

CMC Update

Pacific Northwest Cranberry Congress

February 2023 | **Karen Cahill** | Marketing Director

USDA MARKETING ORDERS



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

Almonds
Apricots
Avocados
Cherries
Citrus
CRANBERRIES

Dates
Grapes
Hazelnuts
Kiwifruit
Olives
Onions

Pears
Pecans
Pistachios
Plums/Prunes
Potatoes
Raisins

Spearmint Oil
Tomatoes
Walnuts

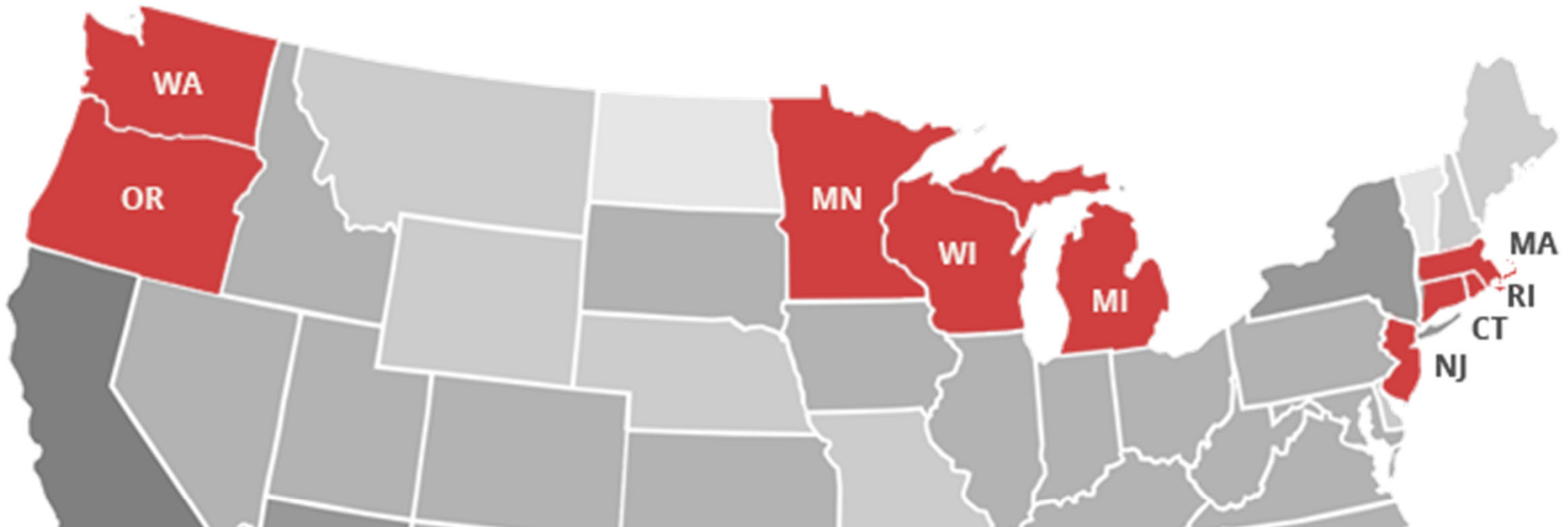
MARKETING COMMITTEE



Next
Referendum
May 2023

- Established by USDA in 1962
- Continuance via Referendum
 - Every 4 years in May, grower/volume majority
- Assessment
 - \$0.28/barrel assessed to conventional handlers
 - \$0.08/barrel assessed to organic handlers
- Concentrations
 - Data Collection
 - Marketing & Promotion
 - Trade Policies & Tariffs
 - MRLs
 - Health Research
 - Volume Regulation

