



# March 2020 Cranberry News

## ANNUAL WINTER MEETING SHINES IN ORLANDO, FLORIDA

Cranberry industry members, and USDA and CMC staff convened in Orlando for the CMC’s annual winter meeting on February 6 and 7, 2020. The meeting began by seating the Committee’s newest member, Christopher O’Connor, as the At-Large Alternate for the major cooperative. The current board members’ term ends this July, which makes 2020 an election year (see below).

APCQ president Vincent Godin presented Quebec’s 2019 harvest numbers, which included a total production of 2,558,094 bbls. Godin projected 10,503 acres for 2020 with a 60/40 conventional/organic split. Committee Vice Chair Parker Mauck presented the U.S. CY19 first quarter production and sales numbers (pg. 6). The Committee also went through its process of estimating 2020 U.S. production, which is expected to total 8,635,000 bbls. See page 2 for the full 2020-2021 Marketing Policy.

Bryant Christie Inc. (BCI) reps spoke at length about the EU’s Pesticide Review process and the Lorsban MRL withdrawal timeline (pg. 3). Additional updates were given on trade policy issues across the globe including the ever-changing situation in China (pg. 7).

BCI representatives also spoke about ongoing marketing promotions in China and India (pg. 5) and highlighted both the challenges and opportunities in those markets. Notable achievements in 2019 included cranberry product introductions reaching an all-time high of 3,108, and gains being made in U.S. cranberry consumer awareness rates. A brief update on fresh cranberry production in China was also given (pg. 7).

The Committee welcomed Bill Frantz back to the industry, as the Cranberry Institute’s executive director. He outlined the CI’s mission and priorities and noted that they will be going through a strategic planning process in March.

The Committee voted to accept a new RFP Policy, which states that every four years, at a minimum, an RFP process will be initiated to ensure the retention of the highest quality consultants and vendors who implement programs as recommended by the Committee.

Richard Waycott, president & CEO of the Almond Board of California, gave an in-depth presentation on his marketing order during day two of the meeting (back cover & pg. 4).



*To download February 2020 Meeting materials and presentations, head to the [www.uscranberries.com](http://www.uscranberries.com) homepage and scroll down to Web Resources*



SAVE THE DATE – SUMMER MEETING  
AUGUST 10 & 11, 2020  
MINNEAPOLIS, MINNESOTA

## BOARD ELECTIONS WILL TAKE PLACE THIS SPRING

2020 is an election year for the CMC’s board, which is composed of 14 voting members and 10 alternate members: independent, Ocean Spray, at-large, and public. The USDA recently declared that multiple family members cannot serve as voting members on the same board, however a special circumstance may be submitted to USDA for further consideration if the need arises.

Nomination forms will be mailed to independent members in April and voting ballots will be mailed out in May. Ocean Spray will work with its members to fill any vacancies. All appointees will be asked to complete a Qualification Statement and those will be submitted to USDA in June. Once approved by the Secretary, USDA, new board members will serve a term that runs from August 1, 2020 to July 31, 2022.

We thoroughly appreciate and want to publicly thank all those who have volunteered their time to participate in this important industry role.

# CRANBERRY MARKETING COMMITTEE 2020 CROP YEAR ESTIMATE

## 2020 Domestic Cranberry Production Estimate Updated 2/6/2020

	1,000 barrels
Massachusetts	2,079
New Jersey	495
Wisconsin	5,386
Oregon	530
Washington	145
<b>2020 Domestic Production Estimate</b>	<b>8,635</b>

