

#### **United States Department of Agriculture**

National Agricultural Statistics Service
New Jersey Field Office
Cooperating with New Jersey Department of Agriculture



# **Cranberry Highlights**

# **New Jersey Cranberry Crop Valued at \$21.9 Million**

New Jersey cranberry producers realized a total value of utilized production of \$21.9 million in 2014, compared to \$20.3 million in 2013. Cranberry price per barrel decreased in 2014 to \$35.00 per barrel, compared to \$37.50 per barrel in 2013 and \$54.50 per barrel in 2012. Growers produced on average 208.7 barrels per acre in 2014.

New Jersey ranked third in the nation in total production of cranberries. In 2014, New Jersey cranberry production totaled 626,000 barrels, up 15.4 percent from the 2013 crop of 542,300 barrels. Harvested cranberry acreage stayed about the same from the 2013 growing season at 3,000 acres.

# **United States Cranberry Production Down by 3 Percent**

The United States cranberry total production, at 8.72 million barrels in 2014, was down 3 percent from the 8.96 million barrels the previous year. Bearing acreage, at 40,500, decreased 1,500 acres from the 2013 growing season. In 2014 Massachusetts, Oregon and Wisconsin increased their acreage while New Jersey and Washington remained unchanged from 2013. The average yield in 2014 was 211.6 barrels per acre nationwide, an increase of 0.2 barrels per acre from the 211.4 barrels in 2013.



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### Cranberries: Area Harvested, Yield, Production, Utilization, Price, & Value, 2012

a Area		Yield			Utiliz	ation	Price	Value of
State	Harvested	Per Acre <sup>1</sup>	Total	Utilized	Fresh	Processed	1.0	Utilized Production
	acres	barrels	barrels 4	barrels 4	barrels 4	barrels <sup>4</sup>	dollars	1,000 dollars
Massachusetts	13,000	163.3	2,123,000	2,123,000	83,000	2,040,000	47.00	99,846
New Jersey <sup>5</sup>	3,000	183.3	550,000	550,000	-	550,000	54.40	29,920
Oregon <sup>5</sup>	2,900	139.7	405,000	405,000	-	405,000	40.40	16,362
Washington	1,700	80.6	137,000	137,000	41,000	96,000	63.50	8,706
Wisconsin	19,700	245.2	4,830,000	4,830,000	130,000	4,700,000	47.80	230,672
U.S. Total	40,300	199.6	8,045,000	8,045,700	254,000	7,791,000	47.90	385,506

See footnote(s) at end of table.

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#### Cranberries: Area Harvested, Yield, Production, Utilization, Price, & Value, 2013

Δres		Area Yield		iction	Utiliz	zation	Price	Value of
State	Harvested	Per Acre <sup>1</sup>	Total	Utilized	Fresh	Processed	Per Barrel <sup>1 2</sup>	Utilized Production
	acres	barrels	barrels <sup>4</sup>	barrels 4	barrels 4	barrels 4	dollars	1,000 dollars
Massachusetts	13,200	138.5	1,852,300	1,828,800	88,800	1,740,000	31.60	57,737
New Jersey <sup>5</sup>	3,000	180.8	547,500	542,300	-	542,300	37.50	20,336
Oregon <sup>5</sup>	3,000	130.0	390,000	390,000	-	390,000	30.60	11,934
Washington	1,700	89.4	152,000	152,000	40,000	112,000	43.00	6,539
Wisconsin	21,100	282.8	6,015,600	5,967,000	192,600	5,775,000	32.00	190,679
U.S. Total	42,000	211.4	8,957,400	8,880,700	321,400	8,559,300	32.30	287,225

See footnote(s) at end of table.

