



Wisconsin Ag News – Cranberries

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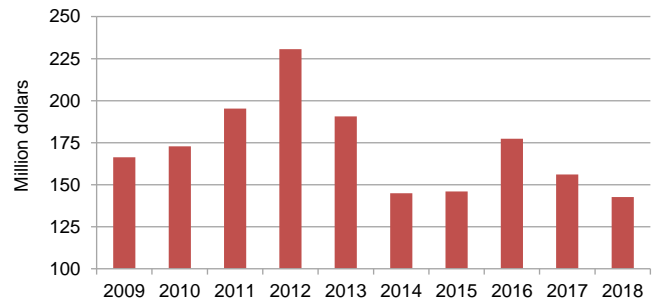
Cooperating with Wisconsin Department of Agriculture, Trade and Consumer Protection

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Wisconsin cranberry production totaled 5.55 million barrels in 2018, up from 5.37 million barrels in 2017, according to the USDA, National Agricultural Statistics Service – *Noncitrus Fruits and Nuts 2018 Summary*. The state’s cranberry growers harvested 20,700 acres, up from 20,600 acres last year. Average yield per acre, at 267.8 barrels, was up from last year’s 259.5 barrels. The price of cranberries was down 11 percent from 2017 to \$25.90 per barrel. As a result, the total value of utilized production decreased to \$143 million dollars. Processed cranberries accounted for 97 percent of the state’s utilized cherry production. Wisconsin did maintain its number one ranking in total cranberry production with 62 percent of the nation’s total. Wisconsin total production was more than twice that of the next highest producing state, Massachusetts.

Cranberries, Value of Utilized Production - Wisconsin: 2009-2018



Cranberry Area Harvested, Yield, Production, and Utilization – Selected States and United States: 2017-2018

[Net pounds per barrel: 100]

| State | Area harvested | | Yield per acre | | Production | | | | Utilized production | | | |
|-----------------------------|----------------|---------------|-------------------|--------------|-----------------|-----------------|-----------------|-----------------|---------------------|-----------------|-----------------|-----------------|
| | | | | | Total | | Utilized | | Fresh | | Processed | |
| | 2017 | 2018 | 2017 ¹ | 2018 | 2017 | 2018 | 2017 | 2018 | 2017 | 2018 | 2017 | 2018 |
| | (acres) | (acres) | (barrels) | (barrels) | (1,000 barrels) | (1,000 barrels) | (1,000 barrels) | (1,000 barrels) | (1,000 barrels) | (1,000 barrels) | (1,000 barrels) | (1,000 barrels) |
| Massachusetts | 12,300 | 12,700 | 154.0 | 180.4 | 1,911 | 2,290 | 1,894 | 2,244 | 132 | 62 | 1,763 | 2,182 |
| New Jersey | 2,700 | 3,100 | 174.8 | 165.3 | 473 | 512 | 472 | 508 | 5 | (D) | 467 | (D) |
| Oregon..... | 2,800 | 2,800 | 173.0 | 206.7 | 490 | 579 | 484 | 577 | 9 | (D) | 476 | (D) |
| Washington ² ... | 1,500 | (NA) | 98.4 | (NA) | 148 | (NA) | 148 | (NA) | 53 | (NA) | 95 | (NA) |
| Wisconsin | 20,600 | 20,700 | 259.5 | 267.8 | 5,372 | 5,545 | 5,345 | 5,517 | 134 | 189 | 5,211 | 5,329 |
| United States .. | 39,900 | 39,300 | 209.1 | 227.1 | 8,394 | 8,926 | 8,343 | 8,847 | 333 | 268 | 8,010 | 8,579 |

(NA) Not available.

¹ Yield is based on utilized production.

² Estimates discontinued in 2018.

Cranberry Price and Value by Utilization – Selected States and United States: 2017-2018

| State | Price per barrel ¹ | | | | | | Value of utilized production | | | | | |
|-----------------------------|-------------------------------|--------------|--------------|--------------|--------------|--------------|------------------------------|-----------------|-----------------|-----------------|-----------------|-----------------|
| | Fresh | | Processed | | All | | Fresh | | Processed | | All | |
| | 2017 | 2018 | 2017 | 2018 | 2017 | 2018 | 2017 | 2018 | 2017 | 2018 | 2017 | 2018 |
| | (dollars) | (dollars) | (dollars) | (dollars) | (dollars) | (dollars) | (1,000 dollars) | (1,000 dollars) | (1,000 dollars) | (1,000 dollars) | (1,000 dollars) | (1,000 dollars) |
| Massachusetts | 48.70 | 38.50 | 30.20 | 21.80 | 31.50 | 22.30 | 6,424 | 2,380 | 53,228 | 47,576 | 59,652 | 49,956 |
| New Jersey | 69.10 | (D) | 36.20 | (D) | 36.60 | 31.10 | 359 | (D) | 16,895 | (D) | 17,254 | 15,792 |
| Oregon..... | 101.00 | (D) | 25.00 | (D) | 26.40 | 24.30 | 889 | (D) | 11,888 | (D) | 12,777 | 14,028 |
| Washington ² ... | 53.60 | (NA) | 36.20 | (NA) | 42.50 | (NA) | 2,841 | (NA) | 3,423 | (NA) | 6,264 | (NA) |
| Wisconsin | 64.70 | 50.10 | 28.30 | 25.00 | 29.20 | 25.90 | 8,670 | 9,446 | 147,471 | 133,218 | 156,141 | 142,664 |
| United States .. | 57.60 | 48.10 | 29.10 | 24.40 | 30.20 | 25.10 | 19,183 | 12,873 | 232,905 | 209,567 | 252,088 | 222,440 |

(D) Withheld to avoid disclosing data for individual operations.

(NA) Not available.

¹ 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.

² Estimates discontinued in 2018.

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The complete report can be found under **Publications** on the USDA NASS website at www.nass.usda.gov.