

New Jersey Agricultural Statistics Service

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United States Department of Agriculture*



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New Jersey 2004 Cranberry Highlights

The 2004 growing season for cranberries started out a little warmer than normal. As the season progressed, temperatures averaged above or near normal during late spring and early summer. Later summer brought cooler or near normal temperatures and very wet weather. Moisture was plentiful throughout the growing season. The damp weather conditions through most of the growing season created disease and fruit rot problems. One of the rain storms on July 12, 2004, dumped more than 12 inches in some of the most productive cranberry growing area of New Jersey. Burlington County experienced widespread flooding, and some growers reported damage to some of their dams and gates.

New Jersey cranberry growers produced on average 129.7 barrels per acre in 2004, down 20.3 barrels from 2003. Producers realized a total value of utilized production of \$13.7 million in 2004, compared to \$15.2 million in 2003. Cranberry price per barrel continued the upward trend in 2004, it rose to \$34.80 per barrel, compared to \$31.60 in 2003 and \$31.90 in 2002.

New Jersey ranked fourth in the nation in the production of cranberries. New Jersey cranberry production during 2004 totaled 402,000 barrels, down 16 percent from the 2003 crop of 480,000 barrels. Utilized production for 2004 was 394,000 barrels. Harvested cranberry acreage dropped 100 acres from the 2003 growing season to 3,100 acres. This is the lowest acreage harvested in the state since 2002, and before that 1983.

The United States cranberry harvested acreage, at 39,200, was down 400 acres from 2003. Massachusetts and New Jersey showed the only decreases, and acreage in Oregon, Washington, and Wisconsin remained the same as 2003. The average yield in 2004 was 162.3 barrels per acre nationwide, an increase of 5.9 barrels per acre from the 156.4 barrels in 2003. Total production, at 6.36 million barrels in 2004, was up 3 percent from the 6.19 million barrels the previous year.

Becky Cross
Director

<http://www.nass.usda.gov/nj/>

Cranberries, 2002 - 2004
Area Harvested, Yield, and Production

YEAR AND STATE	AREA HARVESTED	YIELD PER ACRE ^{1/}	PRODUCTION ^{2/}	
			TOTAL	UTILIZED
	(acres)		-- barrels ^{3/} --	
2002				
Massachusetts	14,500	100.1	1,452,000	1,452,000
New Jersey	3,100	138.7	430,000	430,000
Oregon	2,800	154.3	432,000	432,000
Washington	1,700	98.2	167,000	160,000
Wisconsin	17,300	185.4	3,208,000	3,208,000
US Total	39,400	144.4	5,689,000	5,682,000
2003				
Massachusetts	14,400	97.6	1,406,000	1,406,000
New Jersey	3,200	150.0	480,000	480,000
Oregon	2,900	175.9	510,000	510,000
Washington	1,700	111.8	190,000	190,000
Wisconsin	17,400	207.3	3,607,000	3,607,000
US Total	39,600	156.4	6,193,000	6,193,000
2004				
Massachusetts	14,100	127.9	1,804,000	1,804,000
New Jersey	3,100	129.7	402,000	394,000
Oregon	2,900	174.1	505,000	505,000
Washington	1,700	100.0	170,000	170,000
Wisconsin	17,400	200.0	3,480,000	3,480,000
US Total	39,200	162.3	6,361,000	6,353,000

1/ Yield is based on total production.

2/ Production is rounded to the nearest 1,000 barrels.

3/ A barrel weighs 100 pounds.

