



Wisconsin Cranberry Overview

Tom Lochner

Executive Director

Wisconsin State Cranberry Growers Association





Wisconsin State Cranberry Growers Association



**WISCONSIN
CRANBERRIES**

WSCGA was Formed in 1887

The Trade Association for Wisconsin's Cranberry
Growers

Three Core Programs

- Education
- Public Communications
- Public Policy Advocacy



**Wisconsin Cranberry
Board, Inc.**

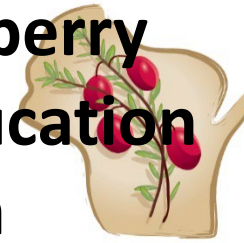


**WISCONSIN
CRANBERRIES**

- Manages the Wisconsin Cranberry Marketing Order
- Provides Funding for Research, Education and Promotion Programs
- Contracts for Administrative Services with WSCGA



Wisconsin Cranberry Research and Education Foundation



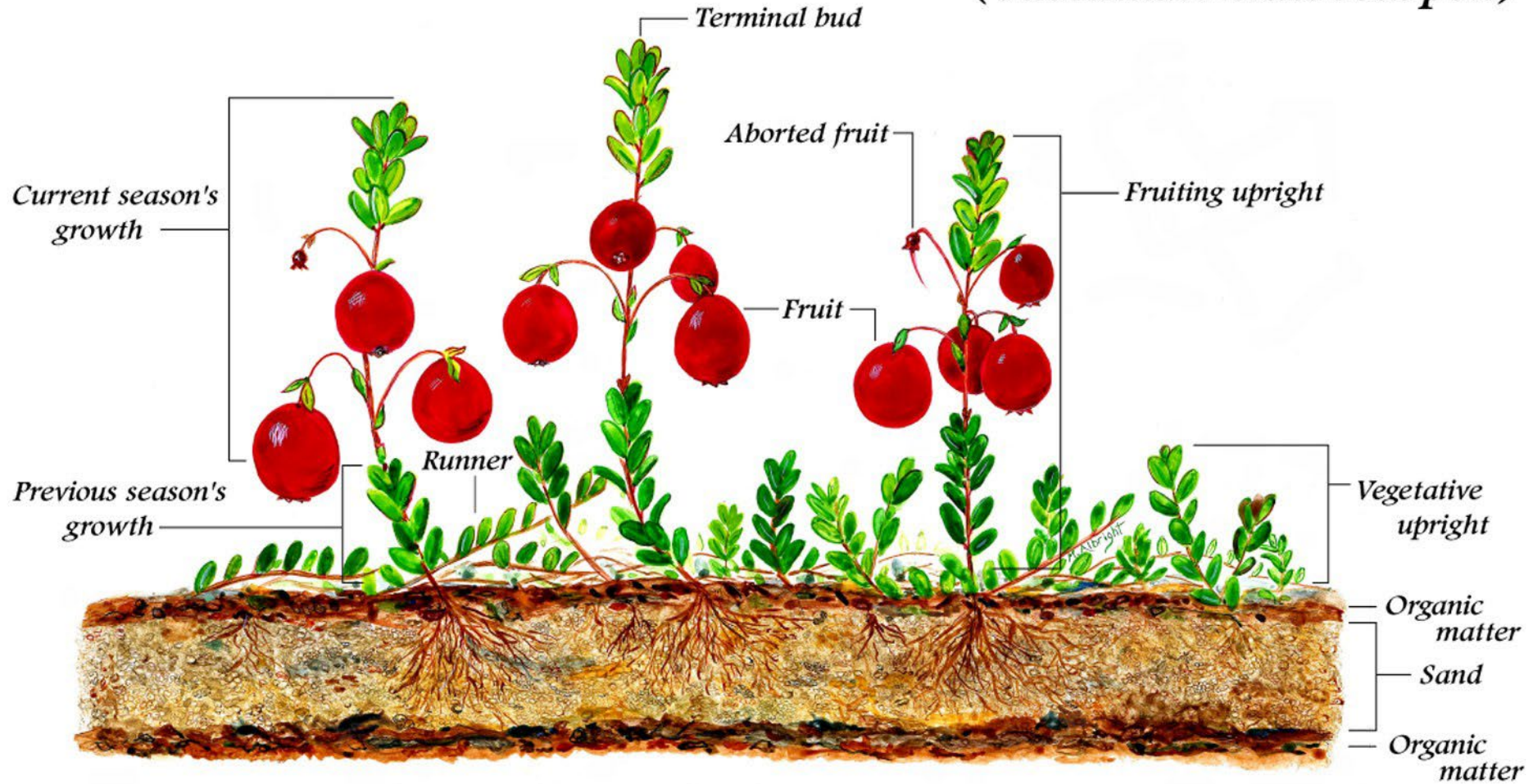
WISCONSIN CRANBERRIES

- Owns and Operates the Wisconsin Cranberry Research Station
- Supports Scholarship Funds
- Sponsors Wisconsin Cranberry Leadership Development Program
- Contracts for Administrative Services with WSCGA

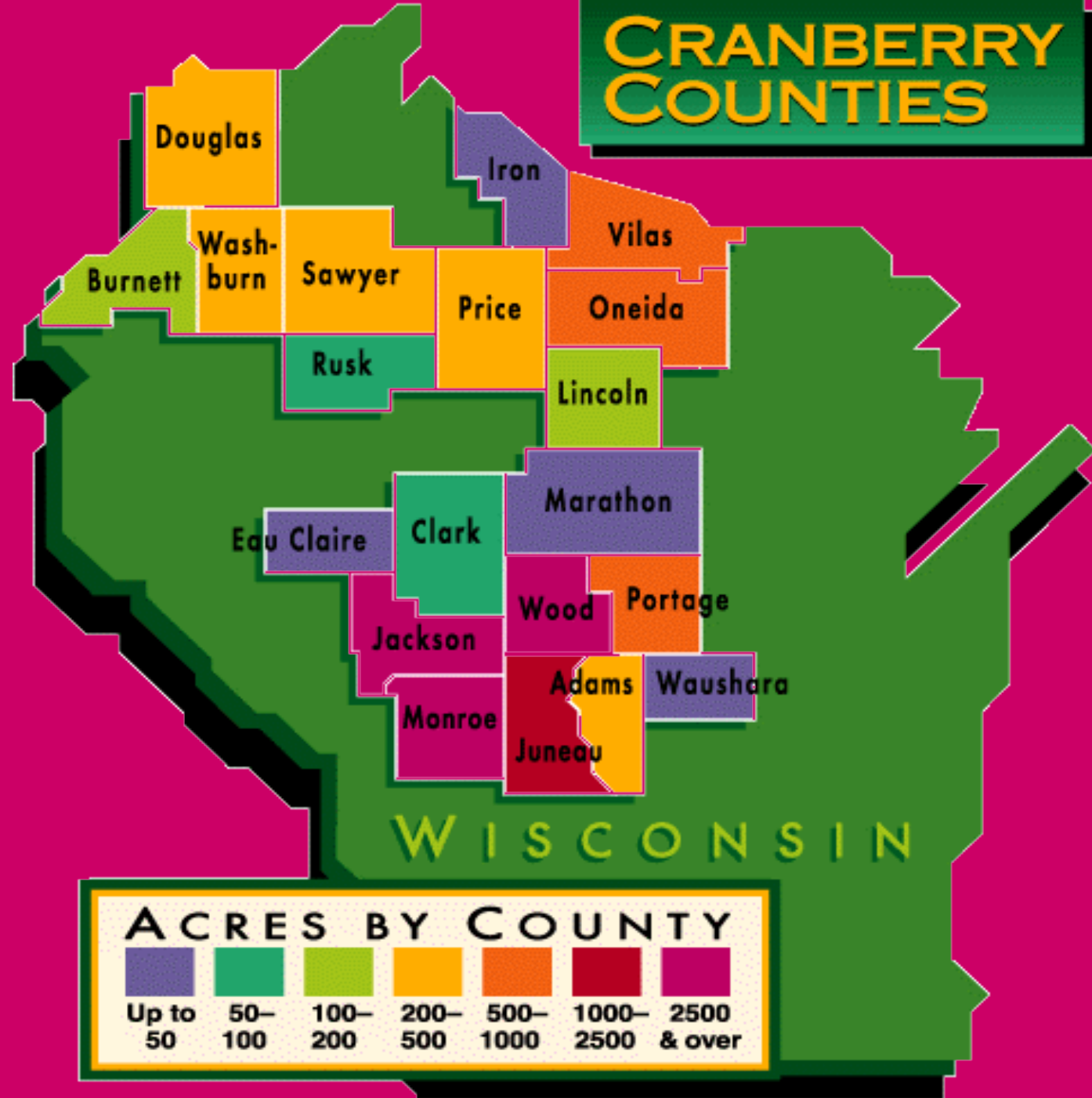


- One of a Few Native Fruits Commercially Grown
- Early Cultivation of Wild Stands
- State's Largest Fruit Crop
- Official State Fruit
- Wisconsin Leads Nation in Production

