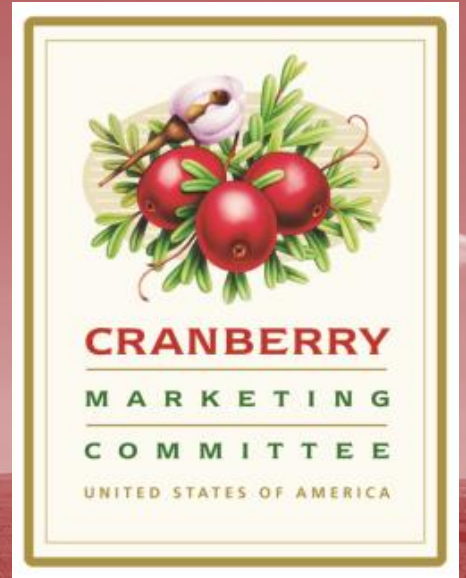


CMC Overview for the QUEBEC CRANBERRY GROWER'S ASSOCIATION

03.27.17





Who *is the CMC?*

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
Apricots
Avocados
CRANBERRIES
Dates

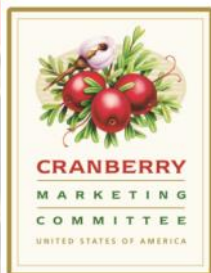
Grapes
Hazelnuts
Kiwifruit
Nectarines
Olives