Cranberries, 2002 - 2004
Utilization, Price, and Value

YEAR AND STATE	UTILIZATION		PRICE PER BARREL ^{1/}	VALUE OF UTILIZED PRODUCTION
	FRESH	PROCESSED		
	-- barrels ^{2/} --		(dollars)	(1,000 dollars)
2002				
Massachusetts	154,000	1,298,000	32.80	47,595
New Jersey ^{3/}		430,000	31.90	13,717
Oregon	9,000	423,000	32.60	14,098
Washington	30,000	130,000	36.00	5,758
Wisconsin	177,000	3,031,000	31.70	101,615
US Total	370,000	5,312,000	32.20	182,783
2003				
Massachusetts	107,000	1,299,000	33.90	47,711
New Jersey ^{3/}		480,000	31.60	15,168
Oregon	9,000	501,000	33.90	17,284
Washington	30,000	160,000	35.40	6,727
Wisconsin	205,000	3,402,000	33.70	121,721
US Total	351,000	5,842,000	33.70	208,611
2004				
Massachusetts	157,000	1,647,000	34.80	62,790
New Jersey ^{3/}		394,000	34.80	13,711
Oregon	10,000	495,000	35.60	17,977
Washington	30,000	140,000	38.60	6,565
Wisconsin	200,000	3,280,000	34.70	120,712
US Total	397,000	5,956,000	34.90	221,755

1/ Weighted average of co-op and independent sales, fresh and processed. Co-op prices represent pool proceeds less returns for processing non-cranberry products, capital stock dividends, capital stock retains, and other retains.

2/ A barrel weighs 100 pounds.

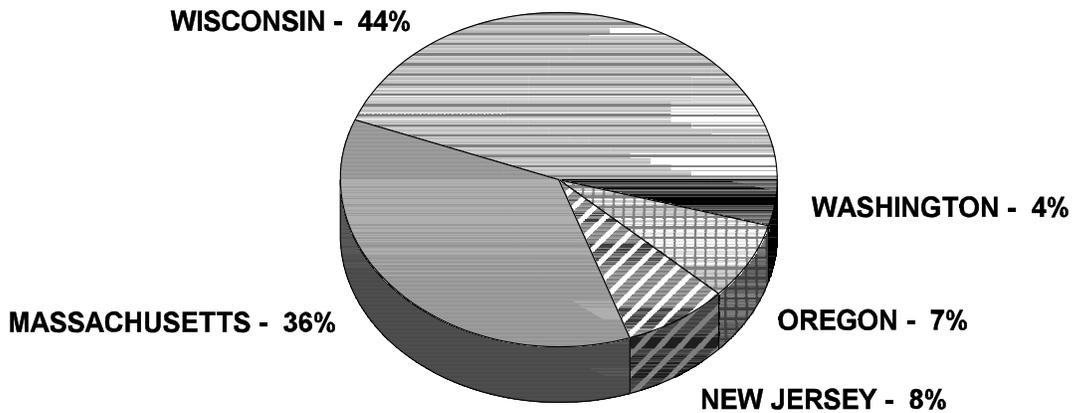
3/ Small quantities of fresh cranberries are included in processed to avoid disclosure of individual operations.

**Cranberry Statistics by State and U.S.
Total Acres Harvested, 1995 - 2004**

YEAR	MA	NJ	OR	WA	WI	US
	-- acres --					
1995	14,100	3,500	1,700	1,500	12,000	32,800
1996	14,200	3,600	1,800	1,500	12,900	34,000
1997	14,600	3,900	2,000	1,500	13,700	35,700
1998	14,400	3,900	2,200	1,600	14,500	36,600
1999	15,000	4,000	2,300	1,600	14,600	37,500
2000	13,900	3,700	2,400	1,500	15,100	36,600
2001	12,000	3,100	2,400	1,600	15,100	34,200
2002	14,500	3,100	2,800	1,700	17,300	39,400
2003	14,400	3,200	2,900	1,700	17,400	39,600
2004	14,100	3,100	2,900	1,700	17,400	39,200
AVERAGE	14,120	3,510	2,340	1,590	15,000	36,560

