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# MARKETING MASSACHUSETTS CRANBERRIES

AUG 15 2011

## 1976 CROP

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### MARKET NEWS SERVICE

**UNITED STATES DEPARTMENT OF AGRICULTURE  
AGRICULTURAL MARKETING SERVICE**

**FRUIT AND VEGETABLE DIVISION  
MARKET NEWS BRANCH**



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FOREWORD

The Boston Office of the Federal-State Market News Service issued a weekly report on Massachusetts Cranberries during the Marketing Season of 1976. The weekly reports covered the period from September 13 to December 17, 1976.

The information in this summary was obtained principally from the weekly reports from growers and dealers in the Cape Cod and Plymouth County areas and releases from the Crop Reporting Board, U. S. Department of Agriculture, SRS.

We would like to express our sincere thanks for the excellent cooperation and consideration that members of the trade and the Massachusetts Cranberry Experiment Station extended to us during the past season.

Requests for additional copies should be sent to the Federal-State Market News Service, 34 Market Street - Room 10, Everett, Massachusetts 02149 or to the U. S. Department of Agriculture, Agricultural Marketing Service, Market News Branch, Washington, DC 20250.

RELEASED: Everett, January, 1977

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MASSACHUSETTS CRANBERRY SUMMARY

1976 CROP

**PRODUCTION** - (Courtesy of the Crop Reporting Service, U. S. Department of Agriculture.) The 1976 U. S. cranberry crop is estimated at a record high 2.4 million barrels. This compares with 2.2 and 2.1 million barrels utilized in 1974 and 1975 respectively. The 5 percent increase from last month was due to improvement in New Jersey and Wisconsin which more than offset declines in other producing states. In addition to record high production in New Jersey and Wisconsin, a bumper crop is still estimated for Massachusetts. In Massachusetts a small quantity remains to be harvested and may be lost due to recent cold weather. Yields and berry quality were generally good this year. New Jersey's cranberries had very good to excellent color and quality, though sizes were below normal. Some of the Oregon crop was reduced by late frost and twig blight. In Washington, only some Long Beach bogs remained to be harvested. Color and quality of the crop was good, but sizes averaged smaller than expected. Wisconsin's crop increased 14 percent from last month as growers' earlier fears over the impact of water shortages did not materialize. Color and quality were excellent and yields were at record high.

**SHIPMENTS AND DISTRIBUTION** - Fresh market shipments began as usual during the second week of September. For most of the season shipments were comparable to last season. The last two weeks of the season, from December 6 through December 18, however, shipments far exceeded the past season. Total recorded shipments through December 18 were 64 carlot equivalents\* ahead of last season. This increase was accomplished during the last two weeks of recorded shipments. Some shipments into the Boston market after this date were reported into the middle of January. These late shipment figures have not been recorded statistically. The last cranberry report listed shipments through December 18th. \*A carlot equivalent equals 1,000 cartons each containing 24-1 lb. packages.

From the beginning of the marketing season there appeared to be sufficient berries to take care of the anticipated demand extending through the Christmas season. The original crop forecast in August for Massachusetts was 950,000 barrels, 21 percent higher than last season and up 2 percent from the 1974 crop. This was reduced in the November forecast by 10,000 to 940,000 barrels. In contrast to many of the past seasons, practically all late season orders were fulfilled on schedule.

Major declines from 1975 were recorded for arrivals in Los Angeles and Boston. Baltimore receipts were markedly heavier than last season. No other major changes in the distribution of Massachusetts berries was reported. Wisconsin and Washington berries showed a substantial increase in volume in Los Angeles.

Truck movement continued as the only initial source of transportation of fresh berries. Boat movement and light volume of air freight, both to Europe, was included with truck figures. Total shipments in 1976 were approximately 5 percent higher than in 1975 and 1974 which were practically identical.

Air freight and especially boat movement to Europe continued to grow again in 1976. All shippers reported record export movement to Europe. Destinations were generally to England and Belgium. No statistical records have been kept on export movement but it is apparent the Northern Europe population has increased in acceptance of Massachusetts cranberries. A contributing factor in this acceptance has been pointed to the recent decline of the lingonberry crop in Northern Europe and the substitution of Massachusetts cranberries which many consider superior. The heaviest export movement was again, naturally, to Canada.

**GROWING CONDITIONS** - Growing conditions in May and June were comparable with last season. Warm temperatures both day and night in late May and June produced an early and heavy bloom early in July. Berry size on the first picked Blacks ranged from average or larger than average. Fruit set ranged from good to excellent on both Blacks and Howes. The first frost was experienced on Sunday night, October 10, when temperatures ranged from 20-24 degrees. Practically all of the Blacks had been picked and the Howes with sufficient frost warning were adequately protected with sufficient water cover. Frost damage was a minimal factor this season in contrast to many past seasons. Frosts during the last two weeks of October did more damage than originally believed. This was borne out during the screening of the latest harvested Howes during the pre-Christmas packing season. This was considered minimal, in contrast to many past recent seasons. The fungicide Difolatan was credited with keeping insect and disease problems well under control.

**HARVESTING** - Harvesting of the 1976 crop began during the first week of September. This ranged from three to five days ahead of the 1975 and 1974 seasons. Full scale harvesting was reported in all growing sections by September 10. By October 9 practically all Blacks had been picked. The first Howes were picked during the first week of October. Harvesting continued active into the final week of October when several frosts hindered the picking of the last 10 percent of the Howe crop. Between intermittent rain and frosts it took another ten days to dry harvest the remaining berries. In contrast to many past seasons low temperatures were a minor factor with frost damaging only some of the last 10 percent of the Howes remaining to be picked. As in several past seasons no particular problems were reported in the harvesting of wet picked berries destined for processing.

**MARKETING** - The f.o.b. price structure in 1976 for Blacks in film bags averaged approximately 25 cents higher than in 1975. In addition, the marketing period for Blacks in film bags was extended two weeks longer than in past seasons. Sales were recorded through the week ending November 12. Blacks held well in storage allowing marketing of good condition berries longer than in recorded past seasons. Blacks in window boxes averaged approximately 35 cents higher than in 1975. In overall quantity window boxes were a minor factor in marketing in 1976. Howe f.o.b. prices in 1976 were similar to 1975 except for the last three weeks of the season. During this three week period prices averaged 50 cents less than in 1975. This was generally due to the availability of Howes through the Christmas season, this season in relation to last season when Howes were in short supply. Many late orders could not be filled in 1975 and was one of the earliest clean-ups on record. Prices on Howes in 1975 especially during the last three weeks of the season, were the highest that have been reported since the inception of this report in 1954.