Pistachios
Raisins
Spearment Oil
Tomatoes
Walnuts

Cherries
Citrus
Onions
Peaches
Pears

Plums/Prunes
Potatoes

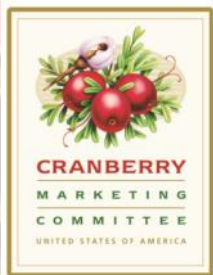
WHO WE ARE



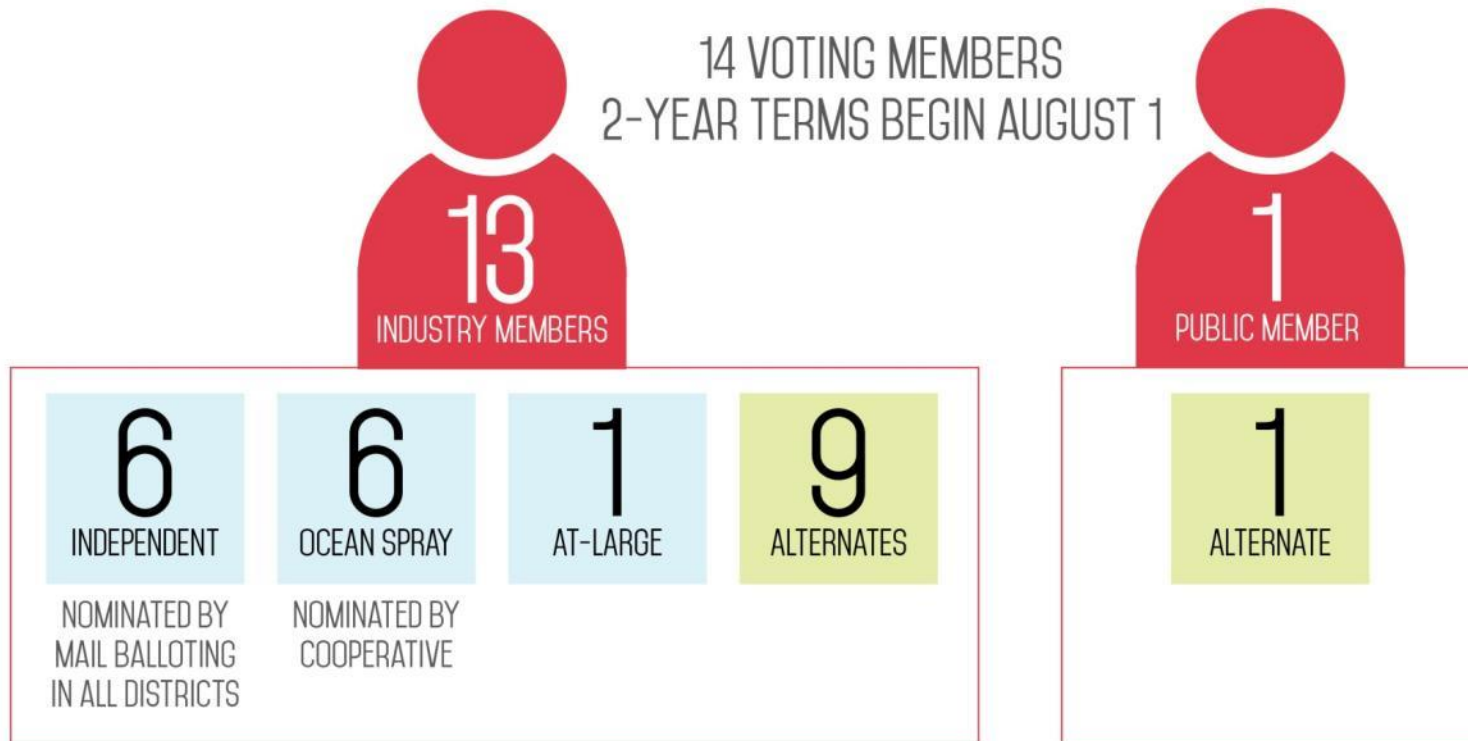
CRANBERRY MARKETING ORDER

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

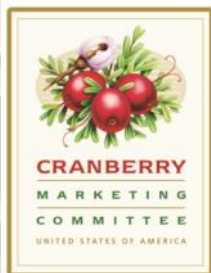
WHO WE ARE



CMC BOARD STRUCTURE



WHO WE ARE



WHERE US CRANBERRIES GROW

DISTRICT 4



DISTRICT 3



DISTRICT 1



**MA
RI
CT**

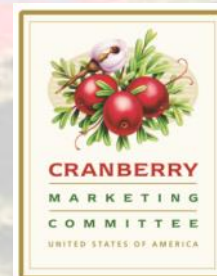
LONG ISLAND

NJ

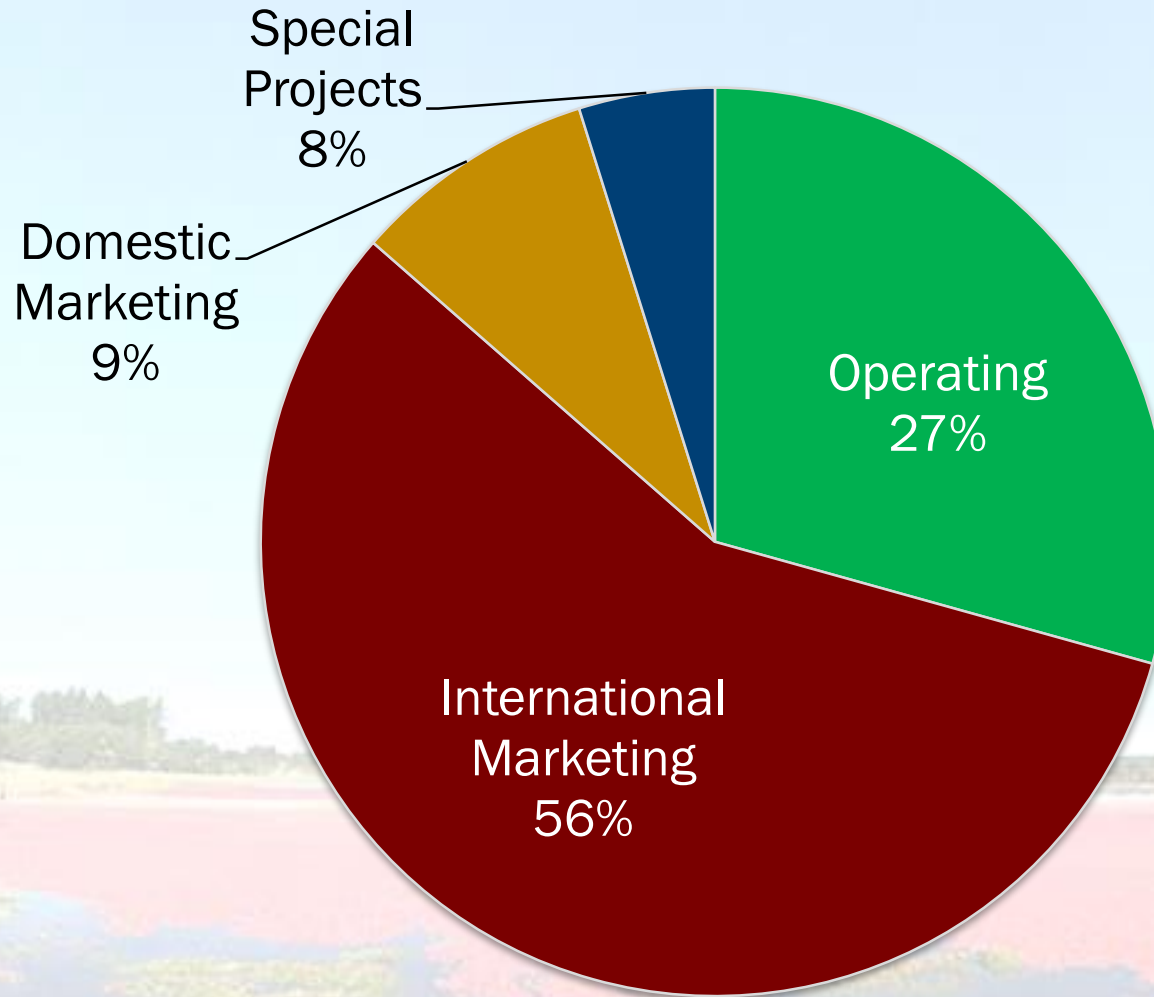
DISTRICT 2



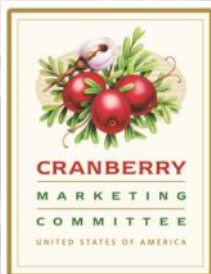
WHO WE ARE



CMC EXPENSES 2016



WHO WE ARE



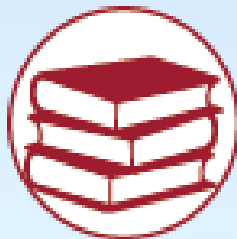


CRANBERRY
MARKETING
COMMITTEE
UNITED STATES OF AMERICA

What *does the CMC do?*



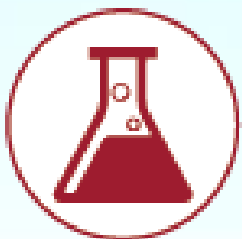
**TRADE POLICIES
& TARIFFS**



RESEARCH



**VOLUME
REGULATION**



**MAXIMUM
RESIDUE LEVELS**

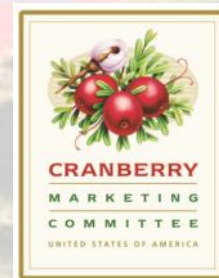


**MARKETING &
PROMOTION**



**DATA
COLLECTION**

WHAT WE DO

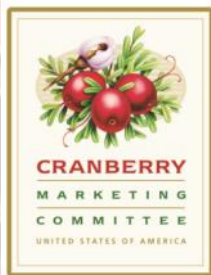