The American Cranberry (*Vaccinium macrocarpon*)



CRANBERRY COUNTIES



ACRES BY COUNTY





- Value of Production - \$206,718,000
- Employment From Production – 2,055
- Value of Processing - \$728,969,000
- Employment From Processing – 1,922
- Total Economic Value to State – \$935,687,000
- Total Employment in State – 3,437



5 Year Comparison by Crop Year



WISCONSIN CRANBERRIES

Beginning Inventory	2022	2021	2020	2019	2018
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
Inventory Before Adjustments:	3,103,269	4,363,210	4,764,129	5,936,289	6,884,893
Adjustments:	55,612	119,315	-6,094	3,483	-394
Adjusted Beginning Inventory:	3,158,881	4,482,525	4,758,035	5,939,772	6,884,49



5 Year Comparison by Crop Year



WISCONSIN CRANBERRIES

Sources	2022	2021	2020	2019	2018
Massachusetts, Rhode Island, Connecticut:	1,988,044	1,586,555	1,876,891	2,015,713	2,237,243
New Jersey:	544,048	570,315	513,801	447,723	447,592
Oregon:	342,914	488,030	546,251	515,038	544,464
Washington:	160,558	157,499	185,686	141,863	180,778
Wisconsin, Michigan, Minnesota:	4,797,703	3,901,659	4,609,882	4,485,133	5,271,545
Other states:	0	0	0	0	0
Total Domestic Acquired:	7,833,267	6,704,058	7,732,511	7,605,470	8,681,622
Foreign Acquired - Fresh:	137,621	53,470	41,704	75,156	76,013
Foreign Acquired - Processed:	1,162,843	1,697,313	1,874,222	1,456,933	1,928,564
Foreign Acquired - Concentrate:	45,513	109,263	26,606	50,491	19,831
Total Barrels Acquired:	9,179,244	8,564,104	9,675,043	9,188,050	10,706,030



