

Cranberry Marketing Committee

Stats & Facts

At its August 30 & 31, 2010 meeting in Minocqua, WI the CMC finalized its marketing policy for the 2010 crop year.

Among the actions taken by the Committee was **not to recommend** a regulation for the 2010 crop year.

The chairman named a working group to:

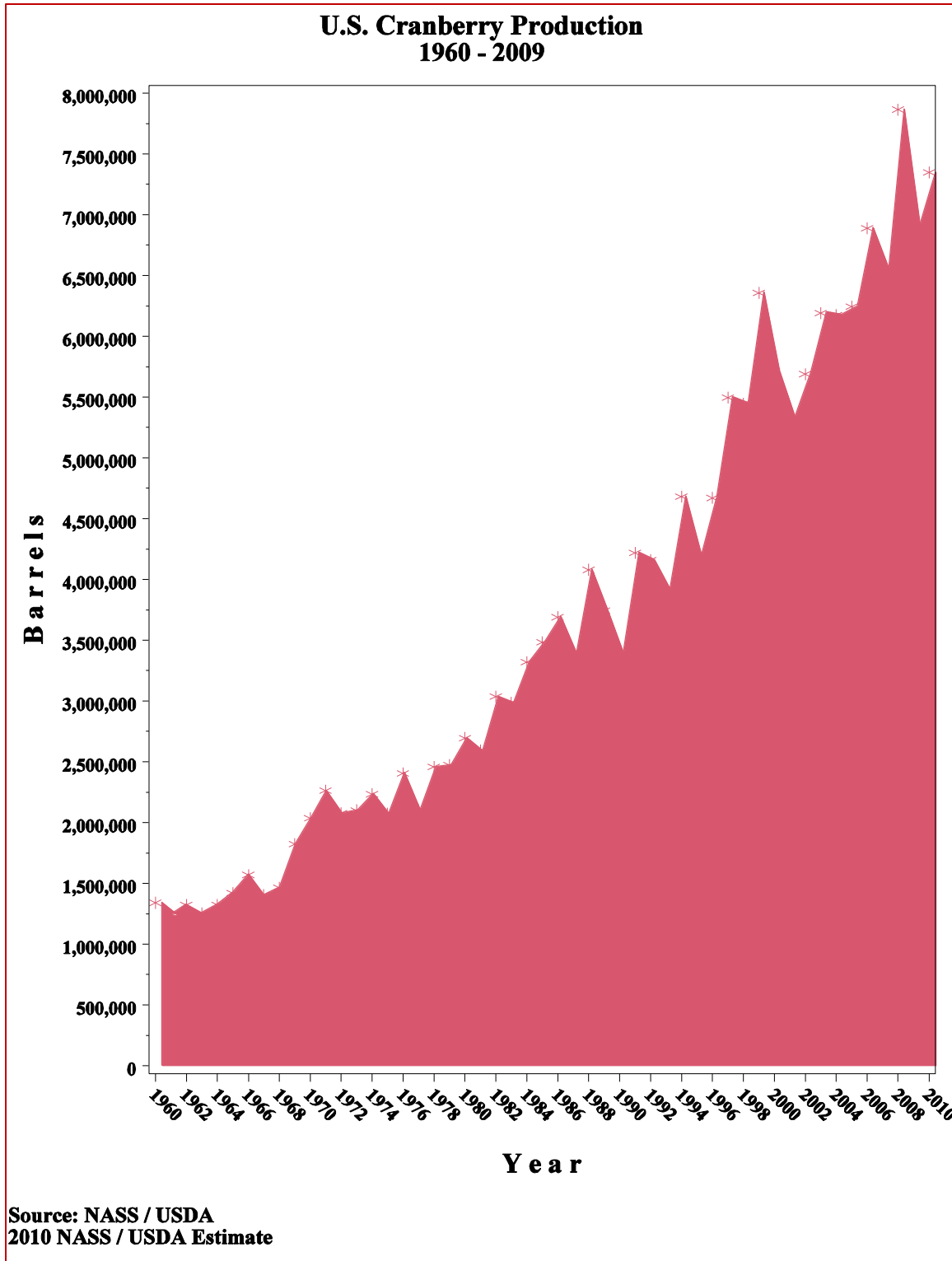
- Review regulatory provisions of the marketing order.
- Review the market situation following the 2010 harvest-season
- Develop a preliminary regulatory plan for review by the Committee at its February 2011 CMC meeting in Arlington, VA

