign)	1,804,143	1,789,979	14,164	0.79%
Total Sales	7,632,570	7,418,989	213,581	2.88%
Ending Inventory	4,611,206	4,344,328	266,878	6.14%

The statistical data contained in this report encompasses the 1999 through 2009 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 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.

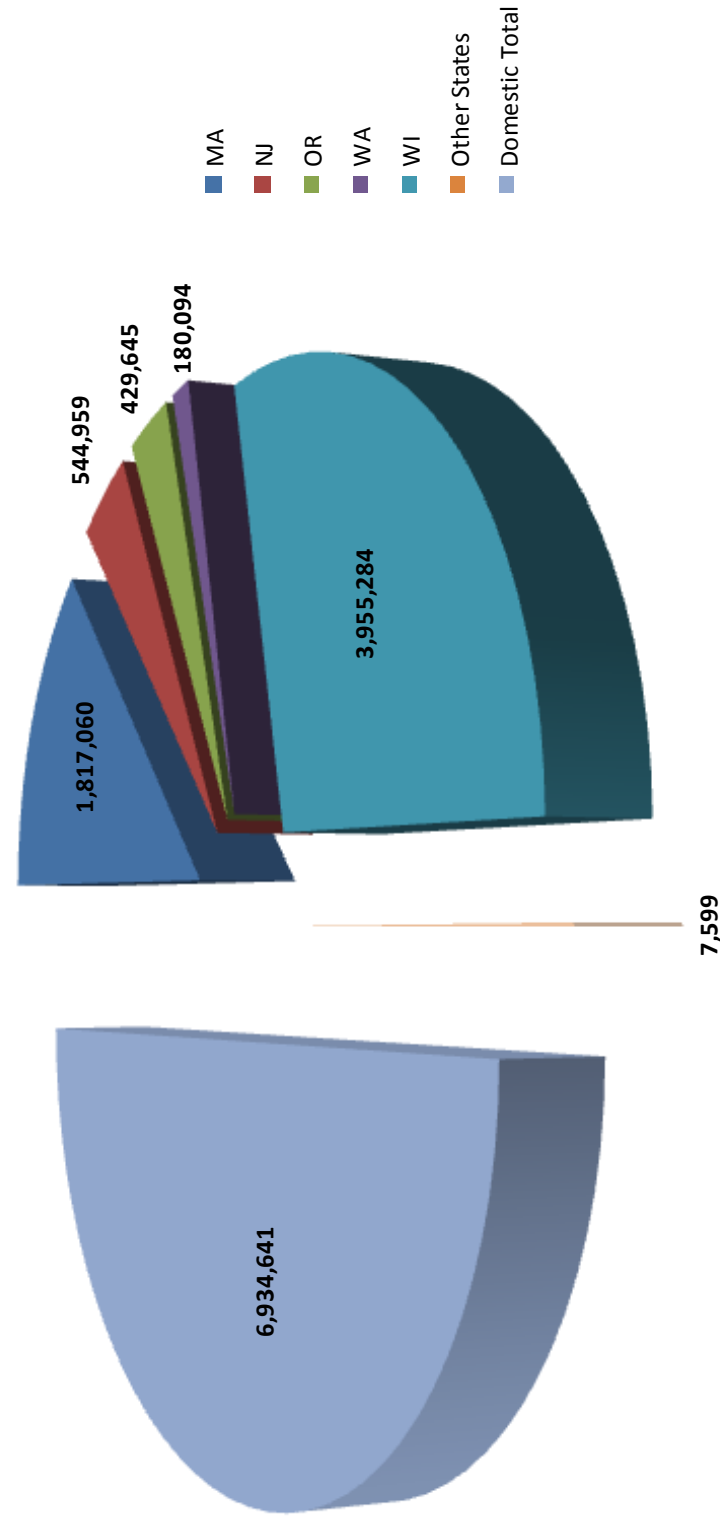
Marketing Order Regulation

No federal marketing order regulation was in effect during the 2009 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.

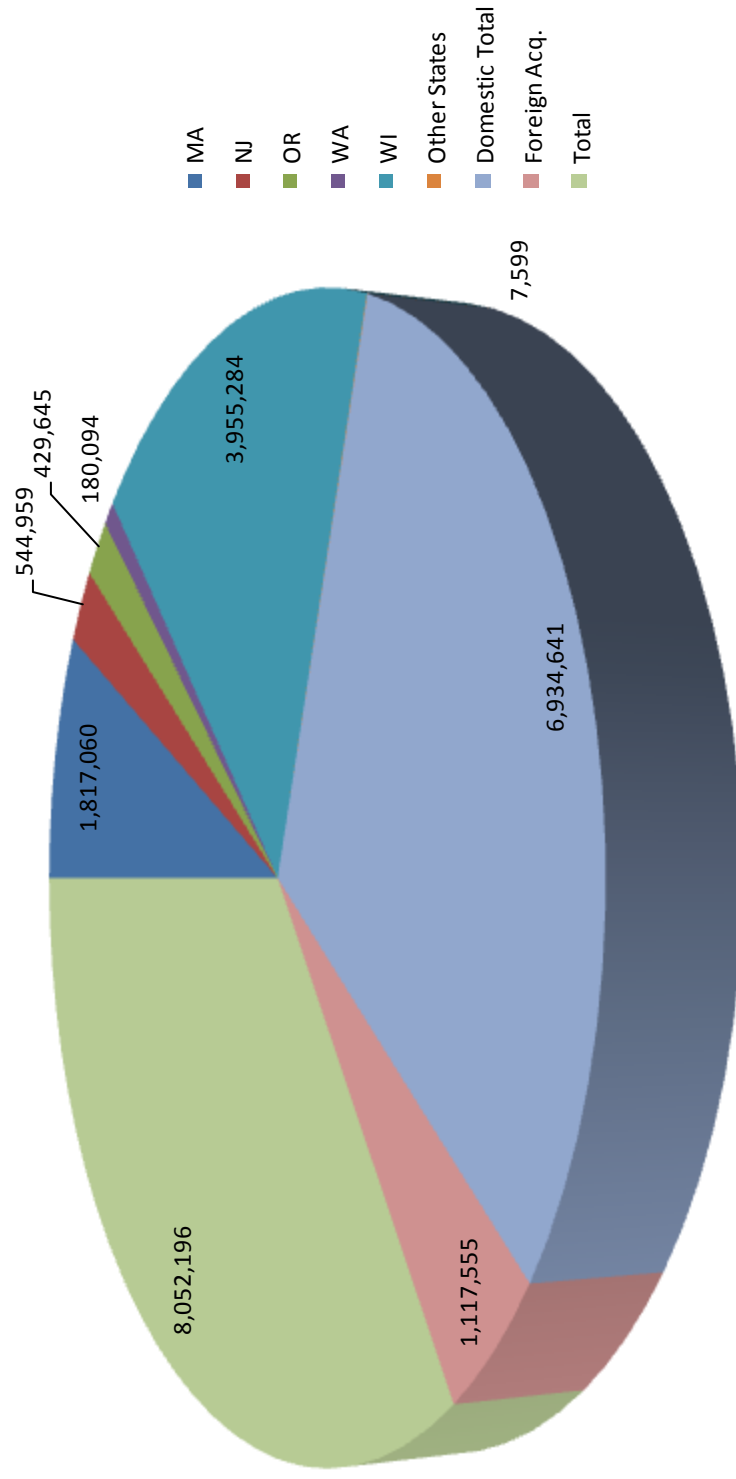
2009 Crop Year Domestic Production By Production Areas (Barrels)