Early Blacks continued to be the predominant variety grown in the Cape Cod and Plymouth area, followed by Howes and a few miscellaneous varieties. The approximate percentages of these varieties were as follows: Early Blacks 58 percent, Howes 38 percent and other miscellaneous varieties 4 percent.

**COLOR** - Color, an important quality factor on cranberries, ranged from good to excellent for both Blacks and Howes during the 1976 season. Color on Blacks began on the light side but improved with cool nights in September. Blacks screened from storage were generally excellent color. First picking of Howes showed generally good color. Howes screened from storage showed generally excellent color. Cool days and nights through most of the marketing season accounted for one of the best colored cranberries on record.

**SIZE** - Size on Blacks began as average or better than average. This continued throughout the harvesting season, although, a few small berries were reported in isolated pickings. Howe size on all harvested berries ranged from average to better than average. Many Howes were considered much larger than normal.

**CONDITION AND QUALITY** - Condition problems in 1976 were minor compared to 1975. Most condition problems were centered around frost damaged Howes picked late in the season. This was roughly comparable to 1974 when most condition problems were concentrated on frost damaged berries. Some sun scald was reported on the first picked Blacks but on an irregular basis. The condition of Blacks placed in storage was generally excellent as mentioned earlier the Blacks marketing season was continued longer than in past seasons with no apparent quality or condition problems reported. The quality and condition of the first picked Howes was generally excellent. Some light sun scald on a few berries were reported. Several frosts during the third week of October caused some light frost damage. The condition of Howes in storage was generally excellent. Screening was relatively trouble free with only minor problems with side and end rot reported. Continued cool and dry weather was credited with keeping the Howes in storage in excellent condition. Quality and condition of Howes continued excellent through the end of the season although some late screening was a bit more difficult. Frost damaged berries, the last 10 percent picked, did cause some slowdown in screening.

**PACKAGING** - Most berries were marketed in 1-lb. film bags. Some window boxes were reported throughout the season but were a minor factor. This was identical with last season. 25-lb. boxes were marketed again this season but continued as a minor factor.

TABLE NUMBER 1

STATE	P R O D U C T I O N				
	1974 - 1,000 BARRELS		1975 - 1,000 BARRELS		1976 1,000 BARRELS
	TOTAL	UTILIZED	TOTAL	UTILIZED	INDICATED
MASS	932.0	932.0	785.0	785.0	940.0
N. J.	250.0	250.0	221.0	221.0	265.0
OREG	92.0	92.0	97.1	97.1	87.0
WASH	92.0	92.0	135.0	135.0	105.0
WISC	870.0	870.0	837.0	837.0	980.0
U. S.	2,236.0	2,236.0	2,075.1	2,075.1	2,377.0

TABLE NUMBER 2

ACREAGE, YIELD, PRODUCTION, UTILIZATION, PRICE AND VALUE - MASSACHUSETTS

YEAR	ACRES	YIELD PER ACRE	PRODUC- TION 1/	FRESH SALES	PERCENT OF TOTAL	SOLD FOR PROCESS- ING	PERCENT OF TOTAL	AVERAGE PRICE PER BARREL 2/	VALUE
		BARRELS	1,000 BARRELS	1,000 BARRELS	PERCENT	1,000 BARRELS	PERCENT	DOLLARS	1,000 DOLLARS
1966	11,200	68.6	768	197	27.6	516	72.4	15.20	11,674
1967	11,200	51.2	573	146	29.0	357	71.0	14.90	8,538
1968	11,100	59.5	660	201	32.3	421	67.7	15.40	10,164
1969	11,200	67.4	755	182	24.3	567	75.7	15.40	11,627
1970	11,100	86.2	957	210	25.7	607	74.3	11.90	10,282
1971	11,100	96.6	1,027	239	35.1	441	64.9	15.70	11,571
1972	10,900	75.1	819	170	22.1	600	77.9	12.60	10,319
1973	10,900	82.7	901	246	27.3	563	72.7	13.60	12,254
1974	10,900	85.5	932	167	25.4	491	74.6	10.70	9,972
1975	10,900	72.0	785	162	24.2	508	75.8	12.10	9,499
1976 <u>3/</u>	10,900	87.2	950						

1/ Differences between production and totals of fresh sales and sales for processing are economic abandonment.

2/ Equivalent return at first delivery point, screen basis.

3/ Preliminary

## T A B L E   N U M B E R   3

Week Ending

WEEKLY SHIPMENTS FOR MASSACHUSETTS CRANBERRIES - (TRUCK)

Figures represent total reported movement from shipping point.

TRUCK

September 17	66.5
September 24	38.0
October 1	37.8
October 8	40.8
October 15	36.3
October 22	27.6
October 29	38.2
November 5	42.3
November 12	104.8
November 19	97.9
November 26	28.7
December 3	44.6
December 10	54.4
December 17	43.0
TOTAL 1976	700.9
TOTAL 1975	626.6
TOTAL 1974	633.6



TABLE NUMBER 4 - WEEKLY FOB SHIPPING POINT PRICE RANGE

MASSACHUSETTS - 1976 CROP

Week Ending

Prices tabulated in following table are price ranges taken from weekly reports.  
Prices represent cartons containing 24-1 lb. packages.

EARLY BLACKS

HOWES

Film Bags

September 17  
September 24  
October 1  
October 8  
October 15  
October 22  
October 29  
November 5  
November 12  
November 19  
November 26  
December 3  
December 10  
December 17

5.40-5.75 mos 5.75  
\*5.40-5.75 mos 5.75  
\*5.40-5.75 mos 5.75  
\*5.50-5.75 mos 5.75  
\*5.50-6.00 mos 6.00  
\*5.50-6.00 mos 6.00  
\*5.50-6.00 mos 6.00  
\*5.75-6.00  
\*6.00

-  
-  
-  
-  
-  
-  
5.50-5.75  
6.00-6.50  
\*6.00-6.50 mos 6.35 one brand 7.00  
\*6.35-7.00 mos 7.00  
\*6.35-7.00 mos 7.00  
\*6.50-7.00 mos 7.00  
\*6.50-7.00 mos 7.00  
\*6.25-7.00 mos 7.00