5 Year Comparison by Crop Year



WISCONSIN CRANBERRIES

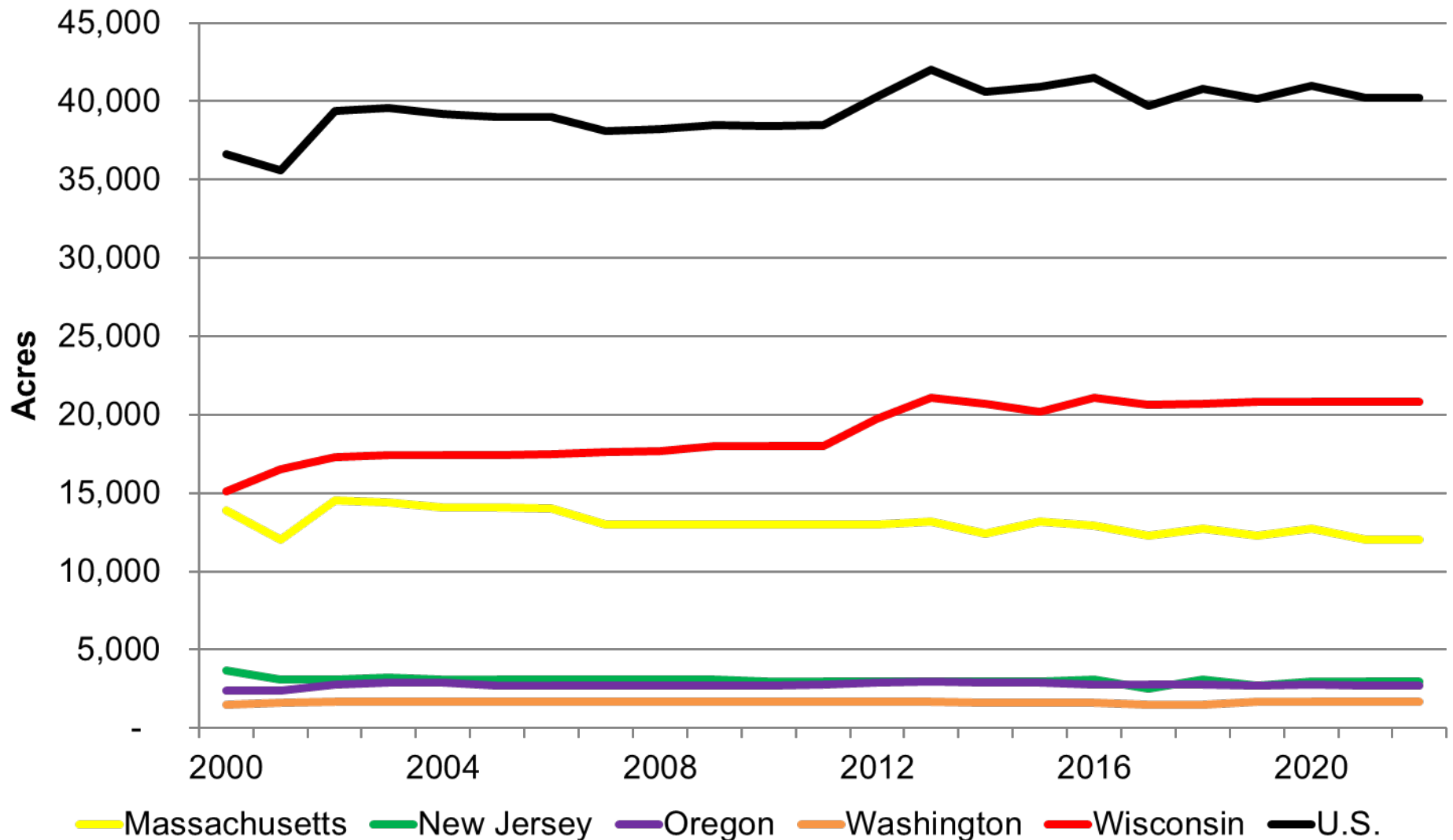
Sales	2022	2021	2020	2019	2018
Domestic Sales - Fresh:	247,675	220,989	285,814	281,392	281,317
Domestic Sales - Processed:	2,118,668	5,476,762	5,780,760	5,757,329	5,231,102
Domestic Sales - Concentrate:	267,173	1,077,703	1,044,290	1,009,778	1,062,546
Sold to Government:	10,652	42,265	52,188	46,688	158,475
Total Domestic Sales:	2,644,168	6,817,719	7,163,052	7,095,187	6,733,440
Foreign Sales Fresh:	37,545	28,931	42,788	49,572	47,304
Foreign Sales Processed:	835,817	1,972,543	1,891,295	2,513,216	2,908,305
Foreign Sales Concentrate:	242,788	1,003,812	912,136	740,401	521,570
Total Sales:	3,760,318	9,823,005	10,009,271	10,398,376	10,210,619
Shrinkage:	-12,130	230,554	221,324	97,512	1,553,604
Total Sales & Shrinkage:	3,748,188	10,053,559	10,230,595	10,495,888	11,764,223
Total Barrels in Inventory:	0	3,103,269	4,363,210	4,764,129	5,936,289