Domestic Production ***(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
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
2009	1,817,060	544,959	3,955,284	429,645	180,094	7,599	6,934,641

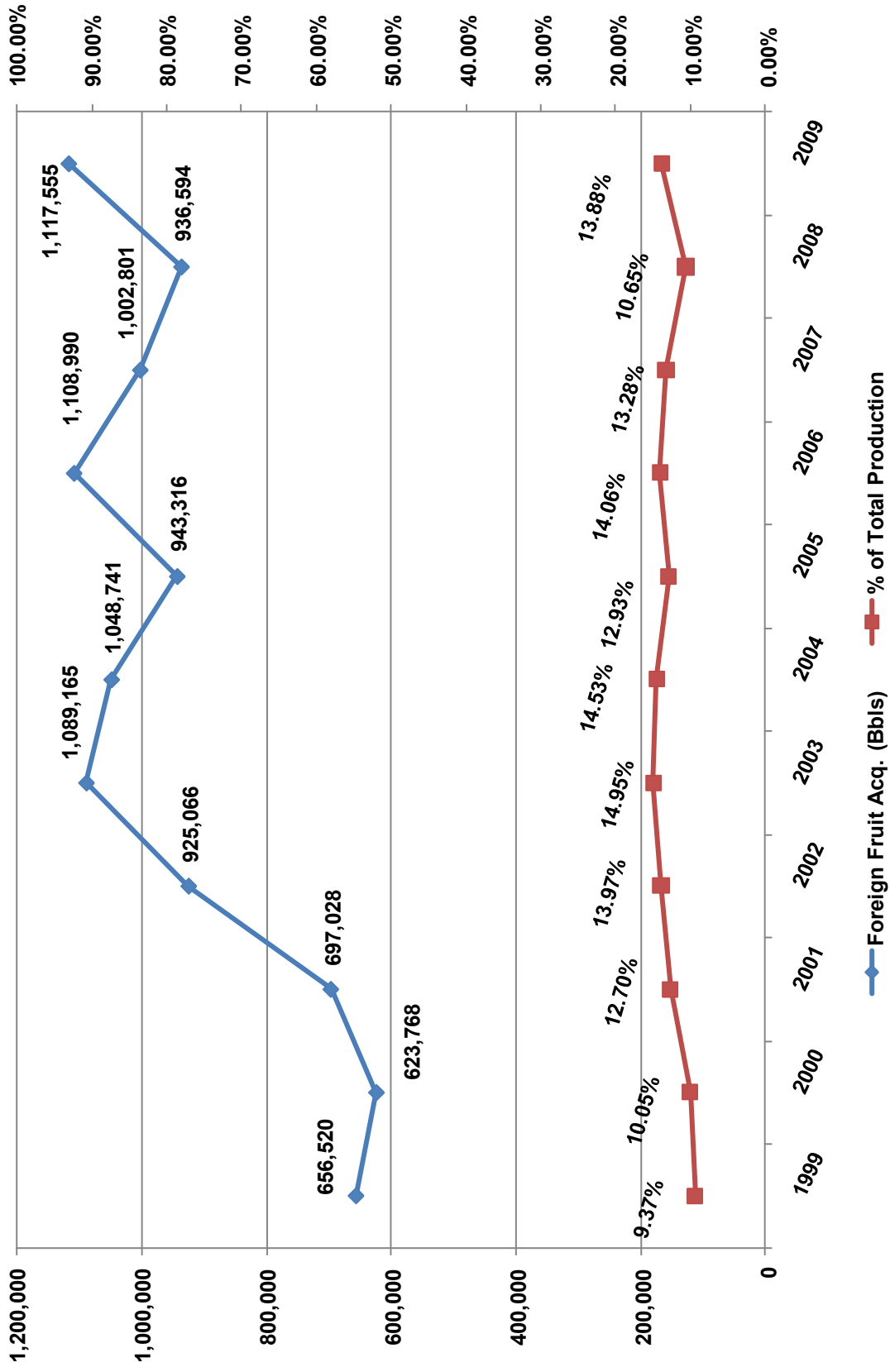
2009 Domestic Production & Foreign Acquisitions (Barrels)