EARLY BLACKS

HOWES

Window Boxes

September 17  
September 24  
October 1  
October 8  
October 15  
October 22  
October 29  
November 5  
November 12  
November 19  
November 26  
December 3  
December 10  
December 17

few 5.50-5.75  
few 5.50-5.75  
few 5.50  
few 5.50  
few 5.50  
few 5.50-5.65 mos 5.50  
few 5.50-5.65 mos 5.50

-  
-  
-  
-  
-  
5.75  
6.00-6.50  
6.00-6.50 mos 6.50  
6.35-6.50 mos 6.50  
6.35-6.50 mos 6.50  
6.50  
6.50  
6.25-6.50 mos 6.50

\* Some promotional discounts in effect

TABLE NUMBER 4 - WEEKLY FOB SHIPPING POINT PRICE RANGE		
Week Ending	MASSACHUSETTS - 1976 CROP	
	Prices tabulated in following table are price ranges taken from weekly reports. Prices represent cartons containing 24-1 lb. packages.	
	EARLY BLACKS'66	HOWES
	<u>25 LB. Boxes</u>	
September 17	-	-
September 24	-	-
October 1	-	-
October 8	-	-
October 15	-	-
October 22	-	-
October 29	-	-
November 5	5.25-5.50	-
November 12	5.50	-
November 19	-	-
November 26	-	-
December 3	-	-
December 10	-	-
December 17	-	-
	WISCONSIN - 1976 CROP	
	SEARLES	MC FARLINS
	<u>Film Bags</u>	
September 17	-	-
September 24	-	-
October 1	-	-
October 8	-	-
October 15	6.00-6.35	-
October 22	6.00-6.35	-
October 29	6.00-6.50 mos 6.50	-
November 5	6.00-6.50 mos 6.50	-
November 12	6.25-6.50 mos 6.50	-
November 19	6.50	-
November 26	6.50	-
December 3	6.50	6.50
December 10	6.50	few 6.50
December 17	6.50	few 6.50

T A B L E N U M B E R 5

Week Ending

WEEKLY PRICE RANGE FOR MASSACHUSETTS & COMPETING CRANBERRIES IN TERMINAL MARKETS  
 Prices represent 24-1 lb. film bags or window boxes.  
 A T L A N T A

MASSACHUSETTS  
 EARLY BLACKS

MASSACHUSETTS  
 HOWES

September 17  
 September 24  
 October 1  
 October 8  
 October 15  
 October 22  
 October 29  
 November 5  
 November 12  
 November 19  
 November 26  
 December 3  
 December 10  
 December 17

-  
 7.50  
 7.50  
 7.50  
 7.50  
 7.50  
 7.50  
 7.50  
 7.50  
 7.50  
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 -  
 -  
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-  
 -  
 -  
 -  
 -  
 -  
 -  
 -  
 7.75-8.00  
 7.75-8.00  
 8.50  
 8.50  
 8.50  
 8.50

B A L T I M O R E

MASSACHUSETTS  
 EARLY BLACKS

MASSACHUSETTS  
 HOWES

September 17  
 September 24  
 October 1  
 October 8  
 October 15  
 October 22  
 October 29  
 November 5  
 November 12  
 November 19  
 November 26  
 December 3  
 December 10  
 December 17

-  
 6.50-6.75  
 6.50-6.75  
 6.50-6.75  
 6.50-6.75  
 Bags 6.50-6.75 Bxs 6.25-6.50 mos 6.40  
 8.75 few 6.50  
 6.50-6.75  
 6.50-7.00  
 7.00  
 -  
 -  
 -  
 -

-  
 -  
 -  
 -  
 -  
 -  
 -  
 -  
 7.00-7.50  
 7.00-8.00  
 7.25-8.25 mos 8.00  
 8.00  
 7.50-8.00  
 7.00-7.75 mos 7.50

T A B L E N U M B E R 5

Week Ending

WEEKLY PRICE RANGE FOR MASSACHUSETTS & COMPETING CRANBERRIES IN TERMINAL MARKETS  
 Prices represent 24-1 lb. film bags or window boxes.  
B O S T O N

MASSACHUSETTS  
 EARLY BLACKS

Film Bags

MASSACHUSETTS  
 HOWES

September 17  
**September 24**  
 October 1  
 October 8  
 October 15  
 October 22  
 October 29  
 November 5  
 November 12  
 November 19  
 November 26  
 December 3  
 December 10  
 December 17

6.00-6.25 few 6.50  
 5.50-6.35 mos 6.00-6.25  
 5.50-6.35 mos 6.00-6.25  
 5.25-6.25 mos 6.25 occ 6.50  
 5.50-6.35 mos 6.00-6.25  
 5.75-6.25 mos 6.00-6.25  
 5.75-6.25 mos 6.00-6.25  
 5.75-6.50 mos 6.00-6.25

-  
 -  
 -  
 -  
 -  
 -  
 -  
 5.75-6.25 mos 6.25  
 6.25-6.75 mos 6.50 few loas 6.00  
 6.40-7.00 mos 6.50-6.75  
 6.50-6.75 mos 6.50  
 6.50-7.50 mos 6.75  
 7.00-7.50 mos 7.25-7.50 occ 6.50-6.75  
 7.00-7.50 mos 7.00-7.25

Window Boxes

September 17  
 September 24  
 October 1  
 October 8  
 October 15  
 October 22  
 October 29  
 November 5  
 November 12  
 November 19  
 November 26  
 December 3  
 December 10  
 December 17

6.25-6.50 mos 6.25  
 6.00-6.25 mos 6.25  
 one brand 6.25  
 one brand few 6.25  
 one brand 6.25  
 one brand 6.25  
 one brand 6.25

-  
 -  
 -  
 -  
 -  
 -  
 -  
 6.50  
 6.75-7.00  
 6.75-7.00 mos 7.00  
 one brand 6.75-7.00  
 one brand 7.00-7.50 mos 7.00  
 one brand 7.25  
 one brand 7.00-7.25 mos 7.25

25 lb. Boxes

September 17  
 September 24  
 October 1  
 October 8  
 October 15  
 October 22  
 October 29  
 November 5  
 November 12  
 November 19  
 November 26  
 December 3  
 December 10  
 December 17

-  
 -  
 -  
 -  
 -  
 -  
 -  
 5.50  
 some fair appear 5.75-5.85 mos 5.75

-  
 -  
 -  
 -  
 -  
 -  
 -  
 -  
 some fair appear 5.75-6.00  
 -  
 -  
 -  
 -

