



# August 2019 Cranberry News

## CRANBERRIES ON DISPLAY AT SNA ANC 2019 IN ST. LOUIS

The CMC exhibited at the 2019 School Nutrition Association Annual National Conference in St. Louis, July 15 & 16. Each year this is a valuable opportunity to engage with hundreds of school foodservice professionals from around the country.

Throughout the conference, CMC received great feedback from attendees. A majority of school districts surveyed indicated they were serving dried cranberries as part of their school menu for breakfast, lunch and/or a snack. Most mentioned using cranberries on salad bars, some in sandwiches, casseroles, and even salsas. Beyond that, foodservice professionals are especially interested in receiving new cranberry recipes. CMC learned that gluten-free cranberry creations and grab-and-go recipes are currently in demand at schools.

Highlights of CMC's activity at SNA 2019 include:

- Engaged with more than 500 unique foodservice professionals
- Distributed 411 digital and print school foodservice toolkits
- Distributed 800 SDC samples
- Distributed 682 U.S. Cranberries branded materials



## CMC SUMMER MEETING

August 19 & 20, 2019  
Hotel 1620 Plymouth Harbor  
Plymouth, Massachusetts

Agenda available at  
[uscranberries.com/industry-news](http://uscranberries.com/industry-news)

Contact Judy ([jmears@uscranberries.com](mailto:jmears@uscranberries.com))  
for more information

## CMC ADDRESS CHANGE

*As of August 12, 2019*

Cranberry Marketing Committee  
2527 Cranberry Highway  
Building B  
Wareham, MA 02571

*Email and phone number remain the same*

## LATEST CMC CONTINUANCE REFERENDUM PASSES

The CMC received formal notice in July that cranberry producers in Massachusetts, Rhode Island, Connecticut, New Jersey, Wisconsin, Michigan, Minnesota, Oregon, Washington and Long Island, N.Y. have approved the continuance of their federal marketing order program. The USDA informed us that 79 percent of all the producers voting – representing 82 percent of the volume of production by those voting – favored continuance.

We would like to thank all industry organizations and handlers that provided support and encouraged growers to vote to continue the work of the CMC. We would also like to extend a note of appreciation to all the growers that took the time to complete and submit their ballots to the USDA.

## CMC BOARD OF DIRECTORS

*Term of office: August 1, 2018 - July 31, 2020*

### DISTRICT 1 (MA, RI, CT)

#### *Major Cooperative Members & Alternate*

Lawrence Harju (Member)

George Rogers (Member)

Adrienne Mollor (Alternate)

#### *Other Than Major Cooperative Members & Alternate*

James Rezendes (Member)

Dawn Gates-Allen (Member)

Parker Mauck (Alternate)

### DISTRICT 2 (NJ)

#### *Major Cooperative Members & Alternate*

Stephen Lee IV (Member)

Joseph Darlington (Alternate)

#### *Other Than Major Cooperative Members & Alternate*

William Poinsett (Member)

Thomas Gerber (Alternate)

### DISTRICT 3 (WI, MI, MN)

#### *Major Cooperative Members & Alternate*

David Bartling (Member)

Martin Potter (Member)

Jill Amundson (Alternate)

#### *Other Than Major Cooperative Members & Alternate*

Vicki Nemitz (Member)

Wayne Gardner (Member)

James Van Wychen (Alternate)

### DISTRICT 4 (OR, WA)

#### *Major Cooperative Members & Alternate*

Kevin Hatton (Member)

Jack Stein III (Alternate)

#### *Other Than Major Cooperative Members & Alternate*

Ronald Puhl (Member)

Nicholas Puhl (Alternate)

### AT-LARGE MEMBER & ALTERNATE

Douglas Rifleman (Member)

Michael Viano (Alternate)

### PUBLIC MEMBER & ALTERNATE

Steven White, Ph.D. (Member)

Thomas O'Guinn, Ph.D. (Alternate)

### CMC ADMINISTRATIVE OFFICE

Michelle Hogan (Executive Director)

Judy Mears (Executive & Financial Assistant)

Karen Cahill (Communications & Marketing)

Dotty Pipher (Programs & Administrative Assistant)

## CMC RECEIVES ADDITIONAL \$2M IN ATP FUNDING

In May, USDA announced a \$16 billion program for farmers affected by increased tariffs; Part of that program included additional funding for the Agricultural Trade Promotion (ATP) program.

Because the U.S. cranberry industry continues to be negatively impacted by retaliatory tariffs in its top export markets, and the challenging trade climate, CMC applied for additional ATP funding.

We are happy to report that in July, CMC was awarded \$2 million in the second round of ATP funding from USDA, bringing the CMC's total ATP allocation to \$3,139,450. Our ATP agreement will now extend out to September 2022, and will significantly enhance CMC's ability to promote cranberries globally.



## CMC'S SUMMER PROMOTION: #ALLAMERICRAN

As part of the CMC's approved 2018/2019 Domestic Marketing Program, Pollock Communications executed an #AllAmeriCRAN Summer BBQ initiative. Pollock first conducted media outreach in the fall, holding several deskside meetings with editors of major lifestyle magazines in New York City including: Woman's World, Good Housekeeping, Women's Health, HealthLine and more.

Longtime social media influencer partner Carlene Thomas was secured as a spokesperson to communicate cranberry entertaining, culinary and nutrition benefits. Carlene mentioned cranberries in a Pure Wow (UVM: 3,827,604) article titled, "Here's What a Nutritionist Buys at Trader Joe's". The article was also picked up by Yahoo! Lifestyle (UVM: 8,837,935). Carlene was also featured mentioning cranberries in Taste of Home (UVM: 11,965,135), "9 Healthy Reasons You Should Eat More Cranberries," and Parade Magazine (UVM: 1,424,280), "Nutrition Experts Spill 7 Surprising Ways to Eat More Fruits and Veggies."

