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# MARKETING MASSACHUSETTS

## CRANBERRIES

AUG 15 2011

## 1977 CROP

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### FEDERAL-STATE MARKET NEWS SERVICE

UNITED STATES DEPARTMENT OF AGRICULTURE  
AGRICULTURAL MARKETING SERVICE  
FRUIT AND VEGETABLE DIVISION  
MARKET NEWS BRANCH

MASSACHUSETTS DEPARTMENT  
OF AGRICULTURE  
DIVISION OF MARKETS





TABLE OF CONTENTS

Foreword	Page 5
Massachusetts Cranberry Summary, 1977 Crop	Pages 7 & 8
Production of United States Crop	Page 9
Acreage, Yield, Production and Value of Production - Massachusetts Crop	Page 9
Weekly Shipments for Massachusetts Cranberries (Truck)	Page 10
Weekly F.O.B. Shipping Point Price Range	
Massachusetts - Film Bags & Window Boxes	Page 11
Massachusetts - 25 lb. Boxes	Page 12
Wisconsin - Film Bags	Page 12
Weekly Price Range in Terminal Markets	
Atlanta - Baltimore	Page 13
Boston - Buffalo	Page 14
Chicago - Cincinnati	Page 15
Cleveland - Dallas - Denver	Page 16
Detroit - Houston - Kansas City	Page 17
Los Angeles - Louisville - Miami	Page 18
Minneapolis - New Orleans	Page 19
New York - Philadelphia	Page 20
Pittsburgh - San Francisco - St. Louis	Page 21
Weekly Truck Receipts in Terminal Markets	Pages 22 & 23
Annual Shipments of Massachusetts Cranberries (1957-1977)	Page 24
Annual F.O.B. Price Ranges of Massachusetts Cranberries (1957-1977)	Page 24
Unloads in Terminal Markets by Volume and Origin State	Page 25
Price and F.O.B. Shipments Graph - 1977 Crop	Page 26

TABLE OF CONTENTS

Page 5	Foreword
Pages 7 & 8	Massachusetts Cranberry Summary, 1977 Crop
Page 9	Production of United States Crop
Page 9	Acreage, Yield, Production and Value of Production - Massachusetts Crop
Page 10	Weekly Shipments for Massachusetts Cranberries (Truck)
	Weekly F.O.B. Shipping Point Price Range
Page 11	Massachusetts - Film Bags & Window Boxes
Page 12	Massachusetts - 25 lb. Boxes
Page 12	Wisconsin - Film Bags
	Weekly Price Range in Terminal Markets
Page 13	Atlanta - Baltimore
Page 14	Boston - Buffalo
Page 15	Chicago - Cincinnati
Page 16	Cleveland - Dallas - Denver
Page 17	Detroit - Houston - Kansas City
Page 18	Los Angeles - Louisville - Miami
Page 19	Minneapolis - New Orleans
Page 20	New York - Philadelphia
Page 21	Pittsburgh - San Francisco - St. Louis
Pages 22 & 23	Weekly Truck Receipts in Terminal Markets
Page 24	Annual Shipments of Massachusetts Cranberries (1957-1977)
Page 24	Annual F.O.B. Price Range of Massachusetts Cranberries (1957-1977)
Page 25	Units in Terminal Markets by Volume and Origin State
Page 26	Price and F.O.B. Shipments Graph - 1977 Crop

FOREWORD

The Boston Office of the Federal-State Market News Service issued a weekly report on Massachusetts Cranberries during the Marketing Season of 1977. The weekly reports covered the period from September 19 to December 16, 1977.

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.

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MASSACHUSETTS CRANBERRY SUMMARY

1977 CROP

PRODUCTION - (Courtesy of the Crop Reporting Service, U. S. Department of Agriculture.) The 1977 final forecast is placed at 2.16 million barrels, a slight decline from the August 15th estimate. This lags behind last years large crop by 11 percent. Declines from a month ago were registered in every state except Oregon and Wisconsin. Adverse weather conditions in Massachusetts continued to hamper harvest activities. Reductions in both quantity and quality of the crop were reported. New Jersey berry size was smaller than normal due to hot, dry weather throughout the season. The Wisconsin crop improved somewhat during October as harvest progressed. Berry color and quality were reported excellent. In Oregon, harvest conditions were good, following September and October rains which provided adequate water supplies for harvest operations. The Washington crop reported good color but small berry size.

SHIPMENTS AND DISTRIBUTION - Fresh market shipments began a few days behind last season during the second week of September. A combination of a cold blooming season in June and an initial cold and wet harvesting season immediately set shipments behind. Not enough dry picked berries could be picked to fill early orders. Shipments by the end of September were approximately twenty carlot equivalents (\*) behind last season and remained that way throughout the marketing season. Some late shipments into the Boston market after the third week of December were not recorded. (\*) A carlot equivalent equals 1,000 cartons each containing 24-1 lb. packages.

Early indications pointed to a smaller crop of dry picked berries in 1977. The original crop forecast in August for Massachusetts was 920,000 barrels, 2 percent below a year ago. This was reduced in the November forecast by 55,000 to 865,000 barrels. Most late season orders, with few exceptions, were fulfilled on schedule.

Major declines from 1976 were recorded for truck arrivals in Massachusetts berries in Baltimore, Boston and Cincinnati. New Orleans remained unchanged. Slight increases were reported for Chicago, Cleveland, Kansas City, New York and San Francisco. All other major markets reported slight decreases. Substantial increases in Wisconsin berries were reported in Chicago, Kansas City and Los Angeles. Birmingham, Portland, Oregon and San Antonio were unreported in 1977. Buffalo and Houston were added in 1977.