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#### Cranberries: Area Harvested, Yield, Production, Utilization, Price, & Value, 2014

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	Area Yield		Produ	ection	Utiliz	zation	Price	Value of	
State	Harvested	Per Acre <sup>1</sup>	Total	Utilized	Fresh	Processed	Per Barrel <sup>1 2</sup>	Utilized Production	
	acres	barrels	barrels <sup>4</sup>	barrels <sup>4</sup>	barrels 4	barrels 4	dollars	1,000 dollars	
Massachusetts	12,400	188.9	2,417,000	2,342,000	51,000	2,291,000	34.50	80,791	
New Jersey <sup>5</sup>	3,000	208.7	672,000	626,000	-	626,000	35.00	21,910	
Oregon <sup>5</sup>	3,000	140.3	431,000	421,000	-	421,000	27.50	11,578	
Washington	1,700	95.3	162,000	162,000	52,000	110,000	43.50	7,042	
Wisconsin	20,400	246.1	5,035,000	5,020,000	176,000	4,844,000	28.90	144,852	
U.S. Total	40,500	211.6	8,717,000	8,571,000	279,000	8,292,000	31.10	266,173	

<sup>&</sup>lt;sup>1</sup> Yield is based on total population.

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

Source: Noncitrus Fruits & Nuts Preliminary Summary (January 2015) USDA, National Agricultural Statistics Service

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.

<sup>&</sup>lt;sup>3</sup> Weighted average of co-op and independent sales,

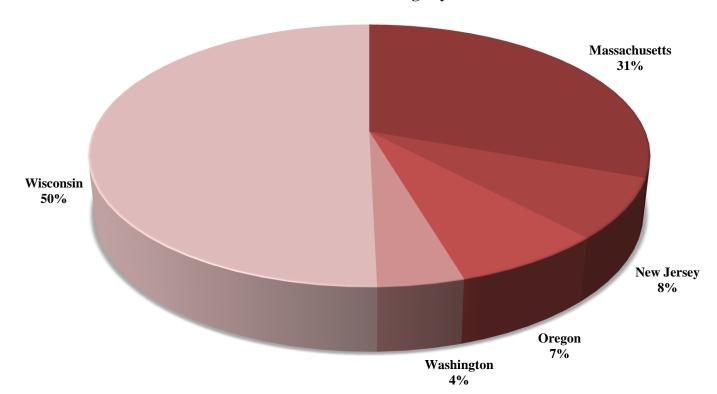
<sup>&</sup>lt;sup>4</sup> A barrel weighs 100 pounds.

<sup>&</sup>lt;sup>5</sup> Small quantities of fresh cranberries are included in processed to avoid disclosure of individual operations.

Cranberries: Total Acres Harvested by State & U.S., 2004-2014

Year	Massachusetts	New Jersey	Oregon	Washington	Wisconsin	United States
	acres	acres	acres	acres	acres	acres
2004	13,900	3,100	2,900	1,700	17,400	39,000
2005	13,700	3,100	2,700	1,700	17,400	38,600
2006	13,500	3,100	2,700	1,700	17,500	38,500
2007	13,000	3,100	2,700	1,700	17,600	38,100
2008	13,000	3,100	2,700	1,700	17,700	38,200
2009	13,000	3,100	2,700	1,700	18,000	38,500
2010	13,000	3,100	2,700	1,700	18,000	38,500
2011	13,000	3,000	2,800	1,700	18,000	38,500
2012	13,000	3,000	2,900	1,700	19,700	40,300
2013	13,200	3,000	3,000	1,700	21,100	42,000
2014	12,400	3,000	3,000	1,700	20,400	40,500

2014 Area Harvested Percentage by State



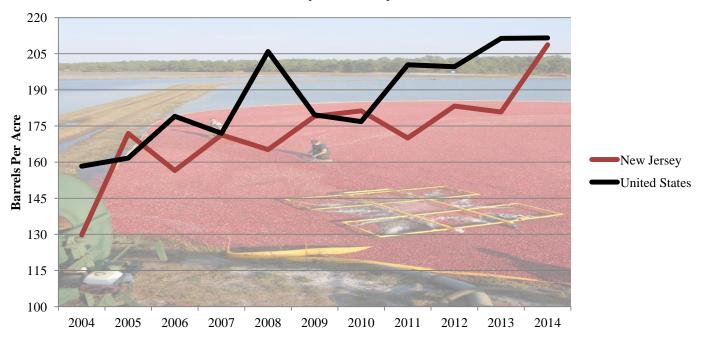
Cranberries: Yield Per Acre by State & U.S., 2004-2014 <sup>1</sup>