2004 Area Harvested

Percentage by State 1/



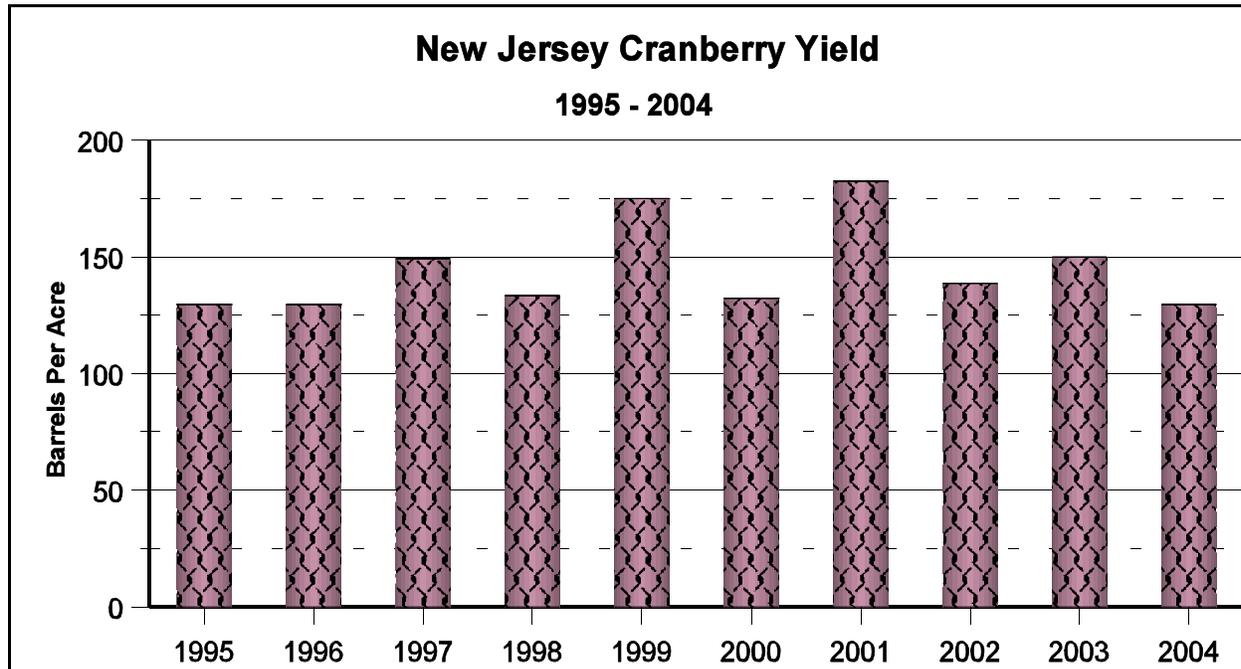
1/ May not add due to rounding.

Cranberry Statistics by State and U.S. Yield Per Acre, 1995 - 2004 ^{1/}

YEAR	MA	NJ	OR	WA	WI	US
	-- barrels per acre ^{2/} --					
1995	112.9	129.7	100.0	118.0	150.0	127.8
1996	121.3	129.7	173.3	120.0	154.3	137.4
1997	143.8	149.2	175.0	110.0	167.9	154.0
1998	130.2	133.6	161.4	105.0	174.1	148.7
1999	125.0	175.0	142.6	91.9	226.5	169.5
2000	140.5	132.2	165.8	120.0	178.3	156.1
2001	118.0	182.6	152.1	88.8	188.1	155.8
2002	100.1	138.7	154.3	98.2	185.4	144.4
2003	97.6	150.0	175.9	111.8	207.3	156.4
2004	127.9	129.7	174.1	100.0	200.0	162.3
AVERAGE	121.7	145.0	157.5	106.4	183.2	151.2

1/ Yield is based on total production divided by harvested acres.