Truck movement continued as the only initial source of transportation of fresh berries. Boat movement and a light volume of air freight, both to Europe, was included with truck figures. Total shipments in 1977 were only 21 carlot equivalents behind 1976. This represents the second largest volume reported since 1971.

Boat shipments to Europe continued to grow in 1977. Air freight, also to Europe, although a minor factor continued to increase in volume. Destinations were generally to England and Belgium. No statistical records have been kept on export movement but it is apparent that the Northern European countries have increased their acceptance of Massachusetts cranberries. The heaviest export movement was again, naturally, to Canada.

GROWING CONDITIONS - Growing conditions ran the full range from winter damage, a cold wet spring, a hot dry summer and a cool wet fall. Despite all of these obstacles there was a heavy bloom, an average fruit set and berry size that ranged from average to better than average. Berries matured later than usual which was blamed on cold weather in June. Frost was a minor factor in 1977 until the latter part of September. Continued wet weather at this time delayed harvesting. Many Blacks became over ripe and were not fit for fresh marketing. Insect and disease problems were minimal in 1977.

**HARVESTING** - Initial harvesting of the 1977 crop was held back almost a week as Blacks did not mature on schedule. Inclement weather was a contributing factor, as well. Water holdings were more than adequate throughout the unusual wet harvesting season. By the end of September harvesting was running 4-5 days behind schedule. Continued wet weather practically curtailed dry harvesting. The first week of October was very active with 75 percent of the Blacks picked by the end of the week. By this period, however, most Blacks are usually already picked. The first few Howes were also picked at this time. By the end of the second week of October there were still Blacks remaining to be picked. Continued rainy weather was again the reason. This marked the latest clean-up of Blacks ever reported. Some growers, fearful of not having sufficient time to dry harvest their Howes began water harvesting. Questions were raised at this time that these berries originally destined for fresh marketing would cause a shortage when Christmas orders were being filled. Three active days of harvesting during the third week of October finally completed Black harvesting. Considerable inroads in Howe picking were also reported. Many of these berries, however, were water picked. The fourth week of October found harvesting in high gear in all growing areas. Only about 10 percent of the Howes remained to be picked. By the end of the first week of November practically all of the remaining Howes had been harvested. This was a full week later than last season.

**MARKETING** - The f.o.b. price structure for Blacks in 1977 set a new high since the inception of this report in 1954. Blacks in film bags began at mostly \$6.35 during the third week of September, went to mostly \$6.75 during the last two weeks of October and climbed to mostly \$7.00 during the next two weeks. The closing price of \$7.00 was \$1.00 higher than in 1976 and \$1.25 higher than in 1975. Howes in film bags began at \$6.50 during the third week of October and continued at this figure through the second week of November. The third week of November was mostly \$7.00. The final three weeks of the season the mostly price was \$7.35. This was 35 cents higher than in 1976 but 15 cents below the record breaking price of \$7.50 in 1975. Window boxes and 25-lb. cartons were minor marketing factors in 1977. Most late Christmas season orders were filled although slow screening during the last week of the season made it difficult.

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. The majority of Blacks are used for processing while the majority of Howes are used for fresh market.

**COLOR** - Color, an important quality factor on cranberries, ranged from good to excellent for both Blacks and Howes during the 1977 season. Initial color on Black vines showed a rapid improvement from the first to the third week of September. This improvement was particularly helped by continued cool weather, particularly at night. Late Black pickings ranged from dark red to almost black. This dark color was evidenced in the latest marketings of Blacks in late October and early November. Howe color was considered excellent throughout the marketing season. The cool early September weather was the major contributing factor. Howe color from storage berries was considered the best seen in many years.

**SIZE** - Size on Blacks was generally average throughout the marketing season. A few late picked Blacks were larger than average. Howe size began as average and improved with later pickings. Some outstanding yields of large berries were reported in late harvesting.

**CONDITION AND QUALITY** - Most condition and quality problems were caused by the almost continuous wet weather that seriously interrupted harvesting. Many trade people reported the 1977 harvest as the wettest in the past fifty years. Even with a cold June and an initial wet beginning to Black harvesting the first berries picked showed generally excellent quality. Color was markedly improved in the last two weeks prior to harvesting. Size ranged from average to large. Some lots of Blacks were considered outstanding for size. Unfortunately many Blacks not picked on schedule became over-ripe on the vines and became destined for processing. An unusually high percentage of Blacks showed storage breakdown mainly because they were put into storage wet. Frost damage was minimal for Blacks in 1977. Initial Howes harvested showed excellent quality and condition. This was apparent even before the first Howes were picked. Fruit set was heavy with color and size considered excellent. Again wet weather delayed harvesting. Several frosts late in the harvesting season did some damage. This became apparent as the berries were later screened. As with Blacks many berries went into storage wet. This caused an unusual amount of breakdown in storage. Some side rot was also reported in scattered lots. The worst lots were generally screened first. Some screening was reported very slow. The better lots were saved for screening immediately prior to Christmas. Screening initially was average but became increasingly difficult. Most shippers closed down abruptly a few days earlier than anticipated as screening of the remaining Howes became almost hopeless. Berries going into storage wet seriously affected the keeping quality and was the main factor in the abrupt ending of the 1977 season.