Year	Massachusetts	New Jersey	Oregon	Washington	Wisconsin	United States
	barrels per acre					
2004	130.1	129.7	170.7	100.0	189.7	158.3
2005	103.9	171.9	163.0	110.0	210.3	161.7
2006	139.7	156.5	172.2	67.1	225.1	179.0
2007	117.1	171.3	183.3	103.5	217.6	172.0
2008	182.6	165.2	148.1	64.1	252.5	205.9
2009	139.8	179.0	159.3	94.7	219.4	179.6
2010	145.5	181.3	106.3	63.6	220.0	176.8
2011	178.2	170.0	128.9	68.1	245.0	200.4
2012	163.3	183.3	139.7	80.6	245.2	199.6
2013	138.5	180.8	130.0	89.4	282.8	211.4
2014	188.9	208.7	140.3	95.3	246.1	211.6

<sup>&</sup>lt;sup>1</sup> Yield is based on total production divided by acres.

Source: Noncitrus Fruits & Nuts Preliminary Summary (January 2015) USDA, National Agricultural Statistics Service

U.S. & New Jersey Cranberry Yield 2004-2014

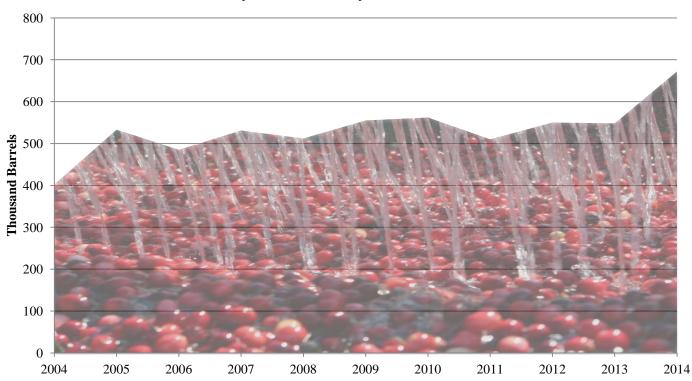


Cranberries: Total Production by State & U.S., 2004-2014 <sup>1</sup>

Year	Massachusetts	New Jersey	Oregon	Washington	Wisconsin	United States
	barrels	barrels	barrels	barrels	barrels	barrels
2004	1,808,000	402,000	495,000	170,000	3,300,000	6,175,000
2005	1,423,000	533,000	440,000	187,000	3,660,000	6,243,000
2006	1,886,000	485,000	465,000	114,000	3,940,000	6,890,000
2007	1,522,000	531,000	495,000	176,000	3,830,000	6,554,000
2008	2,374,000	512,000	400,000	109,000	4,470,000	7,865,000
2009	1,817,000	555,000	430,000	161,000	3,950,000	6,913,000
2010	1,891,000	562,000	287,000	108,200	3,960,000	6,808,200
2011	2,317,000	510,000	361,000	115,700	4,410,000	7,713,700
2012	2,123,000	550,000	405,000	137,000	4,830,000	8,045,000
2013	1,825,300	547,500	390,000	152,000	6,015,600	8,957,400
2014	2,417,000	672,000	431,000	162,000	5,035,000	8,717,000

<sup>&</sup>lt;sup>1</sup> A barrel weighs 100 pounds.

