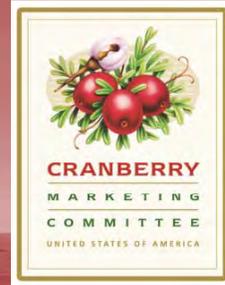


Overview for the
**MASSACHUSETTS
CRANBERRY INDUSTRY
REVITALIZATION TASK FORCE**
02.08.16



USDA MARKETING ORDERS

- Initiated by industry
- Established/enforced by the USDA
- Defined by geographical area
- Administered by committee of growers
- Ensure stable supplies of quality product

Almonds	Grapes	Pistachios	Cherries	Plums/Prunes
Apricots	Hazelnuts	Raisins	Citrus	Potatoes
Avocados	Kiwifruit	Spearmint Oil	Onions	
CRANBERRIES	Nectarines	Tomatoes	Peaches	
Dates	Olives	Walnuts	Pears	

WHO WE ARE



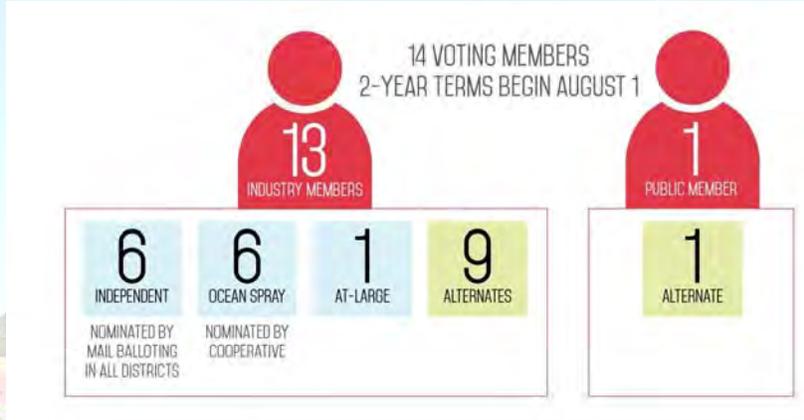
CRANBERRY MARKETING ORDER

- Established in 1962
- Continuance via Referendum
 - Every 4 years in May, grower/volume majority (2019)
- Assessment
 - \$0.28/barrel conventional
 - \$0.08/barrel organic