**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, mostly to European outlets.



TABLE NUMBER 1

STATE	P R O D U C T I O N				
	1975 - 1,000 BARRELS		1976 - 1,000 BARRELS		1977 1,000 BARRELS
	TOTAL	UTILIZED	TOTAL	UTILIZED	INDICATED
MASS	785.0	785.0	935.0	935.0	865.0
N. J.	221.0	221.0	276.0	276.0	175.0
OREG	97.1	97.1	89.3	89.3	95.0
WASH	135.0	135.0	103.0	103.0	133.0
WISC	837.0	837.0	1,004.0	1,004.0	870.0
U. S.	2,075.1	2,075.1	2,407.3	2,407.3	2,138.0

TABLE NUMBER 2

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

YEAR	ACRES	YIELD PER ACRE	PRODUC - TION <u>1/</u>	FRESH SALES	PERCENT OF TOTAL	SOLD FOR PROCESS - ING	PERCENT OF TOTAL	AVERAGE PRICES PER BARREL <u>2/</u>	VALUE
		BARRELS	1,000 BARRELS	1,000 BARRELS	PERCENT	1,000 BARRELS	PERCENT	DOLLARS	1,000 DOLLARS
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	1,072	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	13.00	10,205
1976	10,900	85.8	935	274	29.3	661	70.7	13.10	12,249
1977 <u>3/</u>	11,200	79.0	870						

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

Week Ending	T A B L E   N U M B E R   3				
	<u>WEEKLY SHIPMENTS FOR MASSACHUSETTS CRANBERRIES - TRUCK - 1976-1977</u>				
	Figures represent total reported movement from shipping point.				
	1977 TRUCK	TOTAL TO DATE	Week Ending	1976 TRUCK	TOTAL TO DATE LAST SEASON
			September 18	66.5	66.5
September 24	78.9	78.9	September 25	38.0	104.5
October 1	40.7	119.6	October 2	37.8	142.3
October 8	27.6	147.2	October 9	40.8	183.1
October 15	29.8	177.0	October 16	36.3	219.4
October 22	40.1	217.1	October 23	27.6	247.0
October 29	17.3	234.4	October 30	38.2	285.2
November 5	26.0	260.4	November 6	42.3	327.5
November 12	84.0	344.4	November 13	104.8	432.3
November 19	108.7	453.1	November 20	97.9	530.2
November 26	25.0	478.1	November 27	28.7	558.9
December 3	62.0	540.1	December 4	44.6	603.5
December 10	70.5	610.6	December 11	54.4	657.9
December 17	69.5	680.1	December 18	43.0	700.9

Week Ending	TABLE NUMBER 4 - WEEKLY FOB SHIPPING POINT PRICE RANGE		
	MASSACHUSETTS - 1977 CROP		
	Prices tabulated in following table are price ranges taken from weekly reports. Prices represent cartons containing 24-1 lb. packages		
	Film Bags EARLY BLACKS	Film Bags HOWES	Film Bags LATE REDS
September 23	6.00-6.35 mos 6.35	-	-
September 30	6.00-6.35 mos 6.35	-	-
October 7	6.00-6.35 mos 6.35	-	-
October 14	5.90-6.35 mos 6.35	-	-
October 21	5.90-6.75 mos 6.75	-	-
October 28	5.90-6.75 mos 6.75	Few 6.50	-
November 4	6.25-7.00 mos 7.00 Few loas 5.90	Few 6.50 Occ 6.10	6.25-7.00 mos 7.00 Few loas 5.90
November 11	6.25-7.00 mos 7.00	6.50	6.25-7.00 mos 7.00
November 18	-	6.50	7.00
November 25	-	*6.50-7.00 mos 7.00	-
December 2	-	*7.00-7.35 mos 7.35	-
December 9	-	*7.00-7.35 mos 7.35	-
December 16	-	7.00-7.35 mos 7.35	-
<u>Window Boxes</u>			
	EARLY BLACKS	HOWES	LATE REDS
September 23	Few 6.10	-	-
September 30	Few 6.10	-	-
October 7	Few 6.10	-	-
October 14	Few 6.10	-	-
October 21	Few 6.10	-	-
October 28	Few 6.10	-	-
November 4	Few 6.10	-	Few 6.10
November 11	-	Few 6.50	-
November 18	-	Few 6.50	-
November 25	-	*Few 6.50-7.00	-
December 2	-	*Few 7.00	-
December 9	-	*Few 7.00	-
December 16	-	Few 7.00	-

\* Promotional Discounts in effect

Week Ending	TABLE NUMBER 4 - WEEKLY FOB SHIPPING POINT PRICE RANGE		
	MASSACHUSETTS - 1977 CROP		
	Prices tabulated in following table are price ranges taken from weekly reports. Prices represent cartons containing 24-1 lb. packages.		
	25 Lb. Boxes EARLY BLACKS	25 lb. Boxes HOWES	25 lb. Boxes LATE REDS
September 23	-	-	-
September 30	5.85	-	-
October 7	5.85	-	-
October 14	5.85	-	-
October 21	6.25	-	-
October 28	6.25	-	-
November 4	6.50	-	6.50
November 11	6.50	-	6.50
November 18	-	-	6.50
November 25	-	*6.50	-
December 2	-	*6.85	-
December 9	-	*6.85	-
December 16	-	6.85	-
	WISCONSIN - 1977 CROP		
	Film Bags BEN LEARS	Film Bags MC FARLINS	Film Bags SEARLES
September 23	-	-	-
September 30	Too few to quote	Too few to quote	Too few to quote
October 7	Few 6.35	Few 6.35	6.35
October 14	-	-	6.75
October 21	-	-	6.75
October 28	-	-	7.00
November 4	-	7.00	7.00
November 11	-	7.00	7.00
November 18	-	7.00	7.00
November 25	-	Few 7.35	7.35
December 2	-	7.35	7.35
December 9	-	7.35	7.35
December 16	-	7.35	7.35