TABLE NUMBER 5				
Week Ending	WEEKLY PRICE RANGE FOR MASSACHUSETTS & COMPETING CRANBERRIES IN TERMINAL MARKETS Prices represent 24-1 lb. film bags or window boxes. C H I C A G O			
	MASSACHUSETTS EARLY BLACKS	MASSACHUSETTS HOWES	WISCONSIN BEN LEARS	WISCONSIN SEARLES
September 17	-	-	7.00	-
September 24	-	-	7.00	-
October 1	6.75-7.00	-	7.00	6.85-7.00
October 8	6.50	-	7.00	6.75-7.00
October 15	6.50	-	7.00	6.75-7.00
October 22	-	-	few 6.50-6.75	6.75-6.85
October 29	6.50	-	-	6.75
November 5	-	-	-	6.50-6.75
November 12	-	7.00-7.50	-	6.75-7.00 mos 7.00
November 19	-	-	-	6.75-7.00 mos 7.00
November 26	-	-	-	6.50-7.00
December 3	-	-	-	6.00-6.75
December 10	-	-	-	mos 6.00-6.50
December 17	-	-	-	6.00-6.50 few 6.75
				7.00-7.50
				fair cond 6.00-6.50
C I N C I N N A T I				
MASSACHUSETTS EARLY BLACKS		MASSACHUSETTS HOWES		
September 17	7.00	-		
September 24	6.75-7.00	-		
October 1	6.75-7.00	-		
October 8	6.75-7.00	-		
October 15	6.75-7.00	-		
October 22	6.75-7.00	-		
October 29	6.75-7.00	-		
November 5	6.75-7.50 mos 6.75-7.00	-		
November 12	6.75-7.25	-		
November 19	7.50	8.00		
November 26	7.50	7.75-8.00		
December 3	7.50	7.75-8.00		
December 10	7.50	7.50-8.00		
December 17	7.25-7.50	7.00-7.50		
C L E V E L A N D				
MASSACHUSETTS EARLY BLACKS		MASSACHUSETTS HOWES		
September 17	Bags 6.75-7.00 Bxs occ 7.50	-		
September 24	6.75-7.00	-		
October 1	6.75-7.00	-		
October 8	6.75-7.00	-		
October 15	6.75-7.00	-		
October 22	6.75-7.00	-		
October 29	6.75-7.00	7.00		
November 5	6.50-7.00	7.50		
November 12	7.25-7.50	7.25-7.75		
November 19	-	7.75-8.25		
November 26	-	7.75-8.25 mos 8.00-8.25		
December 3	-	8.00-8.25		
December 10	-	8.00-8.25		
December 17	-	8.00-8.25		

T A B L E N U M B E R 5

Week Ending

WEEKLY PRICE RANGE FOR MASSACHUSETTS & COMPETING CRANBERRIES IN TERMINAL MARKETS  
Prices represent 24-1 lb. film bags or window boxes.

D A L L A S

D E N V E R

WISCONSIN  
SEARLES

WISCONSIN  
SEARLES

September 17  
September 24  
October 1  
October 8  
October 15  
October 22  
October 29  
November 5  
November 12  
November 19  
November 26  
December 3  
December 10  
December 17

No Supplies  
Jumbo 7.50-7.75  
Jumbo 7.50-7.75  
Jumbo 7.50-7.75  
Jumbo 7.50-7.75  
Jumbo 7.50-7.75  
Jumbo 7.50-7.75  
Jumbo 7.50-8.25  
Jumbo 7.75-8.25  
Jumbo 7.75-8.25  
Jumbo 7.75-8.25  
Jumbo 7.75-8.25  
Jumbo 7.75-8.25  
Jumbo 7.75-8.25

No Supplies  
8.50-8.75  
7.75-8.00  
7.50-7.75  
7.50-7.75  
7.50-8.00  
7.50-7.75  
7.50-7.75  
8.00  
8.00-8.25  
8.00-8.25 some 7.50 few 9.00  
7.50-8.25  
8.00-8.25  
8.00-8.25

D E T R O I T

MASSACHUSETTS  
EARLY BLACKS

MASSACHUSETTS  
HOWES

September 17  
September 24  
October 1  
October 8  
October 15  
October 22  
October 29  
November 5  
November 12  
November 19  
November 26  
December 3  
December 10  
December 17

6.50-6.75  
6.50-6.75  
6.50-6.75 mos 6.50  
6.50  
6.50  
6.50  
6.50  
6.50  
6.50  
6.75-7.25  
7.25-7.50  
7.00  
7.00  
7.00

-  
-  
-  
-  
-  
-  
-  
7.25  
7.00-7.50  
7.25-8.25  
7.00-8.00 mos 7.50-8.00  
7.00-7.75 mos 7.50-7.75  
7.00-7.50 mos 7.50  
6.50-7.50 mos 7.25-7.50

K A N S A S C I T Y

MASSACHUSETTS  
EARLY BLACKS

MASSACHUSETTS  
HOWES

WISCONSIN  
SEARLES

September 17  
September 24  
October 1  
October 8  
October 15  
October 22  
October 29  
November 5  
November 12  
November 19  
November 26  
December 3  
December 10  
December 17

7.00  
7.00  
7.00-7.25  
7.25-7.50  
7.25-7.50  
7.25-7.50  
7.25-7.50  
7.25-7.50 few 7.00  
7.25-7.50  
7.00-7.25 few 7.50  
-  
-  
-  
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8.00-8.25  
8.00-8.25