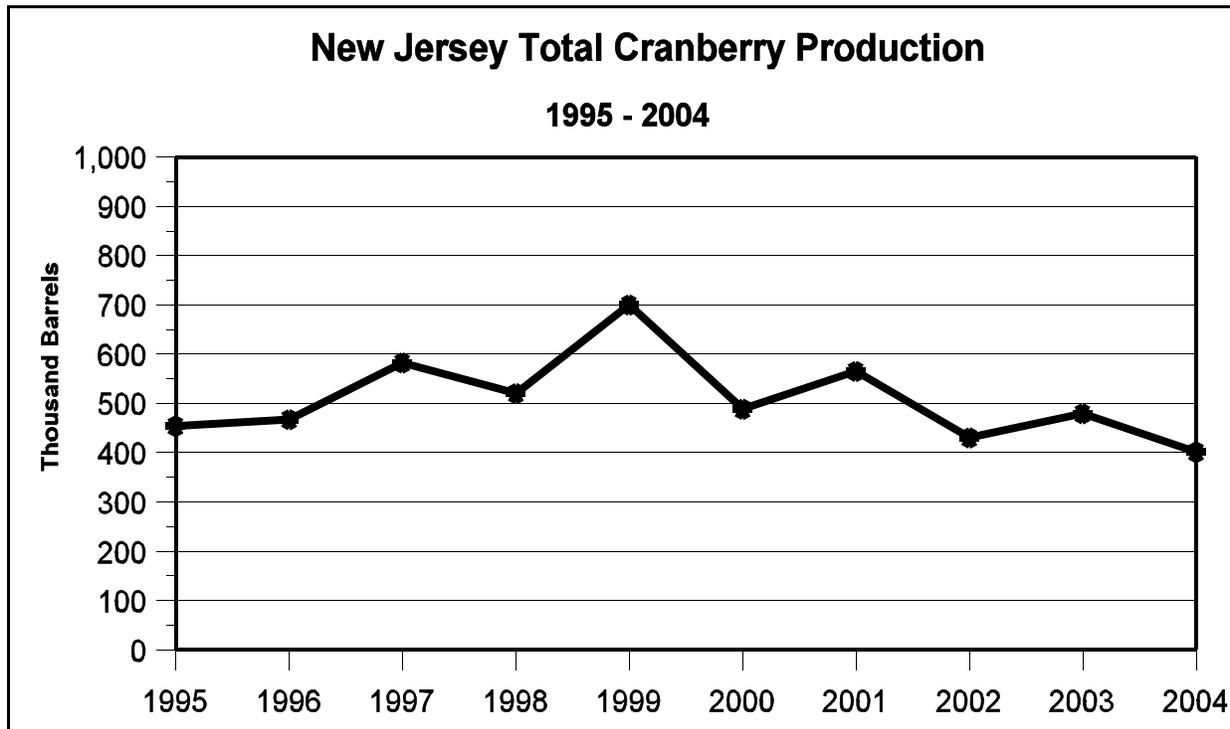
2/ A barrel weighs 100 pounds.



**Cranberry Statistics by State and U.S.
Total Production, 1995 - 2004**

YEAR	MA	NJ	OR	WA	WI	US
-- barrels ^{1/} --						
1995	1,592,000	454,000	170,000	177,000	1,800,000	4,193,000
1996	1,722,000	467,000	312,000	180,000	1,990,000	4,671,000
1997	2,100,000	582,000	350,000	165,000	2,300,000	5,497,000
1998	1,875,000	521,000	355,000	168,000	2,525,000	5,444,000
1999	1,875,000	700,000	328,000	147,000	3,307,000	6,357,000
2000	1,953,000	489,000	398,000	180,000	2,692,000	5,712,000
2001	1,416,000	566,000	365,000	142,000	2,840,000	5,329,000
2002	1,452,000	430,000	432,000	167,000	3,208,000	5,689,000
2003	1,406,000	480,000	510,000	190,000	3,607,000	6,193,000
2004	1,804,000	402,000	505,000	170,000	3,480,000	6,361,000
AVERAGE	1,719,500	509,100	372,500	168,600	2,774,900	5,544,600

1/ A barrel weighs 100 pounds.