WHO WE ARE



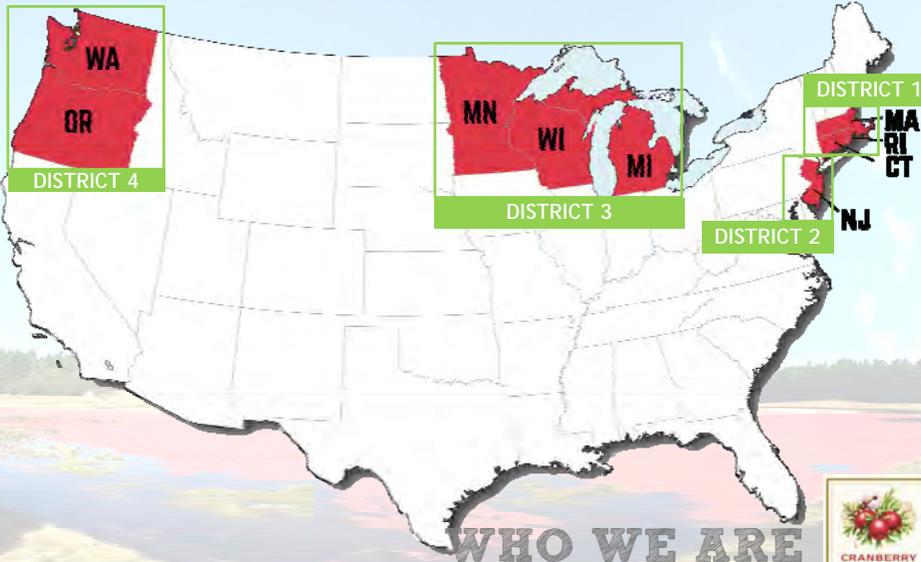
CMC BOARD STRUCTURE



WHO WE ARE



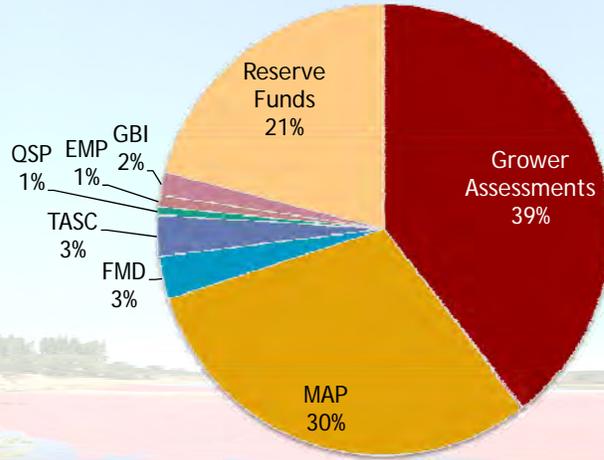
US CRANBERRIES GROW HERE



WHO WE ARE



CMC FUNDING SOURCES



WHO WE ARE



CMC EXPENSES



WHO WE ARE





DATA COLLECTION

MARKETING & PROMOTION

RESEARCH

MAXIMUM RESIDUE LEVELS MONITORING

TRADE POLICIES & TARIFFS MONITORING

VOLUME REGULATION

WHAT WE DO



Domestic

MARKETING & PROMOTION

- Compass Group Partnership
- School Nutrition Association
- Registered Dieticians
- Supermarket Promotions
- Millennial Generation
- Traditional & Social Media

WHAT WE DO



International

MARKETING & PROMOTION

- China
- India
- Mexico
- South Korea
- Pan Europe
 - France
 - Germany
 - Hungary
 - Poland
 - Romania
 - Turkey



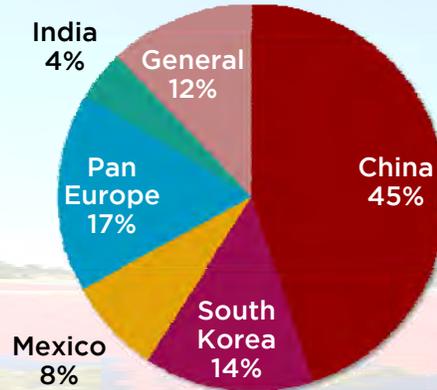
WHAT WE DO





International MARKETING & PROMOTION

Spending by Country



WHAT WE DO



RESEARCH

- Work with technical health advisor Dr. Amy Howell (Rutgers University)
- Support Cranberry Institute
 - Scientific Advisory Board
 - Cranberry Health Research Projects
 - Cranberry Health Research Conference
 - Standardized whole berry powder development
- Explored economic impact with CI & BC Cranberry Marketing Commission
- Potential clinical health trial

WHAT WE DO





TRADE POLICIES & TARIFFS

- Advocate for and communicate to the cranberry industry, specifically all US handlers
- Free Trade Agreements
 - Trans-Pacific Partnership (TTP)
(Asia-Pacific Free Trade Agreement)
 - Transatlantic Trade and Investment Partnership (T-TIP)
(US-EU Free Trade Agreement)