## 2020 Crop Year Marketing Policy (9/01/2020 - 8/31/2021) Updated 2/6/2020

		1,000 Barrels	
1	Estimated Carry-In	4,549	→ From 'Total Available Supply and Sales', may be adjusted based on Committee input
	<i>Production &amp; Acquired</i>		
2	Estimated Domestic Production	8,635	→ From Committee estimates
3	Estimated Foreign Acquired	1,504	→ From Committee estimates
4	Total Production & Acquisitions (2+3)	10,138	→ Sum of Estimated Domestic Production and Estimated Foreign Acquired
5	Available Supply (1+4)	14,687	→ Sum of Total Production & Acquisitions and Estimated Carry-in
	<i>Estimated Shrinkage</i>		
6	2% of Carry-in (1)	91	→ 2% of Estimated Carry-In
7	4% Estimated Production/Acquisitions (4)	406	→ 4% of Total Production & Acquisitions
8	Estimated Shrinkage (6+7)	350	→ Sum of Estimated Carry-in Shrinkage and Estimated Total Production & Acquisitions
9	Adjusted Supply (5-8)	14,337	→ Estimated Shrinkage deducted from Available Supply
	<i>Sales &amp; Usage</i>		
10	Fresh Fruit Sales	328	→ From Committee estimates
11	Processing Fruit Usage	9,855	→ From Committee estimates
12	Total Sales/Usage (10+11)	10,183	→ Sum of Fresh Fruit Sales and Processing Fruit Usage
13	Estimated Adjusted Carry-Over	4,155	→ Total Sales/Usage deducted from Adjusted Supply
14	Inventory as a % of sales	39%	



## EUROPEAN UNION MAXIMUM RESIDUE LEVEL UPDATES

### *Lorsban MRL Elimination Expected Shortly*

Chlorpyrifos (Lorsban) has not been renewed for use in the European Union due to health concerns. The review and implementation of this non-renewal did not follow the typical timeline. The European Commission notified the proposed non-renewal of chlorpyrifos to the WTO on October 3, 2019 and published the final decision on January 13, 2020.

The final publication allowed only one-month grace period for use of available stocks, with a maximum of three months for exceptional cases (April 16, 2020). The associated MRL withdrawals have already been proposed and notified to the WTO on December 12, 2019 and a default MRL for chlorpyrifos on cranberry may be in place as early as the second quarter of 2020.

This timeline poses great challenge to the industry as **products treated with this substance in 2019 may soon not be compliant with the EU MRL**. BCI continues to closely follow developments in the EU and will inform the industry on any updates.

### *Chlorothalonil's (Bravo) Future in the European Union*

As of November 2019, EU growers can no longer use chlorothalonil, although an extension until May 2020 is allowed on exceptional cases. After the EU uses have been eliminated, it is likely that all associated MRLs will also be withdrawn, including the currently harmonized 5 ppm MRL for cranberries. In its place, a default tolerance of 0.01 ppm is expected to apply.

As the non-renewal was implemented within the expected timeframe, the timeline for likely withdrawal of the chlorothalonil MRL remains the same: under the worst-case scenario, MRLs *could* be withdrawn as early as October 2020 with a *likely* date of first quarter of 2021.

Importantly, unlike in 2014 when the EU removed the chlorothalonil cranberry MRL and allowed anything treated with the product prior to the change to enter the EU under the old MRL; under current European Commission guidelines, imported products are subject to the established MRL at the day of entry in the EU. Therefore, all cranberry products would be subject to the default 0.01 ppm MRL once the MRL

is officially withdrawn. Once the MRL change occurs, products are expected to be compliant. This is a change of policy from 2015. The U.S. is arguing against this policy, saying anything imported into the EU that was legal at the time, should remain legal.

On July 4, 2019, 18 countries, including the United States, submitted a joint statement to the WTO questioning the EU's pesticide policy and denouncing its adverse impact on trade. The U.S. Ambassador to the WTO, Dennis C. Shea, followed with a statement that the EU policy is unnecessarily disrupting agricultural production and trade in multiple commodities. He cited cranberries as an example.

Furthermore, on July 23, 2019, the United States presented a statement to the WTO's Committee on Technical Barrier to Trade which specifically addressed the EU's withdrawal of chlorothalonil and highlighted the impact it will have on the U.S. cranberry industry.