Foreign Fruit Acquisitions

Crop Year	<i>Foreign Fruit Acquired (Barrels)</i>	<i>Percentage of Total Acquisitions</i>
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	10.65%
2009	1,117,555	13.88%

Foreign Fruit Acquired

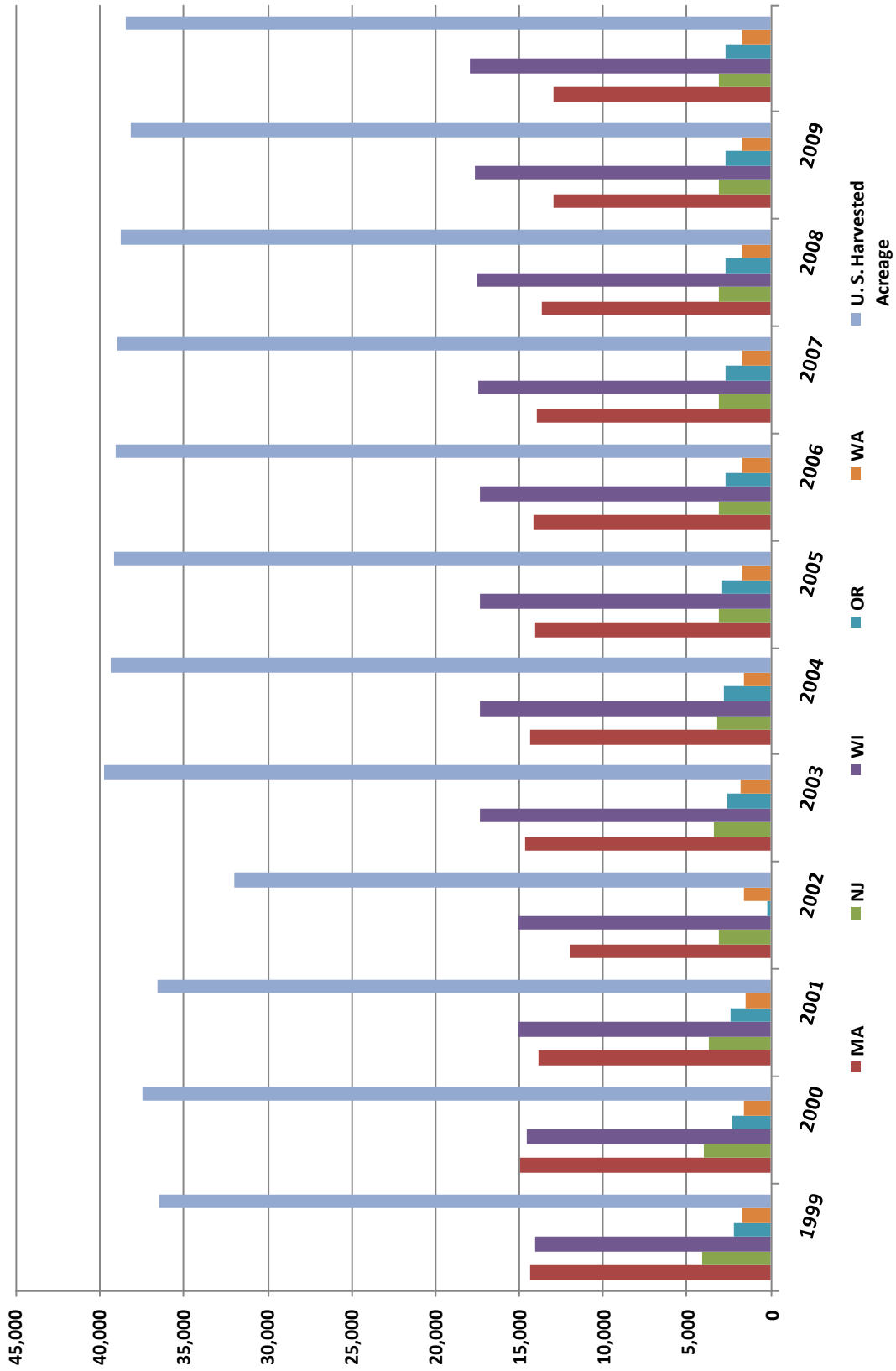


Harvested Acres

Crop Year	MA, RI District 1	NJ District 2	WI, MI District 3	OR District 4	WA District 4	U. S. Acres Har- vested	
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
2009	13,000	3,100	18,000	2,700	1,700	38,500	*NASS

*Acreage figures used for the 2002-2009 crop years are taken from reports issued by the National Agricultural Statistical Service (**NASS**)