WHAT WE DO

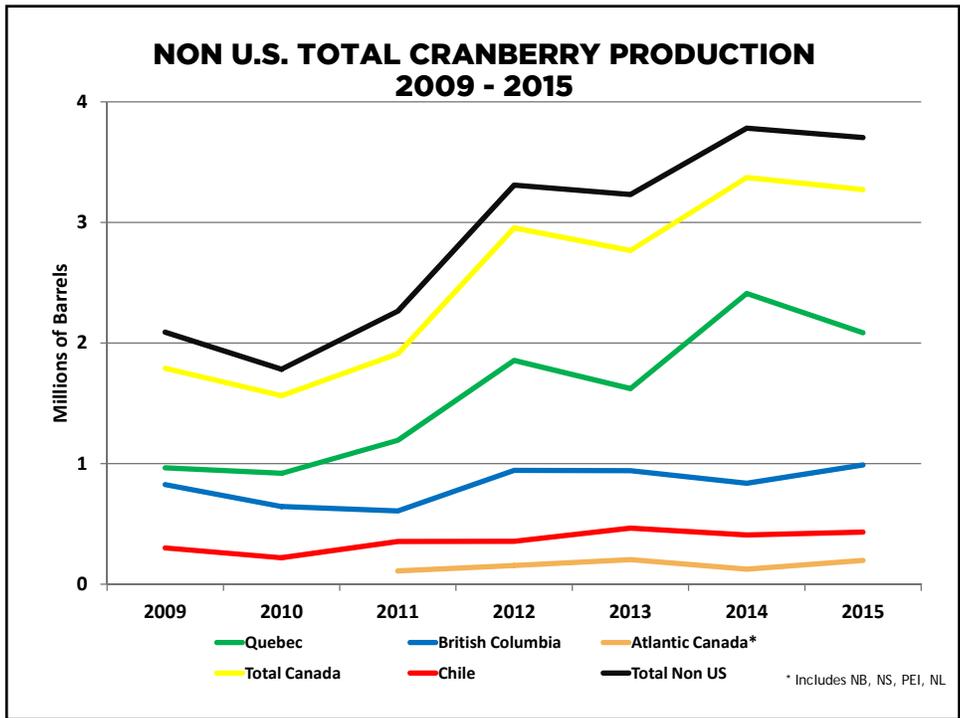


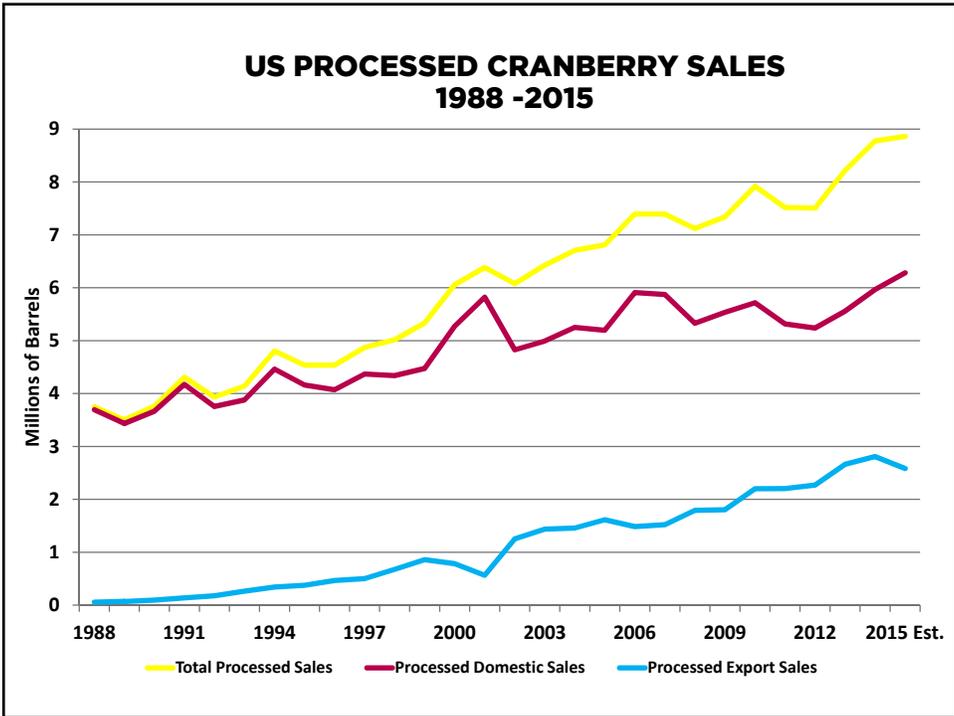
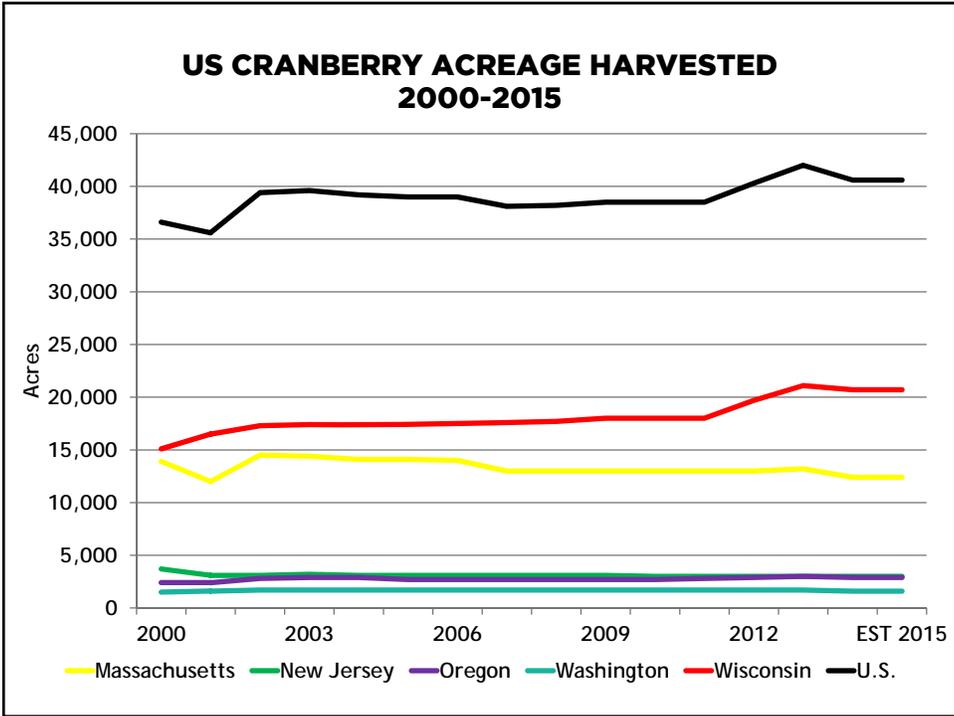
VOLUME REGULATION