TRADE POLICIES & TARIFFS

- Advocate for and communicate to the cranberry industry, specifically all US handlers
 - Tariffs
 - Global MRL issues
- Monitor free trade agreements that may impact cranberry imports

WHAT WE DO

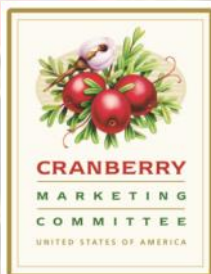




RESEARCH

- Work with Rutgers University researcher Dr. Amy Howell
- Support Cranberry Institute
 - Scientific Advisory Board
 - Cranberry Health Research Projects
 - Cranberry Health Research Conference
 - Standardized whole berry powder development
- Funded an economic impact study with CI & BC Cranberry Marketing Commission

WHAT WE DO

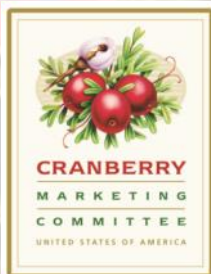




VOLUME REGULATION

- 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

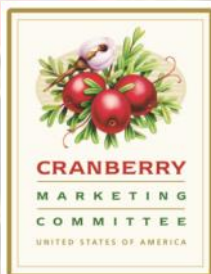




DOMESTIC MARKETING & PROMOTION

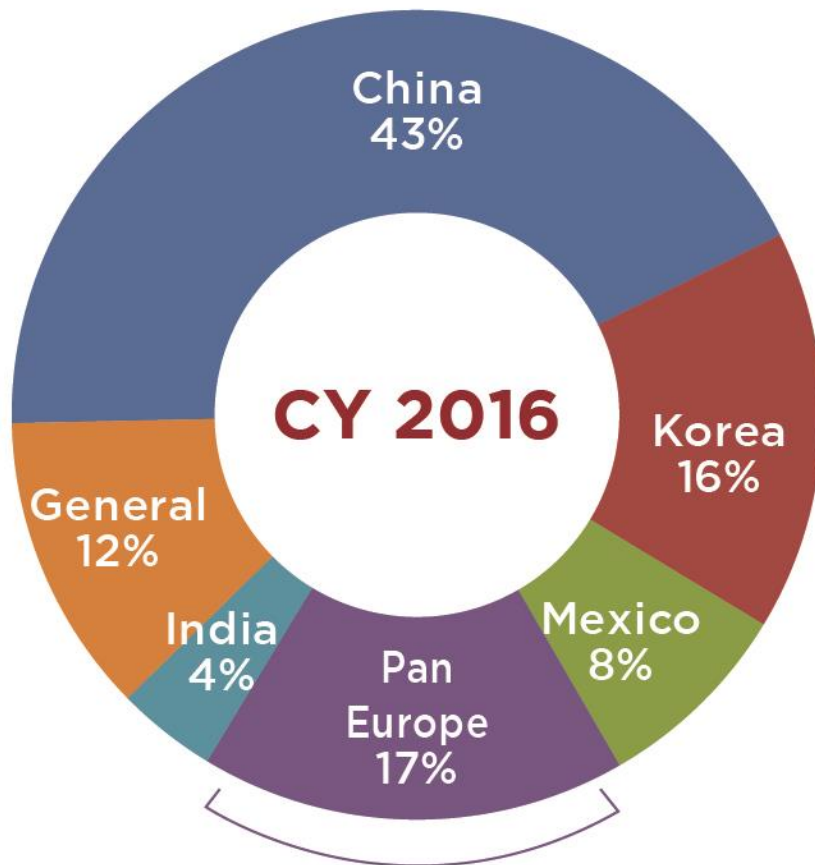
- School Nutrition Association
- Registered Dietitians
- Conduct in-store Supermarket Promotions Demonstrations
- **Many activities target the Millennial Generation**
- **Participate in all forms of Traditional & Social Media**
- Fresh Fruit Promotion