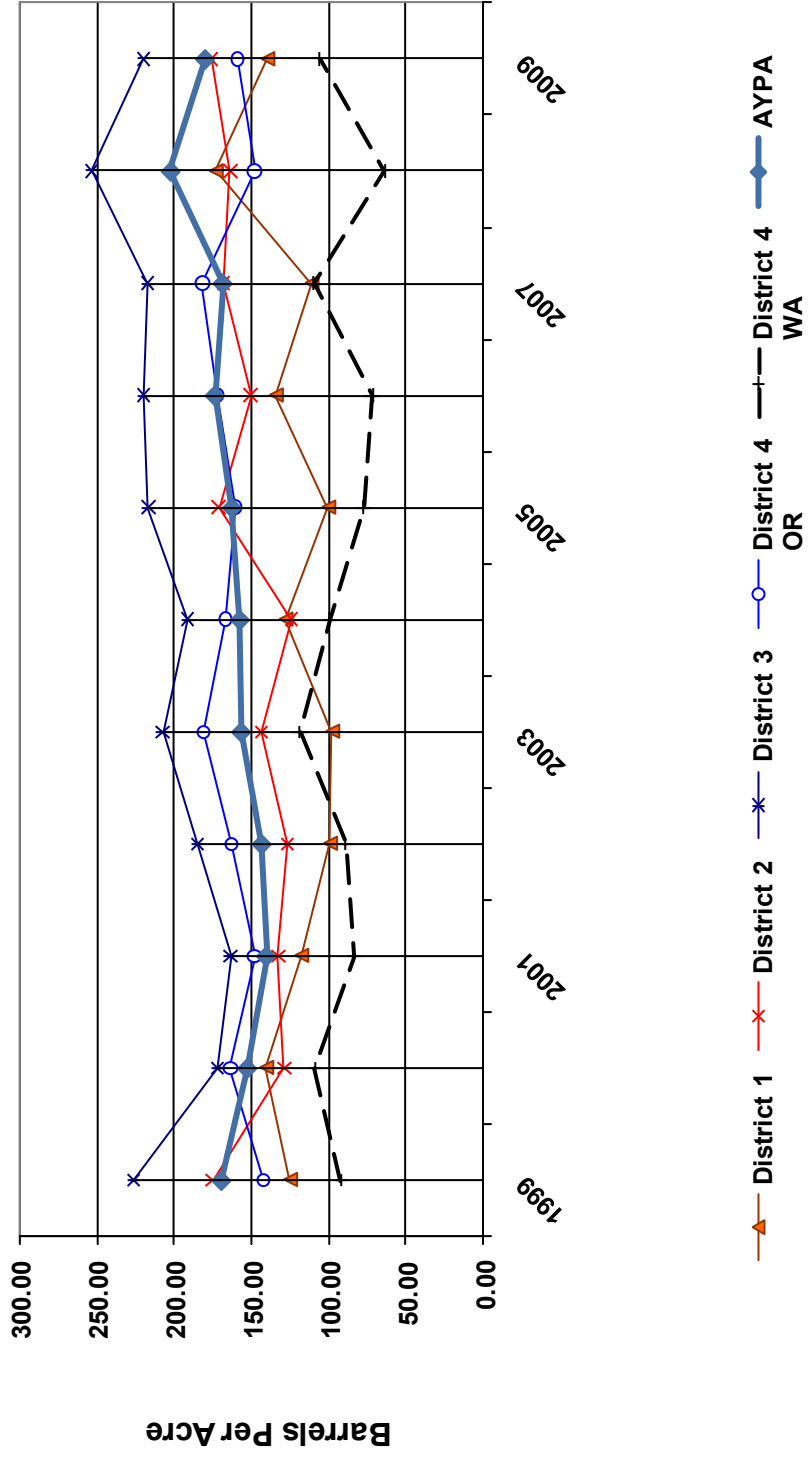
Harvested Acreage



U. S. Average Yield Per Acre

Crop Year	MA District 1	NJ District 2	WI District 3	OR District 4	WA District 4	Average Yield Per Acre
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
2009	139.77	175.79	219.74	159.13	105.94	180.12

