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CRANBERRY

M A R K E T I N G

C O M M I T T E E

2010 *Cranberry* Retrospective Index

What's Inside & Where to Find it

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2010 *Cranberry* Retrospective

A Quick Overview

Comparison of Key Factors: 2010 vs. 2009 Crop Year

	2010 Crop Year (in barrels)	2009 Crop Year (in barrels)	Barrel Difference (+/-)	% Difference
Beginning Inventories (Adjusted)	4,611,206	4,344,328	266,878	6.14%
Domestic Production	6,797,560	6,934,641	(137,081)	-1.97%
Foreign Acquisitions	898,779	1,117,555	(218,776)	-19.58%
Domestic Fresh Fruit Sales	257,012	241,219	15,793	6.54%
Foreign Fresh Fruit Sales	48,267	50,667	(2,400)	-4.73%
Processed Fruit Utilization (Domestic)	5,717,010	5,536,541	180,469	3.25%
Processed Fruit Utilization (Foreign)	2,200,630	1,804,143	396,487	21.97%
Total Sales	8,222,919	7,632,570	590,349	7.73%
Ending Inventory	4,082,571	4,611,206	(528,635)	-11.46%

The statistical data contained in this report encompasses the 2000 through 2010 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.

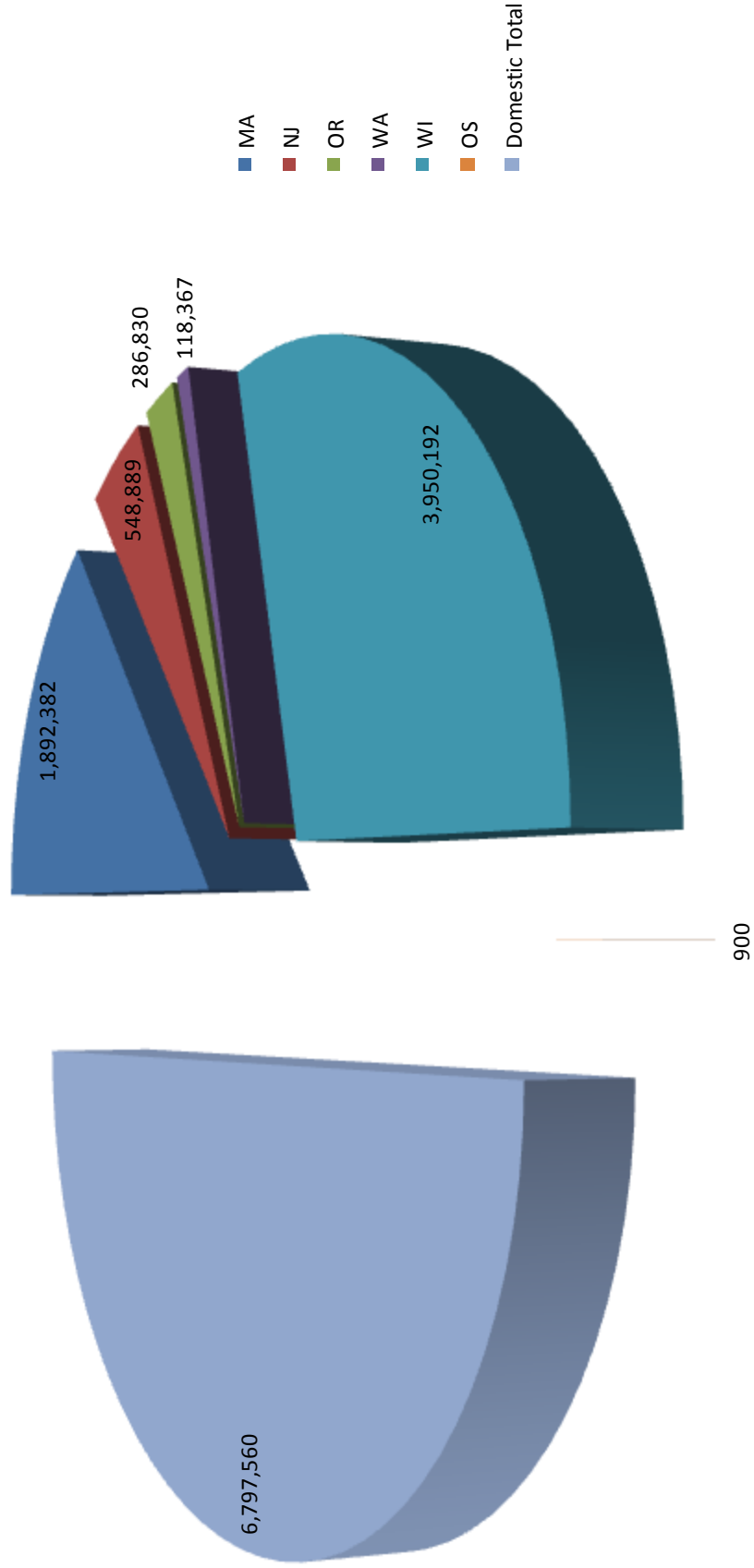
Marketing Order Regulation

No federal marketing order regulation was in effect during the 2010 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?

During the 2010 crop year our most recent Continuous Referendum was conducted. 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.