Additionally, a feature syndicated article was released in May garnering 1,129 placements and 408,628,126 and total ad value of more than \$256,131.

## FIVE-YEAR COMPARISON REPORT: THIRD QUARTER NUMBERS INCLUDING CY2018

CY2018 third quarter summary reports, as well as several comparison reports, can be found by clicking “Data and Reports” under the “Industry” menu on [www.uscranberries.com](http://www.uscranberries.com). The chart below represents data from September 1 to June 30 of each year. A few general observations comparing the 2017 vs. 2018 Crop Years are as follows:

- Domestic Sales are down 9.64%
- Export sales are up 0.95%
- Government purchases increased by 40%
- Foreign fruit acquired increased 41%
- Shrinkage decreased by 7.9%
- Carry-over inventory decreased by 11.4%

	9/1 - 6/30	9/1 - 6/30	9/1 - 6/30	9/1 - 6/30	9/1 - 6/30
	2014	2015	2016	2017	2018
<b>Beginning Inventory</b>					
Barrels Unfrozen:	0	0	0	0	0
Barrels in Freezers:	2,564,083	2,654,030	2,773,027	4,175,273	2,281,453
Barrels in Process Form:	1,903,560	1,834,928	2,024,414	1,842,736	2,016,816
Barrels in Concentrate Form:	3,041,141	3,182,138	3,508,002	3,727,372	2,586,624
Inventory Before Adjustments:	7,508,784	7,671,096	8,305,443	9,745,381	6,884,893
Adjustments:	-29,629	62,455	-14,336	-118,244	-267
<b>Adjusted Beginning Inventory:</b>	<b>7,479,155</b>	<b>7,733,551</b>	<b>8,291,107</b>	<b>9,627,137</b>	<b>6,884,626</b>
<b>Sources</b>					
Massachusetts, Rhode Island, Connecticut:	1,894,288	2,190,416	2,102,566	1,758,592	2,237,243
New Jersey:	570,842	438,289	575,192	422,830	447,592
Oregon:	491,895	546,073	379,458	474,359	544,464
Washington:	149,883	196,085	159,475	130,684	180,778
Wisconsin, Michigan, Minnesota:	4,923,580	4,687,177	6,040,837	5,335,325	5,271,545
Other states:	27,308	131	217	196	0
Total Domestic Acquired:	8,057,796	8,058,171	9,257,745	8,121,986	8,681,622
Foreign Acquired - Fresh:	70,446	70,420	86,119	86,617	76,013
Foreign Acquired - Processed:	1,704,713	1,713,877	1,971,681	1,234,559	1,877,252
Foreign Acquired - Concentrate:	1,067	9,728	42,496	72,413	12,635
<b>Total Barrels Acquired:</b>	<b>9,834,022</b>	<b>9,852,196</b>	<b>11,358,041</b>	<b>9,515,575</b>	<b>10,647,522</b>
Barrels in Transit:	51,229	-19,662	-93,641	93,557	29,976
<b>Sales</b>					
Domestic Sales - Fresh:	258,767	270,229	288,697	284,672	281,317
Domestic Sales - Processed:	4,848,546	4,998,806	5,083,929	6,020,964	4,469,075
Domestic Sales - Concentrate:	0	0	0	0	910,371
Sold to Government:	288,394	419,715	381,536	76,581	105,973
Total Domestic Sales:	5,395,707	5,688,750	5,754,162	6,382,217	5,766,736
Foreign Sales Fresh:	55,952	47,906	43,821	45,273	47,304
Foreign Sales Processed:	1,857,032	2,016,717	1,960,433	2,333,359	2,574,651
Foreign Sales Concentrate:	494,065	530,589	571,314	604,636	389,649
Total Sales:	7,802,756	8,283,962	8,329,730	9,365,485	8,778,340
Shrinkage:	440,992	-18,447	197,247	1,103,895	1,016,667
<b>Total Sales &amp; Shrinkage:</b>	<b>8,243,748</b>	<b>8,265,515</b>	<b>8,526,977</b>	<b>10,469,380</b>	<b>9,795,007</b>
<b>Ending Inventory</b>					
Barrels Unfrozen:	0	0	0	0	0
Barrels in Freezers:	3,907,986	3,892,491	5,594,101	3,705,889	3,978,331
Barrels in Process Form:	1,893,371	1,693,208	1,624,685	2,014,947	1,766,570
Barrels in Concentrate Form:	3,319,301	3,714,872	3,809,743	3,046,053	2,022,216
<b>Total Barrels in Inventory:</b>	<b>9,120,658</b>	<b>9,300,571</b>	<b>11,028,529</b>	<b>8,766,889</b>	<b>7,767,117</b>



**CRANBERRY**  
MARKETING  
COMMITTEE

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WHAT'S INSIDE



1 CMC AT SNA ANC 2019

2 #ALLAMERICAN

3 Q3 SUMMARY REPORT

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## NGO COMPLIANCE APPROVED, FULL-SCALE ACTIVITY RESUMES

After a nearly yearlong process, CMC has received formal approval of its NGO application from the Shanghai Ministry of Commerce as well as the Shanghai Public Security Bureau.

James Christie, on behalf of CMC, traveled to China in July to receive CMC's NGO registration certificate in person. CMC is now able to resume full-scale promotional efforts in China. Some upcoming activities in September include:

- China Juice Conference (Guangzhou)
- Festival Gift Development with All China Bakery Association
- Cranberry Night at Bar (Hangzhou)
- In-store Promotion (Guiyang)
- Online and Offline Event with Quna (Nanjing, Wuxi, Xiameng)
- Online Promotion with Douguo.com



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