GROWING REGIONS

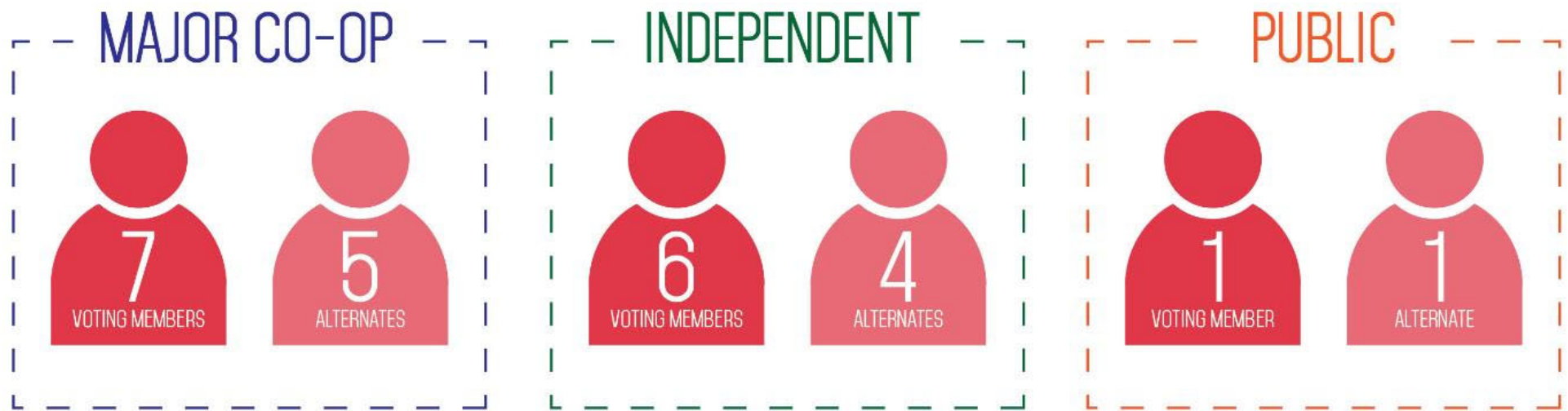


~1,100 US Cranberry Growers Harvest 40,000+ Acres



STRUCTURE

24 PERSON BOARD
2-YEAR TERM BEGINS AUG. 1



Washington & Oregon Members:

Kevin Hatton
Jack Stein
Nick Puhl

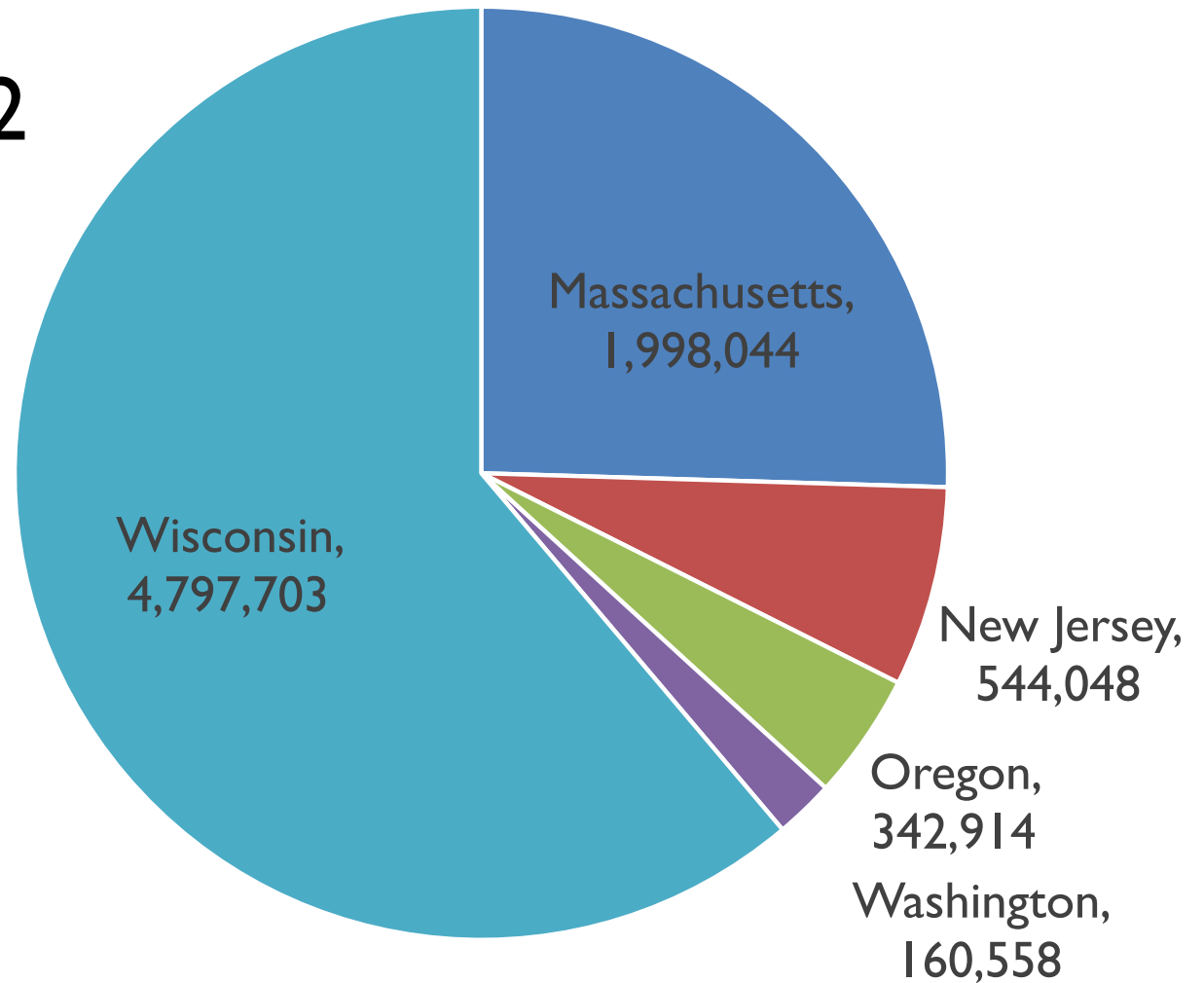
CMC Office Staff

Danny Raulerson, Executive Dir.
Karen Cahill, Marketing Dir.
Dotty Pipher, Sr. Executive Asst.
USDA Marketing Specialist
Jen Varela