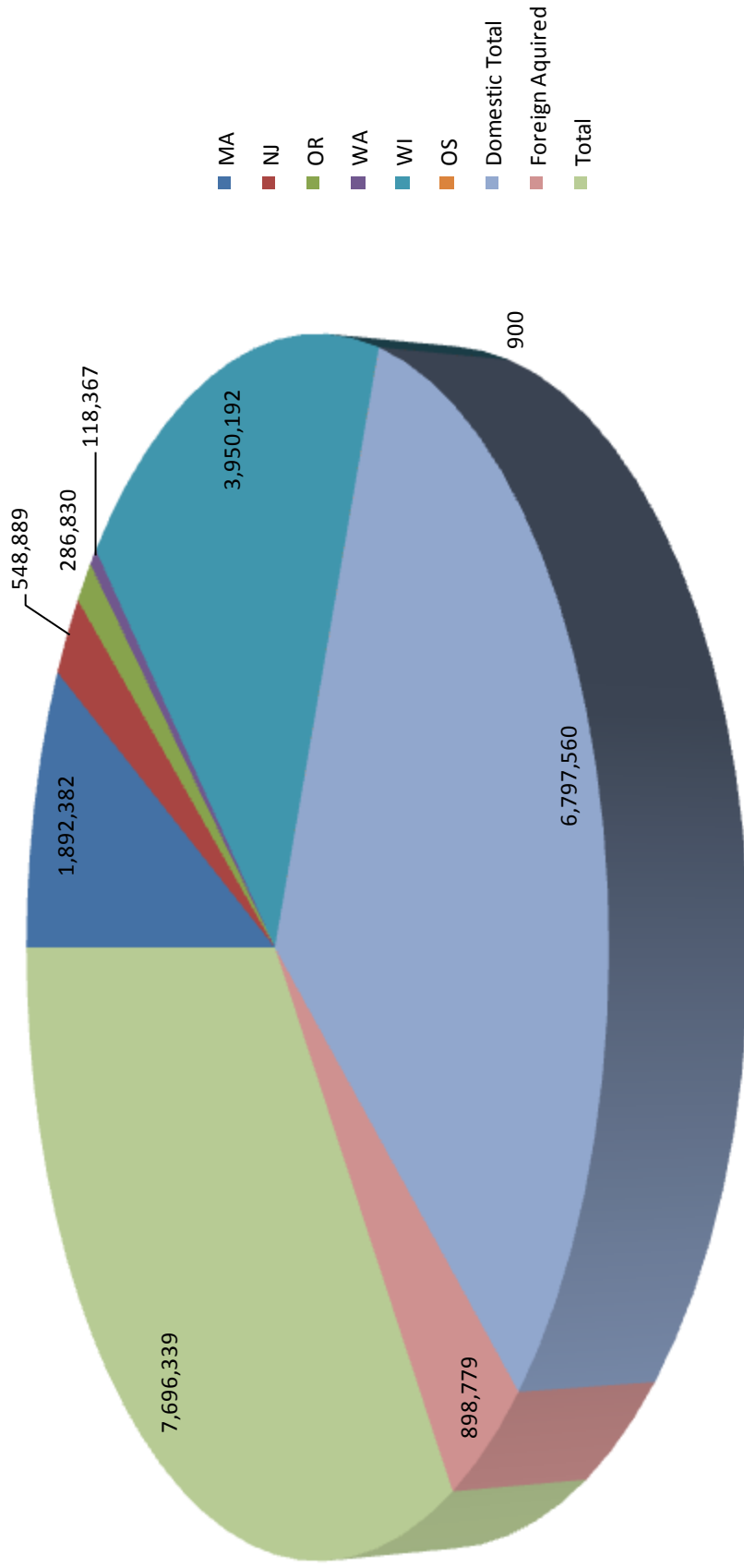
2010 Crop Year Domestic Production By Production Areas (Barrels)



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
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
2010	1,892,382	548,889	3,950,192	286,830	118,367	900	6,797,560

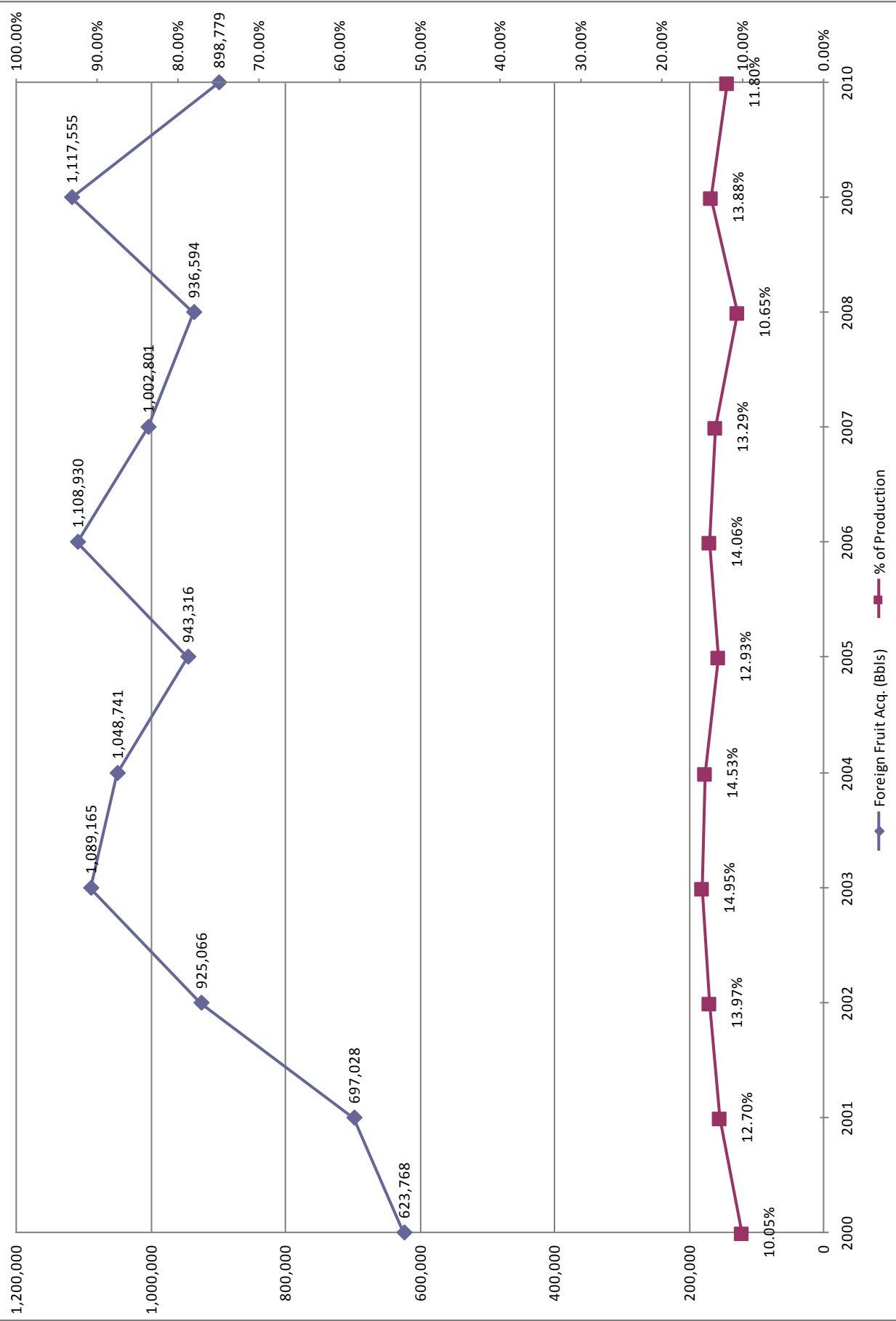
2010 Domestic Production & Foreign Aquisitions (Barrels)