Week Ending	T A B L E N U M B E R 5		
	WEEKLY PRICE RANGE FOR MASSACHUSETTS & COMPETING CRANBERRIES IN TERMINAL MARKETS Prices represent 24-1 lb. film bags or window boxes. L O S A N G E L E S		
	MASSACHUSETTS HOWES	WASHINGTON MC FARLINS	WISCONSIN SEARLES
September 17	-	-	7.50
September 24	-	-	7.50
October 1	-	-	7.50
October 8	-	-	7.25-7.50
October 15	-	7.25-7.50	7.25-7.50
October 22	-	7.00-7.50 mos 7.25	7.00-7.50 mos 7.25
October 29	-	7.00-7.50 mos 7.25	7.00-7.50 mos 7.25
November 5	-	7.00-7.50	few 7.00-7.50
November 12	-	7.25-7.50	few 7.25-7.50
November 19	-	7.25-7.50	few 7.25-7.50
November 26	8.75-9.00	7.50-7.75	-
December 3	8.75-9.00	few 7.50-8.00	7.50-8.00
December 10	8.50-8.75	-	-
December 17	8.50-8.75	-	8.00
	L O U I S V I L L E		
	MASSACHUSETTS EARLY BLACKS		MASSACHUSETTS HOWES
September 17	No Supplies		No Supplies
September 24	6.50 one brand 7.25		-
October 1	6.50 one brand 7.25		-
October 8	6.50-6.75 one brand 7.25		-
October 15	5.75 few higher		-
October 22	6.50-7.00 one brand 7.50		-
October 29	6.50-7.00 one brand 7.50		-
November 5	6.50 one brand 7.25		-
November 12	7.00-7.25 few lower		7.25 few 7.50
November 19	few 7.00-7.50 one brand 8.00 occ lower		7.00-7.50 one brand 8.00 occ lower
November 26	6.25-6.50		7.25-7.50 few 8.00
December 3	-		7.50 few 8.00
December 10	-		7.50-8.25 mos 7.50
December 17	-		7.50-8.75 mos 8.50
	M I A M I		
	MASSACHUSETTS EARLY BLACKS		MASSACHUSETTS HOWES
September 17	No Supplies		-
September 24	few 7.50-8.50		-
October 1	one lot 7.50		-
October 8	few 7.50-7.75		-
October 15	few 7.50-7.75		-
October 22	few 7.50		-
October 29	few 7.50		-
November 5	very few 7.50		-
November 12	7.50		-
November 19	few 7.50		-
November 26	few 7.50		-
December 3	-		8.50
December 10	-		8.50
December 17	-		8.50

T A B L E N U M B E R 5				
Week Ending	WEEKLY PRICE RANGE FOR MASSACHUSETTS & COMPETING CRANBERRIES IN TERMINAL MARKETS Prices represent 24-1 lb. film bags or window boxes. M I N E A P O L I S			
	MASSACHUSETTS EARLY BLACKS	MASSACHUSETTS HOWES	WISCONSIN BEN LEAR	WISCONSIN SEARLES
September 17	7.25-7.85	-	-	-
September 24	7.25-7.85	-	-	-
October 1	7.25-7.85	-	-	-
October 8	7.50-7.85	-	-	-
October 15	7.15-7.85 few higher	-	-	-
October 22	7.15-7.95 few higher	-	7.15-7.95 few higher	7.15-7.95 few higher
October 29	7.15-7.95 few higher	-	7.15-7.95 few higher	7.15-7.95 few higher
November 5	7.75-8.75	-	-	7.00-7.85
November 12	7.75-8.50	-	-	7.25-7.85
November 19	few 7.75-8.50	-	-	7.25-8.00
November 26	-	-	-	7.25-7.75 some hgr
December 3	-	7.95-8.50 some higher	-	7.00-7.75 some hgr
December 10	-	7.95-8.60	-	7.00-7.75 some hgr
December 17	-	7.95-8.60	-	7.00-7.75 some hgr
N E W O R L E A N S				
	MASSACHUSETTS EARLY BLACKS	MASSACHUSETTS <del>HOWES</del>	WISCONSIN SEARLES	
September 17	No Supplies	No Supplies	No Supplies	
September 24	No Supplies	No Supplies	No Supplies	
October 1	-	-	few 9.25	
October 8	-	-	8.00-8.50	
October 15	7.50-8.50	-	-	
October 22	7.50-8.50 mos 7.50-8.00	-	-	
October 29	7.50-8.00	-	-	
November 5	7.50-8.00	-	-	
November 12	7.50-8.00	7.50-8.00	few 8.00	
November 19	7.50-8.00	-	-	
November 26	-	9.00	-	
December 3	-	9.00 few higher	-	
December 10	-	9.00 few higher	-	
December 17	Insufficient to quote	Insufficient to quote	Insufficient to quote	
24-15 oz N E W Y O R K				
	MASSACHUSETTS EARLY BLACKS	MASSACHUSETTS HOWES		
September 17	6.50	-		
September 24	6.50	-		
October 1	6.50	-		
October 8	6.50	-		
October 15	6.50	-		
October 22	6.50	-		
October 29	6.50	-		
November 5	6.50	-		
November 12	6.50-7.00	8.00		
November 19	-	8.00		
November 26	-	8.00		
December 3	-	8.00		
December 10	-	8.00		
December 17	-	8.00		



TABLE NUMBER 5		
Week Ending	WEEKLY PRICE RANGE FOR MASSACHUSETTS & COMPETING CRANBERRIES IN TERMINAL MARKETS Prices represent 24-1 lb. film bags or window boxes. <u>P H I L A D E L P H I A</u>	
	MASSACHUSETTS EARLY BLACKS	MASSACHUSETTS HOWES
September 17	Too few to quote	Too few to quote
September 24	7.00	-
October 1	Few 7.00	-
October 8	7.00	-
October 15	Bags 7.00 Boxes 6.50	-
October 22	Bags 7.00 Bxs 6.50-6.75	-
October 29	Bags 7.00 Bxs 6.50-6.75	-
November 5	Bags 7.00 Bxs 6.50-6.75	-
November 12	Bags 7.00 Bxs 6.50-6.75	6.75-7.00 mos 7.00 one brand 7.50
November 19	-	7.00-7.50 mos 7.50 few 8.00
November 26	-	7.00-7.50 mos 7.50 few 8.00-8.50
December 3	-	few 8.00-8.50
December 10	-	8.00
December 17	-	8.00
<u>P I T T S B U R G H</u>		
	MASSACHUSETTS EARLY BLACKS	MASSACHUSETTS HOWES
September 17	Insufficient to quote	Insufficient to quote
September 24	7.00-7.50	-
October 1	6.75-7.00	-
October 8	6.75-7.00	-
October 15	few 6.75-7.00	-
October 22	No Supplies	-
October 29	6.75	7.50
November 5	6.75	6.75
November 12	6.50	7.50
November 19	6.75-7.00	7.00-7.50
November 26	-	7.00-7.25
December 3	-	Too few to quote
December 10	-	Few 8.00
December 17	-	7.00-7.50 few 7.75
<u>S A N A N T O N I O</u>		
	MASSACHUSETTS EARLY BLACKS	WISCONSIN SEARLES
September 17	-	7.25-7.75
September 24	7.25-7.50 mos 7.50 few higher	-
October 1	7.25-7.50 mos 7.50	-
October 8	7.25-7.50 few 7.75	-
October 15	7.25-7.50 few 7.75	-
October 22	7.25-7.50 few 7.75	-
October 29	7.50-7.75	-
November 5	7.50-7.75	7.50-7.75
November 12	-	7.50-7.75
November 19	-	7.50-7.75
November 26	-	8.00-8.50
December 3	-	7.75-8.00
December 10	-	7.75-8.00 mos 8.00
December 17	-	7.75-8.00 mos 8.00