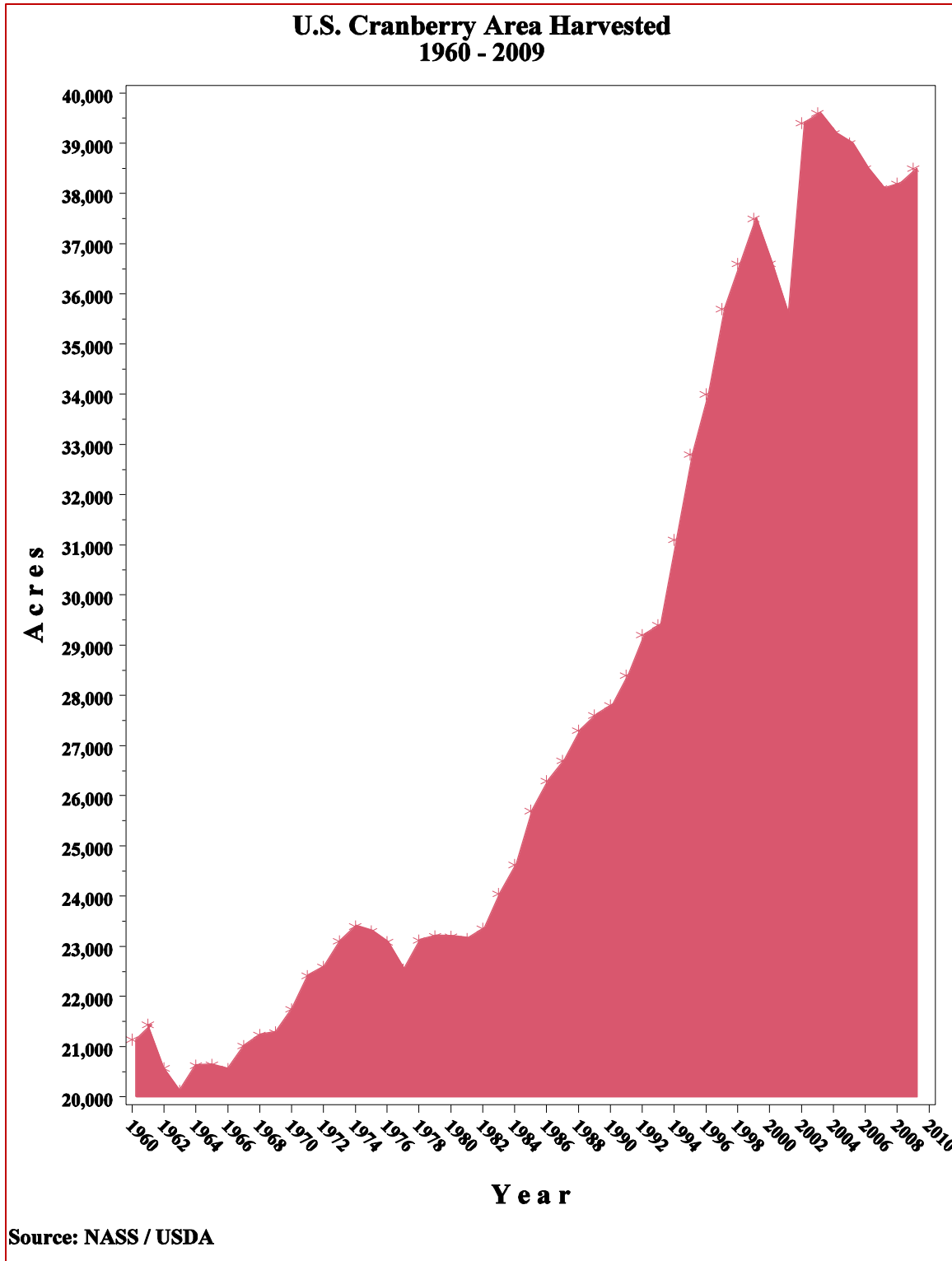
Kevin Kesecker, USDA Economist, provided the Committee with statistical data on the following:

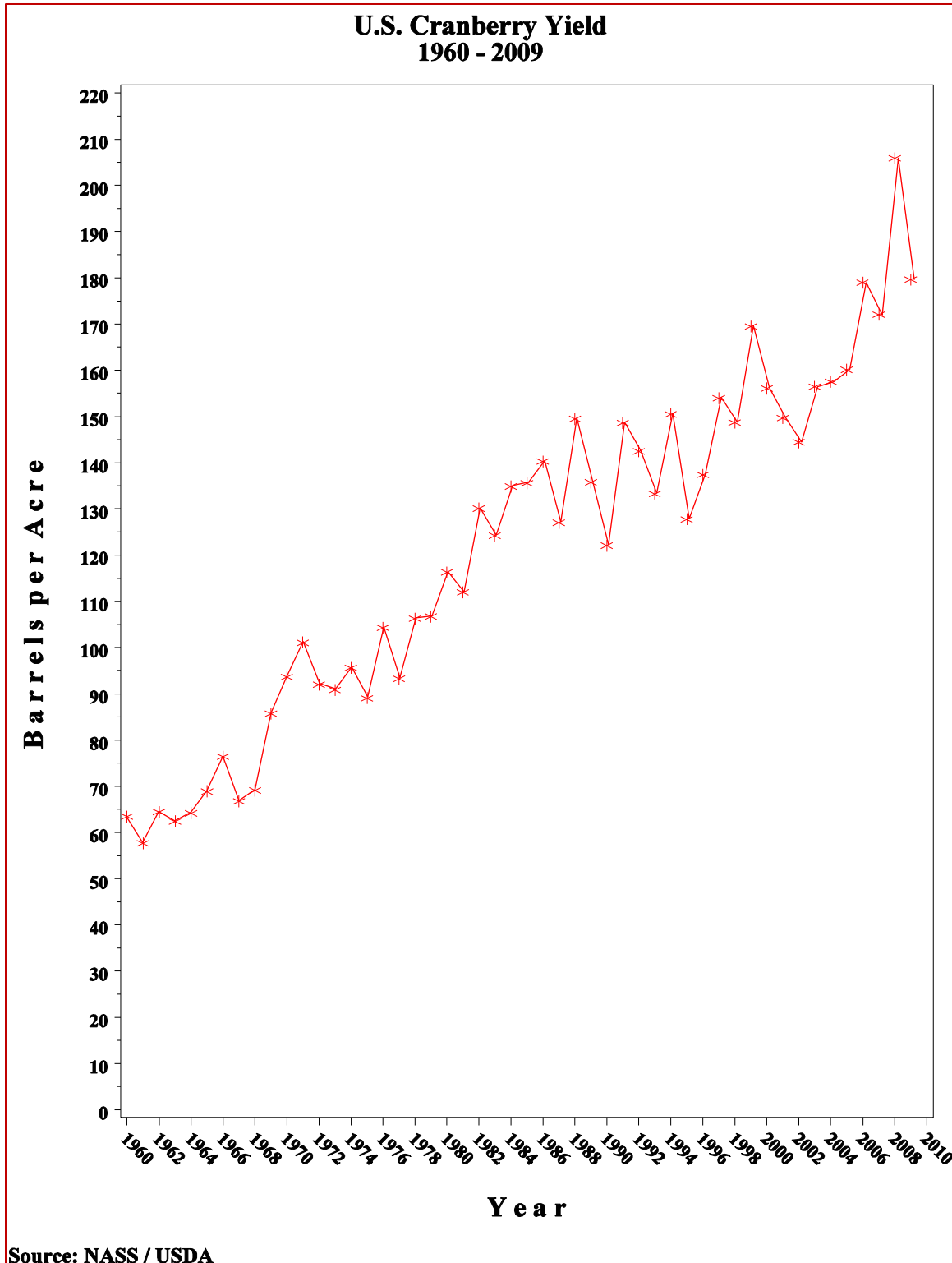
- Production: 1960-2009 with 2010 Estimate
- Acreage Harvested: 1960-2009
- Yields:1960-2009
- Comparison of Total Available Supply & Total Sales
- Domestic , Export, & Total Process Cranberry Sales: 1999-2009
- Handler Carry-In Inventories: 1987-2010 (Est.)
- Comparison of Carry-In Inventory and Grower Prices: 1987 – 2009
- U.S. Cranberry Farm Value of Utilized Production: 1960-2009
- Ending Inventories as a Percent of Total Sales: 1987-2009
-

