



Wisconsin - 2011 Fruit Summary

Wisconsin Field Office P.O. Box 8934 · Madison, WI 53708-8934
(608) 224-4848 · (608) 224-4855 FAX · www.nass.usda.gov/wi E-mail: nass-wi@nass.usda.gov
Cooperating with the Wisconsin Department of Agriculture, Trade and Consumer Protection

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2011 Fruit Summary

Cranberries

The 2011 growing season started late in Wisconsin. However, a mid-season heat wave helped the crop catch up with its normal progression. Some parts of the state experienced isolated hail during the season. Some producers commented that the berry set was good to average, but the berry size was small. Wisconsin cranberry production for 2011 was the second highest on record, at 4.41 million barrels. This was up 450,000 barrels from 2010. Producers harvested 18,000 acres, the same as in 2010. Yields rose 25.0 barrels per acre to 245.0 barrels per acre. The 110,000 barrels sold on the fresh market brought a price of \$73.20 per barrel. The price for processing cranberries rose from \$42.80 to \$43.10 per barrel. Total U.S. production was up 14 percent to 7.74 million barrels. Wisconsin producers accounted for 57 percent of the U.S. crop in 2011. The average U.S. price for processed cranberries increased by \$0.90 to \$43.60 per barrel.

CRANBERRIES: Acreage, Yield, Production and Value, Selected States, 2011

| State | Harvested | Yield per acre 1/ | Production | | Utilization | | Value | |
|-------|-----------|-------------------|---------------|-----------|-------------|-----------|---------------|---------------|
| | | | Total | Utilized | Fresh | Processed | Per barrel 2/ | Total |
| | Acres | | Barrels 3/ 4/ | | | | Dollars | 1,000 Dollars |
| WI | 18,000 | 245.0 | 4,410,000 | 4,410,000 | 110,000 | 4,300,000 | 43.90 | 193,382 |
| MA | 13,000 | 180.8 | 2,350,000 | 2,350,000 | 129,000 | 2,221,000 | 44.20 | 103,955 |
| NJ | 3,000 | 170.0 | 510,000 | 510,000 | - | 510,000 | 51.60 | 26,316 |
| OR | 2,800 | 127.9 | 358,000 | 358,000 | - | 358,000 | 39.40 | 14,105 |
| WA | 1,700 | 68.1 | 115,700 | 115,700 | 20,500 | 95,200 | 55.80 | 6,461 |
| US | 38,500 | 201.1 | 7,743,700 | 7,743,700 | 259,500 | 7,484,200 | 44.50 | 344,219 |

1/ Yield is based on total production. 2/ Weighted average of co-op and independent sales. Co-op prices represent pool proceeds less returns for processing non-cranberry products, capital stock dividends, capital stock retains, and other retains. 3/ A barrel weighs 100 pounds. 4/ Production rounded to the nearest 1,000 barrels. Source: USDA, NASS, WI FO

Tart Cherries

This year's tart cherry crop was slightly better for Wisconsin farmers than last year's crop. Despite a very wet spring and pollination problems, Wisconsin farmers harvested 6.7 million pounds of tart cherries in 2011, up 18 percent from 2010. Yields were up 24 percent to 3,940 pounds per acre. Prices decreased from \$0.293 to \$0.285 per pound in 2011. Total U.S. production increased 22 percent to 231.7 million pounds, and U.S. yield was up 21 percent to 6,470 pounds per acre

TART CHERRIES: Acreage, Yield, and Value, Selected States, 2011

| State | Bearing acreage | Yield per acre 1/ | Production | | Price per pound | | | Value of production | | |
|-------|-----------------|-------------------|----------------|----------|-----------------|-----------|-------|---------------------|-----------|--------|
| | | | Total | Utilized | Fresh | Processed | All | Fresh | Processed | All |
| | Acres | Pounds | Million pounds | | Dollars | | | 1,000 dollars | | |
| WI | 1,700 | 3,940 | 6.7 | 6.7 | 0.646 | 0.280 | 0.285 | 65 | 1,845 | 1,910 |
| MI | 26,500 | 5,940 | 157.5 | 156.7 | 1.250 | 0.300 | 0.301 | 250 | 46,960 | 47,210 |
| NY | 1,500 | 3,930 | 5.9 | 5.9 | (D) | (D) | 0.242 | (D) | (D) | 1,426 |
| UT | 3,300 | 10,600 | 35.0 | 34.5 | (X) | 0.290 | 0.290 | (X) | 10,005 | 10,005 |
| WA | 1,600 | 13,100 | 20.9 | 20.9 | (D) | (D) | 0.312 | (D) | (D) | 6,521 |
| US | 35,800 | 6,470 | 231.7 | 230.3 | 1.180 | 0.296 | 0.298 | 588 | 68,004 | 68,592 |

1/Yield is based on total production. (D) Withheld to avoid disclosing data for individual operations. (X) Not applicable. Source: USDA, NASS, WI FO