\*Promotional Discounts in effect

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 <u>A T L A N T A</u>		
	MASSACHUSETTS EARLY BLACKS	MASSACHUSETTS HOWES	
September 23	-	-	
September 30	8.00	-	
October 7	8.00	-	
October 14	8.00	-	
October 21	8.00	-	
October 28	8.00	-	
November 4	8.00	8.00	
November 11	7.75-8.00	7.75-8.00	
November 18	8.00	8.00	
November 25	-	8.00	
December 2	-	8.00	
December 9	-	8.00	
December 16	-	8.50-9.00	
B A L T I M O R E			
	MASSACHUSETTS EARLY BLACKS	MASSACHUSETTS HOWES	MASSACHUSETTS LATE REDS
September 23	Few 7.50	-	-
September 30	7.00-7.50	-	-
October 7	Few 7.25-7.50	-	-
October 14	7.00-7.25 mos 7.25 Few 7.50	-	-
October 21	7.00-7.50	-	-
October 28	7.25-7.50	-	-
November 4	7.25-7.50 mos 7.25	-	-
November 11	7.25 Few higher & lower	-	8.00-8.50
November 18	Few 7.25-7.50	-	8.00=8.50 mos 8.25
November 25	-	8.00	8.50
December 2	-	8.00	-
December 9	-	7.75-8.25 mos 8.00-8.25	-
December 16	-	7.50-8.00	-

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	MASSACHUSETTS HOWES	MASSACHUSETTS LATE REDS
		<u>Film Bags</u>	
September 23	6.40-6.85 mos 6.50 Few 7.00	-	-
September 30	6.40-6.85 mos 6.50	-	-
October 7	6.40-6.85 mos 6.50-6.75	-	-
October 14	6.40-6.85 mos 6.50-6.75	-	-
October 21	6.50-6.85 mos 6.75	-	-
October 28	6.25-6.85 mos 6.50	-	-
November 4	6.00-6.75 mos 6.50	-	-
November 11	6.25-6.50 fair cond 5.00	6.50-7.10 mos 7.00-7.10	-
November 18	6.50-7.00 ord cond 3.00	7.00-7.10	7.00-7.10
November 25	-	7.00-7.50 mos 7.25	7.10-7.50 mos 7.25
December 2	-	7.50-7.75	-
December 9	-	7.50-7.75	-
December 16	-	7.50-7.75 mos 7.75	-
		<u>Window Boxes</u>	
	MASSACHUSETTS EARLY BLACKS	MASSACHUSETTS HOWES	
September 23	6.75-6.85 mos 6.75	-	
September 30	6.75	-	
October 7	6.75	-	
October 14	6.75	-	
October 21	6.75	-	
October 28	6.75	-	
November 4	6.75	-	
November 11	-	6.75-7.10	
November 18	-	7.10	
November 25	-	7.10	
December 2	-	7.75	
December 9	-	7.75	
December 16	-	7.75	
		<u>B U F F A L O</u>	
	MASSACHUSETTS EARLY BLACKS	MASSACHUSETTS HOWES	MASSACHUSETTS LATE REDS
September 23	7.25-8.00 mos 7.25-7.50	-	-
September 30	7.25-8.25 mos 7.25-7.50	-	-
October 7	7.00-7.50 mos 7.25	-	-
October 14	7.25-7.50	-	-
October 21	7.25-7.50	-	-
October 28	7.25-7.50	-	-
November 4	7.25-7.50 one brand 7.00	-	-
November 11	7.25-7.50 one brand 7.00	-	7.25-7.50 one brand 7.00
November 18	Few 7.00-7.50	-	7.75
November 25	-	-	7.50-7.75 few 8.00-8.25
December 2	-	-	7.00-7.25
December 9	-	8.50	-
December 16	-	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 Price represent 24-1 lb. film bags or window boxes.		
	C H I C A G O		
	MASSACHUSETTS EARLY BLACKS	MASSACHUSETTS HOWES	MASSACHUSETTS LATE REDS
September 23	6.50-7.00	-	-
September 30	6.00-6.50	-	-
October 7	6.00-6.50	-	-
October 14	6.00-6.50	-	-
October 21	5.00-5.50	-	-
October 28	one brand 5.00-5.50	-	-
November 4	one brand 5.00-5.50	-	-
November 11	-	-	-
November 18	-	-	-
November 25	-	one brand 7.75-8.00	-
December 2	-	-	one brand 7.00-7.50 f 8.00
December 9	-	-	-
December 16	-	one brand 7.50-8.00	-
C H I C A G O			
	WISCONSIN BEN LEARS	WISCONSIN SEARLES	WISCONSIN MC FARLINS
September 23	7.50	-	-
September 30	7.50	-	-
October 7	7.50	-	-
October 14	7.50	7.25-7.50	-
October 21	one brand 7.50	7.00-7.25	-
October 28	one brand 7.50	7.00-7.25 occ hgr	-
November 4	one brand 7.75-8.00	7.00-7.75 mos 7.00-7.50	-
November 11	one brand 7.75-8.00 few lwr	7.00-7.75 mos 7.00-7.50	-
November 18	one brand 7.75-8.00 occ lwr	7.00-7.75 mos 7.00-7.50	7.00-7.75 mos 7.00-7.50
November 25	one brand 7.75-8.00	7.25-7.75 mos 7.25-7.50	-
December 2	-	few 6.50-7.50 mos 7.00-7.25	6.50-7.50 mos 7.00-7.25
December 9	7.00-7.25	one brand 7.25-7.75	7.00-7.25
December 16	-	7.00-7.50	7.00-7.50
C I N C I N N A T I			
	MASSACHUSETTS EARLY BLACKS	MASSACHUSETTS HOWES	MASSACHUSETTS LATE REDS
September 23	7.50-7.75	-	-
September 30	7.50-7.75	-	-
October 7	7.50-7.75	-	-
October 14	7.25-7.75	-	-
October 21	7.50-7.75	-	-
October 28	7.50-7.75	-	-
November 4	7.50-8.00	-	-
November 11	7.50-8.00	-	-
November 18	7.50-8.50 mos 7.50-8.00	-	-
November 25	-	8.50	8.50
December 2	-	8.50	8.00
December 9	-	one brand 8.50-9.00	-
December 16	-	8.00-8.50	8.00

