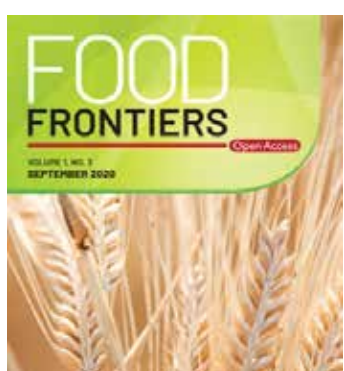




# October 2020 Cranberry News

## SCIENTIFIC ACTIVATION PLAN UPDATE: PROMOTING THE LATEST CRANBERRY RESEARCH



As communicated to industry members previously, a clinical study, “Suppression of *Helicobacter pylori* Infection by Daily Cranberry Intake: A Double-Blind, Randomized, Placebo-Controlled Trial,” was published in August in the *Journal of Gastroenterology and Hepatology*, a top international gastroenterology journal. The clinical trial found consuming cranberry juice containing 44 mg of proanthocyanidins (or “PACs”) per 240-mL serving twice daily for eight weeks resulted in a 20% reduction in the *H. pylori* infection rate in Chinese adult participants, when compared to those consuming lower amounts of juice and a placebo.

CMC has been working with the Cranberry Institute (CI), Pollock Communications and our in-country representatives in both China and India on a comprehensive communications strategy, which was enacted when the study’s manuscript was officially published. Some of the most recent and upcoming public relations initiatives related to the promotion of this study and the latest cranberry research are listed below.

On August 18, a press release highlighting the findings of the new *H. pylori* cranberry research was published on *PR Newswire* and *EurekAlert!*. The *PR Newswire* release was distributed to the United States, Canada and the European Union, and has been translated to Spanish, German and French. To-date, the press release has generated 182 placements (print, online and social media) and garnered 898,679,816 impressions.

Each fall, the Academy of Nutrition and Dietetics sponsors the world’s largest meeting of food and nutrition experts — the Food & Nutrition Conference Expo (FNCE) — and addresses key issues affecting the health of all Americans. The CI will be promoting the latest cranberry research in their booth at this year’s virtual event, which is set to draw more than 12,000 registered dietitian nutritionists,

nutrition science researchers, policy makers, health-care providers and industry leaders.

Dr. Amy Howell, associate research scientist at Rutgers University Marucci Center for Blueberry Cranberry Research, has recently had two manuscripts on cranberry and *H. pylori* published:

- Howell, Amy B. ‘Potential of Cranberry for Suppressing *Helicobacter pylori*, a Risk Factor for Gastric Cancer’. *Journal of Berry Research*, 1 Jan. 2020 : 11–20.
- Howell AB. Clinical evidence supporting cranberry as a complementary approach to *Helicobacter pylori* management. *Food Frontiers*. 2020;1:329–331.

One manuscript is a review on all research related to cranberries and *H. pylori* and the second focuses on the clinical trials for managing infections with cranberry, with special attention to the China study mentioned above.

Dr. Howell will be presenting on Monday, Oct. 19 from 2 – 3 ET on how to incorporate the latest *H. pylori* research into clinical practice and FNCE attendees will have the opportunity to earn one free Continuing Professional Education Unit for participating.

After FNCE, The CI is sponsoring the Digestive Diseases Nutrition Series hosted by Dietitians in Gluten and Gastrointestinal Disorders with a 30-minute post-webinar presentation by Dr. Howell to highlight *H. pylori* research and engage in a question-and-answer session. The CI is also partnering with the Academy of Nutrition and Dietetics Women’s Health Dietetic Practice Group to deploy a sponsored e-blast on the latest cranberry health research.

Finally, Dr. Howell has been invited to present new and emerging cranberry research at the premier meeting of dietitians in Canada — Dietitians of Canada National Conference — May 2021.

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## INTERNATIONAL CRANBERRY MRL & TARIFF UPDATES

### *Watching on Mancozeb*

The European Commission (EC) committee that votes on pesticide and MRL changes will meet in October and the status of mancozeb is on the agenda. Previously, the EC announced its intention to revoke use of mancozeb in the EU, which would likely eventually affect EU MRLs. The Commission received many comments from around the world protesting this proposed change. The October meeting will provide additional clarification on the EU position.

### *Korean MRLs*

USDA has asked for feedback on Korean MRL priorities and advised U.S. commodity groups to ensure that any needed data package submissions for permanent MRLs be made by March 2021 prior to the January 1, 2022 date when all temporary MRLs will be revoked. The US cranberry industry has been working on this issue for two years and submissions for priority compounds are underway.

### *ITC Report Contributions*

The U.S. International Trade Commission is writing a major report on how international pesticide MRLs are affecting U.S. agricultural trade. The report will be released in the first quarter of 2021. The US-ITC interviewed several cranberry organizations including the Cranberry Institute as part of a fact gathering process.

### *EU SDC Tariffs*

The EU is scheduled to increase its dried cranberry tariffs by 25% in June 2021 in response to the Trump Administration’s steel and aluminum tariffs. This tariff was originally announced in 2018 as a retaliatory tariff, but implementation was delayed three years due to European companies weighing in saying such a policy would hurt their profitability. A similar effort is underway in Europe this fall to ask for the retaliatory tariff to be removed or further delayed. U.S. cranberry industry members are tracking this issue closely.

### *US-UK FTA Talks*

The United States and United Kingdom just completed the fourth round of negotiations for a new U.S.-UK free trade agreement. The U.S. cranberry industry is hoping that all UK cranberry tariffs will be eliminated as a result of these talks and that the UK will take a risk-based approach to pesticide regulations moving ahead. Food safety issues are playing an outsized role in debates about the agreement in the UK. The FTA is not expected to be completed prior to the election.