Cranberry Harvested Acreage



WISCONSIN CRANBERRIES

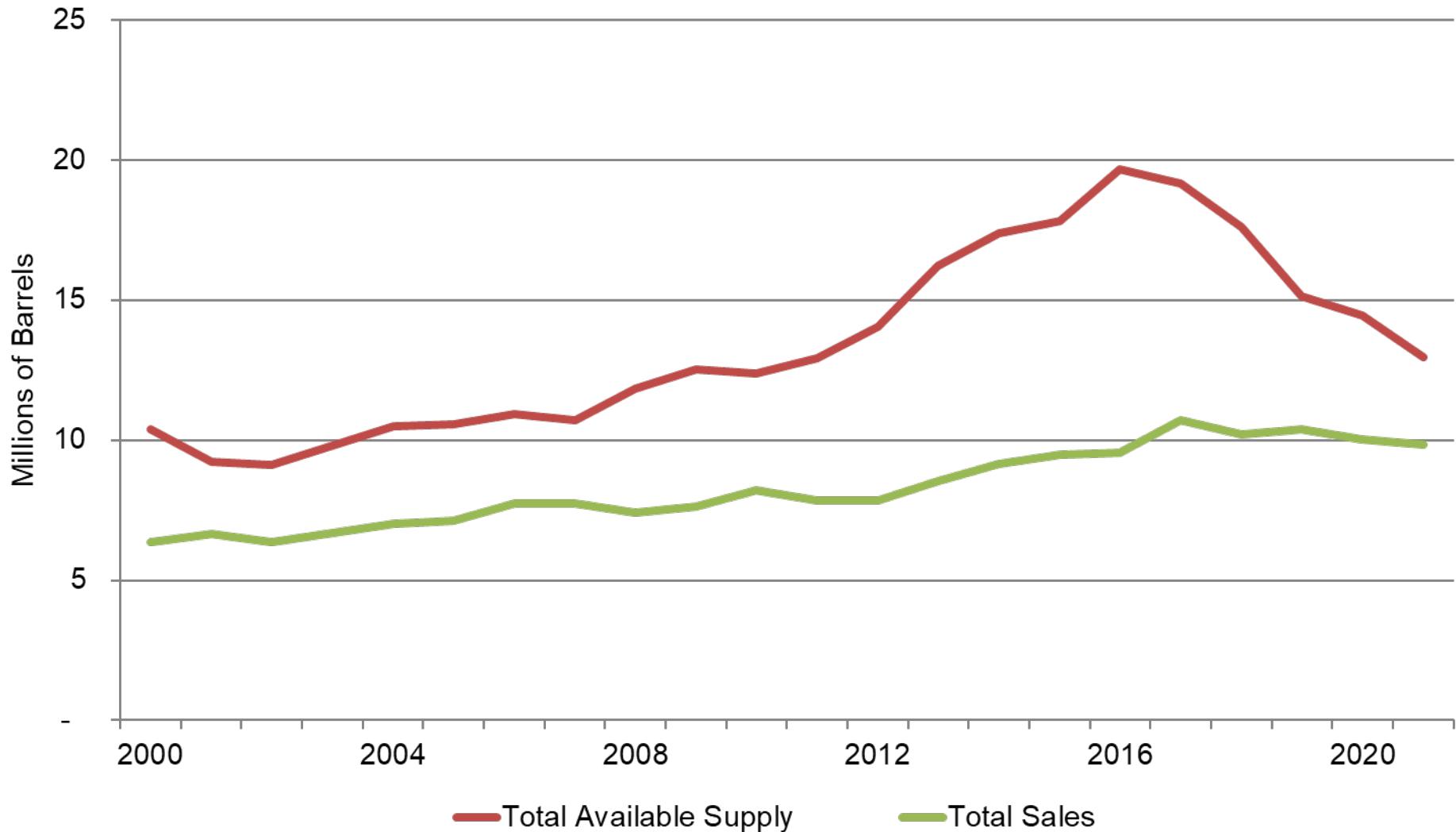




Available Supply vs Total Sales



