



# June 2019 Cranberry News

**CRANBERRY**  
MARKETING  
COMMITTEE  
UNITED STATES OF AMERICA



## CMC & URI COOKING COMPETITION

In April, CMC partnered with the University of Rhode Island’s Nutrition & Food Sciences Department for a cranberry-themed cooking competition among Scientific Principles of Food students.

Over the course of three lab sessions, 30 students created 11 mouth-watering appetizers. From Cranberry-Jalapeño Salsa, Cranorange Crostinis, and Cranberry Chia Jam to Cranberry Brussels Sprout Spring Rolls, Cranberry Chicken Wonton Bites, and a Pistachio Cranberry Cheese Ball, students showcased the versatility cranberries in an array of recipes.

“It was a great week; the students were able to showcase their food science knowledge and kitchen skills to create some truly delicious and creative recipes,” said Sarah Larson, MS, RD, LDN, who teaches the Scientific Principles of Food courses at URI.

Students and visiting guest judges rated the recipes on the basis of appearance, aroma, texture, flavor, and creativity. The winner was the Cran “Brie” Bites recipe created and executed by Kelly Bianco, Jenna LoDebole, and Megan Weir.

All of the recipes from this contest can be found at [www.uscranberries.com/recipe](http://www.uscranberries.com/recipe).

## A BREAKDOWN OF LATEST GLOBAL TARIFF ISSUES

On May 20, 2019, *Mexico* repealed its 20% tariff on dried cranberries, which had been imposed last June in response to the Trump Administration’s steel and aluminum tariffs. *Canada* also eliminated its 10% tariff on juice drinks it had imposed for the same reason.

On June 1, 2019, *China* increased many tariffs on US agricultural products including an additional 15% tariff on frozen cranberries, an additional 10% tariff on cranberry juice, and an additional 5% tariff on concentrate. Given that Chinese retaliatory tariffs have affected agriculture significantly, the Trump Administration announced on May 23, 2019 that it would offer a second round of support of \$16 billion for US agriculture affected by the tariffs. Cranberry growers are included in those receiving direct payments, though payment rates and other details have yet to be announced. There will also be government purchases and additional ATP funding for developing new markets.

The concentrate duty-suspension in the *EU* is up for renewal in 2019. Extension of this suspension has not been raised in the two most recent European Commission committee meetings on the subject. Should it not be raised in the June meeting, the suspension will continue for another five years. In 2018, the dried cranberry suspension was extended. Retaliatory duties on concentrate remain in place in the EU due to the administration’s steel and aluminum duties, and an additional duty on dried cranberries of 25% remains proposed for June 1, 2021 if an agreement is not reached between the US and EU.

With the implementation of the Trans-Pacific Partnership (TPP) for the 11 countries who signed the agreement beyond the US, Canadian cranberries are entering *Japan* at a reduced tariff rate. US cranberry product continues to face the most favored nation tariffs. The US and Japan are entering free trade agreement talks this summer, but an agreement is not expected quickly. The cranberry industry is seeking tariff reductions immediately to match what is being offered to current TPP participations.



## 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)

## CI'S TERRY HUMFELD TO RETIRE AT END OF 2019

*By Andy Reitz*

After more than 35 years in the agriculture and trade association management sectors, Terry Humfeld, the Cranberry Institute's (CI) executive director, will be retiring at the end of this year. Terry announced his retirement to the CI board of directors in August 2018 and a search for a new executive director is currently underway.



Terry's hometown is Beloit, Kansas and he earned B.S. and M.S. degrees from Kansas State University (KSU), where he also met his wife Gail. He has always been an avid KSU sports fan and follows their teams closely. His family was in the greenhouse business so he has always had a close connection to agriculture. His first job after graduation was as an extension agent for the University of Wisconsin and was based in Milwaukee, a role he held for 3 years. He saw his first cranberry harvest in central Wisconsin during that time. He has fond memories of that experience and never expected to finish his career in the cranberry industry.

After his time with UW extension and 3 years teaching at Ohio State University's Agricultural Technical Institute, Terry managed a small bedding plant trade association for 8 years. Prior to joining CI in 2010, he worked for the Produce Marketing Association for over 17 years. Terry is a humble, quiet spoken guy but he brought professionalism, organization, communications, and a strong work ethic to the Cranberry Institute and he will be missed by many in the industry. He helped to foster a cooperative spirit with all the various organizations, created many new positive policies, helped industry organizations, handlers, and growers navigate the many challenges to our businesses, and leaves the organization in a very strong position for the future.

Terry and Gail have 5 grandchildren and they are looking forward to spending time spoiling them even more than they do now. In addition, they have plans for some extensive travel and Terry will be exploring volunteer activities with several local organizations. Terry also plans to work on his golf game a bit more.

Please help me wish Terry a happy retirement and if you know him personally, be sure to thank him for his dedicated service to the cranberry industry. He will be greatly missed!



As part of the 2018/2019 domestic marketing program Pollock Communications executed an #AllAmeriCRAN Summer BBQ initiative. Pollock conducted media outreach in the fall, holding several desk-side meetings with editors of major lifestyle magazines in New York City. Additionally, a feature syndicated article was released in May garnering 977 placements with a reach of 134,141,074 impressions and total ad value of \$256,131. Printed editions of the article, which features seven ways to utilize cranberries during the summer, will be published in June and July.