### *China Cranberry Tariffs*

Cranberry importers in China can still take advantage of the Chinese domestic exemption system to avoid Chinese retaliatory tariffs on dried cranberries and tariffs. The cranberry industry explored in the last month whether the new positive health benefits study conducted in China might encourage the Chinese government to either remove the retaliatory tariffs or lower the general most favored nation (MFN) tariffs. Given the current tension in U.S.-Chinese relations, it appears using the tariff exemption system is the best option moving forward to deal with retaliatory tariffs. On general tariffs, the Chinese concentrate tariff is already 5% so unlikely to be lowered. The cranberry industry did learn that some Chinese domestic groups have been seeking to lower the 15% MFN dried cranberry tariff. The U.S. industry is seeking to learn more about this Chinese effort in the past and is inquiring if such an effort is planned again in the future.

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

CY2019 fourth 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 August 31 of each year. A few general observations comparing the 2018 vs. 2019 data are as follows:

- Domestic production decreased by 12.40% .
- Foreign acquired decreased 21.83%.
- Domestic sales increased 5.37%.
- International sales decreased 5%.
- Government purchases decreased 70.5%.
- Shrink was down 94 % (due to volume regulation in CY2018).
- Total ending inventories decreased 19.75%.

	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:	251,594	-14,375	-121,300	-394	3,483
<b>Adjusted Beginning Inventory:</b>	<b>7,922,690</b>	<b>8,291,068</b>	<b>9,624,081</b>	<b>6,884,499</b>	<b>5,939,772</b>
<b>Sources</b>					
Massachusetts, Rhode Island, Connecticut:	2,190,416	2,102,566	1,758,592	2,237,243	2,015,713
New Jersey:	438,289	575,192	422,830	447,592	447,723
Oregon:	546,949	379,458	474,359	544,464	515,038
Washington:	196,085	159,475	130,684	180,778	141,863
Wisconsin, Michigan, Minnesota:	4,687,177	6,040,837	5,335,325	5,271,545	4,485,133
Other states:	131	217	196	0	0
Total Domestic Acquired:	8,059,047	9,257,745	8,121,986	8,681,622	7,605,470
Foreign Acquired - Fresh:	70,420	86,119	86,617	76,013	75,156
Foreign Acquired - Processed:	1,742,388	1,972,466	1,255,110	1,928,564	1,456,933
Foreign Acquired - Concentrate:	9,728	61,609	75,605	19,831	50,491
<b>Total Barrels Acquired:</b>	<b>9,881,583</b>	<b>11,377,939</b>	<b>9,539,318</b>	<b>10,706,030</b>	<b>9,188,050</b>
Barrels in Transit:	-38,392	-113,707	54,880	109,983	132,195
<b>Sales</b>					
Domestic Sales - Fresh:	270,229	288,697	284,672	281,317	281,392
Domestic Sales - Processed:	5,771,674	5,831,624	6,971,734	5,231,102	5,757,329
Domestic Sales - Concentrate:	0	0	0	1,062,546	1,009,778
Sold to Government:	431,573	428,481	81,341	158,475	46,688
Total Domestic Sales:	6,473,476	6,548,802	7,337,747	6,733,440	7,095,187
Foreign Sales Fresh:	47,906	43,821	45,273	47,304	49,572
Foreign Sales Processed:	2,319,994	2,310,063	2,592,902	2,908,305	2,513,216
Foreign Sales Concentrate:	649,211	651,237	741,762	521,570	740,401
Total Sales:	9,490,587	9,553,923	10,717,684	10,210,619	10,398,376
Shrinkage:	-30,148	255,995	1,615,702	1,553,604	97,512
<b>Total Sales &amp; Shrinkage:</b>	<b>9,460,439</b>	<b>9,809,918</b>	<b>12,333,386</b>	<b>11,764,223</b>	<b>10,495,888</b>
<b>Ending Inventory</b>					
Barrels Unfrozen:	0	0	0	0	0
Barrels in Freezers:	2,773,027	4,175,273	2,281,453	2,484,365	1,726,311
Barrels in Process Form:	2,024,414	1,842,736	2,016,816	1,671,832	1,020,448
Barrels in Concentrate Form:	3,508,002	3,727,372	2,586,624	1,780,092	2,017,370
<b>Total Barrels in Inventory:</b>	<b>8,305,443</b>	<b>9,745,381</b>	<b>6,884,893</b>	<b>5,936,289</b>	<b>4,764,129</b>





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# October 2020 Cranberry News

## CRANBERRY WALNUT PRODUCE PAIRING PROMOTION A SUCCESS

CMC joined forces with California Walnuts in a Produce Pairing retail promotion coordinated by Produce for Better Health foundation and featured in Weis Markets (a mid-Atlantic supermarket chain) from Aug. 27 - Sept. 30, 2020.

The partnership included a Facebook Live segment on September 12 during which CMC member Dawn Gates-Allen explained the cranberry growing process. Weis Market dietitians also hosted a Facebook live segment demonstrating a Walnut and Cranberry Energy Bites recipe. Both live segments reached more than 20,000 viewers.

The promotion also incorporated a media segment on PA Live on September 3, which reached more than 16,000 viewers; several online cooking classes featuring cranberries and walnut recipes; and an e-blast to the Weis Market shopper mailing list.

This promotion resulted in a 37% sales lift and a 207% volume lift of dried cranberries across Weis Markets when compared to the same time period in 2019.



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