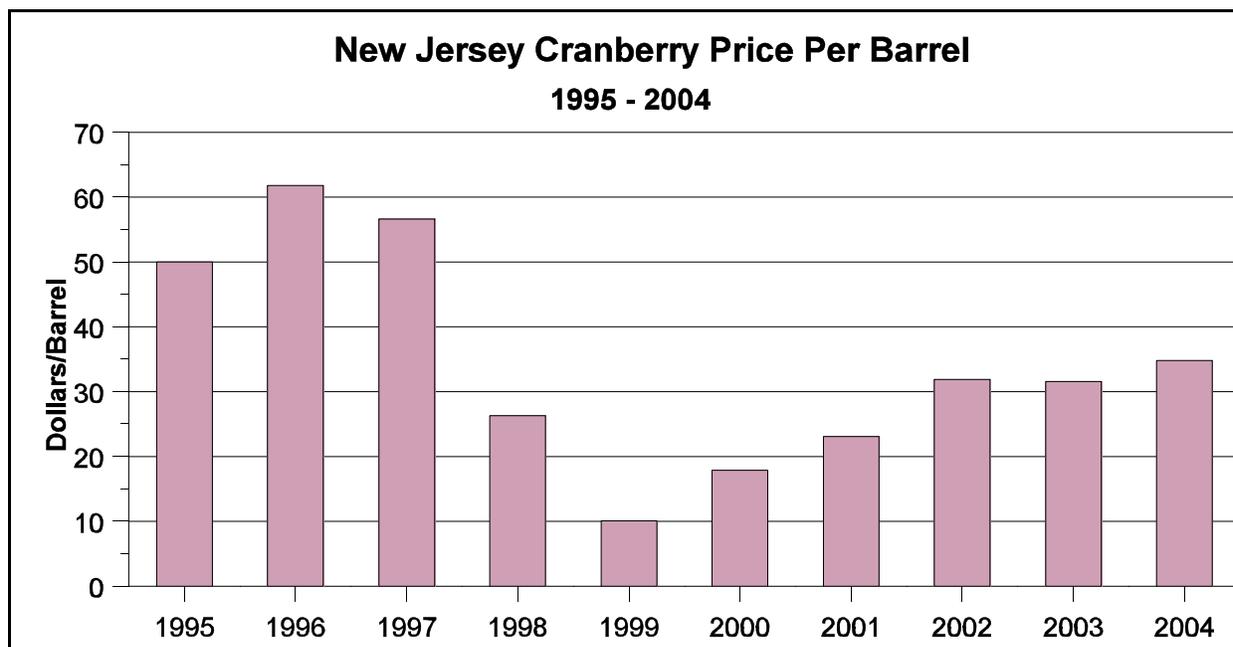


Cranberry Statistics by State and U.S.
Price Per Barrel, 1995 - 2005 ^{1/2/}

YEAR	MA	NJ	OR	WA	WI	US
-- dollars --						
1995	54.30	50.00	49.60	49.60	54.20	53.40
1996	70.90	61.80	60.50	61.00	63.80	65.90
1997	66.20	56.60	55.70	55.70	65.00	63.70
1998	30.80	26.30	39.80	25.00	43.30	36.60
1999	16.20	10.10	11.50	11.80	20.00	17.20
2000	19.00	17.90	16.70	22.30	17.40	18.10
2001	24.00	23.10	22.50	28.20	23.70	23.80
2002	32.80	31.90	32.60	36.00	31.70	32.20
2003	33.90	31.60	33.90	35.40	33.70	33.70
2004	34.80	34.80	35.60	38.60	34.70	34.90
AVERAGE	38.29	34.41	35.84	36.36	38.75	37.95

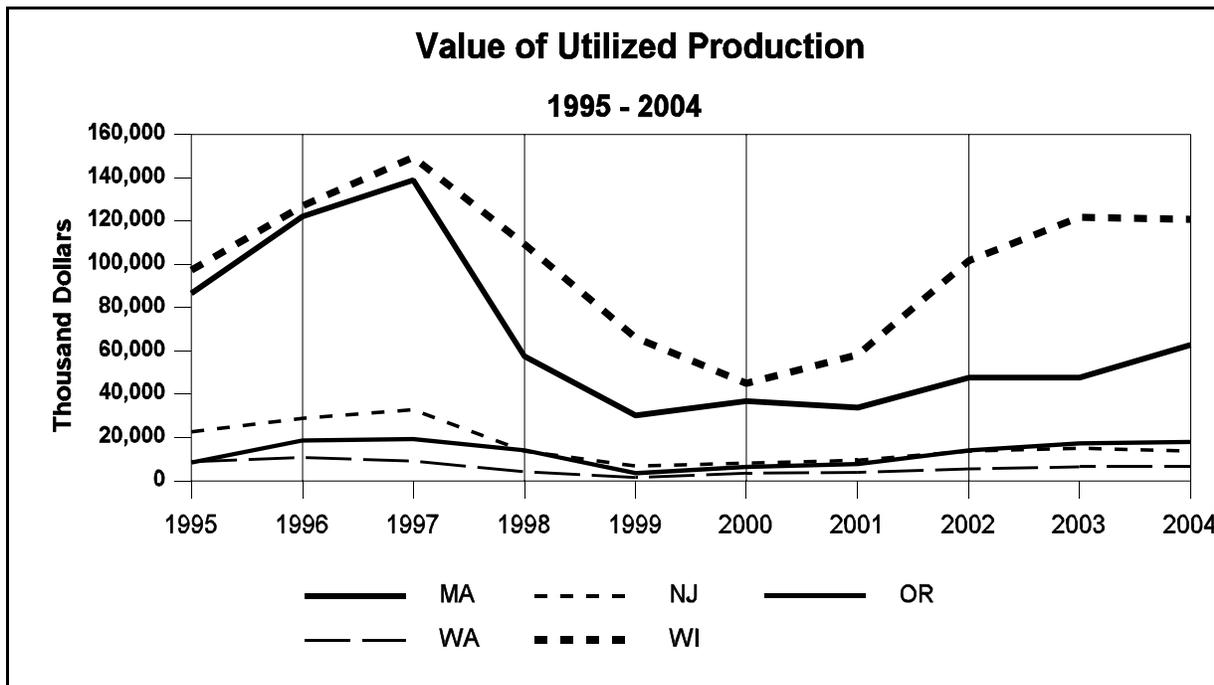
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2/ A barrel weighs 100 pounds.