DATA COLLECTION

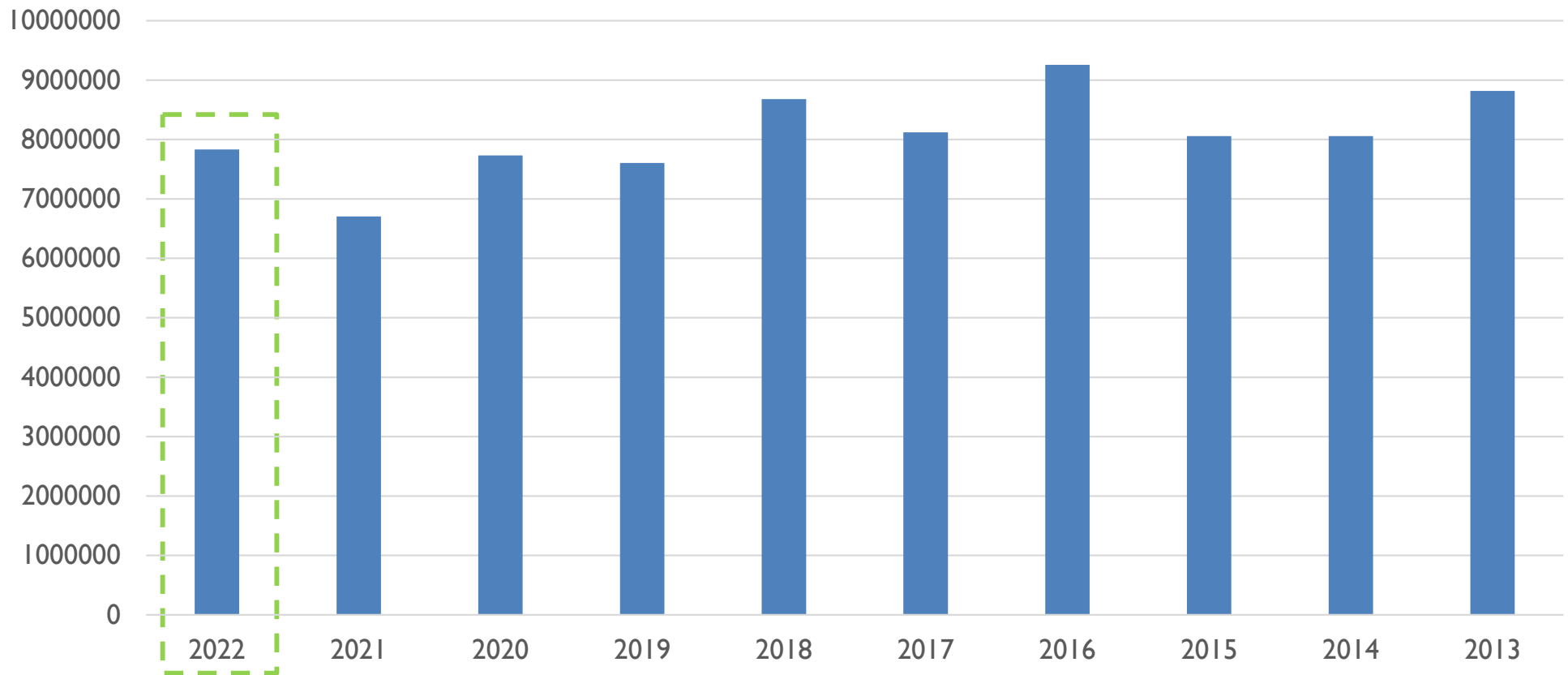
- Crop Year 2022
Domestic
Production
(bbls)
- Total
7.8 million
bbls