Also included:

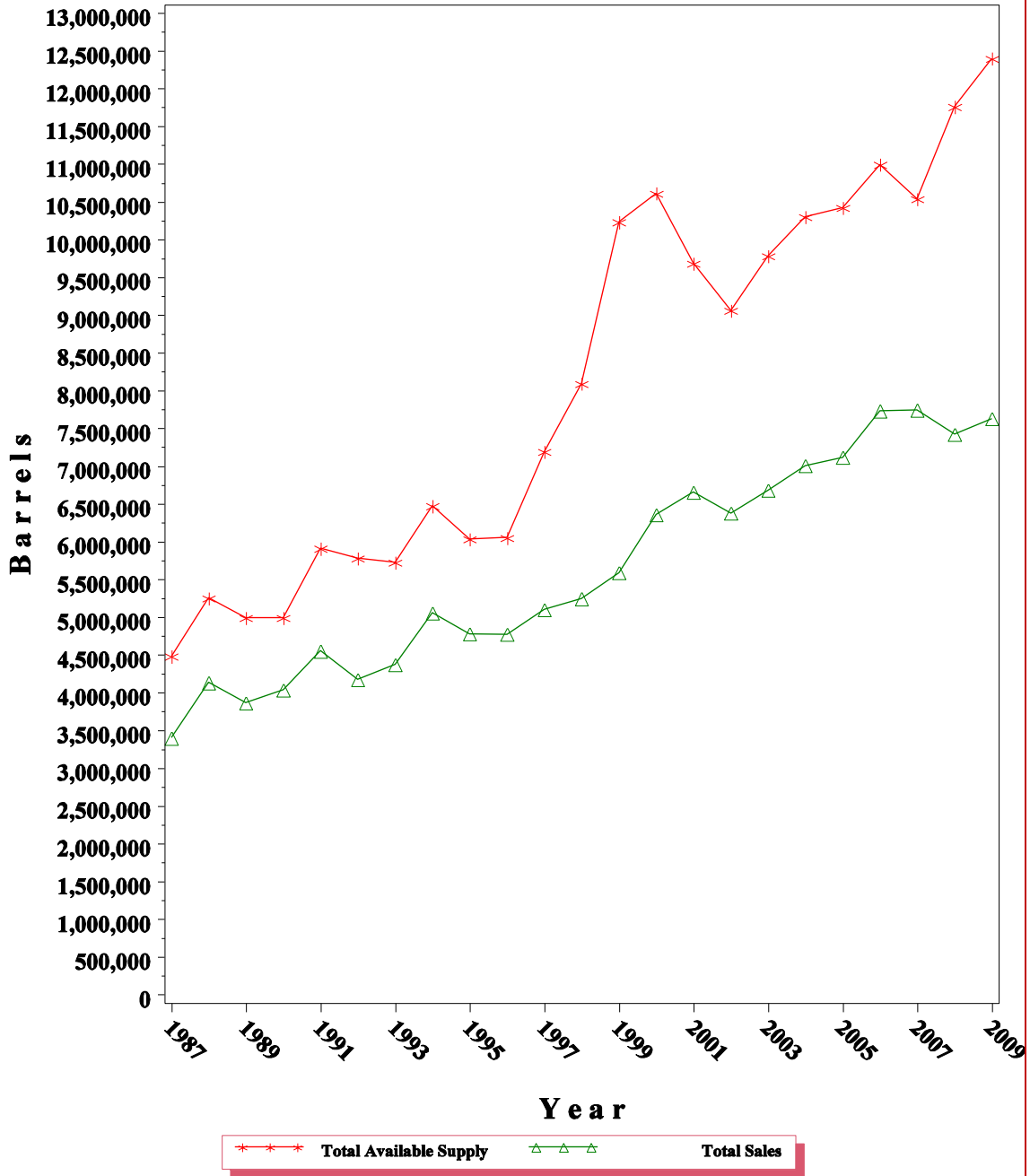
- NASS August 17, 2010 Crop Forecast
- CMC Crop Forecast