Foreign Fruit Acquisitions

Crop Year	<i>Foreign Fruit Acquired (Barrels)</i>	<i>Percentage of Total Ac- quisitions</i>
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%
2010	898,779	11.80%

Foreign Fruit Acquired

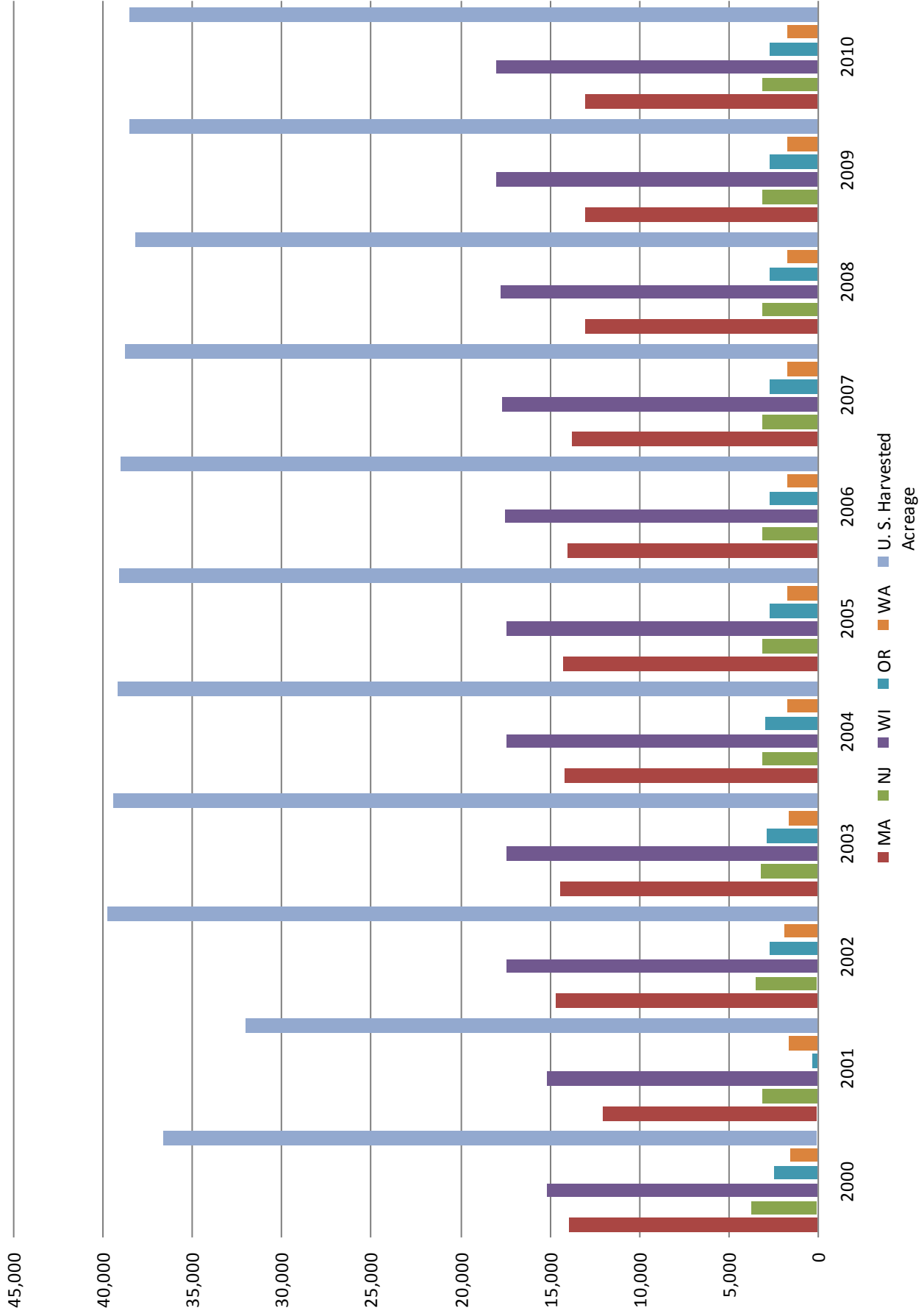


Harvested Acres

Crop Year	MA, RI District 1	NJ District 2	WI, MI District 3	OR District 4	WA District 4	U. S. Acres Har- vested	
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
2010	13,000	3,100	18,000	2,700	1,700	38,500	*NASS

*Acreage figures used for the 2002-2010 crop years are taken from reports issued by the National Agricultural Statistical Service (**NASS**)