WHAT WE DO





U.S. MARKETING & PROMOTION INTERNATIONAL



Germany, France, Poland, Turkey,
Romania, Hungary

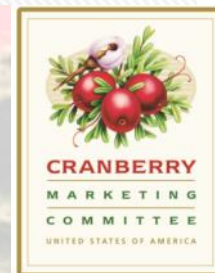
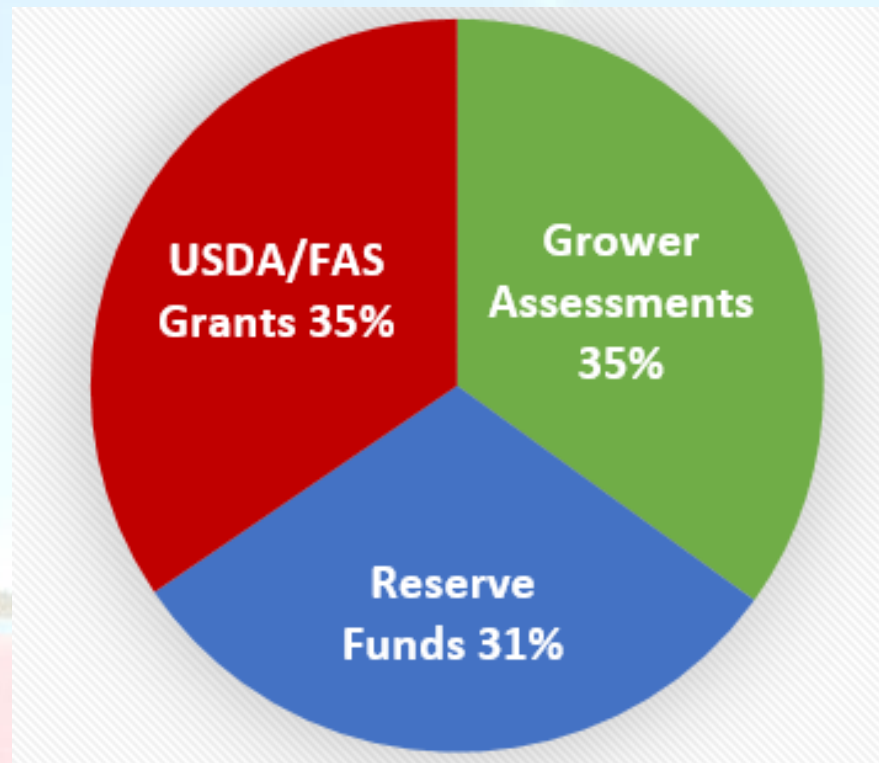


Germany, France, Poland, Turkey

CMC FUNDING SOURCES 2016

USDA FUNDING

92%	MAP - Market Access Program
3%	TASC - Technical Assistance for Specialty Crops Program
3%	GBI - Global Based Initiative
1%	EMP - Emerging Market Program
1%	QSP - Quality Samples Program
<1%	FMD - Foreign Market Development