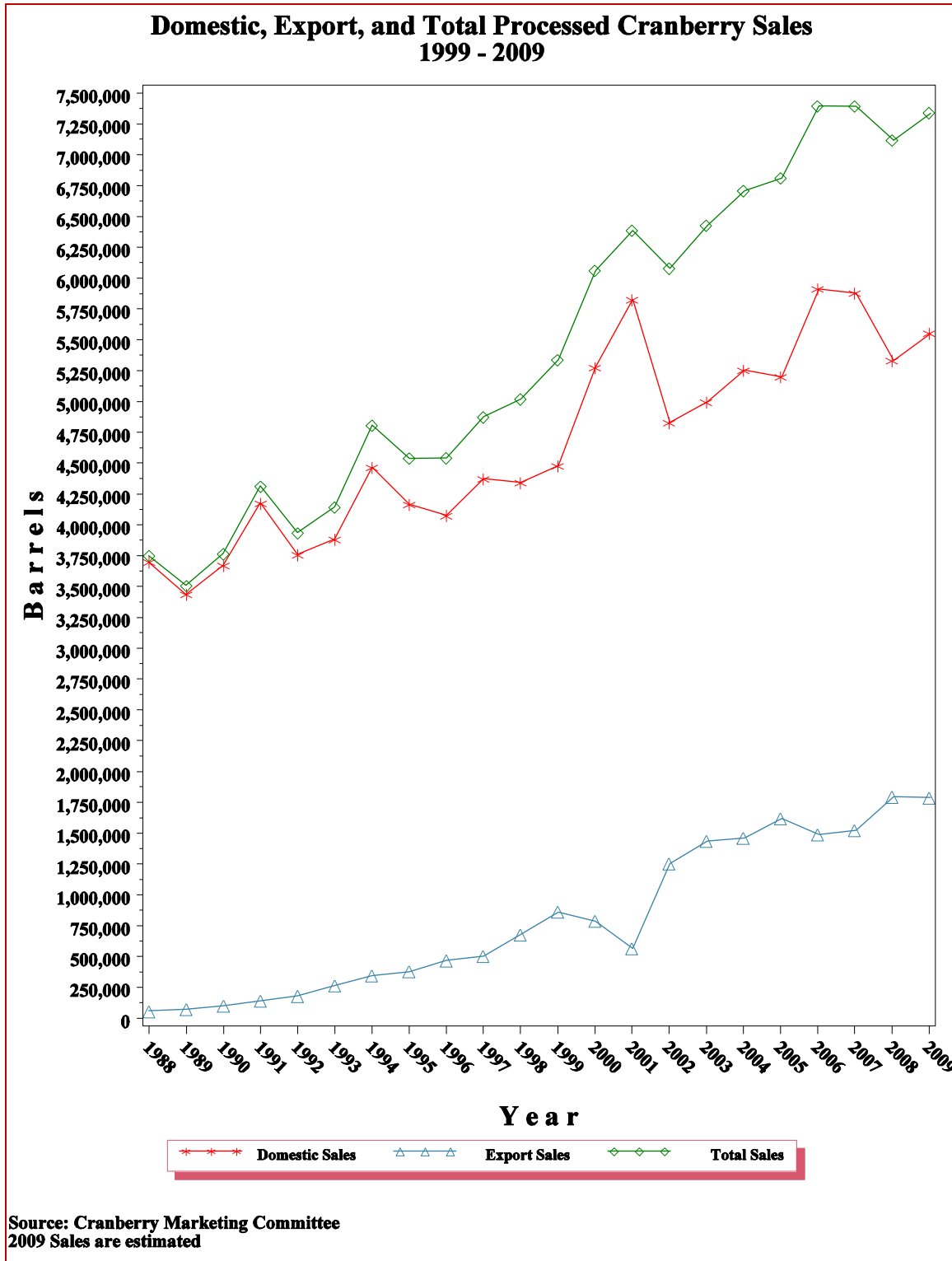




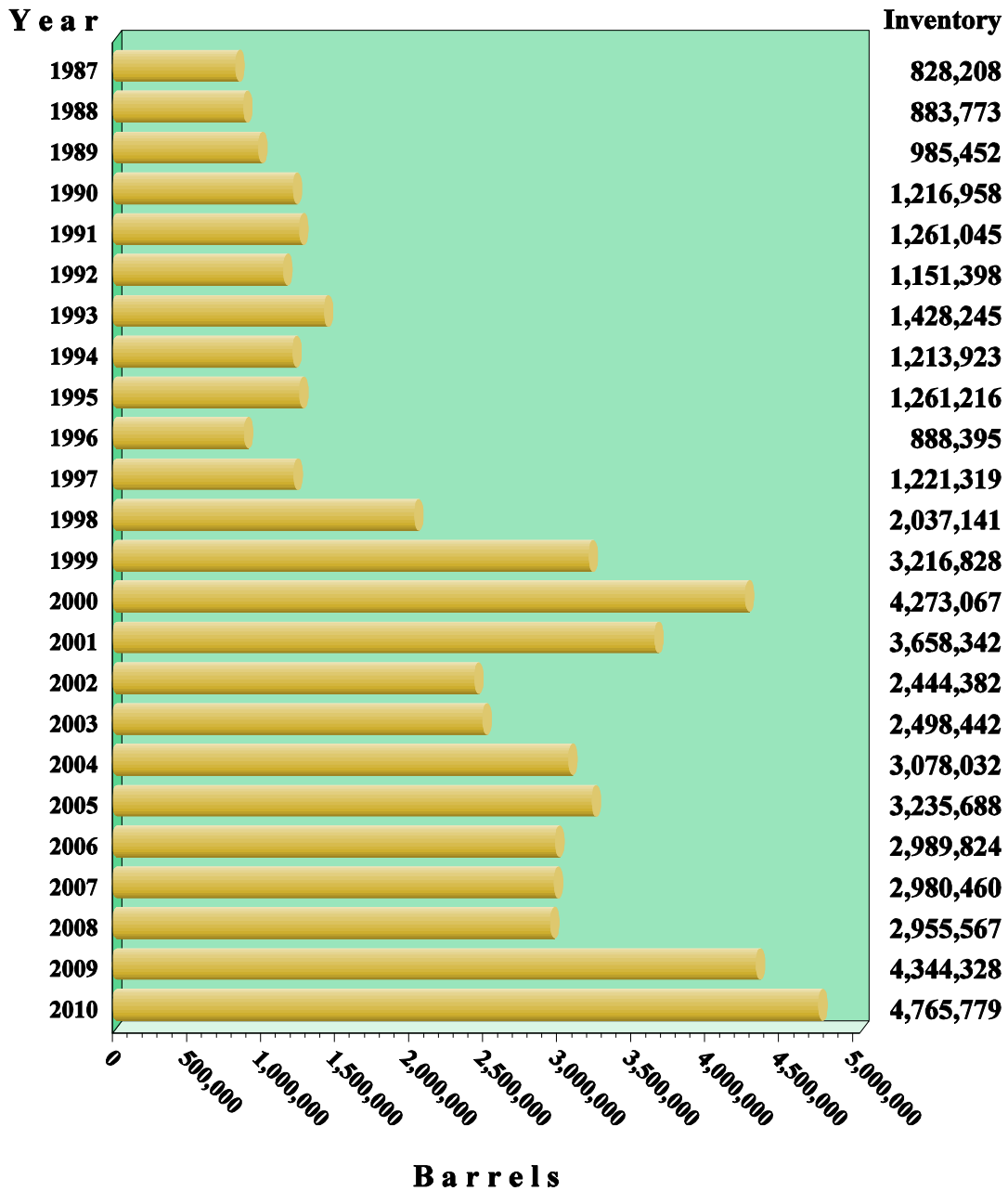
Comparison of Total Available Supply and Total Sales 1987 - 2009