*Download BCI's February 2020 MRL report at [uscranberries.com](http://uscranberries.com) > Web Resources > Annual Meeting Materials*



## POTENTIAL IMPACT OF EU CUT-OFF CRITERIA

Below is a special note on active ingredients with cranberry labels that were proposed for non-renewal in 2018 and 2019 and may have MRLs withdrawn in 2020/2021.

- **Methoxyfenozide** (Intrepid): renewal limited to greenhouse use.
- **Chlorothalonil** (Bravo): non-renewal based on carcinogenic properties, genotoxicity concerns, and other environmental concerns.
- **Chlorpyrifos** (Lorsban): non-renewal based on genotoxic potential, and classification of the substance as toxic for reproduction.
- **Imidacloprid** (Admire): approval restricted to permanent greenhouse use due to high risk to bees.
- **Thiamethoxam** (Actara): approval restricted to permanent greenhouse use due to high risk to bees.
- **Malathion**: approval restricted to permanent greenhouses use based on high risk to birds. No U.S. label.
- **Propiconazole** (Tilt): non-renewal based on health concerns.

In situations where the concern is environmental and not on human health, there is the chance that import tolerance MRLs will be allowed. BCI is working with the cranberry industry in any such circumstances to argue that the existing MRLs should be maintained. BCI has reached out to the registrants for these compounds regarding the possibilities of import tolerance applications.

## CMC BOARD OF DIRECTORS

August 1, 2018 - July 31, 2020

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

*Major Cooperative*

Lawrence Harju (Member)

George Rogers (Member)

Adrienne Mollor (Alternate)

*Other Than Major Cooperative*

James Rezendes (Member)

Dawn Gates-Allen (Member)

Parker Mauck (Alternate)

### DISTRICT 2 (NJ)

*Major Cooperative*

Stephen Lee IV (Member)

Joseph Darlington (Alternate)

*Other Than Major Cooperative*

William R. Poinsett (Member)

Thomas Gerber (Alternate)

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

*Major Cooperative*

David Bartling (Member)

Martin Potter (Member)

Jill Amundson (Alternate)

*Other Than Major Cooperative*

Vicki Nemitz (Member)

Wayne Gardner (Member)

James Van Wychen (Alternate)

### DISTRICT 4 (OR, WA)

*Major Cooperative*

Kevin Hatton (Member)

Jack Stein (Alternate)

*Other Than Major Cooperative*

Ronald Puhl (Member)

Nicholas Puhl (Alternate)

### AT-LARGE

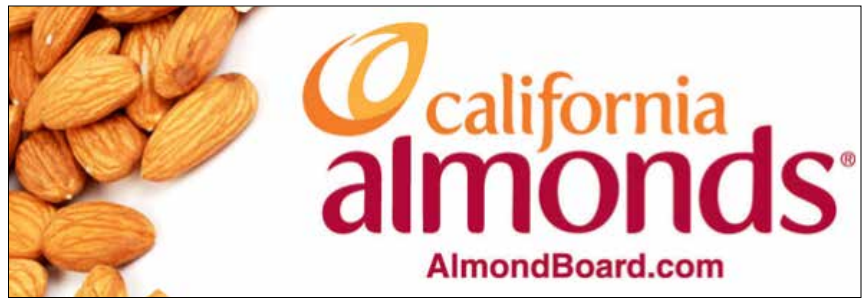
Douglas Rifleman (Member)  
Christopher O'Connor (Alternate)

### PUBLIC

Steven White, Ph.D. (Member)  
Thomas O'Guinn, Ph.D. (Alternate)

### CMC OFFICE STAFF

Michelle Hogan, *Executive Director*  
Karen Cahill, *Marketing Director*  
Dotty Pipher, *Senior Executive Assistant*



## ALMOND BOARD CEO PRESENTS AT WINTER MEETING

*continued from cover*

ABC has invested more than \$602 million in the past 20 years on demand-building activities. Almonds went from being positioned as an ingredient in other products in the 1990s to an ingredient and a healthy snack/lifestyle choice today.