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 <u>C L E V E L A N D</u>		
	MASSACHUSETTS EARLY BLACKS	MASSACHUSETTS HOWES	MASSACHUSETTS LATE REDS
September 23	7.75-8.50	-	-
September 30	7.75-8.00	-	-
October 7	7.50-8.00	-	-
October 14	7.50-8.00	-	-
October 21	7.50-8.00	-	-
October 28	7.00-7.50	-	-
November 4	7.00-7.50	7.75-8.00	8.50
November 11	7.00-7.50	8.00	8.00
November 18	-	7.50-8.00 mos	7.50-8.00 mos
November 25	-	7.75-8.00	7.75-8.00
December 2	-	8.50-9.00	8.00
December 9	-	8.50-9.00	-
December 16	-	8.00-9.00	-
<u>D A L L A S</u>			
	WISCONSIN BEN LEARS		WISCONSIN SEARLES
September 23	7.75-8.25		-
September 30	7.75-8.25		-
October 7	7.75-8.25		-
October 14	-		Jumbo 7.75-8.25
October 21	-		Jumbo 7.75-8.25
October 28	-		Jumbo 7.75-8.25
November 4	-		Jumbo 7.00-8.25
November 11	-		Jumbo 8.25
November 18	-		Jumbo 8.25-9.25
November 25	-		Too few to establish market
December 2	-		8.25-8.75
December 9	-		Jumbo 8.75
December 16	-		Jumbo 8.75
<u>D E N V E R</u>			
	WISCONSIN BEN LEARS		WISCONSIN SEARLES
September 23	8.50		-
September 30	Insufficient to quote		Insufficient to quote
October 7	8.50		-
October 14	8.40-8.50		-
October 21	8.00		-
October 28	8.00		-
November 4	8.00-8.50		-
November 11	-		8.50
November 18	-		8.50
November 25	-		8.50-9.00
December 2	-		8.50-9.00
December 9	-		9.00
December 16	-		9.00



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 E T R O I T				
	MASSACHUSETTS EARLY BLACKS	MASSACHUSETTS HOWES	MASSACHUSETTS LATE REDS	WISCONSIN BEN LEAR	WISCONSIN SEARLES
September 23	7.25	-	-	-	7.25
September 30	7.25	-	-	-	7.25
October 7	7.00-7.50	-	-	7.00-7.50	-
October 14	7.00-7.50	-	-	7.00-7.50	-
October 21	7.00-7.50	-	-	7.00-7.50	-
October 28	7.00-7.25	-	-	-	-
	25-lb 5.75-6.00	-	-	-	-
November 4	7.00-7.50	-	-	-	-
November 11	7.00-7.25	7.75	7.75-8.00	-	-
November 18	6.50-7.00	7.75	7.75	-	-
November 25	-	7.75	7.50	-	-
December 2	-	8.25-8.50	7.50	-	-
December 9	-	8.25	7.00-7.50	-	-
December 16	-	8.25	6.50-7.00	-	-
H O U S T O N					
	WISCONSIN BEN LEARS	WISCONSIN MC FARLINS		WISCONSIN SEARLES	
September 23	7.75-8.25 mos 8.00	-	-	-	-
September 30	7.75-8.25 mos 8.00	-	-	-	-
October 7	Too few to quote	-	-	-	-
October 14	-	-	-	7.75-8.25 mos 8.00	-
October 21	-	-	-	7.75-8.25	-
October 28	8.00-8.35 mos 8.00-8.25 few 8.50-9.00 occ lower	-	-	-	-
November 4	No offerings	-	-	No offerings	-
November 11	8.00-8.35 mos 8.25-8.35 few 8.50-9.00	-	-	-	-
November 18	-	-	-	8.00-8.35 mos 8.25-8.35 few 8.50-9.00	-
November 25	Too few to quote	-	-	Too few to quote	-
December 2	Too few to quote	-	-	Too few to quote	-
December 9	-	8.75-9.25 mos 9.00	-	-	-
December 16	-	-	-	8.75-9.25 mos 9.00	-
K A N S A S C I T Y					
	MASSACHUSETTS EARLY BLACKS	MASSACHUSETTS HOWES	WISCONSIN BEN LEARS	WISCONSIN MC FARLIN	WISCONSIN SEARLES
September 23	-	-	7.50-7.75	-	-
September 30	-	-	7.65-7.75	-	-
October 7	-	-	7.65-7.75	-	-
October 14	-	-	7.65-7.75	-	-
October 21	-	-	7.75	-	-
October 28	-	-	7.75	-	-
November 4	8.00	-	-	-	8.00
November 11	8.00 occ hgr	-	-	-	8.00 occ hgr
November 18	-	8.00 occ hgr	-	-	8.00 occ hgr
November 25	-	8.00 occ hgr	-	-	8.00 occ hgr
December 2	-	8.00 occ hgr	-	-	8.00 occ hgr
December 9	-	-	-	8.50 occ lwr	8.50 occ lwr
December 16	-	-	-	8.50 occ lwr	8.50 occ lwr