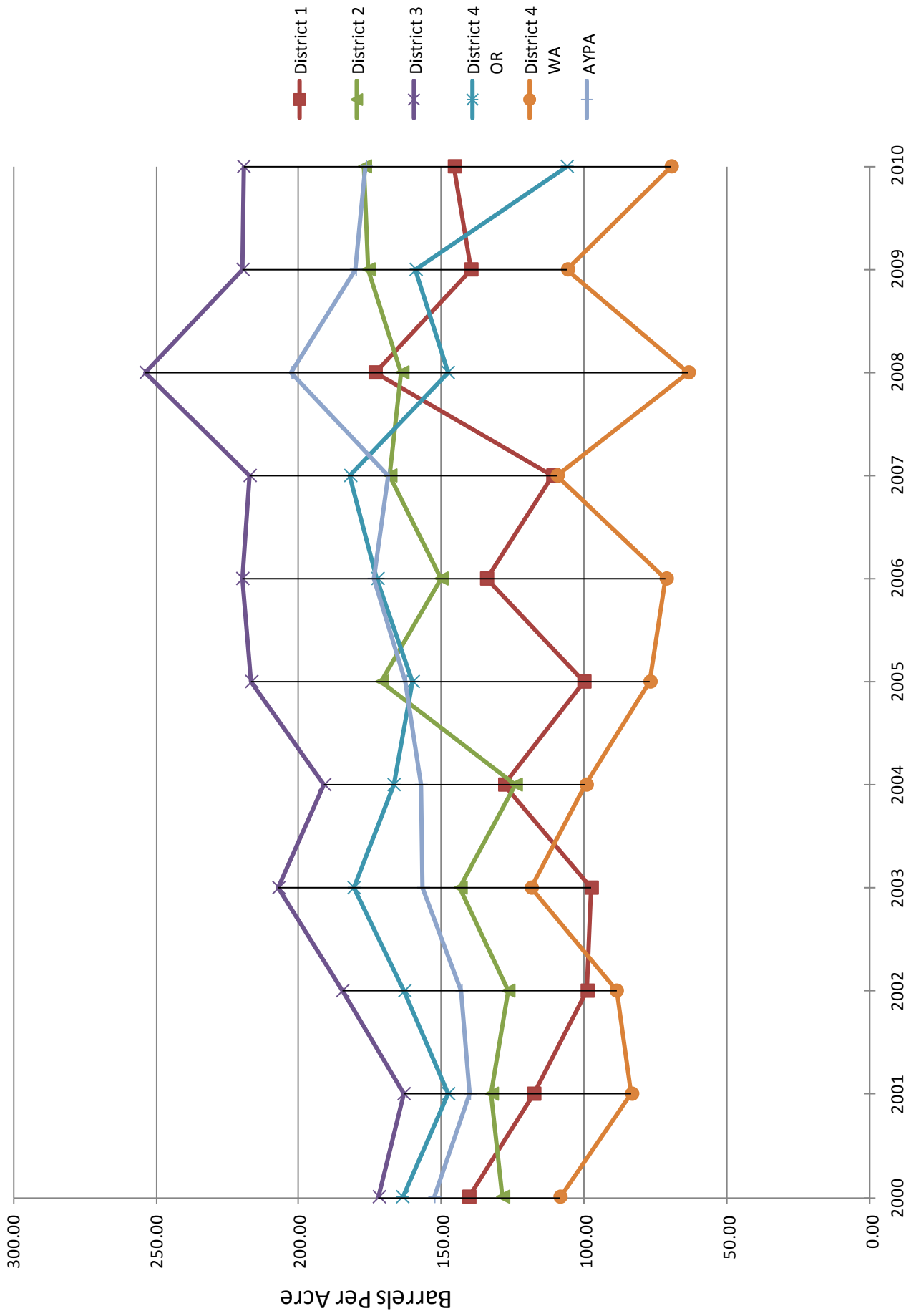
Harvested Acreage



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
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
2010	145.57	177.06	219.46	106.23	69.63	176.56

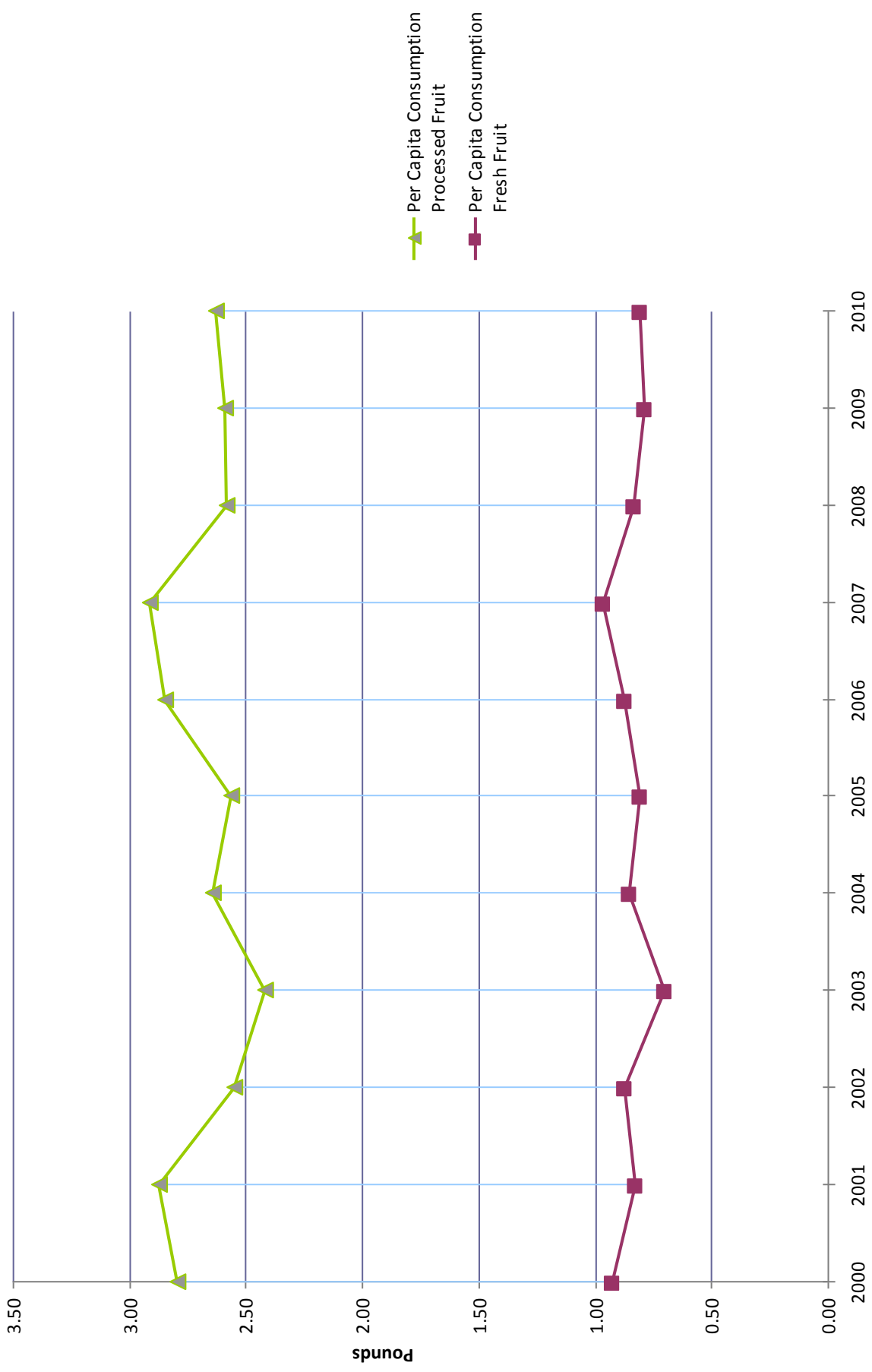
U.S. Average Yield Per Acre



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>
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
2010	571,701,000	25,101,200	312,741	0.80	1.82