### **New Jersey Total Cranberry Production 2004-2014**



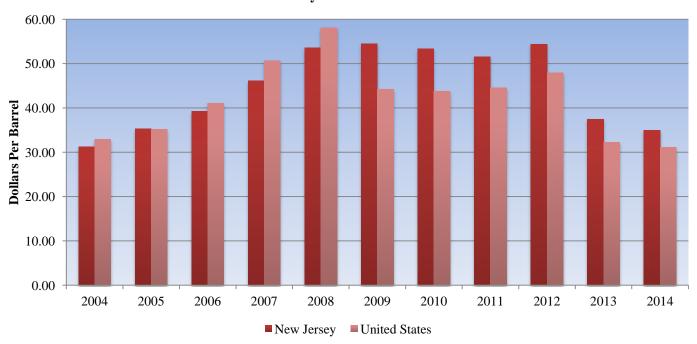
Cranberries: Price Per Barrel by State & U.S., 2004-2014  $^{1\ 2}$ 

Year	Massachusetts	New Jersey	Oregon	Washington	Wisconsin	United States
	dollars	dollars	dollars	dollars	dollars	dollars
2004	32.60	31.20	33.10	35.60	33.00	32.90
2005	35.60	35.30	34.60	37.70	35.00	35.20
2006	41.30	39.20	48.30	45.50	40.20	41.10
2007	49.80	46.10	59.60	49.60	50.50	50.70
2008	58.60	53.60	91.50	57.40	55.40	58.10
2009	46.10	54.50	36.30	59.40	42.10	44.20
2010	42.10	53.70	34.50	60.00	43.70	43.90
2011	44.70	51.00	39.50	55.00	44.30	44.80
2012	47.00	54.40	40.40	63.50	47.80	47.90
2013	31.60	37.50	30.60	41.90	32.00	32.30
2014	34.50	35.00	27.50	43.50	28.90	31.10

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.

Source: Noncitrus Fruits & Nuts Preliminary Summary (January 2015) USDA, National Agricultural Statistics Service

U.S. & New Jersey Price Per Barrel 2004-2014

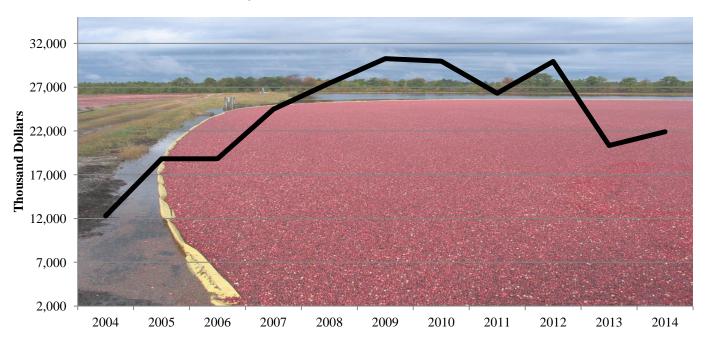


<sup>&</sup>lt;sup>2</sup> A barrel weighs 100 pounds.

Cranberries: Value of Utilized Production by State & U.S., 2004-2014

Year	Massachusetts	New Jersey	Oregon	Washington	Wisconsin	United States
	1,000 dollars					
2004	59,004	12,293	16,364	6,055	108,954	202,670
2005	50,708	18,815	15,208	7,046	128,208	219,985
2006	77,871	18,816	22,460	5,191	154,550	278,888
2007	75,856	24,479	29,502	8,737	193,518	332,092
2008	139,220	27,443	36,600	6,259	247,670	457,192
2009	83,843	30,248	15,609	9,565	166,404	305,669
2010	79,656	30,179	9,902	6,490	172,896	299,123
2011	103,574	26,010	14,260	6,361	195,356	345,561
2012	99,846	29,920	16,362	8,706	230,672	385,506
2013	57,737	20,336	11,934	6,364	190,679	287,050
2014	80,791	21,910	11,578	7,042	144,852	266,173

