



# Wisconsin Ag News – Cranberries

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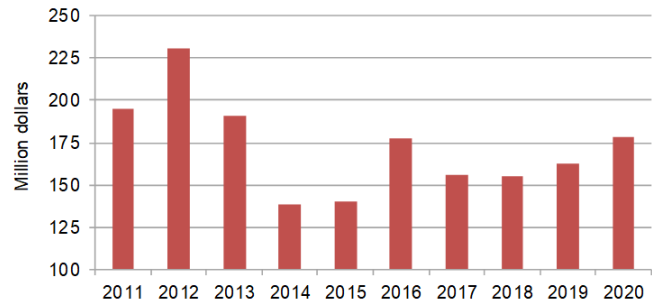
Cooperating with Wisconsin Department of Agriculture, Trade and Consumer Protection

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Wisconsin cranberry production totaled 4.64 million barrels in 2020, down from 4.67 million barrels in 2019, according to the USDA, National Agricultural Statistics Service – *Noncitrus Fruits and Nuts 2020 Summary*. The state’s cranberry growers harvested 20,800 acres, the same as last year. Average yield per acre, at 223.0 barrels, was down from last year’s 224.4 barrels. The price of cranberries was up 11% from 2019 to \$38.60 per barrel. The total value of utilized production increased to \$179 million dollars. Processed cranberries accounted for 94% of the state’s utilized cranberry production. Wisconsin did maintain its number one ranking in total cranberry production with 59 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: 2011-2020**



**Cranberry Area Harvested, Yield, Production, and Utilization – Selected States and United States: 2019-2020**

[Net pounds per barrel: 100]

State	Area harvested		Yield per acre		Production				Utilized production			
					Total		Utilized		Fresh		Processed	
	2019	2020	2019	2020	2019	2020	2019	2020	2019	2020	2019	2020
	(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	175.6	161.8	2,160	2,055	2,123	2,036	95	70	2,028	1,967
New Jersey ....	2,700	3,000	196.0	177.0	529	531	490	528	5	21	485	508
Oregon .....	2,700	2,800	206.8	215.6	558	604	558	603	7	12	551	591
<b>Wisconsin .....</b>	<b>20,800</b>	<b>20,800</b>	<b>224.4</b>	<b>223.0</b>	<b>4,670</b>	<b>4,640</b>	<b>4,656</b>	<b>4,626</b>	<b>163</b>	<b>265</b>	<b>4,493</b>	<b>4,362</b>
United States .	38,500	39,300	205.6	199.2	7,917	7,830	7,828	7,794	270	367	7,557	7,427

**Cranberry Price and Value by Utilization – Selected States and United States: 2019-2020**

State	Price per barrel <sup>1</sup>						Value of utilized production					
	Fresh		Processed		All		Fresh		Processed		All	
	2019	2020	2019	2020	2019	2020	2019	2020	2019	2020	2019	2020
	(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	56.30	41.50	33.10	34.40	34.10	34.60	5,351	2,900	67,133	67,651	72,484	70,551
New Jersey ....	90.10	54.40	37.20	37.90	37.80	38.50	477	1,127	18,046	19,238	18,523	20,365
Oregon .....	102.30	195.00	28.80	32.10	29.70	35.40	685	2,356	15,877	18,981	16,562	21,337
<b>Wisconsin .....</b>	<b>85.30</b>	<b>88.70</b>	<b>33.10</b>	<b>35.60</b>	<b>34.90</b>	<b>38.60</b>	<b>13,942</b>	<b>23,461</b>	<b>148,702</b>	<b>155,273</b>	<b>162,644</b>	<b>178,734</b>
United States .	75.60	81.30	33.00	35.20	34.50	37.30	20,455	29,844	249,758	261,143	270,213	290,987

<sup>1</sup> 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.

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The complete report can be found under **Publications** on the USDA NASS website at [www.nass.usda.gov](http://www.nass.usda.gov).