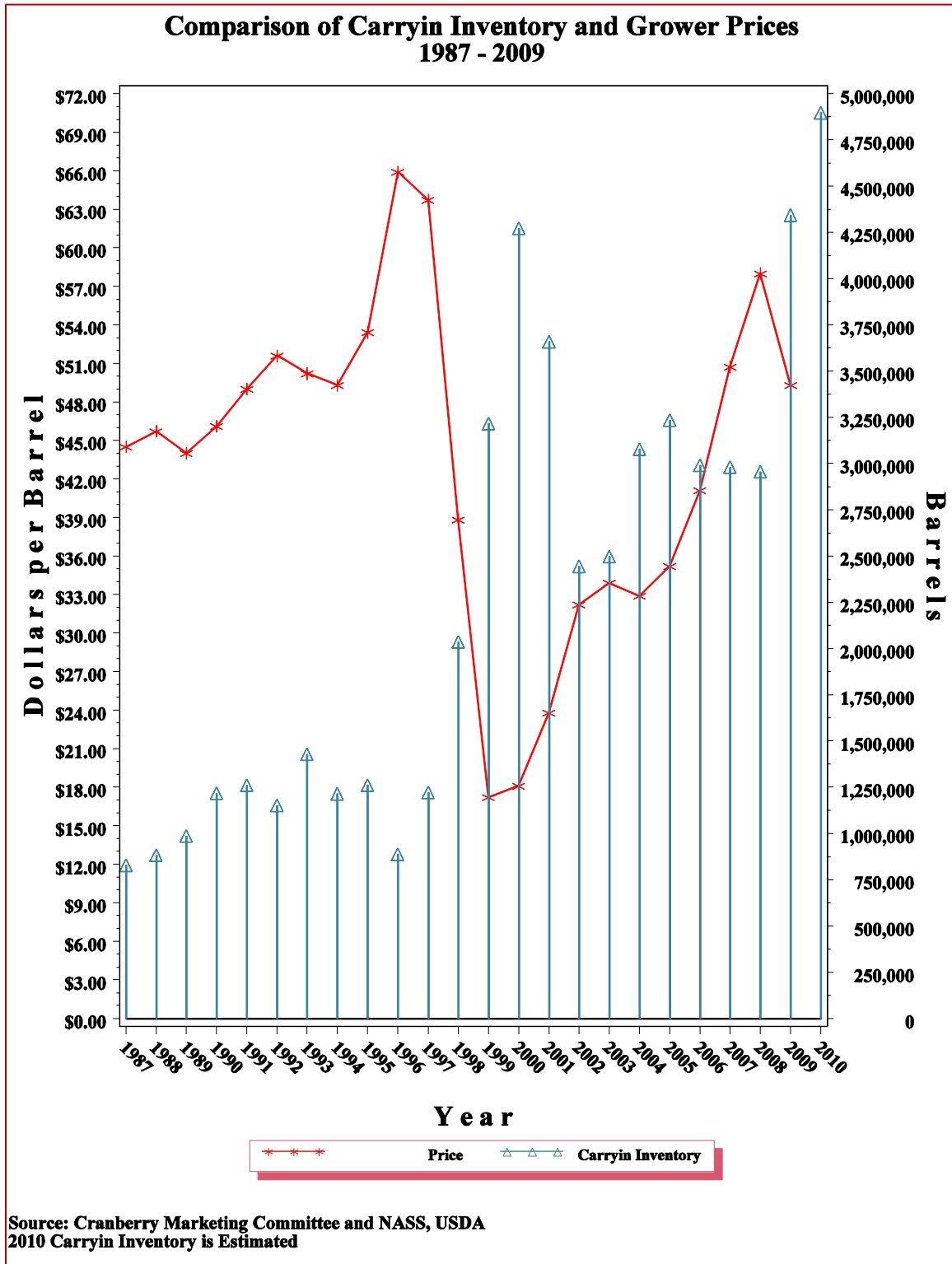
Source: NASS / USDA and Cranberry Marketing Committee
 2009 Data for Total Available Supply is Preliminary and 2009 Total Sales are estimated