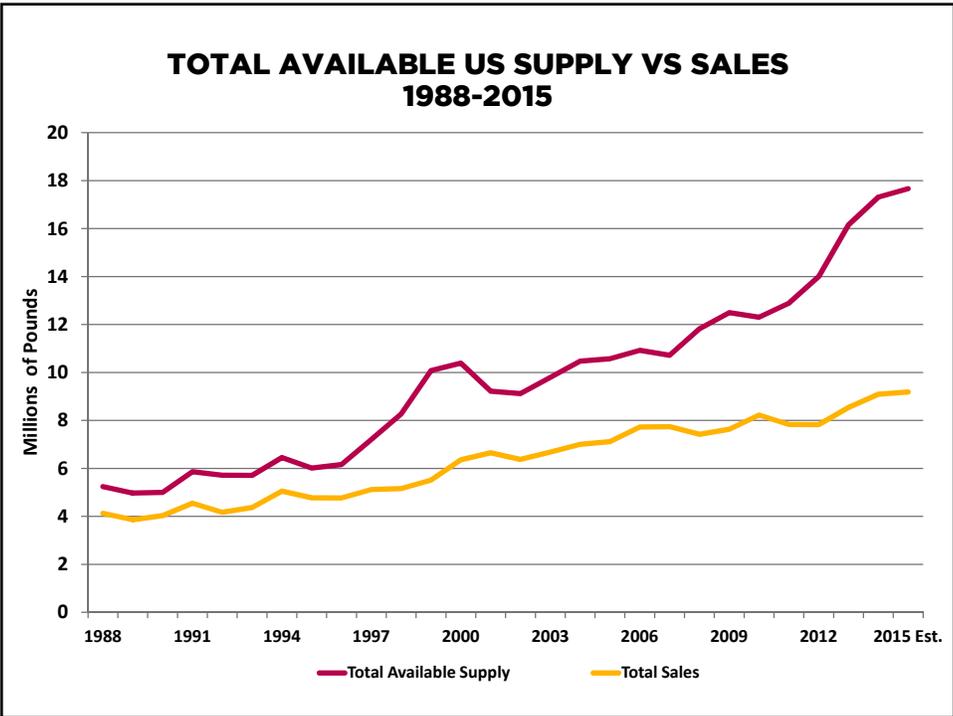
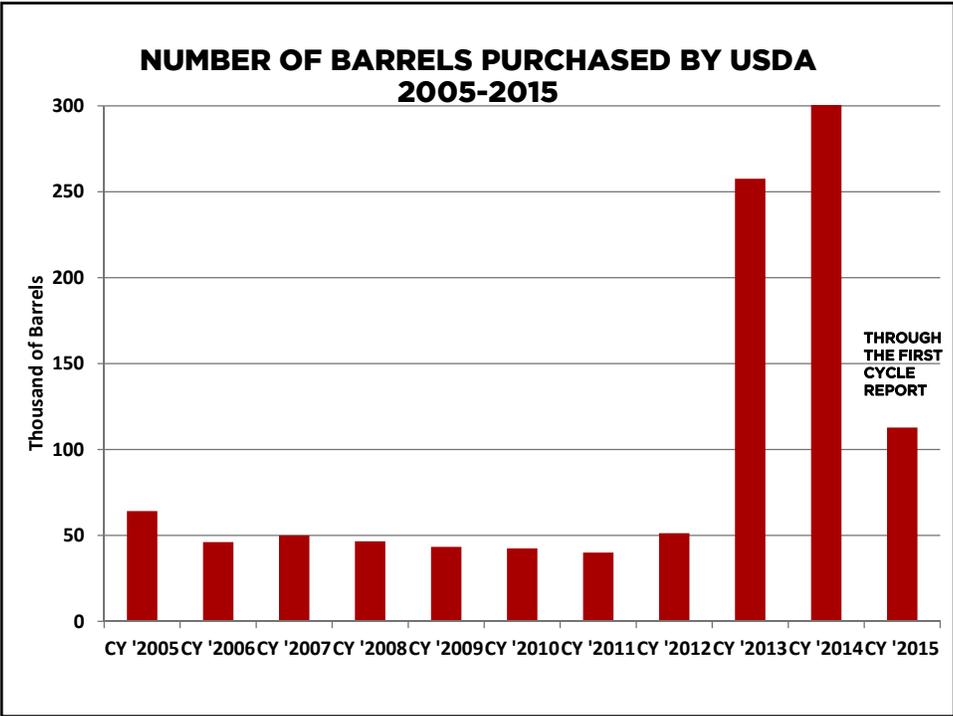
- Two mechanisms
 - Producer allotment
 - Handler withhold
- Used separately or in combination
- Utilized 5 times since 1962 (failed in 2014)
- A means to stabilize the market and increase grower returns
- Not easy to invoke due to foreign production