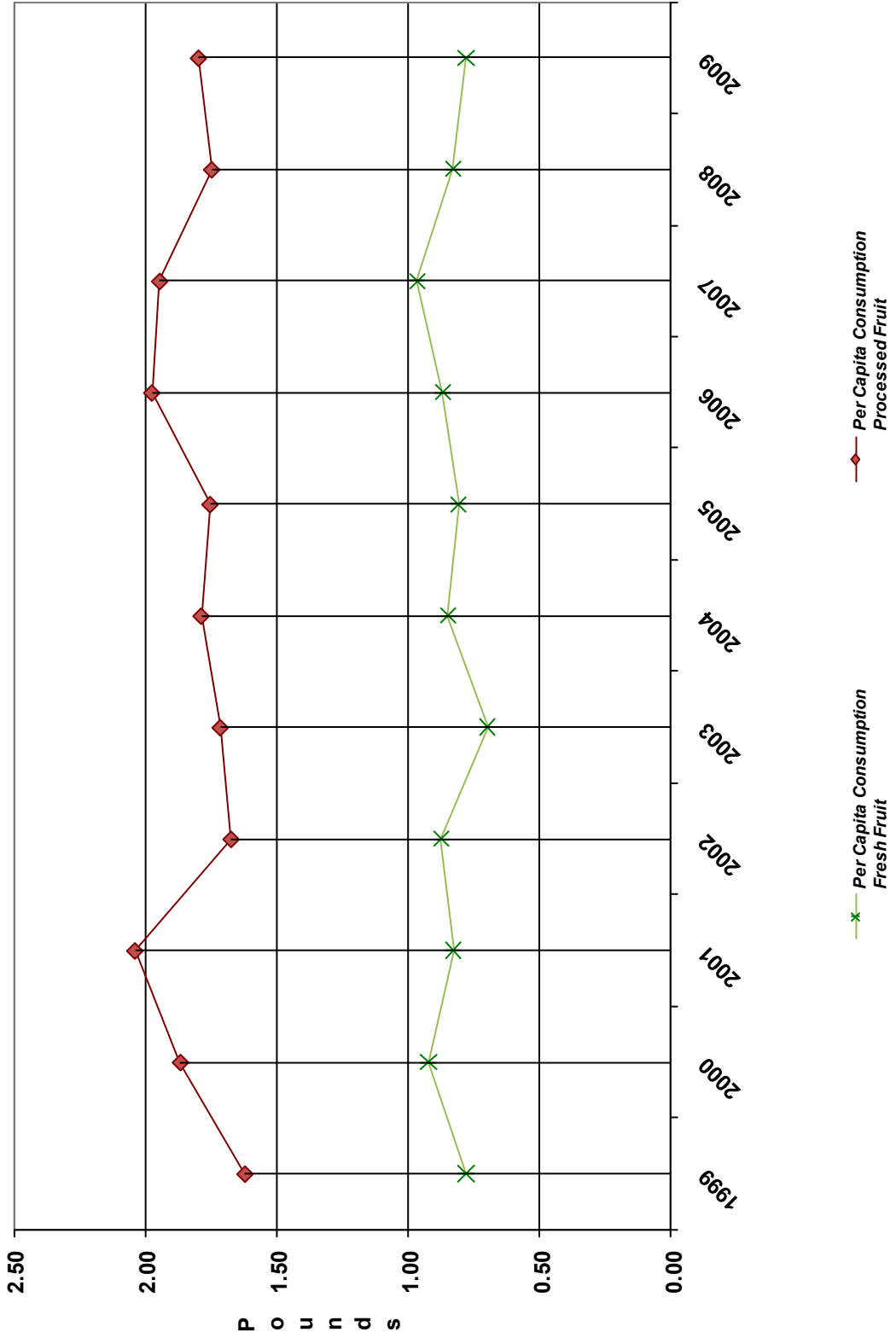
U. S. Average Yield Per Acre



Per Capita Consumption

<i>Crop Year</i>	<i>Processed Sales (lbs.)</i>	<i>Fresh Fruit Sales (lbs.)</i>	<i>Population 1,000's</i>	<i>Per Capita Consumption Fresh (lbs.)</i>	<i>Per Capita Consumption Processed (lbs.)</i>
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
2009	553,654,100	24,121,900	307,007	0.78	1.80

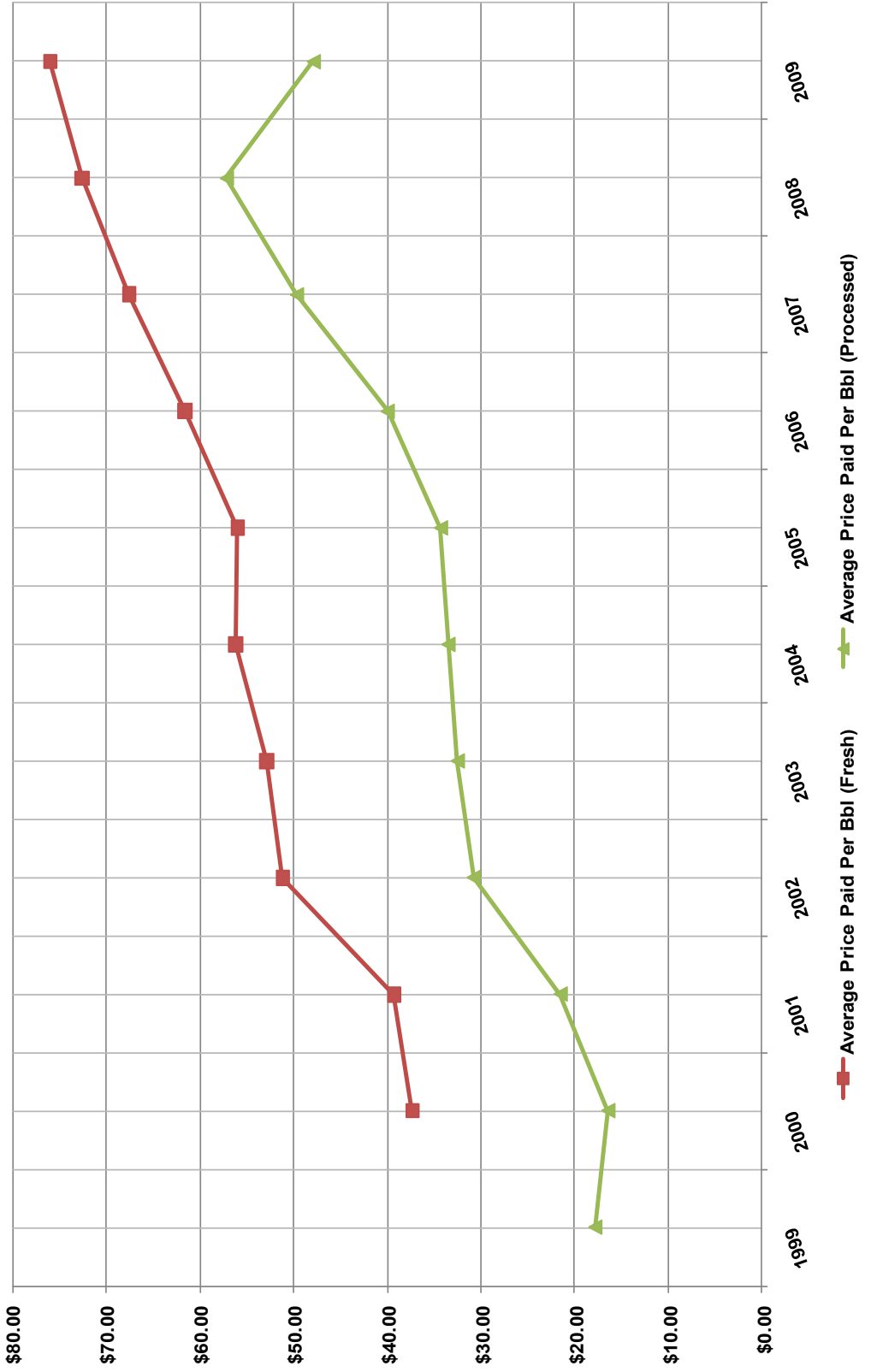
Per Capita Consumption



USDA, NASS
 (National Agricultural Statistical Service)
Cranberry Average Price Per Bbl

Crop Year	Value of Utilized Production (\$1,000)	Average Price Per Bbl FRESH	Average Price Per Bbl PROCESSED
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	\$332,092	\$65.30	\$45.80
2008	\$444,104	\$69.10	\$57.90
2009	\$340,706	\$76.00	\$47.90

