



Cranberries

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Special Note

NASS is in the process of modifying report layouts in order to improve readability. This is the first issue produced using the new layout. This report issue is published using both layouts but future issues will only be produced using this layout. The previous layout is available on the NASS website: <http://www.nass.usda.gov>.

2010 Cranberry Production Up 6 Percent

The forecast for the 2010 cranberry crop is 7.35 million barrels, up 6 percent from 2009. If realized, this will be the second largest production on record. Production forecasts are up from last year in Massachusetts and Wisconsin but down in New Jersey, Oregon, and Washington.

Production in Wisconsin is forecast at 4.35 million barrels, up 10 percent from 2009. If realized, this will be the second largest production level on record for Wisconsin. Much of the crop has progressed ahead of normal this season. Minimal winter damage was reported. An early spring and warm, humid days have kept the crop in good condition.

The Massachusetts cranberry forecast is 1.95 million barrels, up 7 percent from 2009. Above average temperatures during June and the first half of July aided pollination. However, some growers indicated that above average temperatures combined with lack of moisture have reduced the potential of this year's crop.

New Jersey expects a crop of 530,000 barrels, down 5 percent from 2009. Some growers expressed concerns of potential sun scalding of fruit due to above normal temperatures. However, the crop was generally in good condition with no unusual problems reported.

The Oregon cranberry forecast is 385,000 barrels, down 10 percent from last year. Freezing temperatures damaged buds in December, followed by a cold and wet spring that delayed the crop.

The Washington crop is forecast at 135,000 barrels, 16 percent below last year. The crop has experienced very poor growing conditions. A wet, cold spring resulted in poor pollination and small berry size.

Cranberry Production — States and United States: 2008, 2009, and Forecasted 2010

[A barrel weighs 100 lbs]

State	Total production		
	2008	2009	2010
	(barrels)	(barrels)	(barrels)
Massachusetts	2,374,000	1,817,000	1,950,000
New Jersey	512,000	555,000	530,000
Oregon	400,000	430,000	385,000
Washington	109,000	161,000	135,000
Wisconsin	4,470,000	3,950,000	4,350,000
United States	7,865,000	6,913,000	7,350,000

Statistical Methodology

Survey procedures: Grower surveys are conducted in preparation for this report. Producers are contacted to obtain expected production and their assessment of the current crop relative to a full crop. Telephone follow-up of mail survey non-respondents is used to ensure adequate coverage.

Estimating procedures: Information obtained from the cranberry grower survey along with federal administrative data is used to establish forecasts of total production. These forecasts are reviewed for errors, reasonableness, and consistency with historical estimates.

Revision policy: Cranberry production forecasts will not be revised. End-of-season estimates of production are made following harvest and are subject to revision the following year based on a thorough review of all available data.

Reliability: Survey indications are subject to sampling variability because all operations growing cranberries are not included in the sample. Survey results are also subject to non-sampling errors such as omission, duplication, imputation for missing data, and mistakes in reporting, recording, and processing the data. These errors cannot be measured directly, but they are minimized through rigid quality controls in the data collection process and a careful review of all reported data for consistency and reasonableness.

Information Contacts

Listed below are the commodity statisticians in the Crops Branch of the National Agricultural Statistics Service to contact for additional information. E-mail inquiries may be sent to nass@nass.usda.gov

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