

MARKETING BOARDS: PROS, CONS AND THE QUEST FOR THE PERFECT MODEL FOR CRANBERRIES

Dr. Sylvain Charlebois

[E-mail: Sylvain.charlebois@uoguelph.ca](mailto:Sylvain.charlebois@uoguelph.ca)

Twitter: @scharleb

History of Countervailing Power



Not All Marketing Boards are Equal



Classic Cases

- Canadian Wheat Board
- Supply Management



Strategic Factors

- Exchange Functions
- Physical Functions
- Facilitating Functions



Cranberry Marketing Committee

- Repurposed or Replaced
- *America's Original Superfruit™?*
- Market Confusion



Case and Point



Selling the Cranberry to the World

- Creation of Councils
- Value Chain approach
- Objectives
 - Reliable, Sustainable Supplies
 - Differentiated Market-based Values (R&D, Innovation for Ingredient and Consumer markets)
 - Global Trades for Cranberries



MARKETING BOARDS: PROS, CONS AND THE QUEST FOR THE PERFECT MODEL FOR CRANBERRIES

Dr. Sylvain Charlebois

[E-mail: Sylvain.charlebois@uoguelph.ca](mailto:Sylvain.charlebois@uoguelph.ca)

Twitter: @scharleb