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

CY2018 second quarter numbers are now available at [www.uscranberries.com](http://www.uscranberries.com) (click “Data and Reports” under the “Industry” menu.) The chart below represents data from January 1 to April 30 of each year. A few general observations comparing 2017 vs. 2018 Q2 cycles are as follows:

- Domestic sales are virtually unchanged
- Foreign sales decreased by 10.8%
- Shrinkage increased 168% due to 2018 volume regulation.
- Total ending inventory decreased by 20.7%. This represents an increase of fruit in freezers, a decrease of fruit in processed form, and a decrease in concentrate.

	2014	2015	2016	2017	2018
<b>Beginning Inventory</b>					
Barrels Unfrozen:	0	0	195	0	0
Barrels in Freezers:	7,778,447	8,408,856	9,669,940	8,711,001	8,318,590
Barrels in Process Form:	1,754,284	1,712,544	2,218,808	2,336,321	1,622,852
Barrels in Concentrate Form:	3,744,874	3,567,235	3,701,482	3,923,683	2,720,207
Inventory Before Adjustments:	13,277,605	13,688,635	15,590,425	14,971,005	12,661,649
Adjustments:	-9,226	-1,488	-3,311	258,872	-298
<b>Adjusted Beginning Inventory:</b>	<b>13,268,379</b>	<b>13,687,147</b>	<b>15,587,114</b>	<b>15,229,877</b>	<b>12,661,351</b>
<b>Sources</b>					
Massachusetts, Rhode Island, Connecticut:	0	0	0	0	0
New Jersey:	0	0	0	0	0
Oregon:	0	0	0	0	0
Washington:	0	0	0	0	0
Wisconsin, Michigan, Minnesota:	0	0	0	0	0
Other states:	0	0	0	0	0
Total Domestic Acquired:	0	0	0	0	0
Foreign Acquired - Fresh:	0	0	10,495	0	0
Foreign Acquired - Processed:	102,616	25,811	12,530	41,285	198,632
Foreign Acquired - Concentrate:	1,067	9,728	19,526	26,779	9,432
<b>Total Barrels Acquired:</b>	<b>103,683</b>	<b>35,539</b>	<b>42,551</b>	<b>68,064</b>	<b>208,064</b>
Barrels in Transit:	22,015	-4,359	-27,422	-54,656	53,838
<b>Sales</b>					
Domestic Sales - Fresh:	665	1,629	68	40	-242
Domestic Sales - Processed:	1,726,356	1,718,018	1,767,132	1,874,949	1,499,001
Domestic Sales - Concentrate:	0	0	0	0	355,609
Sold to Government:	120,256	301,413	203,406	16,696	31,295
Total Domestic Sales:	1,847,277	2,021,060	1,970,606	1,891,685	1,885,663
Foreign Sales Fresh:	0	-168	0	4	843
Foreign Sales Processed:	550,764	741,856	625,052	897,995	843,575
Foreign Sales Concentrate:	197,944	222,440	215,420	218,003	151,069
Total Sales:	2,595,985	2,985,188	2,811,078	3,007,687	2,881,150
Shrinkage:	254,515	39,878	104,959	184,435	495,726
<b>Total Sales &amp; Shrinkage:</b>	<b>2,850,500</b>	<b>3,025,066</b>	<b>2,916,037</b>	<b>3,192,122</b>	<b>3,376,876</b>
<b>Ending Inventory</b>					
Barrels Unfrozen:	0	0	758	0	0
Barrels in Freezers:	5,192,080	5,110,324	6,901,820	5,422,649	5,696,057
Barrels in Process Form:	1,896,766	2,018,119	1,959,327	2,460,504	1,434,689
Barrels in Concentrate Form:	3,454,730	3,564,817	3,824,301	4,168,010	2,415,631
<b>Total Barrels in Inventory:</b>	<b>10,543,576</b>	<b>10,693,260</b>	<b>12,686,206</b>	<b>12,051,163</b>	<b>9,546,377</b>



**CRANBERRY**  
MARKETING  
COMMITTEE

219A Main Street  
Wareham, MA 02571

[www.uscranberries.com](http://www.uscranberries.com)  
508.291.1510

WHAT'S INSIDE



- 1 TARIFF UPDATE
- 2 CRANBERRY INSTITUTE
- 3 Q2 SUMMARY REPORT

To receive this newsletter electronically, email [kcahill@uscranberries.com](mailto:kcahill@uscranberries.com)

# June 2019 Cranberry News

## US CRANBERRIES HELP BEAT THE SCORCHING HEAT IN DELHI

CMC representatives traveled to Delhi, India June 2-9 to conduct in-market representative interviews and take part in current promotional activities.

CMC met with eight Indian firms as well as Jeanne Bailey and Tiffany Landry, USDA FAS at the U.S. Embassy. Additionally, CMC visited two different cranberry importers at the famed Khari Baoli market (the largest wholesale spice market in Asia).

CMC was able to attend the ice cream carnival event (three ice cream chains have rolled out cranberry flavors for the month of June) and met with the local blogger/nutritionist team. Finally, CMC saw a retail promotion at a neighborhood grocery store.

It was a busy and productive trip, and was helpful to see firsthand the increasing levels of awareness and interest in cranberries, as well as learn more about some of the hurdles of making inroads as a commodity in India.



Follow US Cranberries