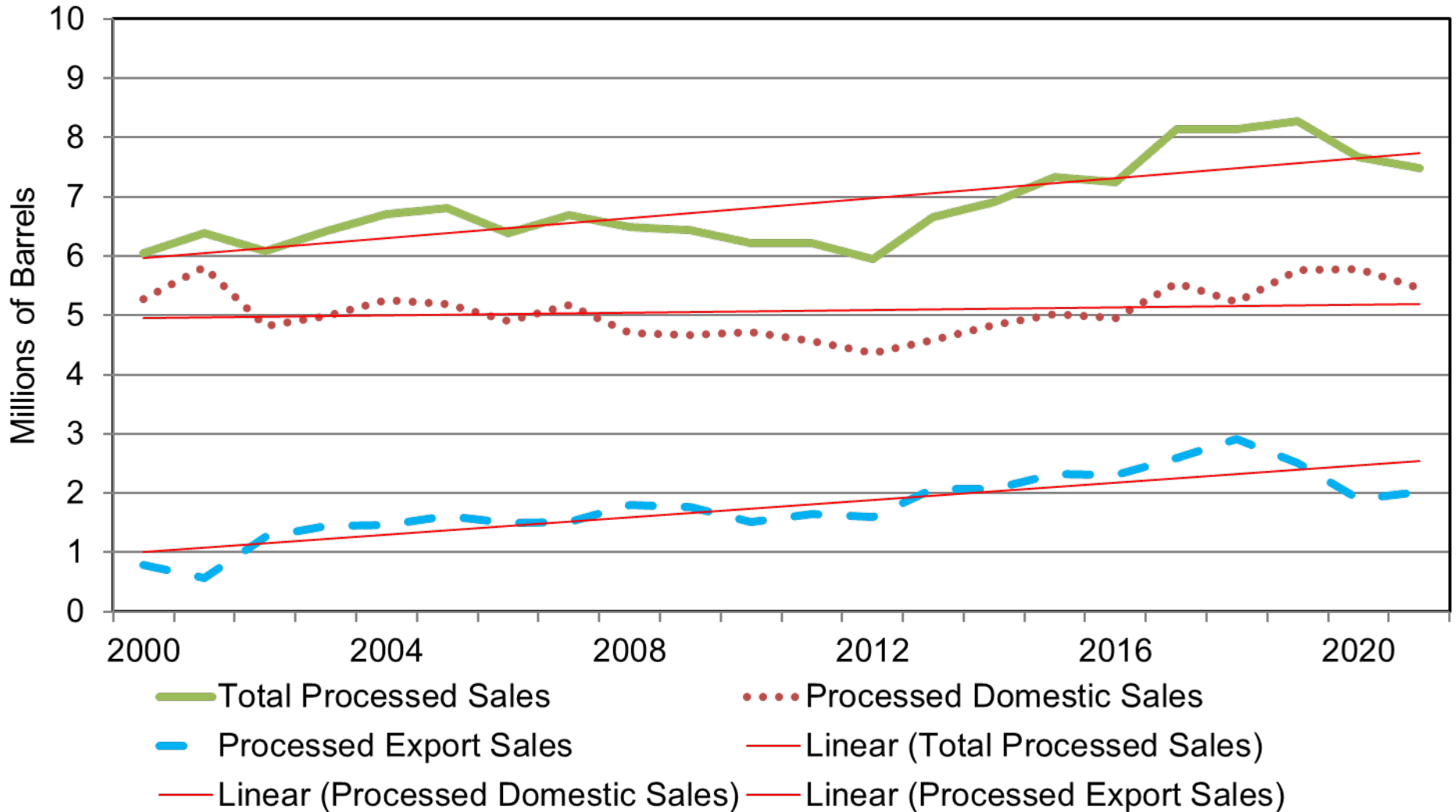
WISCONSIN CRANBERRIES



Processed Sales



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