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.		
	<u>L O S A N G E L E S</u>		
	MASSACHUSETTS HOWES	WISCONSIN SEARLES	WASHINGTON MC FARLINS
September 23	-	7.75 occ 8.00	-
September 30	-	7.75 occ 8.00	7.75 occ 8.00
October 7	-	7.75 occ 8.00	7.75 occ 8.00
October 14	-	7.75 occ 8.00	7.75 occ 8.00
October 21	-	-	7.75
October 28	-	-	7.75
November 4	-	8.50	8.50
November 11	-	8.50-9.00	7.50-8.00
November 18	-	8.50-9.00	7.50-8.00
November 25	-	8.50-9.00	7.50-8.00 mos 7.75
December 2	9.00-9.50	8.50-9.00	-
December 9	-	-	-
December 16	9.50 occ 1wr	-	-
	<u>L O U I S V I L L E</u>		
	MASSACHUSETTS EARLY BLACKS	MASSACHUSETTS HOWES	MASSACHUSETTS LATE REDS
September 23	7.25	-	-
September 30	7.25 occ hgr	-	-
October 7	7.25-8.00	-	-
October 14	7.25 few 8.00	-	-
October 21	7.25 few 8.00	-	-
October 28	few 7.25-7.50 occ hgr	-	-
November 4	7.25 few 8.00	-	-
November 11	7.25-8.25	-	-
November 18	few 8.00-9.00	8.00-9.00	8.00-9.00
November 25	-	8.00-9.00 mos 8.50	8.00-9.00 mos 8.50
December 2	-	few 8.50-9.00	-
December 9	-	few 8.50-9.00	few 8.50-9.00
December 16	-	8.25-8.50 few 9.00	-
	<u>M I A M I</u>		
	MASSACHUSETTS EARLY BLACKS	MASSACHUSETTS HOWES	MASSACHUSETTS LATE REDS
September 23	No offerings	-	-
September 30	8.75	-	-
October 7	8.75	-	-
October 14	8.00-8.75	-	-
October 21	8.00-8.75	-	-
October 28	8.50-9.25 mos 8.50-8.75	-	-
November 4	8.50-8.75 occ hgr	-	-
November 11	one brand fair cond 6.90	one brand 8.75	-
November 18	-	one brand 9.25	-
November 25	8.50-9.50	-	8.50-9.50
December 2	-	8.75-9.50	8.75-9.50
December 9	-	8.50-9.50	-
December 16	-	9.00-9.50 mos 9.00	-

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. - M I N N E A P O L I S -			
	MASSACHUSETTS HOWES	WISCONSIN BEN LEARS	WISCONSIN SEARLES	WISCONSIN MC FARLINS
September 23	-	7.75-8.25	-	-
September 30	-	7.75-8.25	7.75-8.25	-
October 7	-	-	7.75-8.25	-
October 14	-	-	7.75-8.25	few 7.75-8.25
October 21	-	-	7.75	-
October 28	-	-	7.75-8.25	-
November 4	-	-	7.75-8.25	-
November 11	-	-	8.25-9.00	8.50-9.25
November 18	-	-	8.25-9.00	8.50-9.25
November 25	-	-	8.25-9.00	8.50-9.25
December 2	-	-	8.25-9.00	-
December 9	7.95-8.75	-	7.95-8.75	-
December 16	-	-	7.95-8.75	-

NEW ORLEANS			
	MASSACHUSETTS EARLY BLACKS	MASSACHUSETTS HOWES	MASSACHUSETTS LATE REDS
September 23	No offerings	-	-
September 30	No offerings	-	-
October 7	8.75-9.00	-	-
October 14	8.75-9.00	-	-
October 21	8.75-9.00	-	-
October 28	8.75-9.00	-	-
November 4	8.50-9.00	-	-
November 11	9.00	-	9.50
November 18	9.00	-	9.50
November 25	9.00	-	9.50
December 2	No offerings	-	No offerings
December 9	No offerings	-	No offerings
December 16	-	9.50-10.00 mos 9.50	-

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.		
	<u>N E W Y O R K</u>		
	MASSACHUSETTS EARLY BLACKS	MASSACHUSETTS HOWES	MASSACHUSETTS LATE REDS
September 23	7.00	-	-
September 30	6.75-7.00 mos 7.00	-	-
October 7	6.75-7.50 mos 7.50	-	-
October 14	7.50	-	-
October 21	7.50	-	-
October 28	7.50	-	-
November 4	7.50	-	-
November 11	7.50	-	-
November 18	7.50	-	-
November 25	7.50	-	7.50
December 2	-	-	7.50
December 9	-	8.00	-
December 16	-	8.00	-
	<u>P H I L A D E L P H I A</u>		
	MASSACHUSETTS EARLY BLACKS	MASSACHUSETTS HOWES	MASSACHUSETTS LATE REDS
September 23	few 8.00	-	-
September 30	Bags 7.25-7.50 Boxes few 8.00	-	-
October 7	7.25-7.50 few 8.00	-	-
October 14	7.25-7.50 few 8.00	-	-
October 21	7.25-7.50 few 8.00	-	-
October 28	7.25-7.50 few 8.00	-	-
November 4	7.25-7.50 few 8.00	-	-
November 11	7.00-7.50 mos 7.25	7.50 few hias 8.00	-
November 18	-	7.50	8.00-8.50
November 25	-	7.50 one brand 8.50	-
December 2	-	7.50 one brand 8.50	-
December 9	-	one brand 8.50-9.00	-
December 16	-	7.75-8.00 one brand 9.00	-