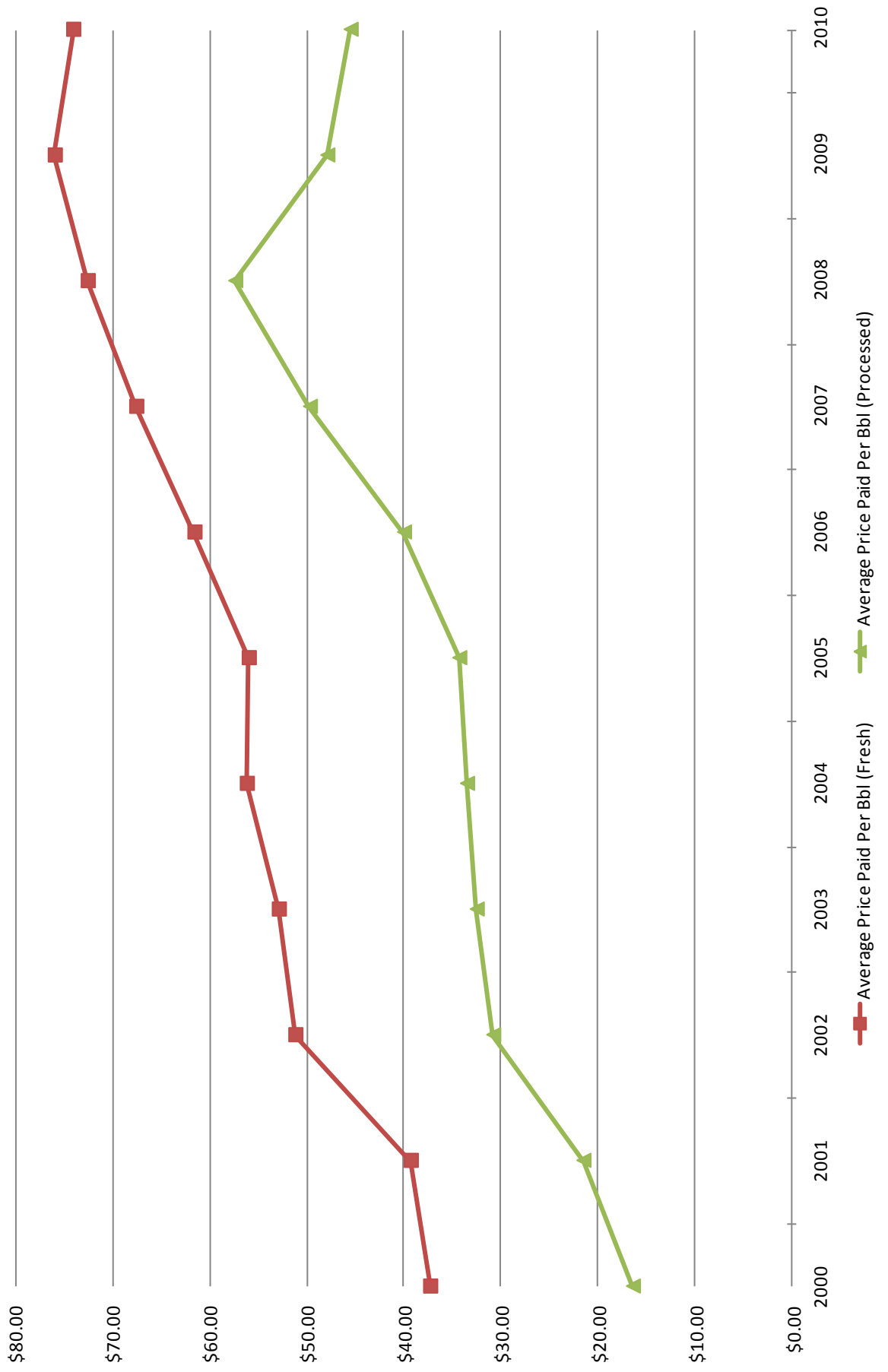
Per Capita Consumption



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

<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>
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
2010	\$316,486	\$74.10	\$45.50

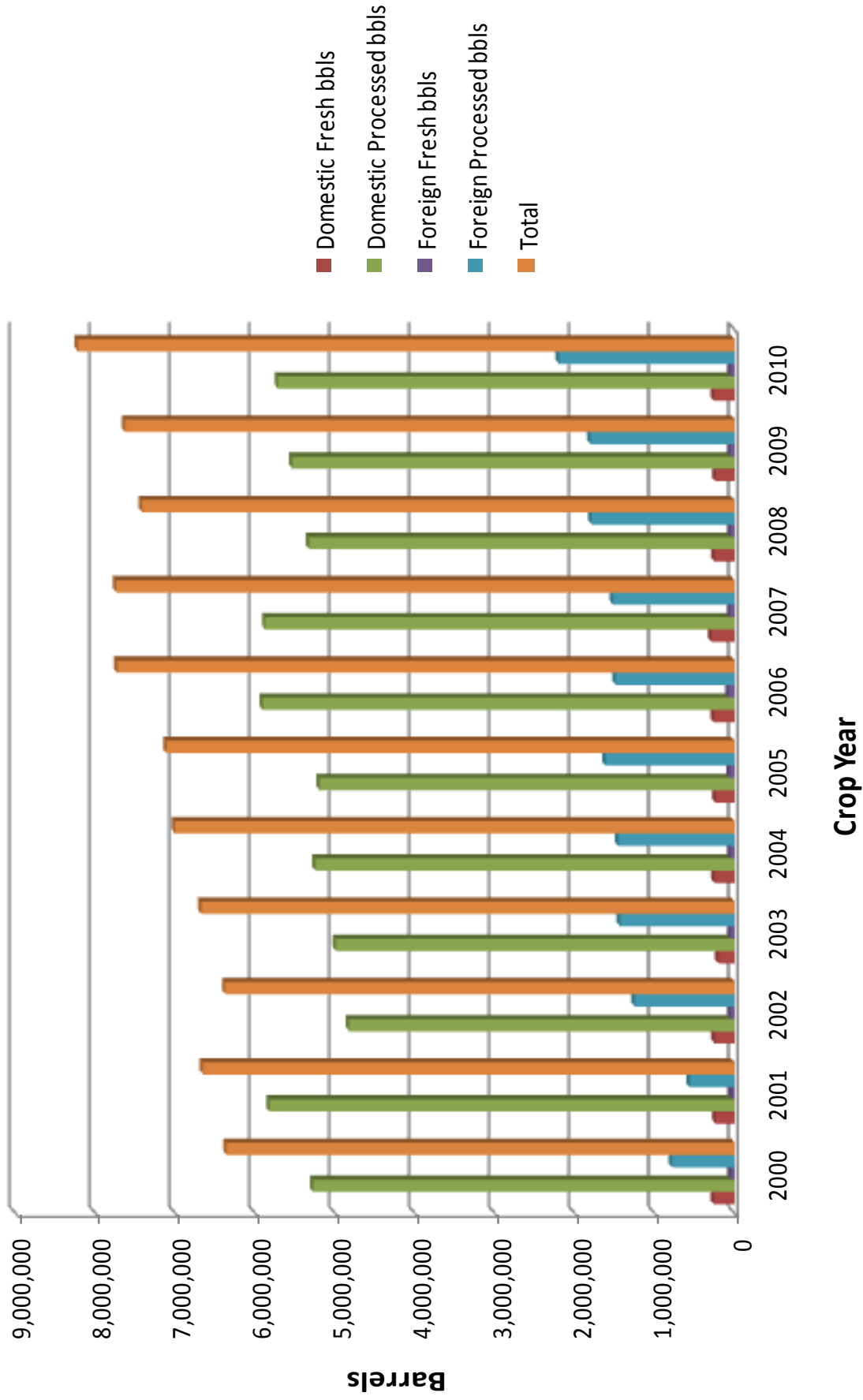
USDA, NASS Cranberry Average Price Per Bbl