USDA, NASS Cranberry Average Price Per Bbl



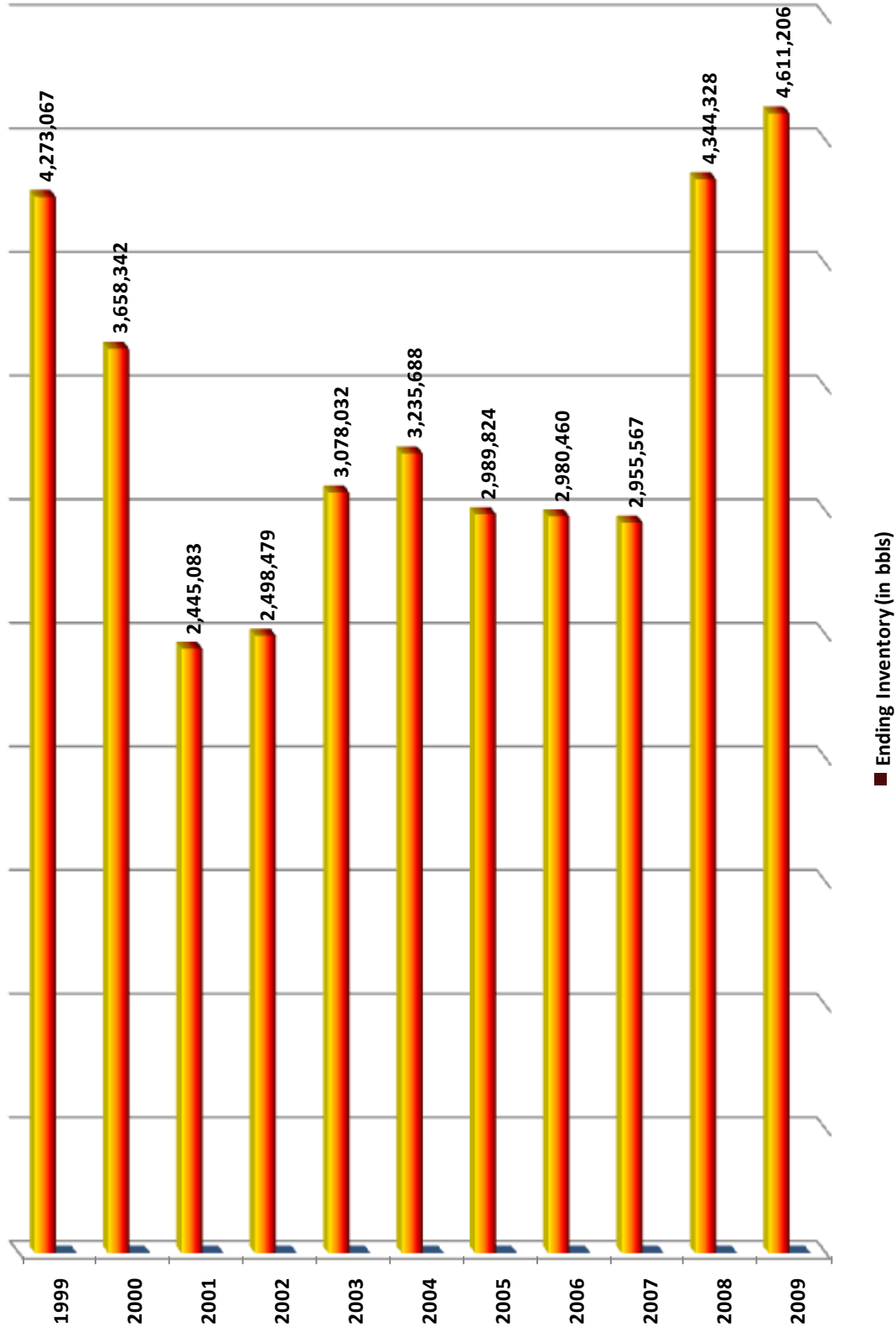
Cranberry Supply vs. Utilization

Crop Year	<i>Available Supply (in Barrels)</i>	<i>Barrels Utilized</i>	<i>Percentage of Supply (Bbls) Utilized</i>
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%
2009	12,497,947	7,632,570	61.07%

Domestic & Export Utilization

Crop Year	Domestic Fresh (Barrels)	Domestic Processed (Barrels)	Foreign Fresh (Barrels)	Foreign Processed (Barrels)	Total
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	5,876,084	54,899	1,519,065	7,741,635
2008	252,694	5,328,003	48,313	1,789,979	7,418,989
2009	241,219	5,536,541	50,667	1,804,143	7,632,570

Ending Inventory



Q1-1st Cycle

	2009	2008	2007	2006	2005	2004	2003	2002	2001	2000
	9/1-12/31	9/1-12/31	9/1-12/31	9/1-12/31	9/1-12/31	9/1-12/31	9/1-12/31	9/1-12/31	9/1-12/31	9/1-12/31
<u>BEGINNING INVENTORY</u>										
Barrels in Freezers	1,897,270	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
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
Sub-Total	4,344,328	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
Adj from prev report:	112,416	10,980.00	71,984	45,013	26,940	-89,993	5,577	15,847	4,136	-639
Barrels On Hand	4,456,744	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
<u>ACQUISITIONS</u>										
Massachusetts	1,817,060	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
New Jersey	544,959	508,247	521,905	465,741	530,262	384,754	459,390	427,331	411,104	476,080
Oregon	429,645	399,348	491,505	465,745	432,411	483,848	506,367	431,503	354,635	393,167
Washington	180,094	108,205	188,094	121,368	199,010	168,965	189,813	159,530	133,557	162,863
Wisconsin	3,955,284	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
Other States	7,599	6,282	580	652	45,921	32,653	32,159	20,015	14,752	3,170
U.S. Acquired	6,934,641	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
Foreign Barrels Acquired	1,100,631	929,635	979,018	1,101,524	906,908	1,040,394	1,061,198	904,901	691,100	589,919
Total Barrels Acquired	8,035,272	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