Week Ending	TABLE NUMBER 5		
	WEEKLY PRICE RANGE FOR MASSACHUSETTS & COMPETING CRANBERRIES IN TERMINAL MARKETS Prices represent 24-1 lb. film bags or window boxes. S A N F R A N C I S C O		
	MASSACHUSETTS HOWES	WASHINGTON MC FARLINS	WISCONSIN SEARLES
September 17	No Supplies	No Supplies	No Supplies
September 24	No Supplies	No Supplies	No Supplies
October 1	-	-	7.25-7.50
October 8	-	7.25-7.50	7.25-7.50
October 15	-	7.25-7.50	-
October 22	-	7.25-7.50	-
October 29	-	7.25-7.50	-
November 5	-	7.50-7.75	-
November 12	-	7.50-7.75	-
November 19	-	7.50-7.75	-
November 26	-	7.50-7.75	-
December 3	-	7.50-7.75 mos 7.50	-
December 10	8.00-8.50	8.00-8.50	8.00-8.50
December 17	8.00-8.50	8.00-8.50	8.00-8.50
S A N T L O U I S			
	EARLY BLACKS	WISCONSIN BEN LEARS	WISCONSIN SEARLES
September 17	7.00	-	-
September 24	6.50-7.00	6.50-7.00	-
October 1	6.50-7.00	6.75-7.00	-
October 8	6.50-7.00	-	-
October 15	6.50-6.75 mos 6.50	-	6.75-7.00
October 22	Few 6.50-6.75	-	6.00-7.00 mos 6.25-6.75
October 29	-	-	6.25-6.75 few 7.00
November 5	-	-	6.25-6.75 few 6.00
November 12	-	-	6.25-6.75 few 6.00
November 19	-	-	6.25-7.25 mos 6.50-7.00
November 26	-	-	6.50-7.25
December 3	-	-	7.00-7.25
December 10	-	-	7.00-7.25 few low as 6.75
December 17	-	-	7.00-7.25 few low as 6.75

TABLE NUMBER 6

## WEEKLY TRUCK RECEIPTS IN CARLOT EQUIVALENTS\*

## MASSACHUSETTS CRANBERRIES WITH COMPETING AREAS IN TERMINAL MARKETS

Week Ending	ATLANTA		BALTIMORE		BIRMINGHAM		BOSTON		CHICAGO		CINCINNATI	
	Mass	Mass	Mass	Mass	Mass	Mass	Mass	Wisc	Mass	Wisc	Mass	
September 17	-	-	-	-	-	3.1	.6	1.2	.9			
September 24	.2	.8	.1	-	-	2.4	-	.8	.8			
October 1	-	.3	-	-	-	1.6	.5	1.0	1.2			
October 8	-	.5	.1	-	-	1.3	-	1.6	1.7			
October 15	.3	.3	.3	-	-	3.3	-	.4	1.4			
October 22	.5	.5	.1	-	-	1.5	-	.5	1.6			
October 29	.2	.9	.3	-	-	.8	-	2.8	1.6			
November 5	.7	.8	-	-	-	3.3	-	1.0	2.4			
November 12	.7	1.6	.4	-	-	3.9	-	2.4	3.0			
November 19	1.0	4.0	.7	-	-	8.8	-	9.4	6.6			
November 26	.1	2.5	.3	-	-	4.1	-	2.4	6.8			
December 3	.6	1.5	-	-	-	1.9	-	-	1.4			
December 10	.7	1.0	.7	-	-	1.8	-	-	.8			
December 17	.2	1.4	.3	-	-	3.3	-	-	.8			
<u>Totals</u>	5.2	16.1	3.3	-	-	41.1	1.1	23.5	31.0			
	CINCINNATI		CLEVELAND		DALLAS		DETROIT		DENVER		KANSAS CITY	
	Wisc	Mass	Wisc	Mass	Wisc	Mass	Wisc	Mass	Wisc	Wisc		
September 17	-	.9	-	-	-	1.2	-	-	-	-	-	
September 24	-	.3	1.1	-	-	1.2	-	.5	-	-	-	
October 1	-	.3	.2	-	-	1.1	-	.3	-	7.0	-	
October 8	-	.8	1.1	-	-	.2	-	.2	-	3.0	-	
October 15	-	.2	.7	-	-	1.3	-	.4	-	1.0	-	
October 22	-	.3	.4	-	-	-	-	3.3	-	1.0	-	
October 29	-	.7	1.0	-	-	1.5	.4	3.0	-	4.0	-	
November 5	-	.5	.2	-	-	1.1	-	.7	-	-	-	
November 12	-	.7	1.7	-	-	3.8	-	1.1	-	-	-	
November 19	-	3.5	2.0	-	-	5.8	-	4.4	-	16.0	-	
November 26	5.2	3.2	1.3	-	-	1.0	-	1.8	-	-	-	
December 3	-	2.7	.9	-	-	2.6	-	-	-	-	-	
December 10	-	.2	.7	-	-	1.0	-	.5	-	-	-	
December 17	.9	1.5	1.4	-	-	1.1	-	3.0	-	-	-	
<u>Totals</u>	6.1	15.8	12.7	-	-	22.9	.4	19.2	-	32.0	-	
	LOS ANGELES			LOUISVILLE		MIAMI						
	Mass	Wash	Wisc	Mass	Wisc	Mass						
September 17	-	-	3.0	-	-	-						
September 24	-	-	2.9	.3	-	-						
October 1	-	-	9.3	.3	-	.3						
October 8	-	-	4.8	.4	-	1.0						
October 15	-	3.3	1.6	.3	-	.2						
October 22	-	2.0	1.9	.4	-	.7						
October 29	-	1.8	-	.1	-	.3						
November 5	-	3.4	.9	.7	-	-						
November 12	-	4.2	-	.4	.1	.8						
November 19	-	12.1	1.6	1.0	-	.3						
November 26	1.8	-	12.2	.5	-	.9						
December 3	6.2	-	-	.4	-	1.5						
December 10	1.5	-	3.1	.3	-	1.5						
December 17	-	-	2.9	1.0	-	.2						
<u>Totals</u>	9.5	26.8	44.2	5.4	.1	7.7						