In global marketing, ABC looks at exploratory, emerging and established markets and tries to maintain a balance between the three. ABC has different strategies for different global markets. Waycott noted the importance of measuring success and how that can be difficult for commodity boards. ABC uses per capita consumption, top-of-mind awareness, liking, number of shipments and health perceptions to track how their activities impact the market. He said that health positioning has been a key driver of the industry.

In 2016, ABC's assessment went from \$0.03 to \$0.04/lb. The assessment conversation began in 2015 when the board was projecting a tremendous volume increase and wanted to build demand ahead of the large supply. Alternatives that were discussed included:

- Different assessment amounts (\$0.005 to \$0.02)
- Timing given drought pressures on growers
- Priorities of research versus market development
- Impact on staffing, ongoing programs
- "Sunset" provision given crop projections

The final result was a one-cent increase for three years to fund research and market demand creation. The budget went from \$58,998,976 to \$88,584,424. Focused research supported current areas while encouraging innovation. Efforts in current markets were expanded while ABC conducted research in 10 exploratory markets and decided on three.

**Download the full almond board presentation at [www.uscranberries.com](http://www.uscranberries.com) > Web Resources > Annual Meeting Materials.**

## SUBCOMMITTEES FORMED AT WINTER MEETING

At the CMC's annual winter meeting, two new subcommittees were formed. If any industry member is interested in participating on a new or existing CMC subcommittee, please do not hesitate to contact Executive Director Michelle Hogan at [mhogan@uscranberries.com](mailto:mhogan@uscranberries.com).

A Request for Proposal (RFP) Policy was created to establish guidelines for the CMC's process of evaluating consultants and vendors. This RFP policy will help ensure that projects are managed efficiently, and completed on time and within a budget approved by the CMC. A subcommittee was formed to work with staff on conducting the necessary RFPs.

A Government Purchases Subcommittee was formed to work with USDA and cranberry handlers to determine what products are available and can be used by food banks and other government programs. This subcommittee will also look at possibly expanding the USDA's product specification list so the industry can utilize more cranberry products as part of the government's purchase programs.



## EXPORT PROGRAM PROGRESS

Though the 2019 program year brought a unique set of challenges, exports of U.S. cranberries accounted for 28% of sales and totaled 2.47 million bbls. Cranberry product introductions reached an all-time high of 3,108, and gains were made in U.S. cranberry consumer awareness rates. These results suggest that CMC's generic activities continue to drive trade and consumer demand for U.S. cranberries.

After successfully obtaining Foreign Non-Governmental Organization (FNGO) registration last July, CMC pressed ahead with a robust marketing program in China. Consumer awareness of U.S. cranberry availability and health benefits grew by more than 20%. Looking ahead, CMC is working to consolidate activities where it can into large-scale, high-profile consumer marketing campaigns in China, and is further focusing promotional efforts toward cranberry concentrate.

CMC completed its second year of full-scale market development programming in India in 2019. Exports to the market grew by more than 46% to reach 5,907 bbls. To escalate market development in India, CMC has selected SS Associates as its new in-market representative starting January 2020. SS Associates stood out from the competition based on their trade strategy, experience in organizing large-scale consumer-facing promotional campaigns, and ongoing work with other USDA cooperators. In 2020, CMC will work with SS Associates to focus on growing consumer demand through print and digital promotions that complement ongoing retail promotions, as well as solidifying strong

### Priorities for 2020

- Concentrate and cranberries in liquid form
- Focus on activities with the biggest impact
  - When it comes to activities, less is more
- Integrating *H. pylori* study publicization into China and India programs

### Key Takeaways

- The budget is bigger than ever with the infusion of ATP—CMC can be more creative and think bigger with its international program
- The India program is undergoing a representation transition, and the focus is on maintaining momentum and further export increases
- H. pylori* efforts will underpin programming in both markets

relationships with trade partners in India.