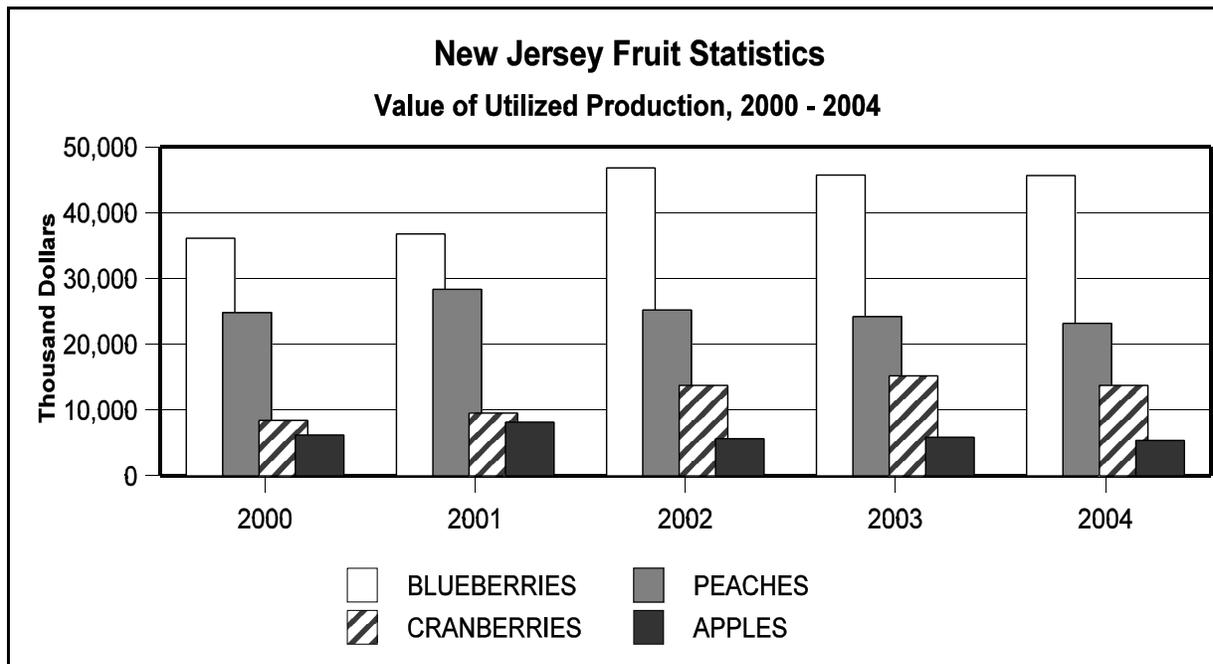
Cranberry Statistics by State and U.S. Value Of Utilized Production, 1995 - 2004