Interhandler Transfers	-2,047	-5,992	-64,882	-56,600	-171,556	-68,750	55,234	-31,385	-5,310	-14,530
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SALES & SHRINKAGE

Fresh Domestic Sales	239,565	252,654	291,215	255,688	224,437	249,375	202,485	251,758	236,872	259,281
Processed & Sold By Handler	1,771,405	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
Sold to Processors	315,978	237,789	395,024	344,950	164,222	441,585	339,267	308,280	528,548	339,651
Sold to the Government	18,866	19,114	19,464	20,065	22,433	20,911	18,936	70,054	20,800	75,147
Total Domestic Sales	2,345,814	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
Foreign Sales-Fresh	51,003	47,103	54,630	68,356	55,615	49,087	49,321	47,911	31,412	39,150
Foreign Sales-Processed	586,170	645,448	482,785	620,860	554,479	510,575	497,116	439,421	197,393	242,378
Total Foreign Sales	637,173	692,551	537,415	689,216	610,094	559,662	546,437	487,332	228,805	281,528
Total Sales	2,982,987	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
Shrinkage	99,859	48,875	-67,983	24,865	142,531	-17,857	88,361	80,876	18,760	57,585
Total Sales & Shrinkage	3,082,846	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
<u>ENDING INVENTORY</u>										
Barrels in Freezers	6,615,633	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
Barrels in Processed Form	2,791,490	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
Barrels In Inventory	9,407,123	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

Q2-2nd Cycle

BEGINNING INVENTORY

	2009 1/1-4/30	2008 1/1-4/30	2007 1/1-4/30	2006 1/1-4/30	2005 1/1-4/30	2004 1/1-4/30	2003 1/1-4/30	2002 1/1-4/30	2001 1/1-4/30	2000 1/1-4/30
Barrels in Freezers	6,615,633	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
Barrels in Processed Form	2,791,490	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
Sub-Total	9,407,123	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
Adj from prev report:	-73,365	32,352	29,562	2,116	2,459	224,416	2,139	32,218	72,138	-97,675
Barrels On Hand	9,333,758	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

ACQUISITIONS

Massachusetts	0	0	0	0	0	0	0	0	0	0
New Jersey	0	0	0	0	0	164	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	851	380
Other States	0	0	0	0	0	0	0	0	0	0
U.S. Acquired	0	0	0	0	0	164	0	0	851	380
Foreign Barrels Acquired	12,395	6,959	12,554	3,481	4,282	3,856	19,438	7,448	1,725	7,918
Total Barrels Acquired	12,395	6,959	12,554	3,481	4,282	4,020	19,438	7,448	2,576	8,298

Interhandler Transfers

	38,711	94,824	14,643	-8,558	13,283	30,874	24,312	26,143	51,387	61,198
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SALES & SHRINKAGE

Fresh Fruit	1,654	40	372	2,766	14,558	-57	87	31	-623	968
Processed & Sold By Handler	1,467,155	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
Sold to Processors	314,049	186,940	120,141	436,319	135,962	247,284	206,056	172,686	215,138	326,562
Sold to the Government	13,120	14,576	17,130	15,082	27,949	23,014	15,599	14,795	12,893	20,450
Total Domestic Sales	1,795,978	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
Foreign Sales-Fresh	-336	1,210	269	6,884	7,780	361	0	2	0	943
Foreign Sales-Processed	579,127	561,168	492,324	413,711	525,223	464,957	469,234	374,576	157,899	257,659
Total Foreign Sales	578,791	562,378	492,593	420,595	533,003	465,318	469,234	374,578	157,899	258,602
Total Sales	2,374,769	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
Shrinkage	141,031	108,295	69,854	75,559	12,007	145,066	49,305	54,762	41,562	331,934
Total Sales & Shrinkage	2,515,800	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

ENDING INVENTORY

Barrels in Freezers	3,987,855	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
Barrels in Processed Form	2,881,209	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
Barrels In Inventory	6,869,064	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

Q3: 3rd Cycle

BEGINNING INVENTORY

	2009 5/1-7/30	2008 5/1-7/31	2007 5/1-7/31	2006 5/1-7/31	2005 5/1-7/31	2004 5/1-7/31	2003 5/1-7/31	2002 5/1-7/31	2001 5/1-7/31	2000 5/1-7/31
Barrels in Freezers	3,987,855	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
Barrels in Processed Form	2,881,209	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
Sub-Total	6,869,064	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
Adj from prev report:	41,702	20,640	91,583	-392	3,906	1,948	867	3,224	0	2,631
Barrels On Hand	6,910,766	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

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	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	4,529	0	9,215	3,725	18,526	3,321	6,136	9,590	4,203	25,098
Total Barrels Acquired	4,529	0	9,215	3,725	18,526	3,321	6,136	9,590	4,203	25,098

Interhandler Transfers

	4,008	38,856	-14,000	-34,522	-34,941	-10,667	15,446	-31,332	15,371	22,303
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SALES & SHRINKAGE

Fresh Fruit	0	0	0	0	0	0	0	0	0	0
Processed & Sold By Handler	1,070,992	1,036,975	1,216,113	1,036,193	1,183,681	967,403	878,428	865,741	1,032,055	900,362
Sold to Processors	147,842	98,102	93,482	136,848	83,993	58,446	156,198	186,347	94,724	303,482
Sold to the Government	8,672	9,531	9,608	10,991	9,958	9,494	9,514	10,964	9,573	43,391
Total Domestic Sales	1,227,506	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
Foreign Sales-Fresh	0	0	0	0	0	0	0	0	0	0
Foreign Sales-Processed	491,290	453,995	402,750	318,075	342,213	348,553	316,331	310,231	149,414	200,654
Total Foreign Sales	491,290	453,995	402,750	318,075	342,213	348,553	316,331	310,231	149,414	200,654
Total Sales	1,718,796	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
Shrinkage	10,115	26,210	-52,317	22,290	35,397	37,305	92,084	36,378	27,979	76,200
Total Sales & Shrinkage	1,728,911	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