Thanks to the funding awarded to CMC through the Agricultural Trade Promotion (ATP) Program, the international market development program budget is now bigger than ever. The expanded budget has allowed CMC to think creatively and turn its focus

to even more impactful activities. In China, this will include celebrity engagement and tea chain programming, and in India, a large-scale print advertising campaign. Altogether, this infusion of funding will allow CMC to further expand its footprint in these key markets.

## UPCOMING INTERNATIONAL ACTIVITY CALENDAR

### March

- AAHAR International Food & Hospitality Fair (Delhi)
- FIC Trade Show (Shanghai)
- Chef Engagement & Beverage Recipe Creation for Holi (India)
- Wholesale Market Promotions (India)
- Cranberry Consumer Campaign with Tea Chains (China)
- Health Focused Advertising and Consumer PR (India)
- Celebrity Engagement (China)
- Influencer Engagement (India)
- Health and Nutrition Public Lectures (China)

### April

- Trade Meetings with CMC Representatives (India)
- ABC Cooking Studio Promotion (Shanghai, China)
- E-Commerce Promotions with Flipkart, Big Basket, Grofers, and/or Amazon Now (India)
- In-Store Retail Promotions with Walmart, Reliance Smart, Reliance Market, Spar, Spencer's
- Advertising and Consumer PR Campaign (India)
- Health Professional Engagement with the National Institute of Nutrition and the Indian Dietetic Association
- Online Promotion with SINA Weibo (China)
- Promotions w/ Nutrition Associations (China)

*A full international activity calendar is available at [uscranberries.com](http://uscranberries.com) > Industry > Global Marketing*

# FIVE-YEAR COMPARISON REPORT: FIRST QUARTER NUMBERS INCLUDING CY2019

CY2019 first 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 December 31 of each year. A few general observations comparing the 2018 vs. 2019 Crop Years are as follows:

- Domestic production decreased by 12.6%
- Foreign acquisitions decreased by 34.5%
- Domestic sales increased by 6%
- Export sales decreased by 13.25%
- There was a significant decrease in ending inventory of 17%. Frozen decreased by 15.7%, processed decreased by 46.5% and concentrate decreased by 3%.