\* Carlot Equivalent Equals 1,000 cartons or 250 barrels

Week Ending	TABLE NUMBER 6								
	WEEKLY TRUCK RECEIPTS IN CARLOT EQUIVALENTS*								
	MASSACHUSETTS CRANBERRIES WITH <del>COMPETING</del> AREAS IN TERMINAL MARKETS								
	<u>M I A M I</u> Wash	<u>M I N N E A P O L I S</u> Mass	Wisc	<u>N E W H A M P S H I R E</u> Mass	<u>O R E G O N</u> N.J.	Wisc	<u>N E W Y O R K</u> Mass		
September 17	-	.7	.4	-	-	-	1.1		
September 24	-	.6	-	-	-	-	2.4		
October 1	-	.3	.6	.4	-	.1	.6		
October 8	-	.3	.7	-	-	.1	1.2		
October 15	-	.3	2.6	.1	-	-	1.5		
October 22	-	.3	1.2	1.1	-	-	1.2		
October 29	-	.4	3.1	-	-	-	1.1		
November 5	-	-	.9	-	-	-	1.3		
November 12	.4	.2	4.0	1.2	-	-	1.2		
November 19	.3	.3	2.4	.5	.3	-	3.6		
November 26	-	-	1.1	.9	-	-	2.7		
December 3	-	.4	1.9	-	-	-	.7		
December 10	-	.2	1.0	.2	-	-	.4		
December 17	-	-	2.2	.8	-	-	1.7		
<u>Totals</u>	.7	4.0	22.1	5.2	.3	.2	20.7		
	<u>P H I L A D E L P H I A</u> Mass	N. J.	<u>P I T T S B U R G H</u> Mass	<u>P O R T L A N D</u> Mass	Oreg	Wisc	<u>S A N A N T O N I O</u> Mass		
September 17	.4	-	.4	-	-	-	-		
September 24	.7	-	1.4	-	-	-	1.2		
October 1	-	-	.4	-	-	-	-		
October 8	3.0	-	-	-	-	-	-		
October 15	1.9	-	.2	-	-	-	-		
October 22	-	-	.2	-	-	-	-		
October 29	1.6	-	.7	-	-	-	-		
November 5	.7	.7	.9	-	-	-	-		
November 12	2.0	-	2.4	-	-	-	-		
November 19	3.1	-	1.6	-	-	-	.6		
November 26	2.1	-	1.1	-	.4	-	-		
December 3	.7	-	.9	-	-	-	-		
December 10	1.1	-	-	1.5	-	1.6	-		
December 17	1.9	-	.7	-	-	-	1.0		
<u>Totals</u>	19.2	.7	10.9	1.5	.4	1.6	2.8		
	<u>S A N A N T O N I O</u> Wisc	<u>S A N F R A N C I S C O</u> Mass			Wash	Wisc	<u>S A I N T L O U I S</u> Mass		Wisc
September 17	-	-	-	-	-	-	1.1	-	-
September 24	-	-	-	-	-	-	.3	-	.6
October 1	-	-	-	-	1.0	-	.5	-	.6
October 8	-	-	-	4.2	1.2	-	.6	-	.3
October 15	-	-	-	2.3	-	-	.4	-	.9
October 22	1.0	-	-	-	5.4	-	-	-	1.0
October 29	-	-	-	3.2	-	-	.2	-	.8
November 5	2.0	-	-	4.2	-	-	-	-	1.6
November 12	.2	-	-	-	-	-	-	-	.8
November 19	.8	-	-	-	-	-	-	-	4.2
November 26	2.0	-	-	-	-	-	-	-	5.5
December 3	-	-	-	-	-	-	-	-	.2
December 10	1.0	2.3	-	-	4.7	-	-	-	.2
December 17	-	1.5	-	-	3.1	-	-	-	2.0
<u>Totals</u>	7.0	3.8	13.9	15.4	3.1	18.7			

\* Carlot Equivalent Equals 1,000 cartons or 250 barrels

Year	TABLE NUMBER 7		
	ANNUAL SHIPMENTS OF MASSACHUSETTS CRANBERRIES (1957-1976)		
	RAIL	TRUCK	TOTAL
1957	181	604	785
1958	129	688	817
1959	42	408	450
1960	87	736	820
1961	109	*569	*678
1962	*138	*892	*1030
1963	*110	*741	*851
1964	26	748	774
1965	19	746	765
1966	5	720	725
1967	8	522	530
1968	5	703	708
1969	1	607	608
1970	0	749	749
1971	0	*841	*841
1972	0	557	557
1973	0	662	662
1974	0	634	634
1975	0	637	637
1976	0	701	701

Year	TABLE NUMBER 8					
	ANNUAL FOB PRICE RANGES OF MASSACHUSETTS CRANBERRIES (1957-1976)					
	EARLY BLACKS			HOWES		
	Film Bags		Window Bxs	Film Bags		Window Bxs
1957	-	3.30-3.75	-	-	3.50-4.35	-
1958	-	3.60-4.00	-	-	4.00-4.20	-
1959	-	3.90-4.00	-	-	3.90-4.25	-
1960	-	3.25-4.25	-	-	3.25-3.50	-
1961	-	3.75-4.00	-	-	3.85-4.25	-
1962	-	4.00-4.25	-	-	4.00-4.50	-
1963	-	4.00-4.25	-	-	4.10-4.65	-
1964	-	4.40-4.50	-	-	4.65-5.00	-
1965	-	4.50-4.75	-	-	4.75-5.00	-
1966	-	4.60-5.00	-	-	5.15-5.65	-
1967	-	4.00-5.00	-	-	5.30-5.85	-
1968	-	4.65-5.25	-	-	5.10-6.50	-
1969	5.00-5.75	-	5.15-5.90	6.50-6.75	-	6.00-6.90
1970	4.15-4.50	-	4.40-4.90	5.00-7.35	-	5.15-7.50
1971	4.35-4.85	-	4.50-5.00	5.10-5.50	-	5.25-5.65
1972	4.60-5.00	-	4.75-5.65	5.85-6.35	-	6.00-6.50
1973	4.60-5.50	-	4.75-5.65	6.00-6.50	-	6.15-6.75
1974	5.10-6.00	-	5.25-6.35	6.00-6.85	-	6.35-7.20
1975	5.15-5.75	-	5.15-5.50	5.75-7.50	-	5.50-7.25
1976	5.40-6.00	-	5.50-5.75	5.50-7.00	-	5.75-6.50