ENDING INVENTORY

Barrels in Freezers	2,411,197	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
Barrels in Processed Form	2,779,195	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
Barrels In Inventory	5,190,392	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

Q4: 4th Cycle

BEGINNING INVENTORY

	2009 8/1-8/31	2008 8/1-8/31	2007 8/1-8/31	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
Barrels in Freezers	2,411,197	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
Barrels in Processed Form	2,779,195	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
Sub-Total	5,190,392	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
Adj from prev report:	20,670	763	-3,681	-1	2,333	42,628	-1,371	5,244	-2,751	0
Barrels On Hand	5,211,062	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

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	0	48,364	0	0	0	0	0
Other States	0	0	0	0	0	0	0	0	0	0
U.S. Acquired	0	0	0	0	48,364	0	0	0	0	0
Foreign Barrels Acquired	0	0	2,014	200	13,600	1,170	2,393	3,127	0	833
Total Barrels Acquired	0	0	2,014	200	61,964	1,170	2,393	3,127	0	833

Interhandler Transfers

	2,881	77	2,626	13,657	-9,773	5,316	17,345	2,421	-18,064	8,001
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SALES & SHRINKAGE

Fresh Fruit	0	0	0	0	0	0	0	0	0	0
Processed & Sold By Handler	361,906	364,705	450,453	551,335	368,866	380,687	440,413	408,811	700,903	257,494
Sold to Processors	43,827	56,747	45,181	35,929	74,415	30,812	65,494	87,337	43,390	366,195
Sold to the Government	2,729	3,373	3,813	0	3,852	4,102	3,950	4,028	3,722	4,922
Total Domestic Sales	408,462	424,825	499,447	587,264	447,133	415,601	509,857	500,176	748,015	628,611
Foreign Sales-Fresh	0	0	0	0	0	0	0	0	0	0
Foreign Sales-Processed	147,556	129,368	141,206	133,177	192,377	134,079	152,594	127,232	58,657	83,680
Total Foreign Sales	147,556	129,368	141,206	133,177	192,377	134,079	152,594	127,232	58,657	83,680
Total Sales	556,018	554,193	640,653	720,441	639,510	549,680	662,451	627,408	806,672	712,291
Shrinkage	46,719	-1,783	11,987	7,294	73,007	24,790	-80,770	40,010	79,187	-17,850
Total Sales & Shrinkage	602,737	552,410	652,640	727,735	712,517	574,470	581,681	667,418	885,859	694,441

ENDING INVENTORY

Barrels in Freezers	1,897,212	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
Barrels in Processed Form	2,713,994	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
Barrels In Inventory	4,611,206	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

Final Year to Date	2009	2008	2007	2006	2005	2004	2003	2002	2001	2000
	9/1-8/31	9/1-8/31	9/1-8/31	9/1-8/31	9/1-8/31	9/1-8/31	9/1-8/31	9/1-8/31	9/1-8/31	9/1-8/31
<u>BEGINNING INVENTORY</u>										
Barrels in Freezers	1,897,270	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
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
Sub-Total	4,344,328	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
Adj from prev report:	101,423	64,735	189,448	46,736	35,638	178,999	7,212	56,533	73,523	-95,683
Barrels On Hand	4,445,751	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
<u>ACQUISITIONS</u>										
Massachusetts	1,817,060	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
New Jersey	544,959	508,247	521,905	465,741	530,262	384,918	459,390	427,331	411,104	476,080
Oregon	429,645	399,348	491,505	465,745	432,411	483,848	506,367	431,503	354,635	393,167
Washington	180,094	108,205	188,094	121,368	199,010	168,965	189,813	159,530	133,557	162,863
Wisconsin	3,955,284	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
Other States	7,599	6,282	580	652	45,921	32,653	32,159	20,015	14,752	3,170
U.S. Acquired	6,934,641	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
Foreign Barrels Acquired	1,117,555	936,594	1,002,801	1,108,930	943,316	1,048,741	1,089,165	925,066	697,028	623,768
Total Barrels Acquired	8,052,196	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
Interhandler Transfers	43,553	127,765	-61,613	-86,023	-202,987	-43,227	112,337	-34,153	43,364	76,972
<u>SALES & SHRINKAGE</u>										
Fresh Fruit	241,219	252,694	291,587	259,746	238,995	249,318	202,572	251,789	236,249	260,249
Processed & Sold By Handler	4,671,458	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
Sold to Processors	821,696	579,578	653,828	954,046	458,592	778,127	767,015	754,650	881,800	1,335,890
Sold to the Government	43,387	46,594	50,015	46,138	64,192	57,521	47,999	99,841	46,988	143,910
Total Domestic Sales	5,777,760	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
Foreign Sales-Fresh	50,667	48,313	54,899	75,240	63,395	49,448	49,321	47,913	31,412	40,093
Foreign Sales-Processed	1,804,143	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
Total Foreign Sales	1,854,810	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
Total Sales	7,632,570	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
Shrinkage	297,724	181,597	-38,459	130,008	262,942	189,304	148,980	212,026	167,488	447,869
Total Sales & Shrinkage	7,930,294	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
<u>ENDING INVENTORY</u>										
Barrels in Freezers	1,897,212	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
Barrels in Processed Form	2,713,994	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
Barrels in Inventory	4,611,206	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