DATA COLLECTION

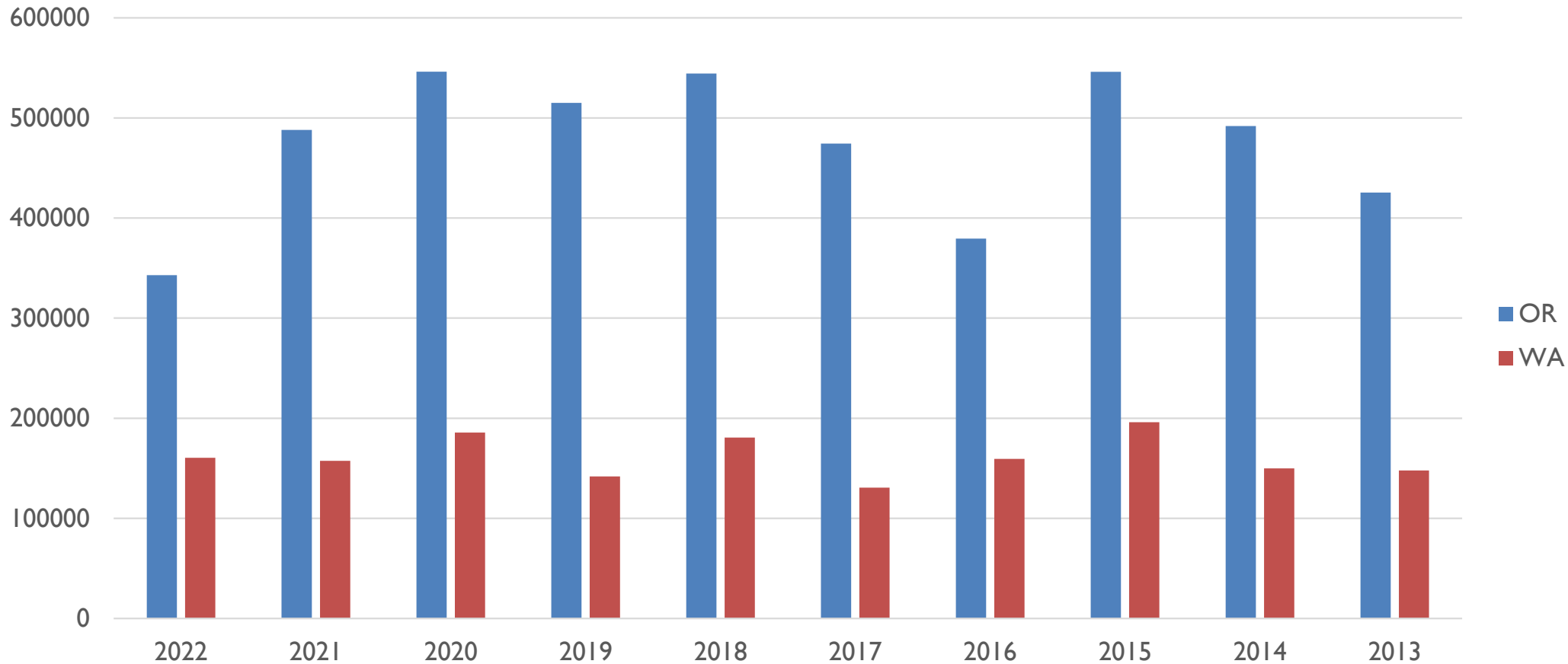
10-Year Total US Domestic Production



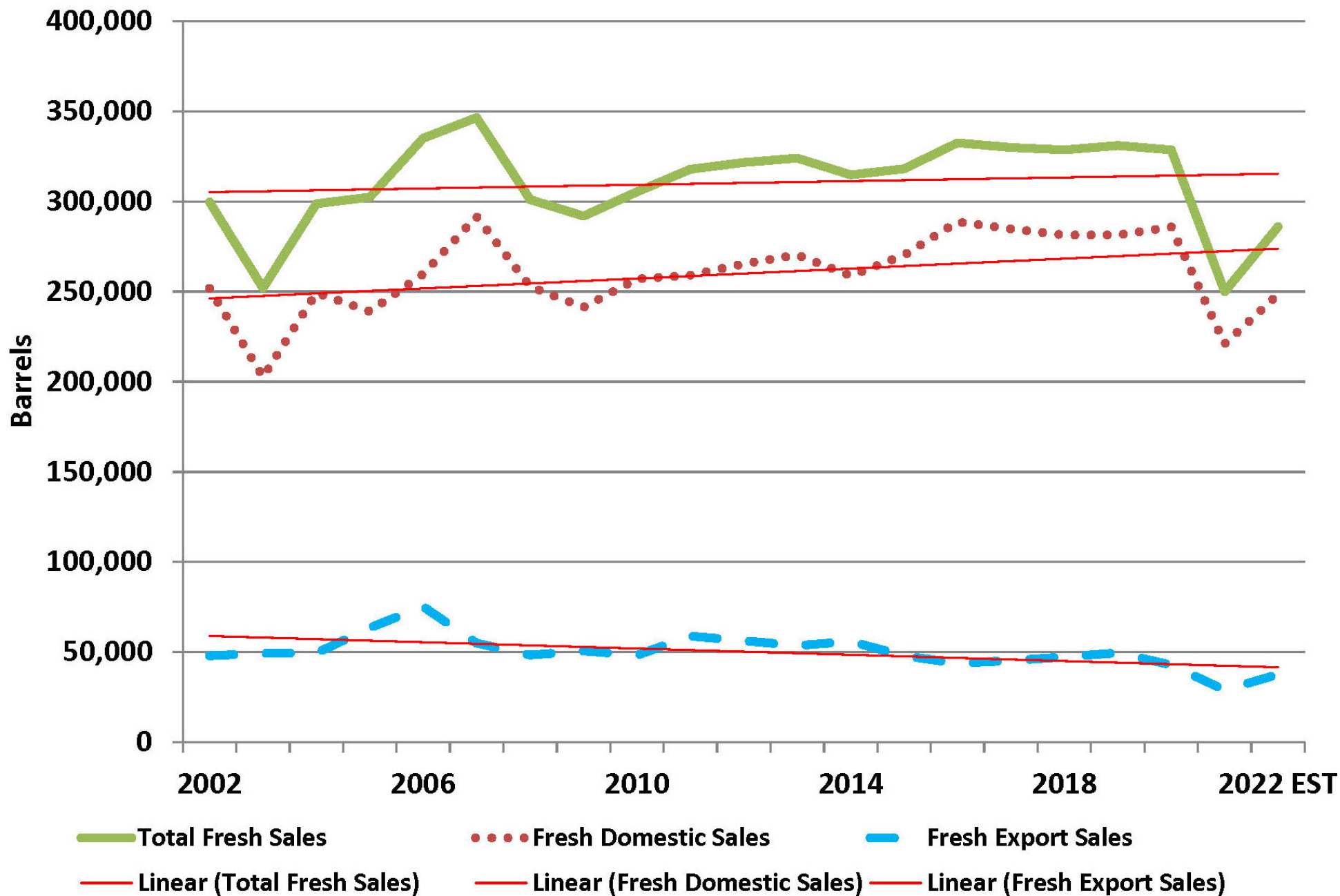


DATA COLLECTION

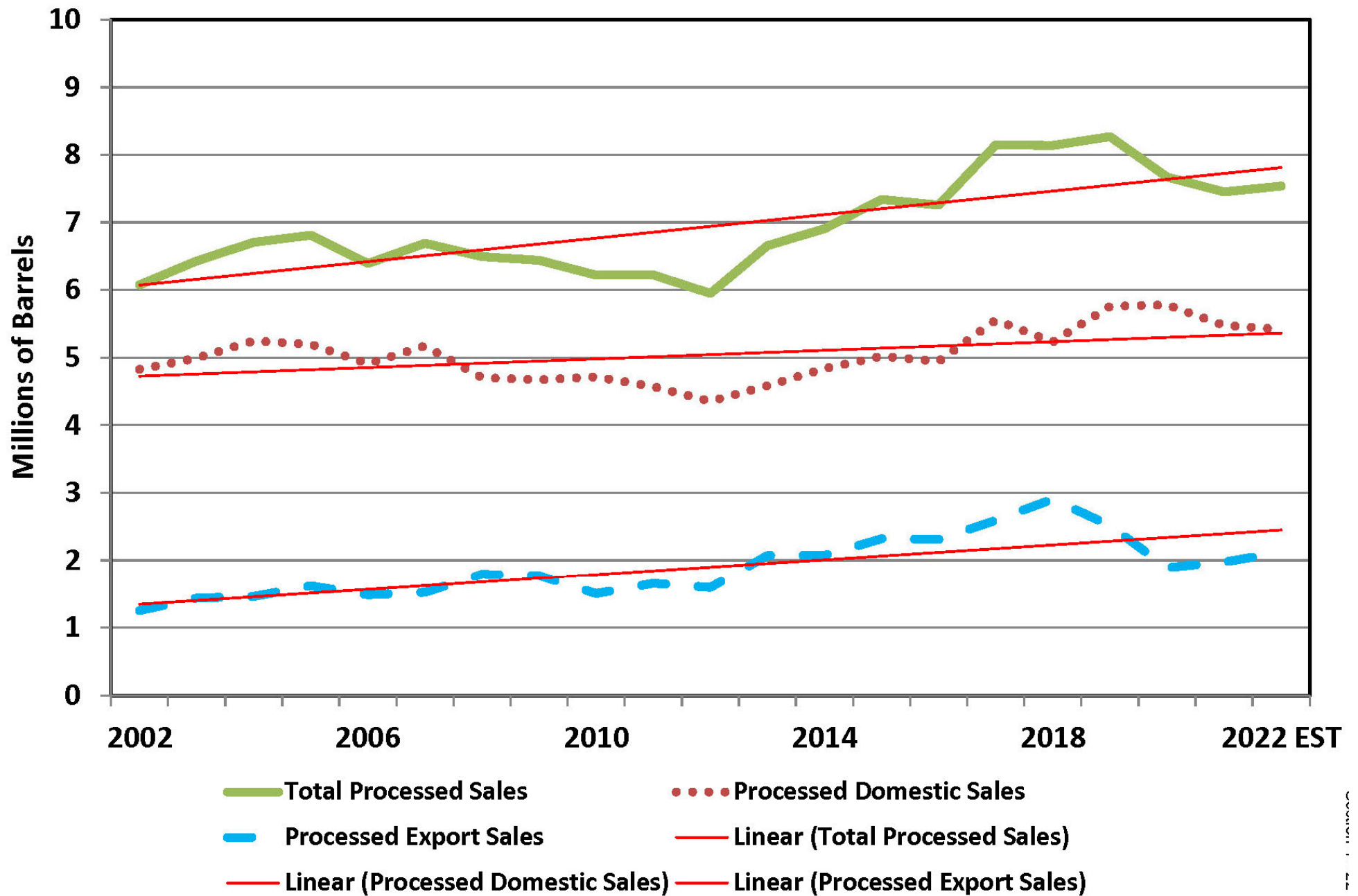
10-Year Oregon & Washington Production



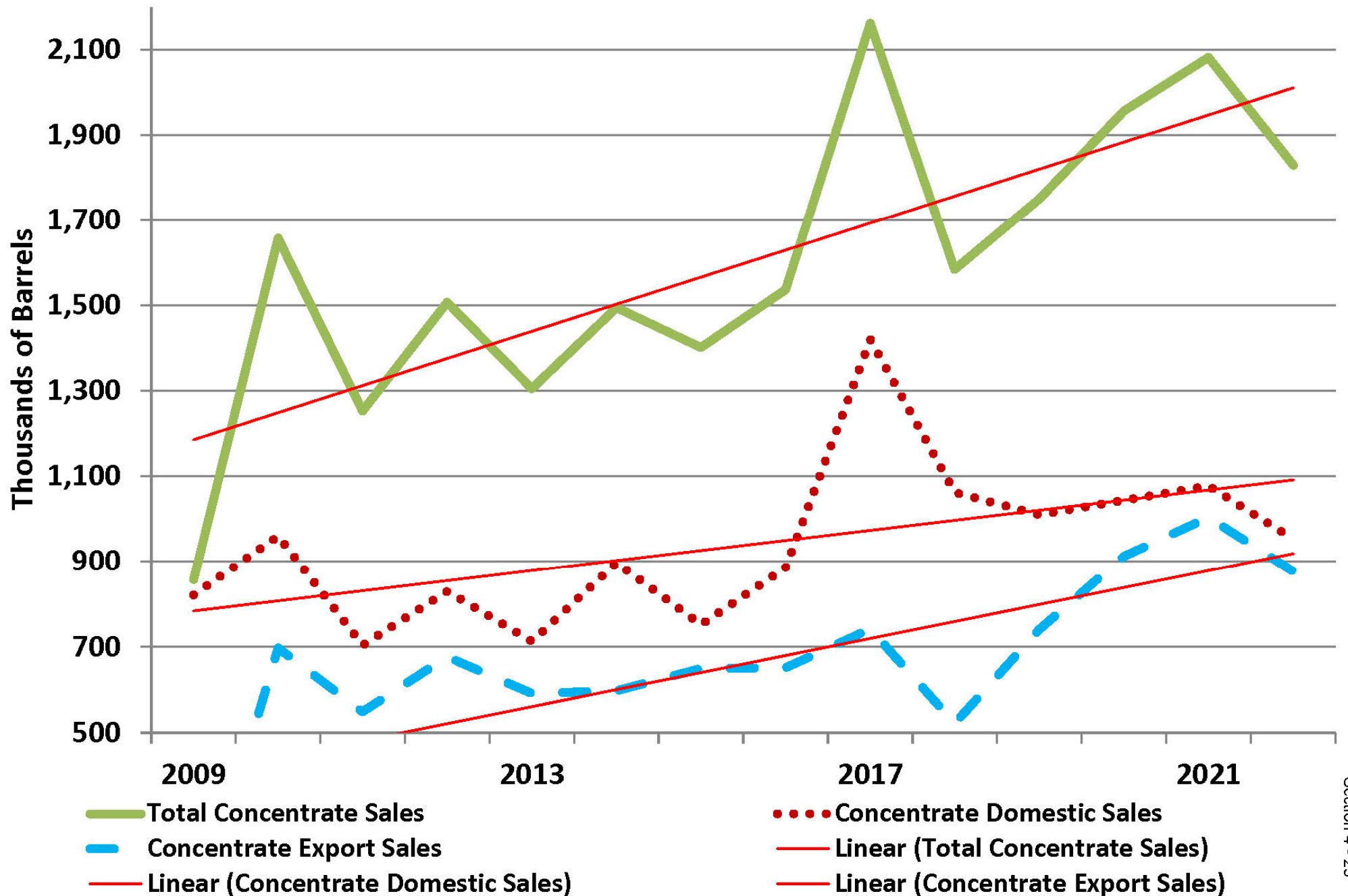
Fresh Cranberry Sales



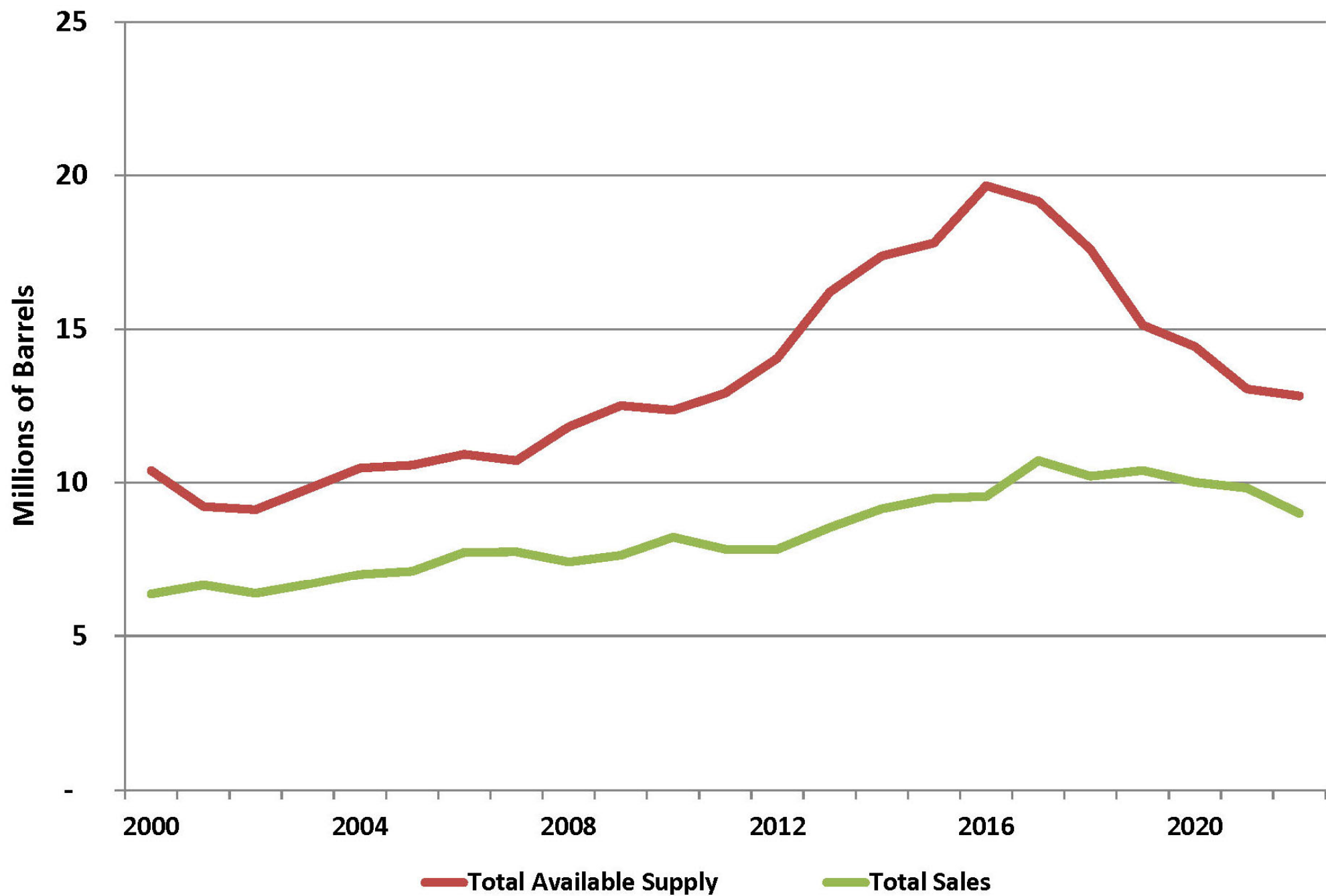
Processed Cranberry Sales



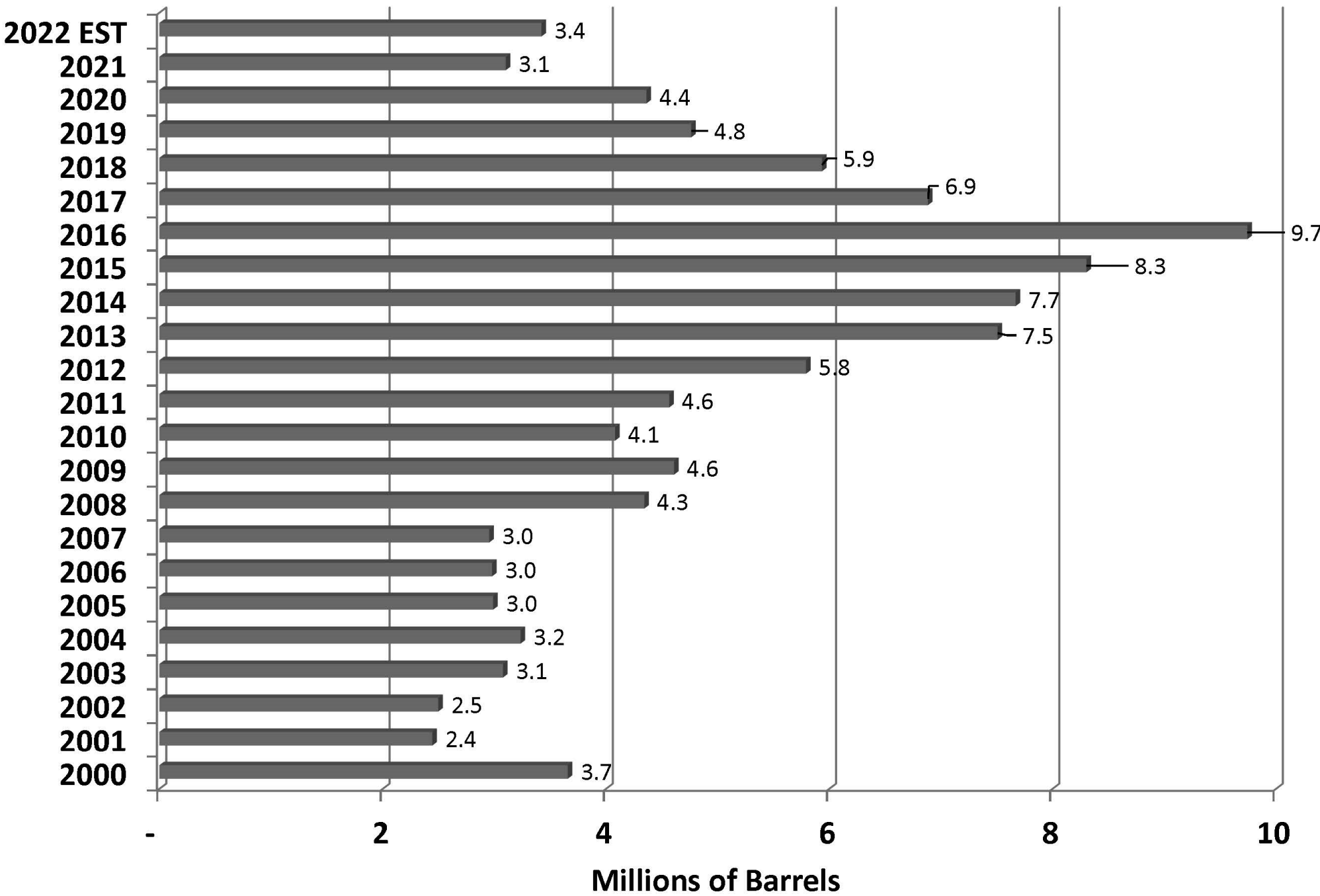