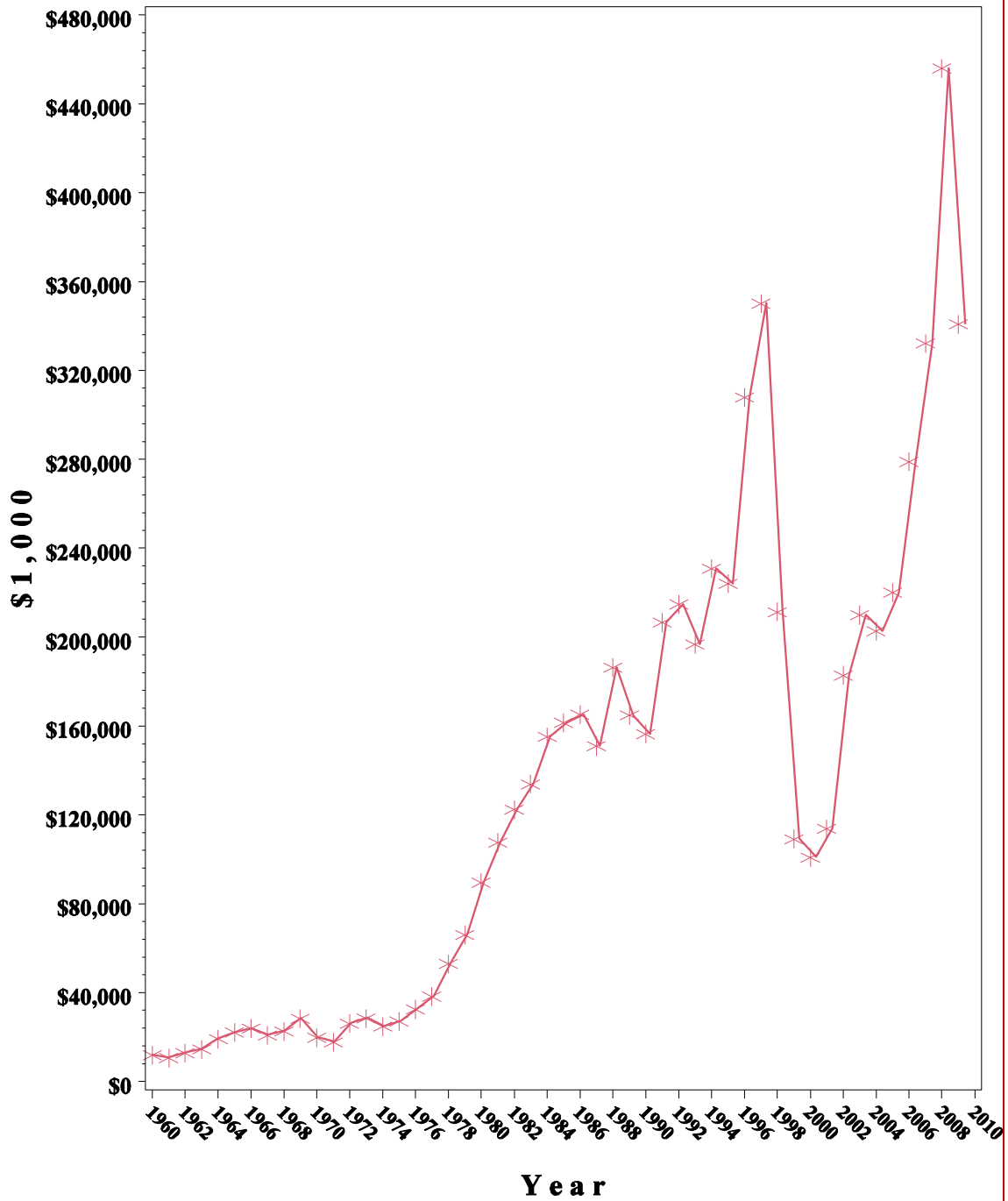
Cranberry Handler Carryin Inventories 1987 - 2010