Cranberry Supply vs. Utilization

Crop Year	<i>Available Supply (in Barrels)</i>	<i>Barrels Utilized</i>	<i>Percentage of Supply (Bbls) Utilized</i>
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%
2010	12,358,652	8,222,919	66.54%

Domestic & Export Utilization

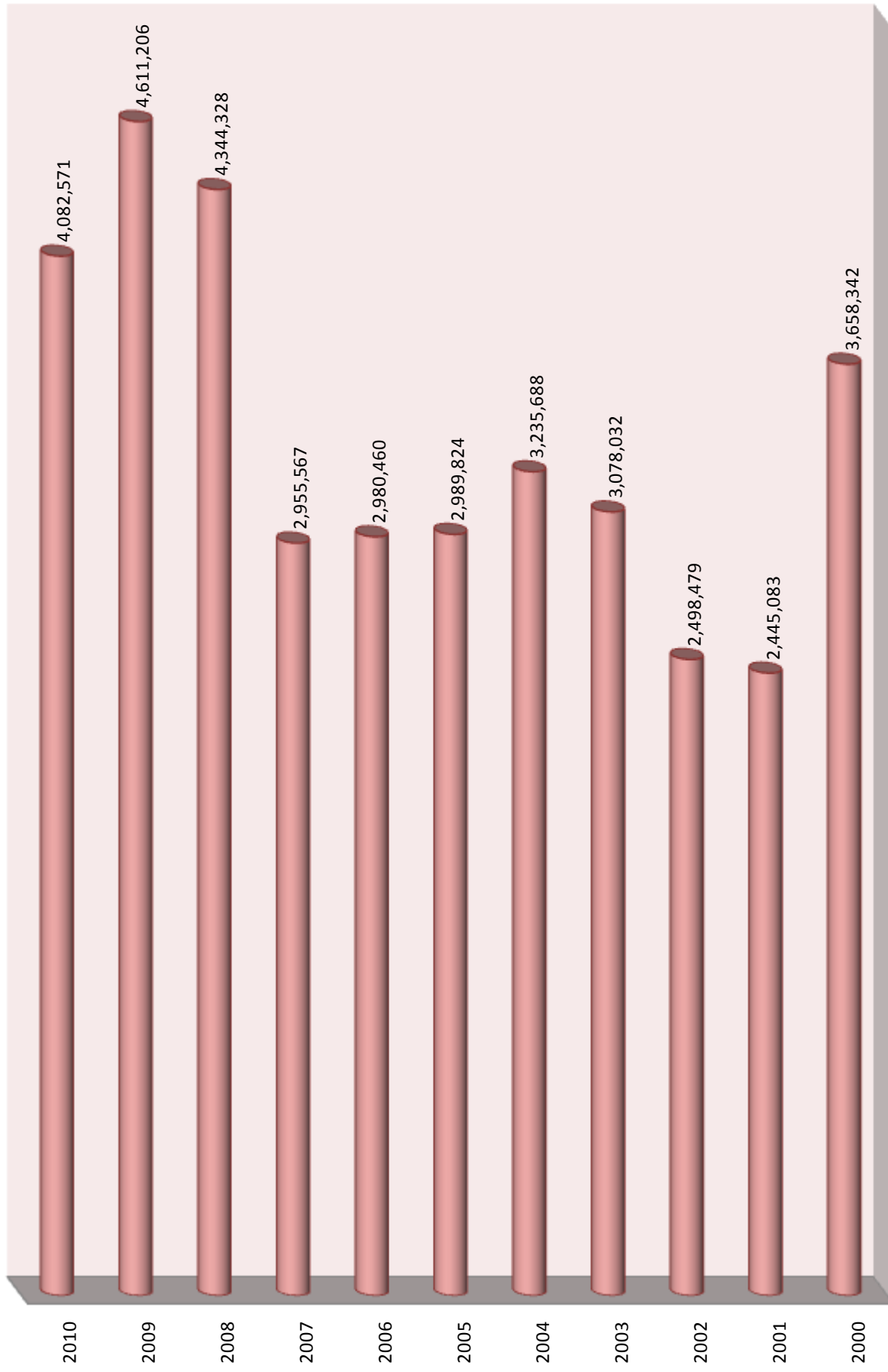


Domestic & Export Utilization

Crop Year	Domestic Fresh (Barrels)	Domestic Processed (Barrels)	Foreign Fresh (Barrels)	Foreign Processed (Barrels)	Total
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
2010	257,012	5,717,010	48,267	2,200,630	8,222,919

Ending Inventory

Ending Inventory (in bbls)