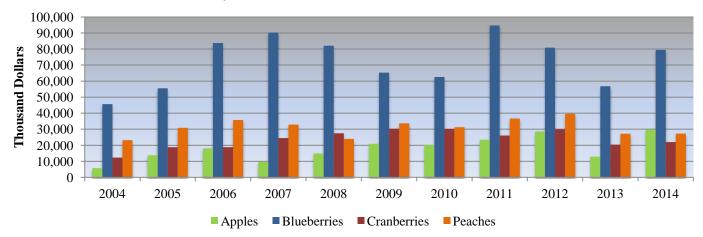
### New Jersey Value of Utilized Production 2004-2014



New Jersey Fruit Statistics: Value of Utilized Production, 2004-2014

Year	Apples	Blueberries	Cranberries	Peaches
	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars
2004	5,740	45,630	12,293	23,180
2005	13,779	55,470	18,815	30,869
2006	18,060	83,720	18,816	35,700
2007	9,609	90,240	24,479	32,832
2008	14,841	81,990	27,443	23,920
2009	20,951	65,260	30,248	33,660
2010	20,180	62,510	30,179	31,280
2011	23,505	94,700	26,010	36,600
2012	28,540	80,805	29,920	39,600
2013	12,844	56,800	20,336	27,180
2014	29,750	79,463	21,910	27,295

## **New Jersey Fruit Statistics Value of Production 2004-2014**



Non Citrus Fresh Fruit: Per Capita Consumption, 2002-2013

Year	U.S. Total Population July 1	Apples	Cranberries	Peaches & Nectarines	Strawberries
	millions	pounds	pounds	pounds	pounds
2002	288.105	16.00	0.11	5.23	4.65
2003	290.820	16.91	0.10	5.17	5.29
2004	293.463	18.79	0.11	5.15	5.47
2005	296.186	16.66	0.09	4.83	5.83
2006	298.996	17.73	0.09	4.58	6.14
2007	302.004	16.39	0.10	4.46	6.26
2008	304.798	15.90	0.10	5.08	6.45
2009	307.439	16.25	0.09	4.41	7.17
2010	309.746	15.32	0.06	4.73	7.23
2011	312.000	15.42	0.06	4.47	7.36
2012	314.210	16.00	0.07	3.91	7.84
2013 <sup>2</sup>	316.433	17.31	0.08	3.08	7.86

<sup>&</sup>lt;sup>1</sup> U.S. residents plus the Armed Forces overseas.

Source: Fruit & Tree Nuts Yearbook: Dataset, 2014

USDA, Economic Research Service

<sup>&</sup>lt;sup>2</sup> Preliminary.

Cranberries: Historical Statistics, New Jersey, 1900-2014

		Yield	seres, i te w gersej,	1,00 2011	Value of
Year	Area	Per	Utilized	Price	Utilized
1 Cai	Harvested	Acre	Production	THEC	Production
	acres	bbls	bbls	\$/bbls	dollars
1900	9,000	11.1	100,000	7.00	700,000
1901	9,100	12.1	110,000	6.10	671,000
1902	9,200	3.6	33,300	6.80	224,000
1903	9,300	18.8	175,000	6.60	1,150,000
1904	9,400	8.8	83,000	5.60	465,000
1905	· ·	9.3	88,000	8.00	704,000
1906	·	10.7	103,000	6.80	700,000
1907	· ·	12.5	121,000	6.80	823,000
1908	· ·	7.7	75,000	8.00	600,000
1909	· ·	16.9	169,000	5.90	997,000
1910	10,200	23.6	241,000	6.20	1,494,000
1911		14.1	145,000	7.60	1,102,000
1912	10,400	10.9	113,000	7.10	802,000
1913	10,500	9.6	101,000	7.50	758,000
1914	10,600	15.1	160,000	4.10	656,000
1915	10,700	17.2	184,000	6.80	1,251,000
1916	10,800	15.6	169,000	6.80	1,149,000
1917	10,900	11.8	129,000	10.80	1,393,000
1918	11,000	11.5	127,000	8.70	1,105,000
1919	11,200	13.8	155,000	7.90	1,224,000
1920	11,200	11.6	130,000	10.70	1,391,000
1921	11,200	14.7	165,000	14.10	2,326,000
1922	11,100	18.5	205,000	10.50	2,152,000
1923	11,000	18.2	200,000	8.10	1,620,000
1924	11,000	19.5	215,000	10.00	2,150,000
1925	10,900	10.6	115,000	12.40	1,426,000
1926	10,900	19.7	215,000	7.00	1,505,000
1927	,	6.9	75,000	14.10	1,058,000
1928		12.7	138,000	14.40	1,987,000
1929	10,800	8.3	90,000	13.80	1,242,000
1930	- /	13.5	146,000	10.50	1,533,000
1931	,	12.3	132,000	6.60	871,000
1932	10,700	7.5	80,000	8.20	656,000
1933	· ·	13.7	142,000	6.70	951,000
1934	· · · · · · · · · · · · · · · · · · ·	7.1	72,000	12.80	922,000
1935	′	8.7	85,000	13.60	1,156,000
1936	9,500	7.9	75,000	14.30	1,072,000