Week Ending	T A B L E N U M B E R		
	WEEKLY PRICE RANGE FOR MASSACHUSETTS & COMPETING CRANBERRIES IN TERMINAL MARKETS Prices represent 24-1 lb. film bags or window boxes. <u>P I T T S B U R G H</u>		
	MASSACHUSETTS EARLY BLACKS	MASSACHUSETTS HOWES	MASSACHUSETTS LATE REDS
September 23	Insufficient to quote	-	-
September 30	Few 7.50	-	-
October 7	7.00-7.25 some 7.50	-	-
October 14	7.00-7.50	-	-
October 21	7.00-7.25	-	-
October 28	7.00-7.50	-	-
November 4	7.00-7.50	-	-
November 11	7.00-7.50	7.75-8.00	7.75-8.00
November 18	7.00	8.00-8.50 few lwr	7.75
November 25	7.00	8.00-8.50	7.75
December 2	-	8.00-8.50	-
December 9	-	8.00-8.25	-
December 16	-	8.00	-
	<u>S A N F R A N C I S C O</u>		
	MASSACHUSETTS HOWES	WASHINGTON BERGMANS	WASHINGTON MC FARLINS
September 23	-	No offerings	No offerings
September 30	-	7.50	-
October 7	-	No offerings	No offerings
October 14	-	No offerings	No offerings
October 21	-	-	7.50
October 28	-	-	7.50
November 4	-	-	8.00
November 11	-	-	8.00
November 18	-	-	8.50
November 25	8.75	-	8.50
December 2	8.75	-	-
December 9	8.75	-	-
December 16	9.00-9.25	-	-
	<u>S T . L O U I S</u>		
	MASSACHUSETTS HOWES	WISCONSIN BEN LEARS	WISCONSIN SEARLES
September 23	-	7.25	-
September 30	-	7.00-7.25	-
October 7	-	7.00-7.25	-
October 14	-	7.00-7.25 some 6.50-6.75	-
October 21	-	6.75-7.25 few lwr	-
October 28	-	6.50-7.15 mos 6.75	-
November 4	-	6.50-7.00	-
November 11	-	-	7.00-7.50 mos 7.00-7.25
November 18	-	-	7.00-7.50
November 25	-	-	7.25-7.50 few 7.15
December 2	-	-	8.00-8.25
December 9	-	-	8.00-8.25
December 16	7.00-7.50	-	8.00-8.25

Week Ending	T A B L E N U M B E R 6						
	WEEKLY TRUCK RECEIPTS IN CARLOT EQUIVALENTS*						
	MASSACHUSETTS CRANBERRIES WITH COMPETING AREAS IN TERMINAL MARKETS						
	A T L A N T A		BALTIMORE	BOSTON	BUFFALO	C H I C A G O	
Mass	Wisc	Mass	Mass	Mass	Mass	Wisc	
September 23	-	-	.8	1.5	.8	-	.7
September 30	.1	-	.4	1.9	.3	-	1.7
October 7	.1	-	-	3.1	.2	-	1.0
October 14	.3	-	.7	1.6	1.2	-	.5
October 21	.1	-	.6	1.2	.3	-	1.3
October 28	.4	.1	.3	3.0	.3	-	-
November 4	.4	-	.5	.9	.3	-	2.4
November 11	.4	-	.7	2.9	.2	-	-
November 18	1.3	-	1.6	4.4	3.0	-	.9
November 25	-	-	2.7	3.8	1.0	1.8	2.1
December 2	.3	-	.5	1.0	-	-	1.0
December 9	.3	-	.2	1.7	.1	-	.6
December 16	1.1	-	1.9	3.3	.2	1.0	.5
<u>Totals</u>	4.8	.1	10.9	30.3	7.9	2.8	12.7
	C I N C I N N A T I		CLEVELAND	D A L L A S		DENVER	
	Mass	Wisc	Mass	Mass	Wisc	Mass	Wisc
September 23	.6	2.3	1.0	-	-	-	3.0
September 30	1.2	-	1.0	-	1.7	-	.2
October 7	1.1	-	-	-	.1	-	-
October 14	2.0	.3	.5	-	.5	-	.5
October 21	.2	-	.3	-	.6	-	6.2
October 28	.2	-	.1	-	1.8	-	3.8
November 4	1.0	1.0	.7	-	1.3	-	1.5
November 11	2.0	-	2.4	-	.7	-	-
November 18	.6	-	3.4	-	1.6	-	2.5
November 25	.8	-	2.0	-	2.2	-	2.0
December 2	.4	-	4.8	.2	.7	-	.8
December 9	.3	-	-	-	.9	-	.2
December 16	1.0	-	.8	.4	1.9	-	1.5
<u>Totals</u>	11.4	3.6	17.0	.6	13.0	-	22.2
	D E T R O I T			HOUSTON	K A N S A S C I T Y		
	Mass	Oreg	Wisc	Wisc	Mass	Wisc	
September 23	.3	-	.6	.8	-	3.2	
September 30	.4	.3	-	-	-	2.1	
October 7	.3	-	-	-	-	-	
October 14	.7	-	-	1.3	-	1.2	
October 21	.5	-	.5	1.6	-	5.0	
October 28	.4	-	-	-	-	1.0	
November 4	.2	-	-	-	-	6.0	
November 11	1.1	-	-	1.0	-	2.0	
November 18	5.1	-	-	1.5	-	2.0	
November 25	3.9	-	-	-	-	-	
December 2	1.0	-	-	-	1.0	1.0	
December 9	.3	-	-	-	-	-	
December 16	2.2	-	-	3.2	1.0	.1	
<u>Totals</u>	16.4	.3	1.1	9.4	2.0	23.6	