CRANBERRY

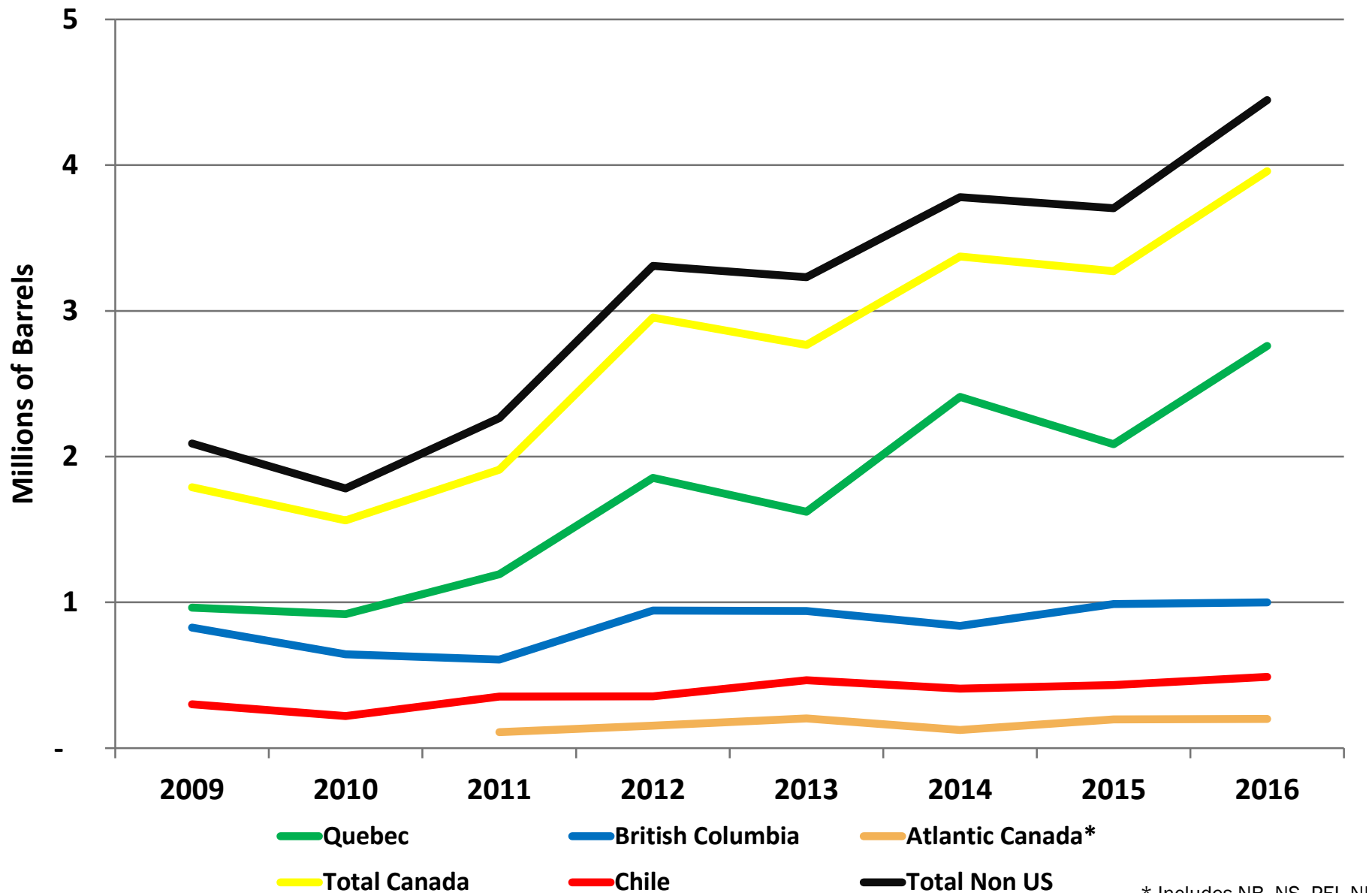
MARKETING

COMMITTEE

UNITED STATES OF AMERICA

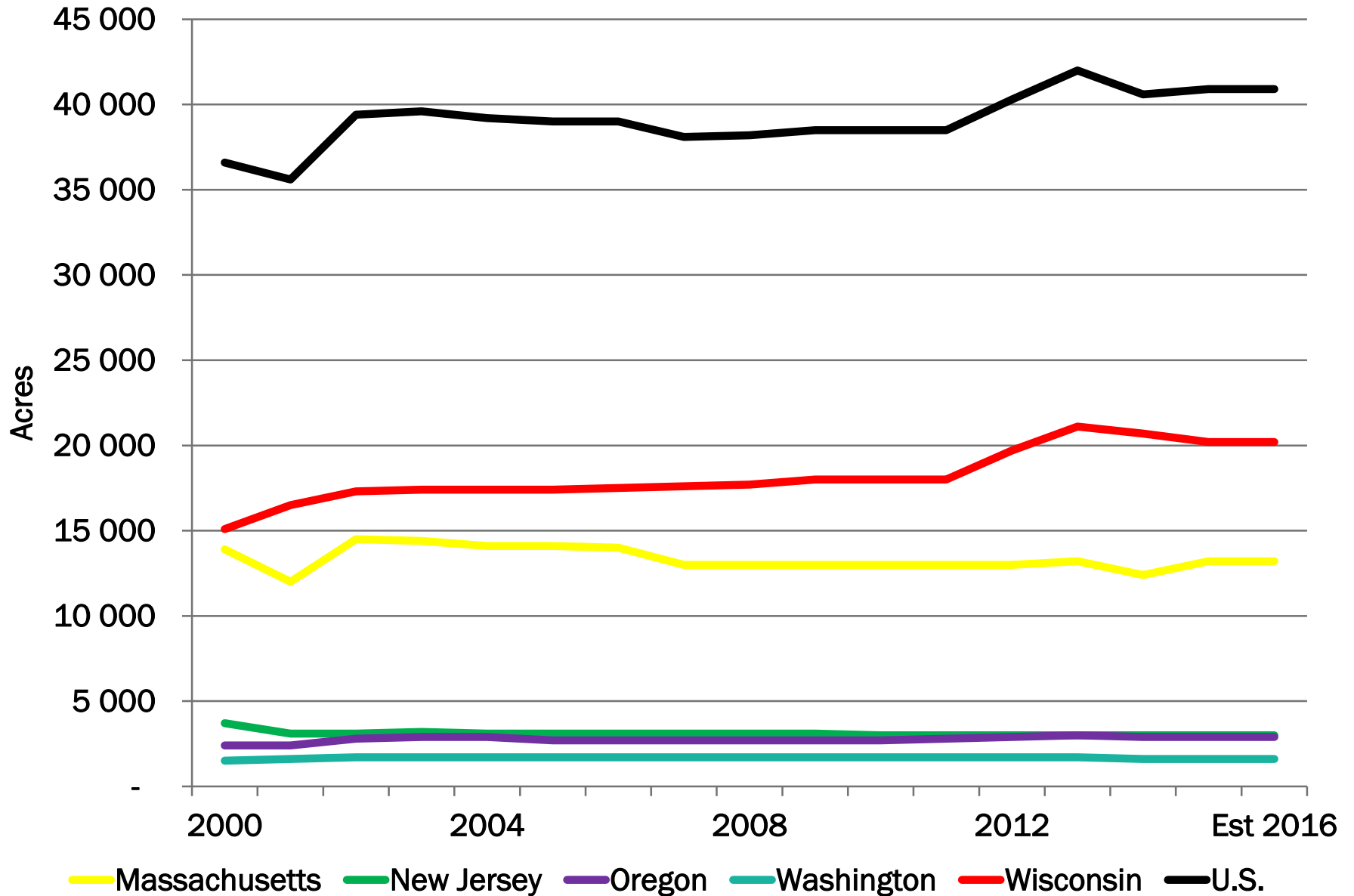
Where *does the U.S. industry stand?*

Non U.S. Total Cranberry Production

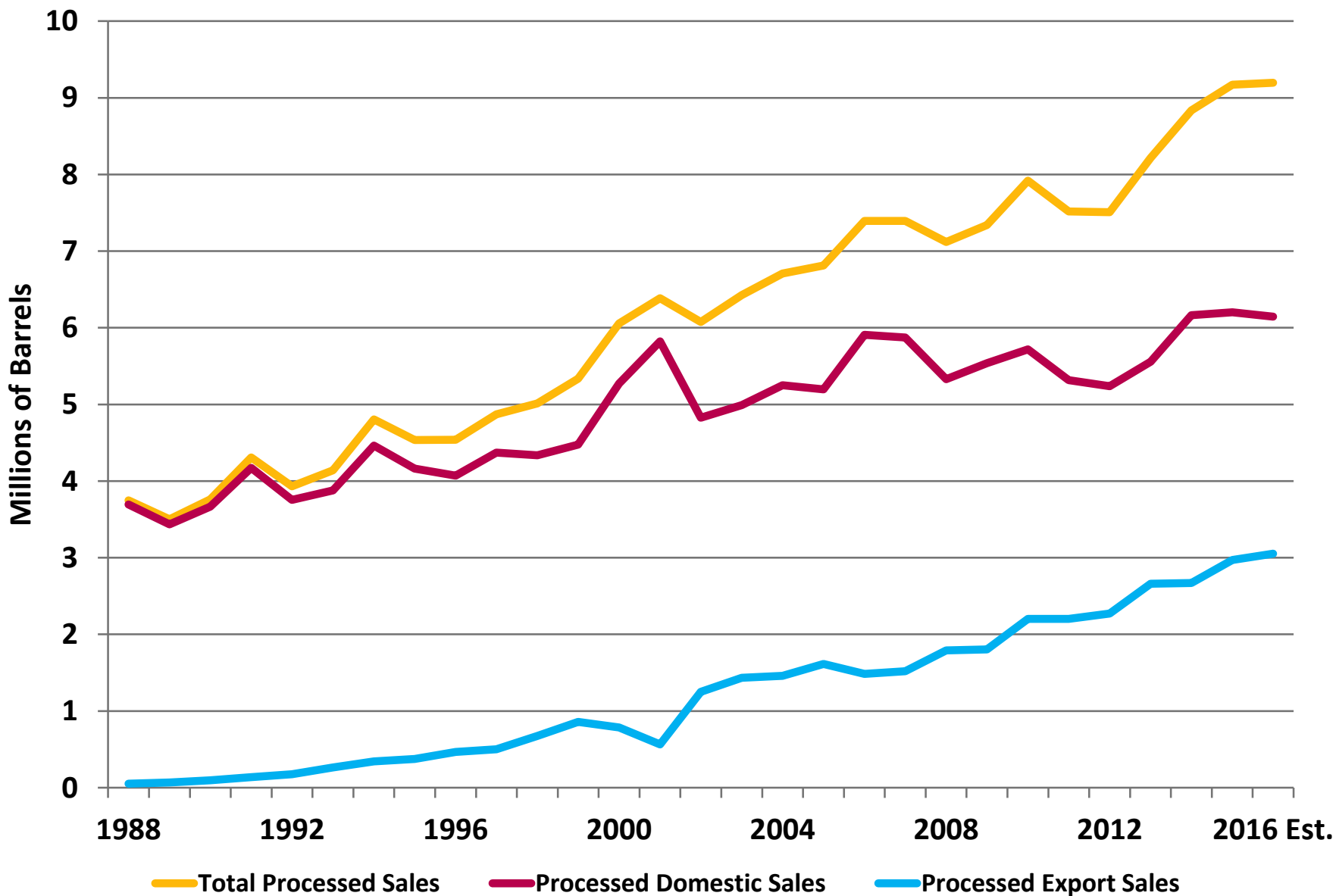