\* Figures include School Lunch Deliveries

TABLE NUMBER 9

## UNLOADS IN TERMINAL MARKETS BY VOLUME AND ORIGIN STATE

## MASSACHUSETTS

1. Boston (41.1)	8. Pittsburgh (10.9)	15. San Francisco (3.8)
2. Cincinnati (31.0)	9. Los Angeles (9.5)	16. Birmingham (3.3)
3. Detroit (22.9)	10. Miami (7.7)	17. St. Louis (3.1)
4. New York (20.7)	11. Louisville (5.4)	18. San Antonio (2.8)
5. Philadelphia (19.2)	12. Atlanta (5.2)	19. Portland (1.5)
6. Baltimore (16.1)	13. New Orleans (5.2)	20. Chicago (1.1)
7. Cleveland (15.8)	14. Minneapolis (4.0)	21. Denver (.4)

## WISCONSIN

1. Los Angeles (44.2)	5. Denver (19.2)	9. San Antonio (7.0)
2. Kansas City (32.0)	6. St. Louis (18.7)	10. Cincinnati (6.1)
3. Chicago (23.5)	7. San Francisco (15.4)	11. Portland (1.8)
4. Minneapolis (22.1)	8. Dallas (12.7)	12. New Orleans (.2)
		13. Louisville (.1)

## WASHINGTON

1. Los Angeles (26.8)	2. San Francisco (13.9)	3. Miami (.7)
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## OREGON

1. Portland (.4)
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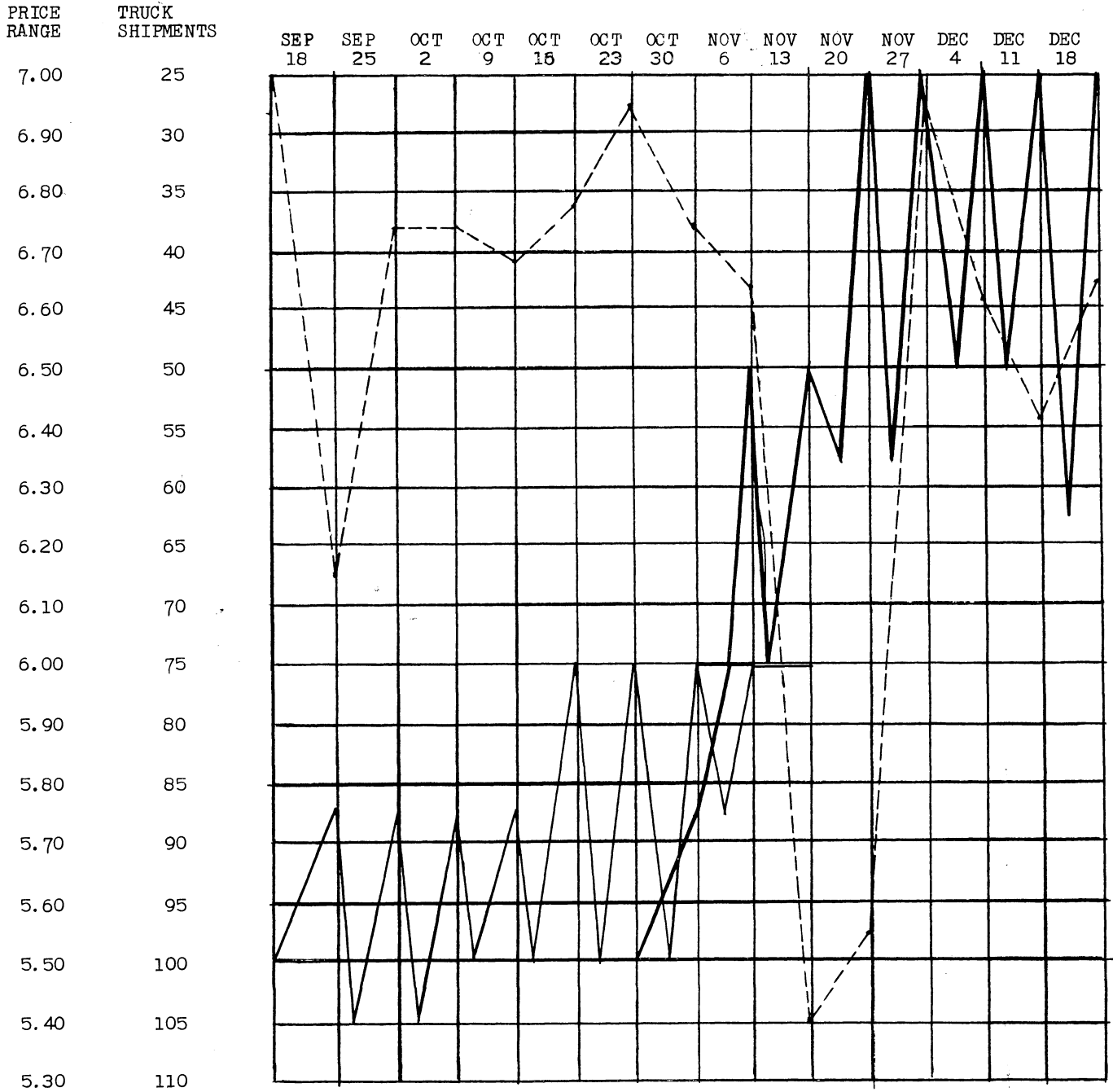
## NEW JERSEY

1. Philadelphia (.7)	2. New Orleans (.3)
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C R A N B E R R I E S

M A S S A C H U S E T T S

W E E K L Y F . O . B . P R I C E A N D S H I P M E N T S G R A P H



----- F.O.B. Truck Shipments in carlot equivalents. A carlot equivalent equals 1,000 cartons containing 24-1 lb. film bags

\_\_\_\_\_ Early Blacks film bags (Sep 17 - Nov 12) \_\_\_\_\_ Howes film bags (Oct 29- Dec 17)