



December 2022 Cranberry News

US CRANBERRIES HOSTS FIRST PROMOTIONAL ACTIVITIES IN NEW EXPORT MARKETS

South America

CMC Executive Director Danny Raulerson and Shelby Sackett of Bryant Christie, Inc., traveled to São Paulo, Brazil and Bogotá, Colombia October 15-22. They met with USDA Foreign Agricultural Service officials; participated in technical and press events; conducted retail tours; met with U.S. handler representatives and importers; and attended the Expo La Barra Trade Show.

CMC launched generic marketing programs in Brazil and Colombia this past July. As such, this trip was an important opportunity for CMC to meet its new in-market representative River Global, engage with key trade partners, participate in some of the first U.S. cranberry promotional

activities in the region, and gain a better understanding of the opportunities and challenges for cranberries in the South American market.

CMC also conducted a series of wholesale market and retail tours. During the Brazil tour, CMC representatives visited CEAGESP, the largest fruit, vegetable, and floral wholesale market in São Paulo, as well as Bio Mundo, Casa Santa Luzia, Mundo Verde, Oba, and Pão de Açúcar grocery stores. In Colombia, the team visited Exito Wow, Pricesmart, Codabas, and D1 grocery stores.

CMC also held a U.S. cranberry technical event October 18 in São Paulo. Brazilian food service members, manufacturers, and journalists attended the seminar where they had the opportunity to learn about U.S. cranberries. During the event, Danny presented about the U.S. cranberry industry, including how cranberries are grown and harvested. A celebrity chef discussed the various ways cranberries can be incorporated into various Brazilian and international food applications and a nutritionist presented on the numerous health benefits of U.S. cranberry products. Throughout the event, participants also had the opportunity to sample several dishes featuring U.S. cranberries. This was especially important to show attendees



Nicolas Rubio (ATO Brazil), Shelby Sackett (BCI), Danny Raulerson (CMC)

the diverse range of cranberry applications, which were relatively unknown in Brazil among the target audience.

The Expo La Barra Trade Show, which ran from October 19-20, served as a great opportunity to connect with key food manufacturers, trade members and journalists. CMC also conducted a cooking demonstration with celebrity chef Adan Bustos, demonstrating both savory and sweet applications of U.S. cranberry products. In general, attendees seemed very interested in U.S. cranberries and excited by the program in the country.

In total, the South America trip was a great opportunity

for CMC to connect with its consulting team in South America, participate in promotional activities, and directly learn about the countries. On the whole, everyone Danny and Shelby met with seem excited about the opportunities for U.S. cranberry exports, sales, and new product development in both Brazil and Colombia.

Southeast Asia

Danny and BCI's James Christie traveled to Singapore and Kuala Lumpur, Malaysia November 6-11. They met with USDA FAS officials; participated in educational seminars; and conducted retail tours.

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**ANNUAL WINTER MEETING
FEBRUARY 16 & 17, 2023
RITZ-CARLTON, PENTAGON CITY
ARLINGTON, VA**



**GSAR-1 FORMS DUE JAN. 15
Q1 HANDLER REPORTS
DUE JAN. 20**

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Danny Raulerson, *Executive Director*

Karen Cahill, *Marketing Director*

Dotty Pipher, *Senior Executive Assistant*



NEW SOUTHEAST ASIA EXPORT MARKET ACTIVITIES

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The prevailing sentiment from the trip is that Singapore and Malaysia are sound target markets for the U.S. cranberry industry and strategic activities should result in increased export sales of U.S. cranberry products. One of the most interesting observations from the trip was the abundance and variety of cranberry products currently available in both retail and wholesale markets. Cranberry products were identified in all store checks of major retailers, hypermarkets, pharmacies, bakery supply stores, and distributors. Products containing SDCs were in greatest abundance including in snack packs, either on their own or mixed with other dried fruit and nuts, as ingredients for home baking, in cereals, in candies, and in a variety of baked goods, among others. Similarly, cranberry juice, either on its own or mixed with other juices, was readily available under many different brands. Fresh cranberries were also available in a surprising number of retailers and were being promoted as part of a North American Thanksgiving celebration and the Christmas holiday. Even cranberry powder was available at one pharmacy labeled as, “Traditionally used for general health maintenance.” Frozen cranberries were only identified at one Singapore retailer.

Anchor activities during the visit included two U.S. cranberry cooking seminars for the food trade. The seminars opened with remarks from USDA FAS and CMC that covered the background and history of U.S. cranberry products, nutritional benefits associated with their consumption, and an overview of planned CMC marketing/educational activities. Each seminar then featured professional chefs demonstrating the use of cranberry products in various baked goods, local savory dishes, smoothies, and desserts.