	2015	2016	2017	2018	2019
<b>Beginning Inventory</b>					
Barrels Unfrozen:	0	0	0	0	0
Barrels in Freezers:	2,654,030	2,773,027	4,175,273	2,281,453	2,484,365
Barrels in Process Form:	1,834,928	2,024,414	1,842,736	2,016,816	1,671,832
Barrels in Concentrate Form:	3,182,138	3,508,002	3,727,372	2,586,624	1,780,092
Inventory Before Adjustments:	7,671,096	8,305,443	9,745,381	6,884,893	5,936,289
Adjustments:	45,440	-2,664	-5,070	31	1,025
<b>Adjusted Beginning Inventory:</b>	<b>7,716,536</b>	<b>8,302,779</b>	<b>9,740,311</b>	<b>6,884,924</b>	<b>5,937,314</b>
<b>Sources</b>					
Massachusetts, Rhode Island, Connecticut:	2,190,416	2,102,566	1,758,592	2,237,243	2,002,659
New Jersey:	438,289	575,192	422,830	447,592	447,073
Oregon:	546,073	379,458	474,359	544,464	525,884
Washington:	196,085	159,475	130,684	180,778	141,819
Wisconsin, Michigan, Minnesota:	4,687,177	6,040,837	5,335,325	5,271,545	4,470,773
Other states:	131	217	196	0	0
Total Domestic Acquired:	8,058,171	9,257,745	8,121,986	8,681,622	7,588,208
Foreign Acquired - Fresh:	70,420	75,624	86,617	76,013	75,156
Foreign Acquired - Processed:	1,681,410	1,909,554	1,146,160	1,639,325	1,026,431
Foreign Acquired - Concentrate:	0	7,526	44,017	2,403	23,749
<b>Total Barrels Acquired:</b>	<b>9,810,001</b>	<b>11,250,449</b>	<b>9,398,780</b>	<b>10,399,363</b>	<b>8,713,544</b>
Barrels in Transit:	5,756	-49,800	69,478	34,121	-1,623
<b>Sales</b>					
Domestic Sales - Fresh:	268,600	288,629	284,632	281,559	277,416
Domestic Sales - Processed:	2,367,980	2,294,097	2,514,292	2,113,965	2,260,610
Domestic Sales - Concentrate:	0	0	0	357,071	364,215
Sold to Government:	112,802	139,874	54,903	14,552	30,798
Total Domestic Sales:	2,749,382	2,722,600	2,853,827	2,767,147	2,933,039
Foreign Sales Fresh:	48,074	43,821	45,269	46,461	50,134
Foreign Sales Processed:	868,959	952,697	996,609	1,296,038	991,789
Foreign Sales Concentrate:	176,526	175,022	136,386	118,344	225,264
Total Sales:	3,842,941	3,894,140	4,032,091	4,227,990	4,200,226
Shrinkage:	717	18,862	205,473	428,769	-70,898
<b>Total Sales &amp; Shrinkage:</b>	<b>3,843,658</b>	<b>3,913,002</b>	<b>4,237,564</b>	<b>4,656,759</b>	<b>4,129,328</b>
<b>Ending Inventory</b>					
Barrels Unfrozen:	0	195	0	0	0
Barrels in Freezers:	8,408,856	9,669,940	8,711,001	8,318,590	7,011,984
Barrels in Process Form:	1,712,544	2,218,808	2,336,321	1,622,852	868,085
Barrels in Concentrate Form:	3,567,235	3,701,482	3,923,683	2,720,207	2,639,838
<b>Total Barrels in Inventory:</b>	<b>13,688,635</b>	<b>15,590,425</b>	<b>14,971,005</b>	<b>12,661,649</b>	<b>10,519,907</b>



# INTERNATIONAL TRADE POLICY ACTIVITY

## ***EU Renews Concentrate Duty Suspension, Section 232 Tariffs Remain***

On January 1, the European Union (EU) issued an extension of the duty suspension on cranberry concentrate through January 1, 2025.

U.S. concentrate exports continue to be subject to the EU's 25% tariff, which was imposed in June 2018 in response to the U.S. Section 232 tariffs on imports of steel and aluminum from the EU and other countries. Since the imposition of the EU's tariff more than a year and half ago, U.S. exports of cranberry concentrate to the EU have fallen 60% in value terms and 61% by quantity.

As part of the June 2018 announcement, the EU also targeted U.S. dried cranberries with a 25% tariff. The implementation of this tariff is subject to the outcome of EU dispute proceedings at the World Trade Organization (WTO). No timeframe has been announced for the conclusion of the WTO review process; however, the EU has stated that the tariffs will be implemented on June 1, 2021, if the WTO has failed to rule on the dispute by this point. Removal of the steel tariffs on the EU would result in the elimination of this proposed tariff and the 25% concentrate tariff in place.

## ***Cranberry Products Impacted in U.S.-EU Airbus/Boeing Dispute***

On April 17, 2019, the EU announced the possibility of further tariffs on a range of U.S. exports, including fresh and frozen cranberries, as part of an ongoing dispute between the U.S. and the EU on alleged

illegal state subsidies provided to rival aircraft manufacturers Airbus and Boeing.

On October 2, 2019, the WTO authorized the U.S. to proceed with tariffs on EU goods amounting to \$7.5 billion. A response from the EU is expected to occur in the coming months, following the outcome of WTO arbitration.