Q1-1st Cycle	2010 9/1-12/31	2009 9/1-12/31	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
<u>BEGINNING 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	1,107,770	1,262,781	1,364,446
Barrels in Processed Form	1,123,944	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 Concentrate	1,590,050	0	0	0	0	0	0	0	0	0
Sub-Total	4,611,206	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
Adj from prev report:	-612	112,416	10,980.00	71,984	45,013	26,940	-89,993	5,577	15,847	4,136
Barrels On Hand	4,610,594	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
<u>ACQUISITIONS</u>										
Massachusetts	1,892,382	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
New Jersey	548,889	544,959	508,247	521,905	465,741	530,262	384,754	459,390	427,331	411,104
Oregon	286,830	429,645	399,348	491,505	465,745	432,411	483,848	506,367	431,503	354,635
Washington	118,367	180,094	108,205	188,094	121,368	199,010	168,965	189,813	159,530	133,557
Wisconsin	3,950,192	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
Other States	900	7,599	6,282	580	652	45,921	32,653	32,159	20,015	14,752
U.S. Acquired	6,797,560	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
Foreign Barrels Acquired	889,120	1,100,631	929,635	979,018	1,101,524	906,908	1,040,394	1,061,198	904,901	691,100
Total Barrels Acquired	7,686,680	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
Interhandler Transfers	86,399	-2,047	-5,992	-64,882	-56,600	-171,556	-68,750	55,234	-31,385	-5,310
<u>SALES & SHRINKAGE</u>										
Fresh Domestic Sales	256,366	239,565	252,654	291,215	255,688	224,437	249,375	202,485	251,758	236,872
Processed & Sold By Handler	1,918,338	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
Sold to Processors	363,066	315,978	237,789	395,024	344,950	164,222	441,585	339,267	308,280	528,548
Sold to the Government	16,536	18,866	19,114	19,464	20,065	22,433	20,911	18,936	70,054	20,800
Total Domestic Sales	2,554,306	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
Foreign Sales-Fresh	47,467	51,003	47,103	54,630	68,356	55,615	49,087	49,321	47,911	31,412
Foreign Sales-Processed	695,166	586,170	645,448	482,785	620,860	554,479	510,575	497,116	439,421	197,393
Total Foreign Sales	742,633	637,173	692,551	537,415	689,216	610,094	559,662	546,437	487,332	228,805
Total Sales	3,296,939	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
Shrinkage	124,549	99,859	48,875	-67,983	24,865	142,531	-17,857	88,361	80,876	18,760
Total Sales & Shrinkage	3,421,488	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
<u>ENDING INVENTORY</u>										
Barrels in Freezers	5,968,801	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
Barrels in Processed Form	876,247	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
Barrels in Concentrate	2,117,137	0	0	0	0	0	0	0	0	0
Barrels In Inventory	8,962,185	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

	2010 1/1-4/30	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
Q2-2nd Cycle										
<u>BEGINNING INVENTORY</u>										
Barrels in Freezers	5,968,801	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
Barrels in Processed Form	876,247	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
Barrels in Concentrate	2,117,137	0	0	0	0	0	0	0	0	0
Sub-Total	8,962,185	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
Adj from prev report:	11,378	-73,365	32,352	29,562	2,116	2,459	224,416	2,139	32,218	72,138
Barrels On Hand	8,973,563	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
<u>ACQUISITIONS</u>										
Massachusetts	0	0	0	0	0	0	0	0	0	0
New Jersey	0	0	0	0	0	0	164	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	851
Other States	0	0	0	0	0	0	0	0	0	0
U.S. Acquired	0	0	0	0	0	0	0	0	0	851
Foreign Barrels Acquired	4221	12,395	6,959	12,554	3,481	4,282	3,856	19,438	7,448	1,725
Total Barrels Acquired	4,221	12,395	6,959	12,554	3,481	4,282	4020	19,438	7,448	2,576
Interhandler Transfers	59,466	38,711	94,824	14,643	-8,558	13,283	30,874	24,312	26,143	51,387
<u>SALES & SHRINKAGE</u>										
Fresh Fruit	646	1,654	40	372	2,766	14,558	-57	87	31	-623
Processed & Sold By Handler	1,356,725	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
Sold to Processors	262,482	314,049	186,940	120,141	436,319	135,962	247,284	206,056	172,686	215,138
Sold to the Government	13,212	13,120	14,576	17,130	15,082	27,949	23,014	15,599	14,795	12,893
Total Domestic Sales	1,633,065	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
Foreign Sales-Fresh	800	-336	1,210	269	6,884	7,780	361	0	2	0
Foreign Sales-Processed	790,297	579,127	561,168	492,324	413,711	525,223	464,957	469,234	374,576	157,899
Total Foreign Sales	791,097	578,791	562,378	492,593	420,595	533,003	465,318	469,234	374,578	157,899
Total Sales	2,424,162	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
Shrinkage	96,285	141,031	108,295	69,854	75,559	12,007	145,066	49,305	54,762	41,562
Total Sales & Shrinkage	2,520,447	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
<u>ENDING INVENTORY</u>										
Barrels in Freezers	3,685,468	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
Barrels in Processed Form	1,079,044	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
Barrels in Concentrate	1,752,291	0	0	0	0	0	0	0	0	0
Barrels In Inventory	6,516,803	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

	2010	2009	2008	2007	2006	2005	2004	2003	2002	2001
	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	3,685,468	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
Barrels in Processed Form	1,079,044	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
Barrels in Concentrate	1,752,291	0	0	0	0	0	0	0	0	0
Sub-Total	6,516,803	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
Adj from prev report:	34,667	41,702	20,640	91,583	-392	3,906	1,948	867	3,224	0
Barrels On Hand	6,551,470	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
<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	4,252	4,529	0	9,215	3,725	18,526	3,321	6,136	9,590	4,203
Total Barrels Acquired	4,252	4,529	0	9,215	3,725	18,526	3,321	6,136	9,590	4,203
Interhandler Transfers	66,146	4,008	38,856	-14,000	-34,522	-34,941	-10,667	15,446	-31,332	15,371
<u>SALES & SHRINKAGE</u>										
Fresh Fruit	0	0	0	0	0	0	0	0	0	0
Processed & Sold By Handler	1,001,872	1,070,992	1,036,975	1,216,113	1,036,193	1,183,681	967,403	878,428	865,741	1,032,055
Sold to Processors	238,246	147,842	98,102	93,482	136,848	83,993	58,446	156,198	186,347	94,724
Sold to the Government	9,804	8,672	9,531	9,608	10,991	9,958	9,494	9,514	10,964	9,573
Total Domestic Sales	1,249,922	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
Foreign Sales-Fresh	0	0	0	0	0	0	0	0	0	0
Foreign Sales-Processed	533,295	491,290	453,995	402,750	318,075	342,213	348,553	316,331	310,231	149,414
Total Foreign Sales	533,295	491,290	453,995	402,750	318,075	342,213	348,553	316,331	310,231	149,414
Total Sales	1,783,217	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
Shrinkage	82,888	10,115	26,210	-52,317	22,290	35,397	37,305	92,084	36,378	27,979
Total Sales & Shrinkage	1,866,105	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
<u>ENDING INVENTORY</u>										
Barrels in Freezers	2,157,207	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
Barrels in Processed Form	1,044,446	1,156,958	2,409,843	1,582,876	1,900,029	1,784,043	1,739,372	1,672,677	1,718,304	1,679,079
Barrels in Concentrate	1,554,110	1,622,237	0	0	0	0	0	0	0	0
Barrels In Inventory	4,755,763	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