* Includes NB, NS, PEI, NI

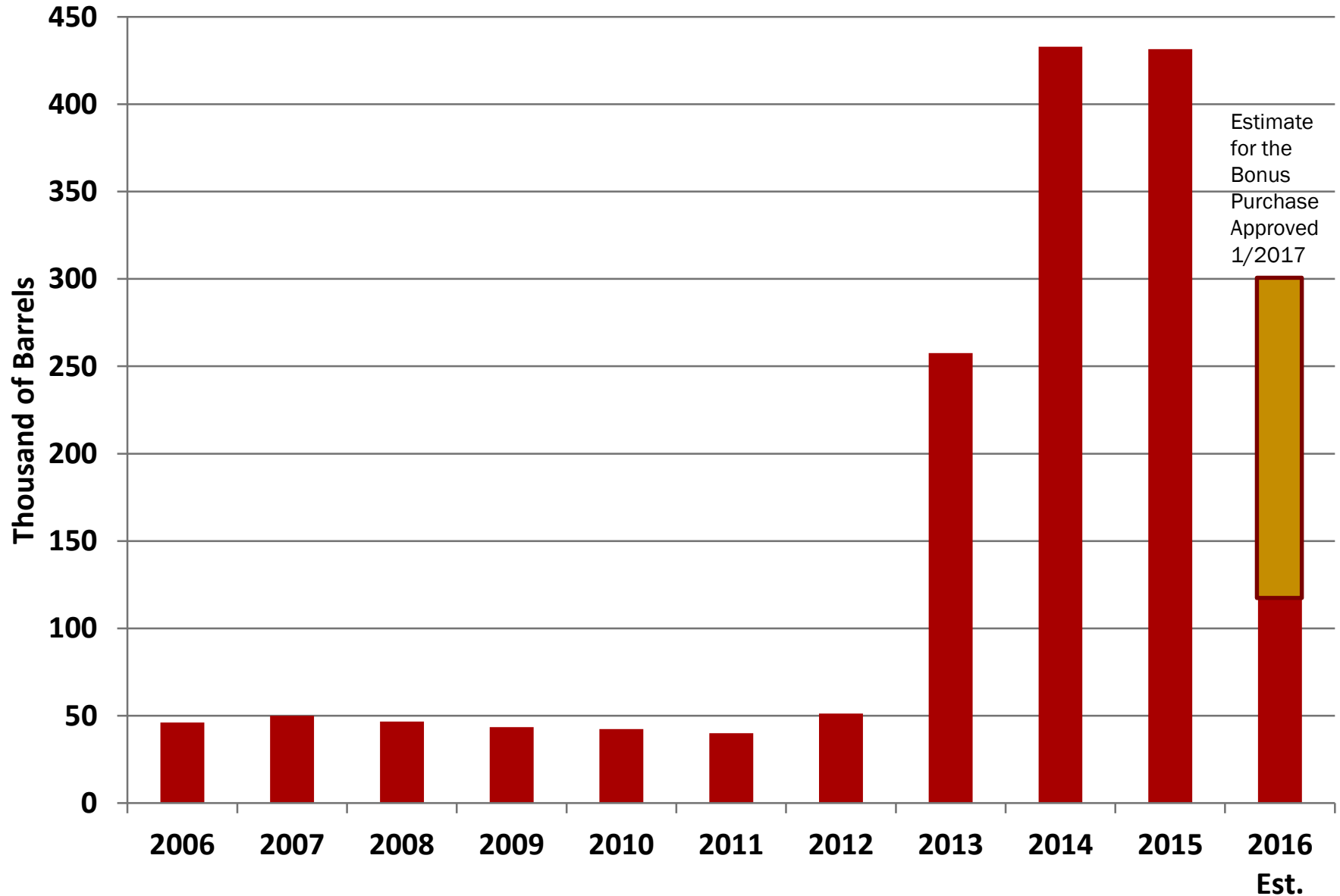
U.S. CRANBERRY ACREAGE HARVESTED



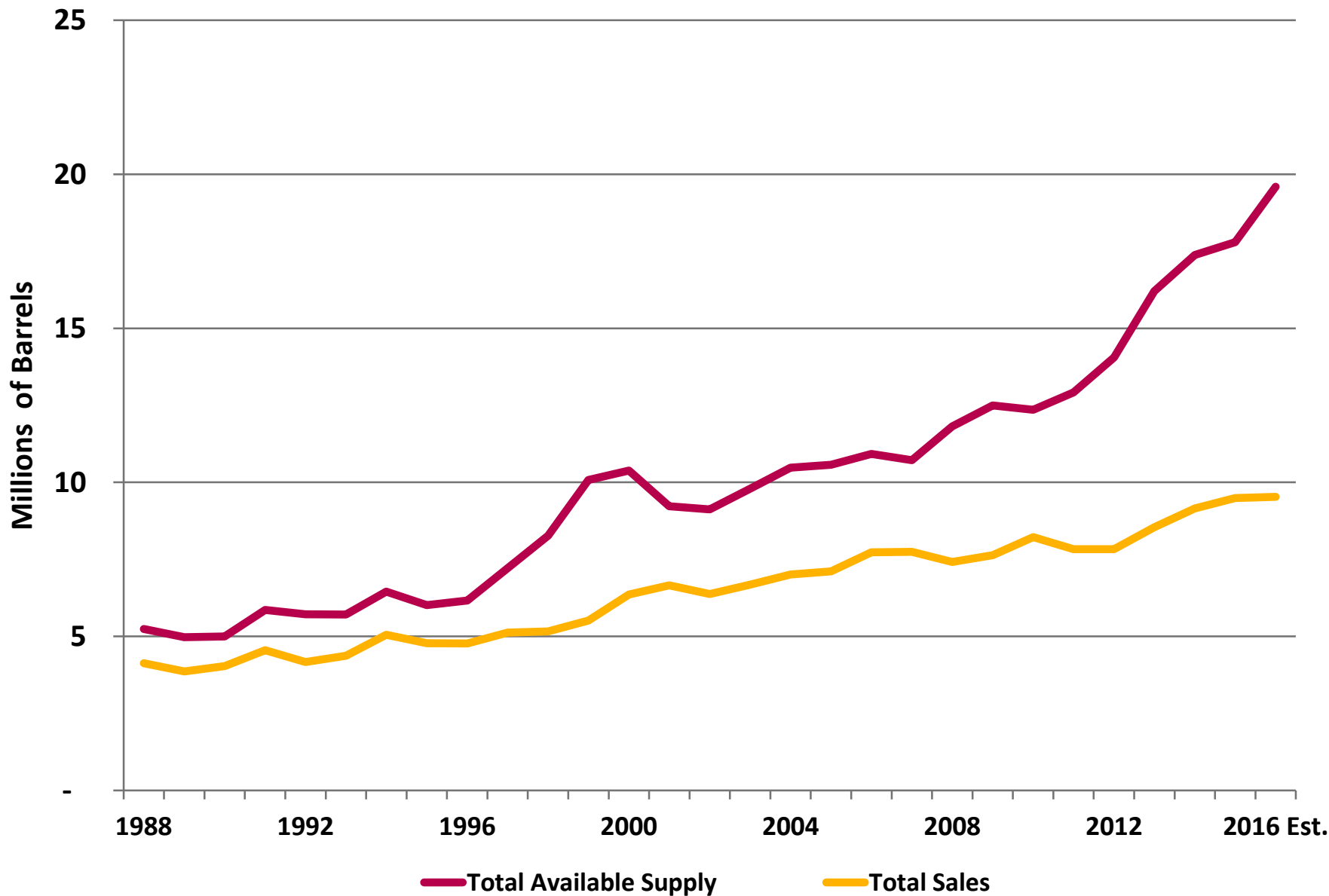
U.S. PROCESSED CRANBERRY SALES



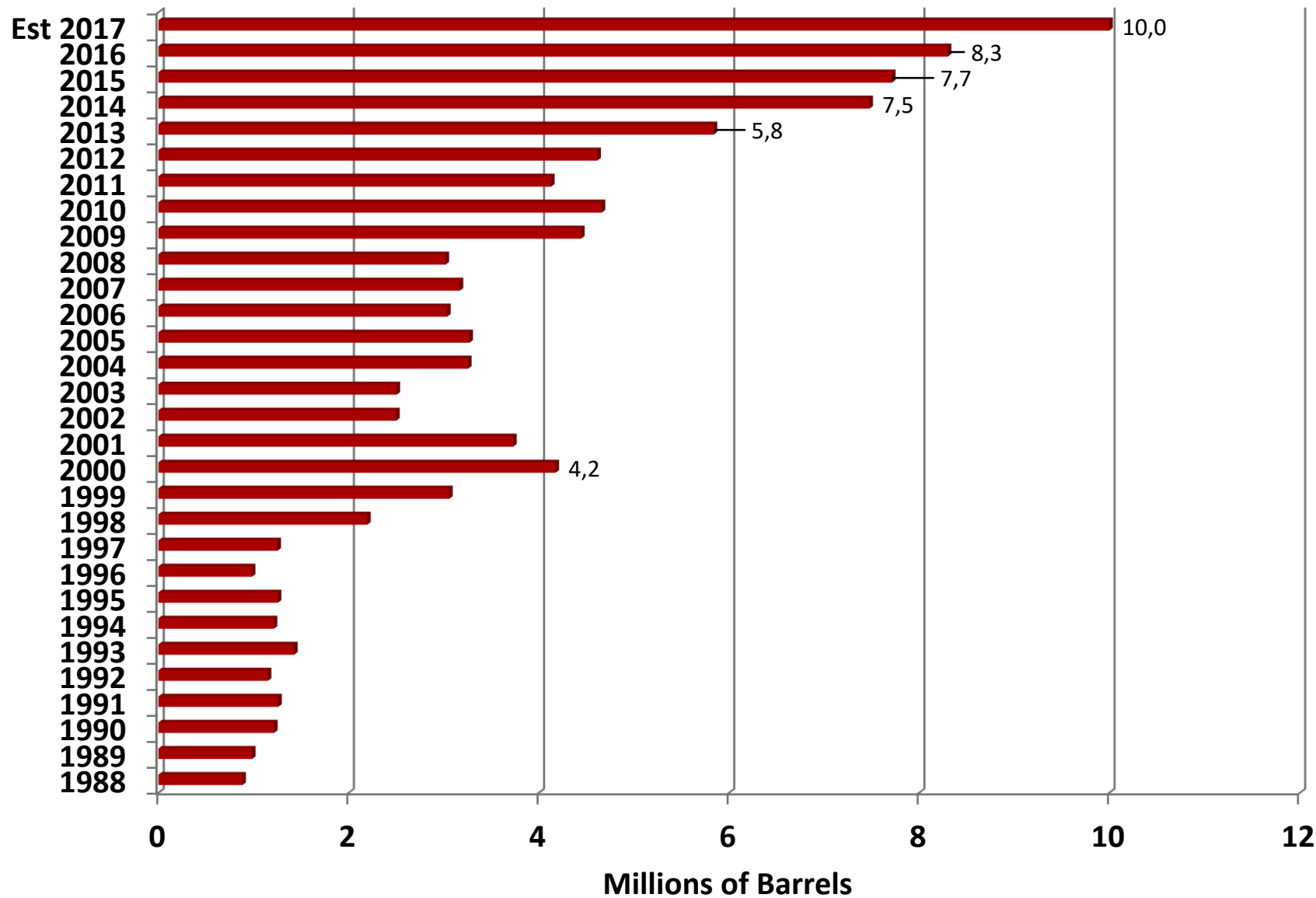
NUMBER OF U.S. BARRELS PURCHASED BY USDA



U.S. TOTAL AVAILABLE SUPPLY vs TOTAL SALES



U.S. CARRY-IN INVENTORIES



2017 MARKETING POLICY

2017 Crop Year Estimates (2.16.17)		
		<i>Barrels (000's)</i>
<i>Carry In for 2017</i>	=	<i>10,001</i>
<i>Estimated Domestic Production 2017</i>	=	<i>9,055</i>
<i>Estimated Foreign Acquired 2017</i>	=	<i>1,960</i>
<i>Available Supply for 2017</i>	=	<i>21,016</i>
<i>Total Sales and Usage for 2017</i>	=	<i>9,712</i>
<i>Estimated Carry In to 2018</i>	=	<i>10,664</i>



CRANBERRY

MARKETING
COMMITTEE

UNITED STATES OF AMERICA