Concentrate Cranberry Sales



Total Available Supply versus Total Sales



Carry-Out Inventories





TRADE POLICY

- **EU** SDC duty suspension renewed Jan 1, 2023
 - Monitoring: Frozen 2023; Concentrate 2024
- **UK** extended current duty suspensions on cranberry products through 2024
- **China** tariffs remain – waiver process helpful
- **Japanese** tariff eliminations by April 2023
- Monitoring U.S.-India trade relationship





MRLs – PAST SUCCESS

- 2018-2022 MRL SUCCESS
 - 49 Korean cranberry MRLs
 - 13 Chinese cranberry MRLs
 - 45 Hong Kong cranberry MRLs
 - Quinclorac cranberry MRLs in Canada, Japan, Korea, Australia
 - Expansion and defense of cranberry MRLs in EU, Japan, Taiwan, Australia





HEALTH RESEARCH

- In partnership with the Cranberry Institute
- Research Funded 8/2022
 - *Protective effect of whole cranberry powder against oxygen-induced dysbiosis of gut microbiota of IBD patients in ex vivo fermentation system*
- Research Ongoing
 - *Antibiotic potentiation by cranberry bioactives against drug resistant uropathogenic e-coli*
 - *Modulation of the gut brain axis by cranberries impact on university students' mental health - the CRANMOOD study*



INTERNATIONAL MARKETING



- \$3.4 million USDA FAS Grants
- 3.5 million bbls exports in 2021/2022
 - +5% by volume compared to 2020/2021
- Target Markets
 - China
 - India
 - South America (Brazil & Columbia)
 - Southeast Asia (Singapore & Malaysia)





DOMESTIC MARKETING



eat[®]
right. Academy of Nutrition
and Dietetics





2023 SUMMER MEETING AUGUST 14 & 15 | OREGON

www.uscranberries.com