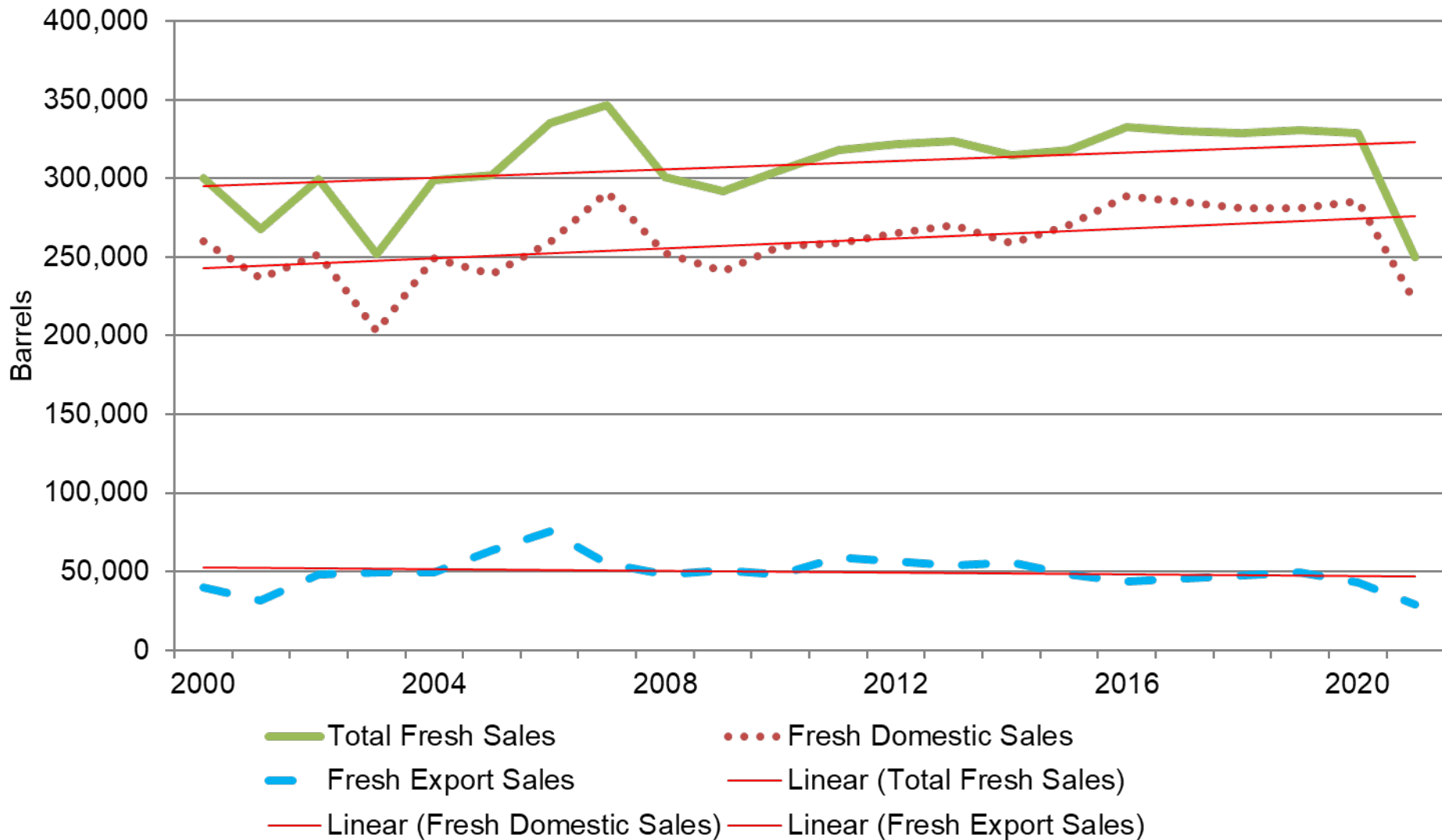




Fresh Fruit Sales



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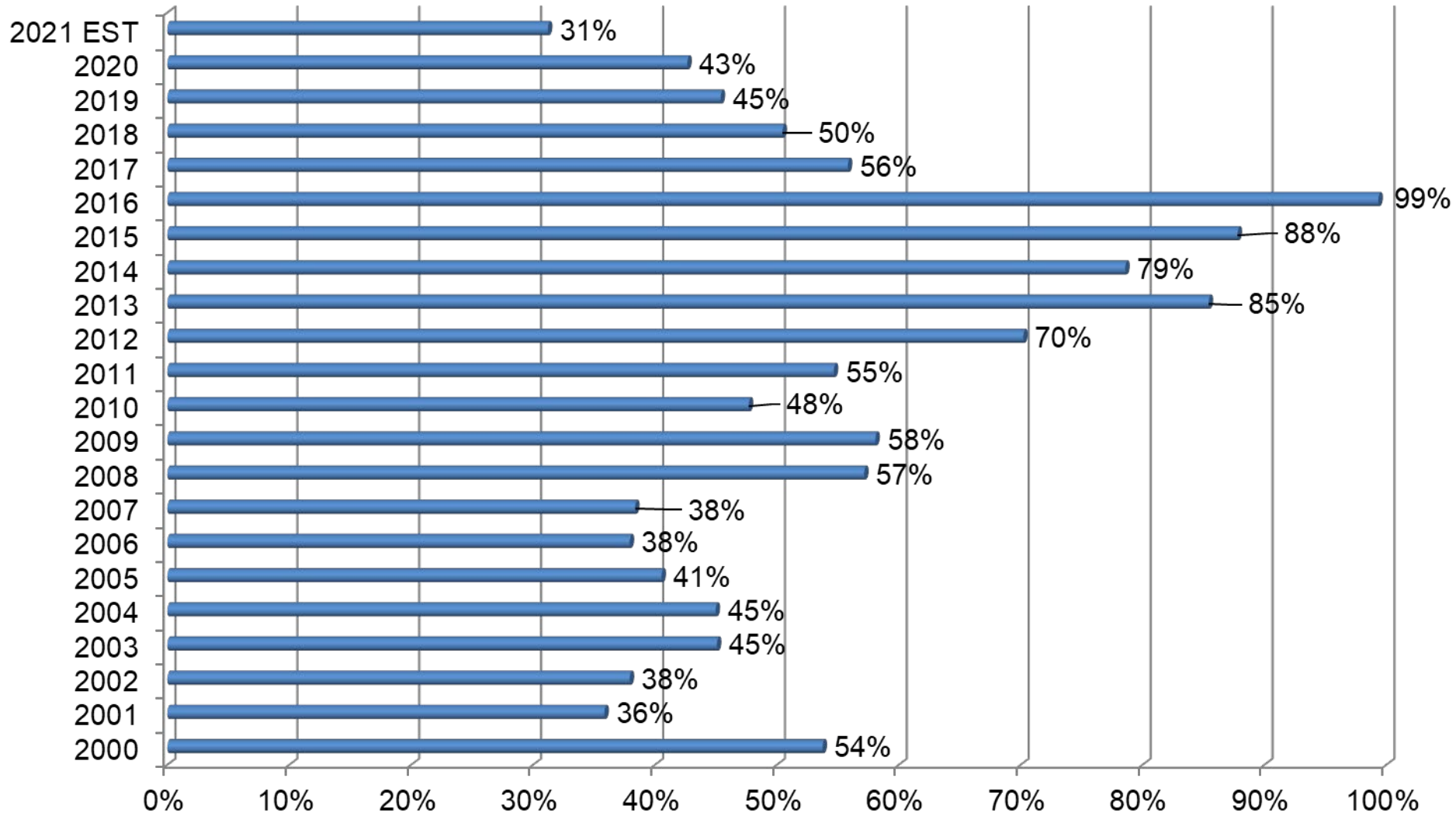