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Cranberries: Historical Statistics, New Jersey, 1900-2014

		Yield			Value of
Year	Area Harvested	Per	Utilized Production	Price	Utilized
		Acre		4.5.5	Production
	acres	bbls	bbls	\$/bbls	dollars
1937	· ·	19.0	175,000	9.80	1,715,000
1938		7.0	62,000	10.70	663,000
1939		10.4	88,000	8.70	766,000
1940	8,200	11.0	90,000	11.00	990,000
1941	8,000	10.0	80,000	11.00	880,000
1942	7,800	12.2	95,000	13.30	1,264,000
1943	7,700	8.1	62,000	16.20	1,004,000
1944	7,600	7.8	59,000	24.20	1,428,000
1945	7,600	6.4	49,000	19.40	951,000
1946	7,700	13.1	101,000	32.20	3,252,000
1947	7,800	10.5	82,000	16.90	1,386,000
1948	7,800	8.8	69,000	10.20	704,000
1949	7,500	8.9	67,000	6.10	409,000
1950	7,000	14.7	103,000	7.20	742,000
1951	6,500	11.7	76,000	12.40	942,000
1952	5,800	17.9	104,000	16.70	1,737,000
1953	5,000	22.4	112,000	12.80	1,434,000
1954	4,200	20.7	87,000	11.00	957,000
1955	3,600	25.0	90,000	8.50	765,000
1956	3,000	24.3	73,000	9.20	672,000
1957		27.9	78,000	11.40	889,000
1958	2,500	35.6	89,000	11.80	1,050,000
1959	2,800	33.6	90,000	9.00	846,000
1960	2,700	31.9	86,000	9.00	774,000
1961	3,000	39.3	118,000	8.70	1,027,000
1962	3,000	34.3	102,000	9.90	1,020,000
1963	2,600	25.3	65,800	12.20	803,000
1964	3,100	49.4	153,000	14.50	2,219,000
1965	· ·	51.0	153,000	15.70	2,402,000
1966	3,000	45.0	135,000	15.20	2,052,000
1967	3,200	49.1	157,000	14.80	2,324,000
1968	3,300	47.0	155,000	15.20	2,356,000
1969	3,000	53.3	160,000	15.50	2,480,000
1970	3,100	57.7	179,000	10.80	1,933,000
1971	3,100	76.5	175,000	14.60	2,599,000
1972	3,000	19.6	192,000	12.60	2,470,000
1973	3,200	71.3	228,000	13.70	3,124,000

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# Cranberries: Historical Statistics, New Jersey, 1900-2014