	2010 8/1-8/31	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
Q4: 4th Cycle										
<u>BEGINNING INVENTORY</u>										
Barrels in Freezers	2,157,207	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
Barrels in Processed Form	1,044,446	1,156,958	2,409,843	1,582,876	1,900,029	1,784,043	1,739,372	1,672,677	1,718,304	1,679,079
Barrels in Concentrate	1,554,110	1,622,237	0	0	0	0	0	0	0	0
Sub-Total	4,755,763	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
Adj from prev report:	5,674	20,670	763	-3,681	-1	2,333	42,628	-1,371	5,244	-2,751
Barrels On Hand	4,761,437	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
<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	48,364	0	0	0	0
Other States	0	0	0	0	0	0	0	0	0	0
U.S. Acquired	0	0	0	0	0	48,364	0	0	0	0
Foreign Barrels Acquired	1,186	0	0	2,014	200	13,600	1,170	2,393	3,127	0
Total Barrels Acquired	1,186	0	0	2,014	200	61,964	1,170	2,393	3,127	0
Interhandler Transfers	71,649	2,881	77	2,626	13,657	-9,773	5,316	17,345	2,421	-18,064
<u>SALES & SHRINKAGE</u>										
Fresh Fruit	0	0	0	0	0	0	0	0	0	0
Processed & Sold By Handler	437,729	361,906	364,705	450,453	551,335	368,866	380,687	440,413	408,811	700,903
Sold to Processors	96,161	43,827	56,747	45,181	35,929	74,415	30,812	65,494	87,337	43,390
Sold to the Government	2,839	2,729	3373	3,813	0	3,852	4,102	3,950	4,028	3,722
Total Domestic Sales	536,729	408,462	424,825	499,447	587,264	447,133	415,601	509,857	500,176	748,015
Foreign Sales-Fresh	0	0	0	0	0	0	0	0	0	0
Foreign Sales-Processed	181,872	147,556	129,368	141,206	133,177	192,377	134,079	152,594	127,232	58,657
Total Foreign Sales	181,872	147,556	129,368	141,206	133,177	192,377	134,079	152,594	127,232	58,657
Total Sales	718,601	556,018	554,193	640,653	720,441	639,510	549,680	662,451	627,408	806,672
Shrinkage	33,100	46,719	-1,783	11,987	7,294	73,007	24,790	-80,770	40,010	79,187
Total Sales & Shrinkage	751,701	602,737	552,410	652,640	727,735	712,517	574,470	581,681	667,418	885,859
<u>ENDING INVENTORY</u>										
Barrels in Freezers	1,497,412	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
Barrels in Processed Form	1,000,914	1,123,944	2,447,058	1,529,801	1,687,510	1,614,077	1,626,772	1,545,045	1,390,672	1,181,601
Barrels in Concentrate	1,584,245	1,590,050	0	0	0	0	0	0	0	0
Barrels In Inventory	4,082,571	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

Final Year to Date	2010 9/1-8/31	2009 9/1-8/31	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
<u>BEGINNING 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	1,107,770	1,262,781	1,364,446
Barrels in Processed Form	1,123,944	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 Concentrate	1,590,050	0	0	0	0	0	0	0	0	0
Sub-Total	4,611,206	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
Adj from prev report:	51,107	101,423	64,735	189,448	46,736	35,638	178,999	7,212	56,533	73,523
Barrels On Hand	4,662,313	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
<u>ACQUISITIONS</u>										
Massachusetts	1,892,382	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
New Jersey	548,889	544,959	508,247	521,905	465,741	530,262	384,918	459,390	427,331	411,104
Oregon	286,830	429,645	399,348	491,505	465,745	432,411	483,848	506,367	431,503	354,635
Washington	118,367	180,094	108,205	188,094	121,368	199,010	168,965	189,813	159,530	133,557
Wisconsin	3,950,192	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
Other States	900	7,599	6,282	580	652	45,921	32,653	32,159	20,015	14,752
U.S. Acquired	6,797,560	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
Foreign Barrels Acquired	898,779	1,117,555	936,594	1,002,801	1,108,930	943,316	1,048,741	1,089,165	925,066	697,028
Total Barrels Acquired	7,696,339	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
Interhandler Transfers	283,660	43,553	127,765	-61,613	-86,023	-202,987	-43,227	112,337	-34,153	43,364
<u>SALES & SHRINKAGE</u>										
Fresh Fruit	257,012	241,219	252,694	291,587	259,746	238,995	249,318	202,572	251,789	236,249
Processed & Sold By Handler	4,714,664	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
Sold to Processors	959,955	821,696	579,578	653,828	954,046	458,592	778,127	767,015	754,650	881,800
Sold to the Government	42,391	43,387	46,594	50,015	46,138	64,192	57,521	47,999	99,841	46,988
Total Domestic Sales	5,974,022	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
Foreign Sales-Fresh	48,267	50,667	48,313	54,899	75,240	63,395	49,448	49,321	47,913	31,412
Foreign Sales-Processed	2,200,630	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
Total Foreign Sales	2,248,897	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
Total Sales	8,222,919	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
Shrinkage	336,822	297,724	181,597	-38,459	130,008	262,942	189,304	148,980	212,026	167,488
Total Sales & Shrinkage	8,559,741	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
<u>ENDING INVENTORY</u>										
Barrels in Freezers	1,497,412	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
Barrels in Processed Form	1,000,914	1,123,944	2,447,058	1,529,801	1,687,510	1,614,077	1,626,772	1,545,045	1,390,672	1,181,601
Barrels in Concentrate	1,584,245	1,590,050	0	0	0	0	0	0	0	0
Barrels In Inventory	4,082,571	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
Inventory as % of Total Sales/Shrink	47.70%	58.15%	57.16%	38.37%	37.92%	40.53%	44.97%	45.08%	37.92%	35.85%