## ***United Kingdom***

The U.S. cranberry industry currently exports around \$14 million annually in products to the U.K. Formal negotiations between the U.S. and the U.K. are expected to begin in the coming months. The progress of talks will be closely tracked.

## ***China***

On January 15, 2020, a "Phase One" trade deal was signed between the U.S. and China. Under the terms of the agreement, China agreed to increase its purchases of U.S. goods and services by an additional \$200 billion over two years, of which \$32 billion will be agricultural goods. While China did not offer purchase commitments for specific products, tariff lines covering fresh, frozen, and dried cranberries and cranberry concentrate all featured among a broad list of product categories.

China also agreed to increase cooperation with the U.S. on sanitary and phytosanitary measures, and on pesticide MRLs, among other areas. It also included commitments from China to enhance its intellectual property enforcement and protection of trade secrets.

In return, the U.S. agreed to lower tariffs that were imposed on Chinese goods in September 2019 from 15% to 7.5%. The



## **CRANBERRY PRODUCTION IN CHINA**

In November, Sarah Gelpi of BCI met with the handler agents and the distributor for a fresh cranberry producer in China. According to these representatives, last season, China farmed 700 acres of cranberries, produced 450 tons, and sold about two-thirds of the crop.

The producer's goal is to triple harvest numbers every year. Once the Chinese producer reaches 10,000 tons, he will take a look at exporting cranberries, but right now the focus is just China. There is a manufacturer with SDC experience who is willing to support the development of in-country processing over the next 5-10 years.

The Chinese government is putting money behind cranberry production, marketing it as a tourist attraction.

U.S. will maintain the 25% tariffs on Chinese goods that were imposed earlier in the year. Both the U.S. and China agreed to not levy tariffs that were planned for December 15, 2019. On February 14, Chinese tariffs will be reduced slightly bringing the new total tariffs to: SDC 45%, concentrate 17.5%, frozen 75%, juice 30%, and fresh 60%.

## ***USMCA Progress***

The U.S.-Mexico-Canada (USMCA) trade agreement was signed into law by President Trump on January 29. Implementation now waits on Canada to complete its ratification process

The agreement retains much of the original NAFTA text, including duty-free access for agricultural exports, but includes new provisions to strengthen sanitary and phytosanitary measures and to improve transparency in import

checks. There will be a review of the agreement after six years but allowing for the agreement to continue while that review is underway.

## ***India***

The U.S. and India are engaged in high-level talks on some form of trade agreement. These talks emerged out of a period of turbulence last year that saw the U.S. withdraw India's Generalized System of Preferences (GSP) trading privileges in March 2019. These GSP privileges offer overseas countries preferential tariff access to the U.S. to support economic development in emerging markets. Multiple rounds of talks have taken place and some form of trade deal is anticipated in the coming months. The scope and exact nature of this deal remains unclear, but the talks continue to be closely monitored for the release of further information.

Read BCI's full Trade Policy report at [uscranberries.com](http://uscranberries.com) > Web Resources > Annual Meeting Materials



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March 2020

# Cranberry News

## ALMOND BOARD OF CALIFORNIA CEO SPEAKS TO CMC MEMBERS

Richard Waycott, president & CEO of the Almond Board of California (ABC), presented at the CMC's annual winter meeting on the state of the U.S. almond industry and the efficacy of a recent "sunset" assessment increase. The Committee found Waycott's presentation to be extremely informative, with many lessons to be learned from how the almond industry has faced certain challenges.

Almonds are farmed on 1.5 million acres across 500 miles in the Central Valley of California. ABC has 7,600 growers, 102 handlers and produced 2.5 billion pounds of almonds in 2019. The Almond Board itself comprises 10 members and 55 employees. ABC's 10-person board is made up of five growers, five handlers, with four seats reserved for co-op members, four for independent, and two swing seats for whomever has 50% of the volume.



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