Source: Cranberry Marketing Committee
2010 Inventories are estimated

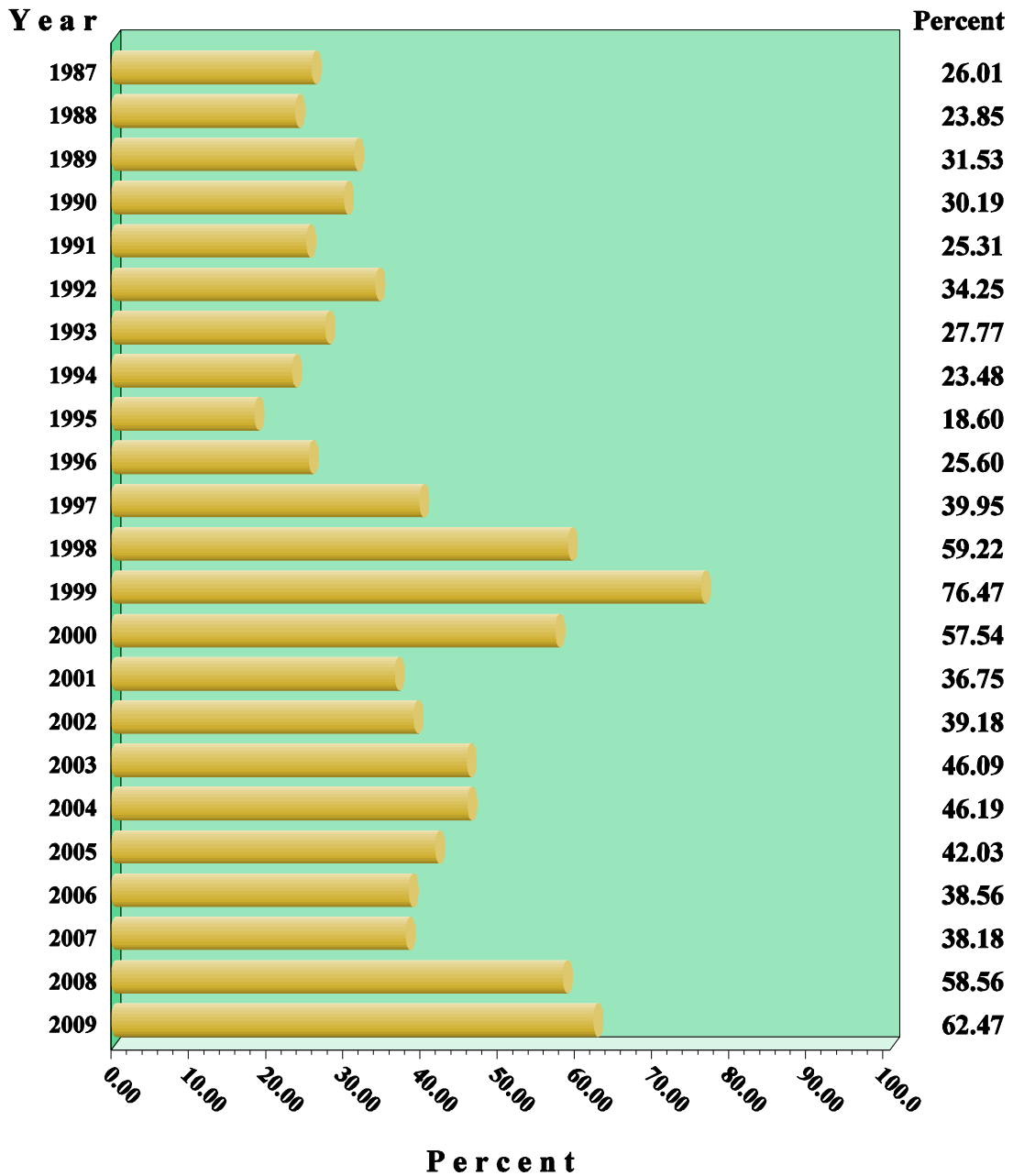


U.S. Cranberry Farm Value of Utilized Production 1960 - 2009



Source: NASS / USDA

Cranberry Handler Ending Inventories as a Percent of Total Sales 1987 - 2009



Source: Cranberry Marketing Committee
2009 Sales and Inventories are estimated



Cranberries

Released August 17, 2010, by the National Agricultural Statistics Service (NASS), Agricultural Statistics Board, U.S. Department of Agriculture. For information on *Cranberries* call Tierra Mobley at (202) 720-4285, office hours 7:00 a.m. to 4:00 p.m. ET.

2010 Cranberry Production Up 6 Percent

The forecast for the 2010 cranberry crop is 7.35 million barrels, up 6 percent from 2009. If realized, this will be the second largest production on record. Production forecasts are up from last year in Massachusetts and Wisconsin but down in New Jersey, Oregon, and Washington.

Production in Wisconsin is forecast at 4.35 million barrels, up 10 percent from 2009. If realized, this will be the second largest production level on record for Wisconsin. Much of the crop has progressed ahead of normal this season. Minimal winter damage was reported. An early spring and warm, humid days have kept the crop in good condition.

The Massachusetts cranberry forecast is 1.95 million barrels, up 7 percent from 2009. Above average temperatures during June and the first half of July aided pollination. However, some growers indicated that above average temperatures combined with lack of moisture have reduced the potential of this year's crop.

New Jersey expects a crop of 530,000 barrels, down 5 percent from 2009. Some growers expressed concerns of potential sun scalding of fruit due to above normal temperatures. However, the crop was generally in good condition with no unusual problems reported.

The Oregon cranberry forecast is 385,000 barrels, down 10 percent from last year. Freezing temperatures damaged buds in December, followed by a cold and wet spring that delayed the crop.

The Washington crop is forecast at 135,000 barrels, 16 percent below last year. The crop has experienced very poor growing conditions. A wet, cold spring resulted in poor pollination and small berry size.

Cranberries: Production by State and United States, 2008-2009 and Forecasted 2010¹

State	Total Production		
	2008	2009	2010
	<i>Barrels</i>	<i>Barrels</i>	<i>Barrels</i>
MA	2,374,000	1,817,000	1,950,000
NJ	512,000	555,000	530,000
OR	400,000	430,000	385,000
WA	109,000	161,000	135,000
WI	4,470,000	3,950,000	4,350,000
US	7,865,000	6,913,000	7,350,000

¹ A barrel weighs 100 lbs.