Carryout as a Percent of Total Sales



WISCONSIN CRANBERRIES





International Markets



**WISCONSIN
CRANBERRIES**

- Account For About 35% of Sales
- European Union Largest Market
- South America, Asia and Pacific Rim are all Target Markets
- Retaliatory and Standard Tariffs
 - Canada Duty Free into Most Markets
- Trade Barriers
 - MRLs



Cranberry Tariffs EU



**WISCONSIN
CRANBERRIES**

Issue is Critical for US Cranberries

EU Retaliatory tariffs – REMOVED

- HUGE IMPACT
- Duty Suspensions – CRITICAL
 - SDCs for Further Processing: Renewed in December for Five Years (20%)
- UNITED KINGDOM



Cranberry Tariffs China



**WISCONSIN
CRANBERRIES**

Dried Cranberries:

- 15% MFN + 30% Retaliatory Tariffs (Section 301 response) **Total: 45%.**

Cranberry Concentrate:

- 5% MFN + 12.5% Retaliatory Tariffs (Section 301 response) **Total: 17.5%.**

Duty Suspension Option



Research
Investments



**WISCONSIN
CRANBERRIES**

Wisconsin Cranberry Research Station

- \$3.2 Million Investment
 - Industry and USDA ARS, UW Madison
- ### USDA ARS Cranberry Research Program
- 4 Positions on UW Campus
 - Entomology
 - Genetics and Genomics
 - Plant Physiology
 - Food Science







Research
Investments



**WISCONSIN
CRANBERRIES**

Industry Support of 6 Projects Totaling \$170,000

Over 24 Cranberry Research Projects being Conducted
by UW CALS and Extension From Outside Funding

- USDA SCRI, USDA AFRI, USDA SARE, Hatch USDA ARS,
DATCP SCBG

Systems Approach to Managing the Expression (SAME)
of Cranberry Fruit Rot USDA NIFA Specialty Crop
Research Initiative (SCRI) \$4.1 Million



Field Research at Station

- Advisory Committee of Growers and UW Faculty and Staff Set Priorities and Approve Projects to be Conducted on Farm
- 12 Research Projects Conducted in 2021
- 8 Projects in 2022
- Anticipate Additional Field Work in 2023



Future



WISCONSIN CRANBERRIES

Additional Investments in Research

- Production
- Environmental
- Health
- Products and Quality

Continuing Renovation of Marshes

- New Varieties
- Improved Water Management
- Increased Production

Domestic and International Market Investments



Future



WISCONSIN CRANBERRIES

Continued Development and Adoption of Sustainable Growing Practices

Proactive Approach to Regulatory Challenges

- Water Conservation
- Nutrient Management
- Pest Control

Public Communications Efforts to Connect Consumers With Growers



Questions?

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