WHAT WE DO

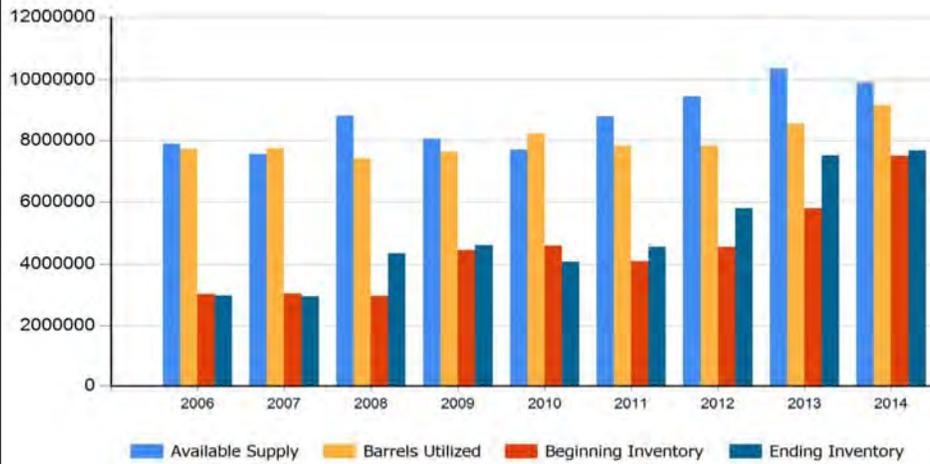








US SUPPLY AND INVENTORY VS. UTILIZATION 2006-2014



US ENDING INVENTORY CY 2005-2015