**Cranberries: Area Harvested, Yield, Production and Utilization
by State and United States, 2007-2009**

Year and State	Area Harvested	Yield per Acre ¹	Production		Utilization	
			Total	Utilized	Fresh	Processed
	<i>Acres</i>	<i>Barrels²</i>	<i>Barrels²</i>	<i>Barrels²</i>	<i>Barrels²</i>	<i>Barrels²</i>
2007						
MA	13,000	117.1	1,522,000	1,522,000	101,000	1,421,000
NJ ³	3,100	171.3	531,000	531,000		531,000
OR ³	2,700	183.3	495,000	495,000		495,000
WA	1,700	103.3	176,000	176,000	29,000	147,000
WI	17,600	217.6	3,830,000	3,830,000	230,000	3,600,000
US	38,100	172.0	6,554,000	6,554,000	360,000	6,194,000
2008						
MA	13,000	182.6	2,374,000	2,374,000	128,000	2,246,000
NJ ³	3,100	165.2	512,000	512,000		512,000
OR ³	2,700	148.1	400,000	400,000		400,000
WA	1,700	64.1	109,000	109,000	23,000	86,000
WI	17,700	252.5	4,470,000	4,470,000	220,000	4,250,000
US	38,200	205.9	7,865,000	7,865,000	371,000	7,494,000
2009						
MA	13,000	139.8	1,817,000	1,817,000	86,000	1,731,000
NJ ³	3,100	179.0	555,000	555,000		555,000
OR ³	2,700	159.3	430,000	430,000		430,000
WA	1,700	94.7	161,000	161,000	27,000	134,000
WI	18,000	219.4	3,950,000	3,950,000	220,000	3,730,000
US	38,500	179.6	6,913,000	6,913,000	333,000	6,580,000

¹ Yield is based on total production.

² A barrel weighs 100 pounds.

³ Small quantities of fresh cranberries are included in processed to avoid disclosure of individual operations.

Cranberries: Utilization, Price, and Value
by State and United States, 2007-2009

Year and State	Price per Barrel ^{1,2}			Value of Utilized Production		
	Fresh	Processed	All	Fresh	Processed	All
	Dollars	Dollars	Dollars	1,000 Dollars	1,000 Dollars	1,000 Dollars
2007						
MA	70.10	48.40	49.80	7,080	68,776	75,856
NJ ³		46.10	46.10		24,479	24,479
OR ³		59.60	59.60		29,502	29,502
WA	66.60	46.30	49.60	1,931	6,806	8,737
WI	66.60	49.50	50.50	15,318	178,200	193,518
US	67.60	49.70	50.70	24,329	307,763	332,092
2008						
MA	75.20	57.30	58.30	9,626	128,696	138,322
NJ ³		53.00	53.00		27,136	27,136
OR ³		91.50	91.50		36,600	36,600
WA	73.20	52.50	56.90	1,684	4,515	6,199
WI	71.00	54.60	55.40	15,620	232,050	247,670
US	72.60	57.20	58.00	26,930	428,997	455,927
2009						
MA	74.40	45.40	46.80	6,398	78,587	84,985
NJ ³		54.00	54.00		29,970	29,970
OR ³		36.30	36.30		15,609	15,609
WA	76.50	54.90	58.50	2,066	7,357	9,423
WI	76.50	49.30	50.80	16,830	183,889	200,719
US	76.00	47.90	49.30	25,294	315,412	340,706

¹ Weighted average of co-op and independent sales. Co-op prices represent pool proceeds less returns for processing non-cranberry products, capital stock dividends, capital stock returns, and other returns.

² A barrel weighs 100 pounds.

³ Small quantities of fresh cranberries are included in processed to avoid disclosure of individual operations.

CMC's 2010 Crop Year Marketing Policy

	Domestic Production (Averaged)	CMC Estimate	USDA Econometric Estimate	CMC Forecast	USDA Econometric Forecast	NASS Forecast
		<u>Feb 10</u>	<u>Feb-10</u>	<u>Aug 10</u>	<u>Aug-10</u>	<u>Aug-10</u>
		<i>Bbls</i>	<i>Bbls</i>	<i>Bbls</i>	<i>Bbls</i>	
	Massachusetts	1,941,000	1,869,000	1,938,000	1,856,000	1,950,000
	New Jersey	539,000	550,000	528,000	576,000	530,000
	Wisconsin	4,336,000	4,527,000	4,486,000	4,527,000	4,350,000
	Oregon	482,000	443,000	385,000	447,000	385,000
	Washington	165,000	134,000	133,000	134,000	135,000
	Totals	7,462,000	7,523,000	7,470,000	7,540,000	7,350,000
1	Carry-In as of 09/01/2010	4,900,000	5,056,000	4,700,000	4,766,000	
	Production & Acquired					
2	Estimated Domestic Production	7,462,000	7,523,000	7,470,000	7,540,000	
3	Estimated Foreign Acquisitions	1,155,000	1,155,000	1,150,000	1,156,000	
4	Total Production & Acquisitions	8,617,000	8,678,000	8,620,000	8,696,000	
5	Available Supply	13,517,000	13,734,000	13,320,000	13,462,000	
	Estimated Shrinkage					
6	2% of Carry-In	98,000	101,000	94,000	95,000	
7	3% Est. of Production/Acquisitions	259,000	261,000	259,000	261,000	
8	Shrinkage	357,000	362,000	353,000	356,000	
9	Adjusted Supply	13,160,000	13,372,000	12,967,000	13,106,000	
	Sales & Usage					
#	Fresh Fruit Sales	290,000	281,000	275,000	282,000	
	Processed Sales			7,450,000	7,463,000	
#	Total Sales/Usage	7,390,000	7,371,000	7,725,000	7,745,000	
#	Estimated Adjusted Carryover 08/31/11	5,770,000	6,001,000	5,242,000	5,361,000	
#	Industry Inventory Pipeline Needs	2,900,000	2,900,000	3,000,000	3,000,000	
#	Diff Between Supply/Sales (Bbls)	2,870,000	3,101,000	2,242,000	2,361,000	