Year	Area Harvested	Yield Per Acre	Utilized Production	Price	Value of Utilized Production
	acres	bbls	bbls	\$/bbls	dollars
1974	3,200	78.1	250,000	10.60	2,650,000
1975	3,100	71.3	221,000	13.30	2,939,000
1976	3,100	89.0	276,000	13.50	3,726,000
1977	3,000	52.3	157,000	18.80	2,952,000
1978	3,000	74.3	223,000	21.70	4,839,000
1979	3,000	84.3	253,000	26.90	6,806,000
1980	2,900	84.5	245,000	33.20	8,134,000
1981	2,900	78.6	228,000	41.60	9,485,000
1982	3,000	98.3	295,000	40.00	11,800,000
1983	3,100	75.2	233,000	44.60	10,392,000
1984	3,200	85.6	274,000	47.00	12,878,000
1985	3,300	97.0	320,000	46.90	15,008,000
1986	3,300	98.5	325,000	45.40	14,755,000
1987	3,200	87.5	280,000	45.10	12,628,000
1988	3,300	112.1	370,000	45.10	16,687,000
1989	3,200	91.3	292,000	41.00	11,972,000
1990	3,200	100.9	323,000	45.00	14,535,000
1991	3,200	102.2	327,000	47.70	15,598,000
1992	3,300	144.8	478,000	48.80	23,326,000
1993	3,400	113.5	386,000	47.20	18,219,000
1994	3,300	169.1	558,000	46.60	26,003,000
1995	3,500	129.7	454,000	50.00	22,700,000
1996	3,600	129.7	467,000	61.80	28,861,000
1997	3,900	149.2	582,000	56.60	32,941,000
1998	3,900	133.6	521,000	26.30	13,702,000
1999	<u>'</u>	175.0	700,000	10.10	7,070,000
2000	ĺ	132.2	469,000	17.90	8,395,000
2001	3,100	182.6	412,000	23.10	9,517,000
2002	3,100	138.7	430,000	31.90	13,717,000
2003		150.0	480,000	31.90	15,312,000
2004	- ,	129.7	394,000	31.20	12,293,000
2005	3,100	171.9	533,000	35.30	18,815,000
2006	3,100	156.5	480,000	39.20	18,816,000
2007	3,100	171.3	531,000	46.10	24,479,000
2008		165.2	512,000	53.60	27,443,000
2009	· ·	179.0	555,000	54.50	30,248,000
2010	- ,	181.3	562,000	53.70	30,179,000
2011	3,000	170.0	510,000	51.00	26,010,000
2012	3,000	183.3	550,000	54.40	29,920,000
2013	3,000	180.8	542,300	37.50	20,336,000
2014	3,000	208.7	626,000	35.00	21,910,000

Source: Noncitrus Fruits & Nuts Preliminary Summary (January 2015) USDA, National Agricultural Statistics Service

We ensure the confidentiality of all individual reports. No person (outside of Agricultural Statistics Service personnel), organization, or other local, state, or federal government agency has 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.

### Fruits and Berries: Usual Full Bloom & Harvesting Dates

Apples Blueberries Cranberries Grapes Peaches	Nov	Oct	ot	Sej	Aug	July	June	May	Apr	Crop
Cranberries										Apples
Grapes San										Blueberries
										Cranberries
Peaches Peaches										Grapes
										Peaches
Strawberries Strawberries										Strawberries

		Begins	Most Active	Ends
Planting Pla	Harvest			

#### Who We Are...

The mission of USDA's National Agricultural Statistics Service (NASS) is to provide timely, accurate, and useful statistics in service to United States agriculture. Statistics are based on data collected from growers and agri-businesses through annual, quarterly, monthly, and weekly surveys and the Census of Agriculture.

**Nationwide:** About 400 national reports are issued annually covering about 120 crop and 45 livestock items in the major-producing states along with economic and demographic information. Each report is published according to a pre-set calendar of release dates. Strict security ensures that no one gains premature access to the information. The Census of Agriculture is conducted every five years to generate statistics for ALL agricultural commodities at the county, state, and national levels. The five-year program also includes special studies like the Census of Horticulture and Aquaculture. Census products and services are available from all field offices.

**New Jersey:** The New Jersey field office in Trenton along with the regional office in Harrisburg, PA endeavor to serve New Jersey Agriculture to meet data needs. We partner with New Jersey producers as good information is an important component of good decisions.