The interaction with the food trade was particularly valuable, both at the conclusion of the seminars and via other private meetings. All parties seemed genuinely pleased to learn of CMC’s plans to promote in the two countries and appeared to have benefited from the seminars. The trade willingly shared their personal experience and observations with cranberry products. In some cases, they noted their limitations about cranberry usage and nutrition, and offered valuable insights on where CMC’s educational and promotional efforts could be most useful.

At the end of the four-day mission, Danny and James met with USDA FAS in Kuala Lumpur and then Terroir & Spice (TAS), CMC’s in-country representative, to recap the week and discuss future plans. USDA offered many insights on the food trade in Singapore and Malaysia and how the CMC might plug into their broader efforts in these markets. Following that discussion, the meeting with TAS allowed CMC to summarize key learnings, begin refining current activities, and discuss strategy going forward. In addition, the debriefing with TAS also allowed for a discussion about CMC’s key performance measure expectations for the first year and going forward.

FIVE-YEAR COMPARISON REPORT: FOURTH QUARTER NUMBERS INCLUDING CY2021

CY2021 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. The chart below represents data from July 1 to August 31 of each year. A few general observations comparing the 2020 vs. 2021 Q4 data are as follows:

- Adjusted Beginning Inventory is down 21%
- Foreign Sales decreased 6%
- Foreign Acquired is up 161%
- Total Sales & Shrinkage is up by 7%
- Domestic Sales increased 1%
- Total ending inventory decreased 29%

	2021	2020	2019	2018	2017
Beginning Inventory					
Barrels Unfrozen:	0	0	0	0	0
Barrels in Freezers:	2,564,434	3,133,572	2,819,366	3,978,331	3,705,889
Barrels in Process Form:	705,251	865,033	1,049,880	1,766,570	2,014,947
Barrels in Concentrate Form:	1,237,183	1,765,129	2,192,644	2,022,216	3,046,053
Inventory Before Adjustments:	4,506,868	5,763,734	6,061,890	7,767,117	8,766,889
Adjustments:	47,963	0	-2,338	-127	-3,056
Adjusted Beginning Inventory:	4,554,831	5,763,734	6,059,552	7,766,990	8,763,833
Sources					
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	0	0	0
Foreign Acquired - Processed:	53,668	12,646	88,635	51,312	20,551
Foreign Acquired - Concentrate:	21,793	16,289	0	7,196	3,192
Total Barrels Acquired:	75,461	28,935	88,635	58,508	23,743
Barrels in Transit:	28,005	24,302	-3,551	80,007	-38,677
Sales					
Domestic Sales - Fresh:	0	0	0	0	0
Domestic Sales - Processed:	845,370	827,432	765,293	762,027	950,770
Domestic Sales - Concentrate:	164,590	166,001	117,646	152,175	0
Sold to Government:	3,883	10,785	3,780	52,502	4,760
Total Domestic Sales:	1,013,843	1,004,218	886,719	966,704	955,530
Foreign Sales Fresh:	0	0	0	0	0
Foreign Sales Processed:	312,857	363,116	374,612	333,654	259,543
Foreign Sales Concentrate:	146,503	127,117	153,741	131,921	137,126
Total Sales:	1,473,203	1,494,451	1,415,072	1,432,279	1,352,199
Shrinkage:	81,825	-40,690	-34,565	536,937	511,807
Total Sales & Shrinkage:	1,555,028	1,453,761	1,380,507	1,969,216	1,864,006
Ending Inventory					
Barrels Unfrozen:	0	0	0	0	0
Barrels in Freezers:	1,350,307	1,797,297	1,726,311	2,484,365	2,281,453
Barrels in Process Form:	688,093	957,262	1,020,448	1,671,832	2,016,816
Barrels in Concentrate Form:	1,064,869	1,608,651	2,017,370	1,780,092	2,586,624
Total Barrels in Inventory:	3,103,269	4,363,210	4,764,129	5,936,289	6,884,893



2527 Cranberry Highway
Building B
Wareham, MA 02571

Return Service Requested

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December 2022 Cranberry News

USDA FARMERS MARKET, BOG TOUR & SHOUT-OUT AT USAEDC

On October 25, CMC hosted USDA AMS Specialty Crops Program Senior Marketing Specialist Jen Varela and Marketing Specialist Delaney Fuhrmeister for a cranberry harvest experience. Special thanks to CMC Chairman Brad Morse who helped with the bog tour and James Ross who provided the tour of the Decas/Fruit d'Or facility.

On October 7, CMC participated in the USDA Farmers Market's VegU Program in Washington, DC. CMC conducted live cooking demonstrations of a fresh salsa recipe while educating attendees on how cranberries are grown, picked, prepared and stored. CMC distributed hundreds of samples along with brochures, recipe cards and other US Cranberries-branded materials. VegU is a popular fruit and vegetable education program launched at the market in 2016.

At the November 2022 U.S. Agricultural Export Development Council meeting, CMC received a special highlight from FAS for successful audit completion.



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