**EXHIBIT 1 EQUIVALENCIES ETC.**

The following explains the calculations of Barrel equivalents for disposal of concentrates in lieu of disposing of whole fruit for the 2017 volume regulation. These calculations are designed to reduce the costs of refining product to 50 brix concentrate, when a product is being disposed of, though it is not intended to keep any company from being allowed to dispose of 50 brix concentrate should it chose to.

**The following conversions rely on using the figures from the attached Brix chart:**

The industry standard for concentrate is 50 Brix.

To calculate the approximate number of gallons of 50 Brix concentrate you will get from 1 barrel of cranberries, you divide the average brix of the barrel of fruit by the amount of fruit solid pounds in 50 brix concentrate as listed on the brix chart, 5.1260. Fruit with 10 brix yields 1.95 gallons of 50 brix concentrate.

**The proposed average brix per region are as follows, with the following regional conversions:**



To calculate the equivalencies for product coming off an SDC line, product is tested at least daily to measure the amount of brix. If the Brix level is 5.0, you divide the fruit solid pounds in 50 brix concentrate by the fruit solid pounds in 5.0 brix concentrate, to realize you need 12 gallons of 5.0 brix concentrate to make 50 brix concentrate. This calculation works for any number on the brix chart.

Lastly, you use the regional adjustment, in proportion to the source of fruit inputted into the process to calculate barrel equivalents. See formula, then example below:

**Gallons of concentrate** divided by **(FSP per gallon of 50 brix concentrate/FSP per gallon of measured concentrate**) divided by **regional conversion gallons** = **barrel equivalents**

For example: 200,000 gallons of 5.0 brix concentrate from a Wisconsin SDC line would calculate as follows with calculations shown

(200,000 gallons/ (5.1260/.4243)FSP per gal) / 1.70 gallons per barrel = 9,739 barrel equivalents

(200,000 gallons/ (12.08) FSP per gal) / 1.70 gallons per barrel = 9,739 barrel equivalents

(16,556.29 gallons) / 1.70 gallons per barrel = 9,739 barrel equivalents