YEAR	MA	NJ	OR	WA	WI	US
-- 1,000 dollars --						
1995	86,446	22,700	8,432	8,779	97,581	223,938
1996	122,090	28,861	18,876	10,980	127,020	307,827
1997	139,020	32,941	19,495	9,191	149,500	350,147
1998	57,750	13,702	14,129	4,200	109,332	199,113
1999	30,381	7,070	3,772	1,737	66,118	109,078
2000	37,010	8,395	6,575	3,679	45,192	100,851
2001	33,869	9,517	7,994	3,838	58,428	113,646
2002	47,595	13,717	14,098	5,758	101,615	182,783
2003	47,711	15,168	17,284	6,727	121,721	208,611
2004	62,790	13,711	17,977	6,565	120,712	221,755
AVERAGE	66,466	16,578	12,863	6,145	99,722	201,775



New Jersey Fruit Statistics Value of Utilized Production, 1995 - 2004

YEAR	APPLES	BLUEBERRIES	CRANBERRIES	PEACHES
-- 1,000 dollars --				
1995	11,437	26,500	22,700	26,180
1996	8,781	33,010	28,861	33,649
1997	7,271	33,980	32,941	29,185
1998	6,608	28,360	13,702	30,518
1999	6,375	36,590	7,070	25,992
2000	6,183	36,100	8,395	24,774
2001	8,117	36,730	9,517	28,350
2002	5,640	46,790	13,717	25,194
2003	5,840	45,690	15,168	24,180
2004	5,360	45,630	13,711	23,180



**Cranberry Production
Leading Countries, 1999 - 2003**

Country	1999	2000	2001	2002	2003
-- thousand barrels ^{1/} --					
UNITED STATES	6,360	5,720	5,340	5,680	6,100
CANADA	780	700	760	1,140	1,140
LATVIA	60	180	180	180	180
BELARUS	20	40	40	60	60
AZERBAIJAN	20	20	40	40	40
OTHER COUNTRIES	0	20	20	20	20
WORLD	7,260	6,680	6,360	7,120	7,540

1/ Converted from 1,000 short tons.

Source: Economic Research Service, USDA: Fruit and Tree Nuts Situation and Outlook Yearbook/ FTS-2004/ October 2004.

**U.S. Noncitrus Fresh Fruit
Per Capita Consumption, 1994- 2003**

YEAR	US TOTAL POPULATION JULY 1 ^{1/}	APPLES	CRANBERRIES	PEACHES AND NECTARINES	STRAWBERRIES
	(1,000)	-- pounds --			
1994	263,226	19.36	0.08	5.42	4.05
1995	266,364	18.69	0.08	5.33	4.06
1996	269,485	18.67	0.08	4.38	4.27
1997	272,756	18.09	0.07	5.51	4.05
1998	275,955	18.98	0.07	4.69	3.87
1999	279,144	18.50	0.11	5.29	4.52
2000	282,388	17.46	0.14	5.30	4.81
2001	285,321	15.60	0.13	5.16	4.17
2002	288,205	15.99	0.11	5.23	4.60
2003 ^{2/}	291,049	16.51	0.10	5.17	4.91

1/ U. S. Residents plus the Armed Forces overseas.

2/ Preliminary

Source: Economic Research Service, USDA: Fruit and Tree Nuts Situation and Outlook Yearbook/ FTS-2004/ October 2004.

New Jersey: Fruits and Berries, Usual Full Bloom and Harvesting Dates

Crop	Apr	May	June	July	Aug	Sept	Oct	Nov
Apples				■	■	■	■	■
Blueberries				■	■			
Cranberries				■		■	■	■
Grapes						■	■	
Peaches					■	■	■	
Strawberries			■	■				



2005 Survey Dates	
Cranberry - Forecast Survey	July 2005
Release	August 2005
Cranberry - Final Production, Disposition and Prices Received Survey	November 2005
Release	January 2006

We insure the confidentiality of all individual reports. No person (outside of Agricultural Statistics Service personnel), organizations, or other local, state, or federal government agencies have access to any report an individual submits to us. Individual reports are used only in combination with other reports and are summarized to develop county, state, and federal cranberry production estimates.

The publication and dissemination of agricultural statistics are possible only through the support and cooperation of the agricultural industry. The New Jersey Agricultural Statistics Service would like to thank those who responded and furnished information for the cranberry estimation program.