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

TABLE NUMBER 6							
Week Ending	WEEKLY TRUCK RECEIPTS IN CARLOT EQUIVALENTS*						
	MASSACHUSETTS CRANBERRIES WITH COMPETING AREAS IN TERMINAL MARKETS						
	L O S A N G E L E S			L O U I S V I L L E		M I A M I	
Mass	Wash	Wisc	Mass	Wisc	Mass	Wash	
September 23	-	-	1.8	.1	-	-	-
September 30	-	2.7	1.6	.3	.1	-	-
October 7	.2	-	-	.2	-	.7	-
October 14	-	1.6	-	.4	-	.2	-
October 21	-	3.4	-	.2	-	.1	-
October 28	-	.6	-	.2	-	.6	.5
November 4	-	1.7	3.6	-	-	1.3	-
November 11	-	4.1	6.6	-	-	-	-
November 18	-	5.0	4.5	.6	-	1.5	-
November 25	-	4.6	9.8	.7	-	.2	-
December 2	1.4	-	1.5	.4	-	.1	-
December 9	-	-	-	.4	-	.4	-
December 16	3.4	-	-	.5	-	.3	-
<u>Totals</u>	5.0	23.7	29.4	4.0	.1	5.4	.5
	M I N N E A P O L I S		N E W O R L E A N S		NEW YORK	P H I L A D E L P H I A	
	Mass	Wisc	Mass	N. J.	Mass	Mass	
September 23	.5	.8	-	-	.8	.5	
September 30	.5	.5	.7	-	.8	.6	
October 7	1.1	1.1	.1	.4	1.2	1.1	
October 14	1.1	1.6	.5	-	2.0	1.8	
October 21	1.1	1.4	.3	-	1.4	1.2	
October 28	1.1	1.6	-	-	1.3	1.2	
November 4	1.1	1.8	-	-	.2	-	
November 11	1.1	1.3	1.1	-	1.1	.7	
November 18	1.1	3.9	1.0	.3	2.1	2.6	
November 25	1.1	4.0	.1	.3	5.7	4.2	
December 2	1.1	2.7	.4	-	1.4	.2	
December 9	1.5	.3	-	-	.8	.3	
December 16	-	1.0	1.0	-	2.5	4.1	
<u>Totals</u>	2.0	22.0	5.2	1.0	21.3	18.5	
	P I T T S B U R G H	S A N F R A N C I S C O			S T. L O U I S		
	Mass	Mass	Wash	Wisc	Mass	Wisc	
September 23	.2	-	-	-	-	.7	
September 30	.4	-	3.2	1.5	-	.5	
October 7	.9	-	-	-	-	1.0	
October 14	.2	-	-	-	-	-	
October 21	.8	-	-	-	-	1.5	
October 28	.4	-	1.6	-	-	1.2	
November 4	-	-	-	-	-	-	
November 11	1.1	-	-	-	-	.2	
November 18	1.8	-	-	-	-	5.3	
November 25	3.1	1.0	-	-	-	3.0	
December 2	.6	4.5	13.4	1.5	-	.8	
December 9	.2	-	-	-	-	1.1	
December 16	.6	-	-	-	.3	2.6	
<u>Totals</u>	10.3	5.5	18.2	3.0	.3	17.9	

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

Year	TABLE NUMBER 7		
	ANNUAL SHIPMENTS OF MASSACHUSETTS CRANBERRIES (1957-1977)		
	RAIL	TRUCK	TOTAL
1957	181	604	785
1958	129	688	817
1959	42	408	450
1960	87	736	823
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
1977	0	680	680

Year	TABLE NUMBER 8					
	ANNUAL FOB PRICE RANGES OF MASSACHUSETTS CRANBERRIES (1957-1977)					
	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
1977	5.90-7.00	-	6.10	6.50-7.35	-	6.50-7.00

\* Figures include School Lunch Deliveries



TABLE NUMBER 9

## UNLOADS IN TERMINAL MARKETS BY VOLUME AND ORIGIN STATE

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

1. Boston (30.3)	8. Pittsburgh (10.3)	15. Louisville (4.0)
2. New York (21.3)	9. Buffalo (7.9)	16. Chicago (2.8)
3. Philadelphia (18.5)	10. San Francisco (5.5)	17. Kansas City (2.0)
4. Cleveland (17.0)	11. Miami (5.4)	18. Minneapolis (2.0)
5. Detroit (16.4)	12. New Orleans (5.2)	19. Dallas (.6)
6. Cincinnati (11.4)	13. Los Angeles (5.0)	20. St. Louis (.3)
7. Baltimore (10.9)	14. Atlanta (4.8)	

## W I S C O N S I N

1. Los Angeles (29.4)	6. Dallas (13.0)	10. San Francisco (3.0)
2. Kansas City (23.6)	7. Chicago (12.7)	11. Detroit (1.1)
3. Denver (22.2)	8. Houston (9.4)	12. Atlanta (.1)
4. Minneapolis (22.0)	9. Cincinnati (3.6)	13. Louisville (.1)
5. St. Louis (17.9)		

## W A S H I N G T O N

1. Los Angeles (23.7)	2. San Francisco (18.2)	3. Miami (.5)
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## O R E G O N

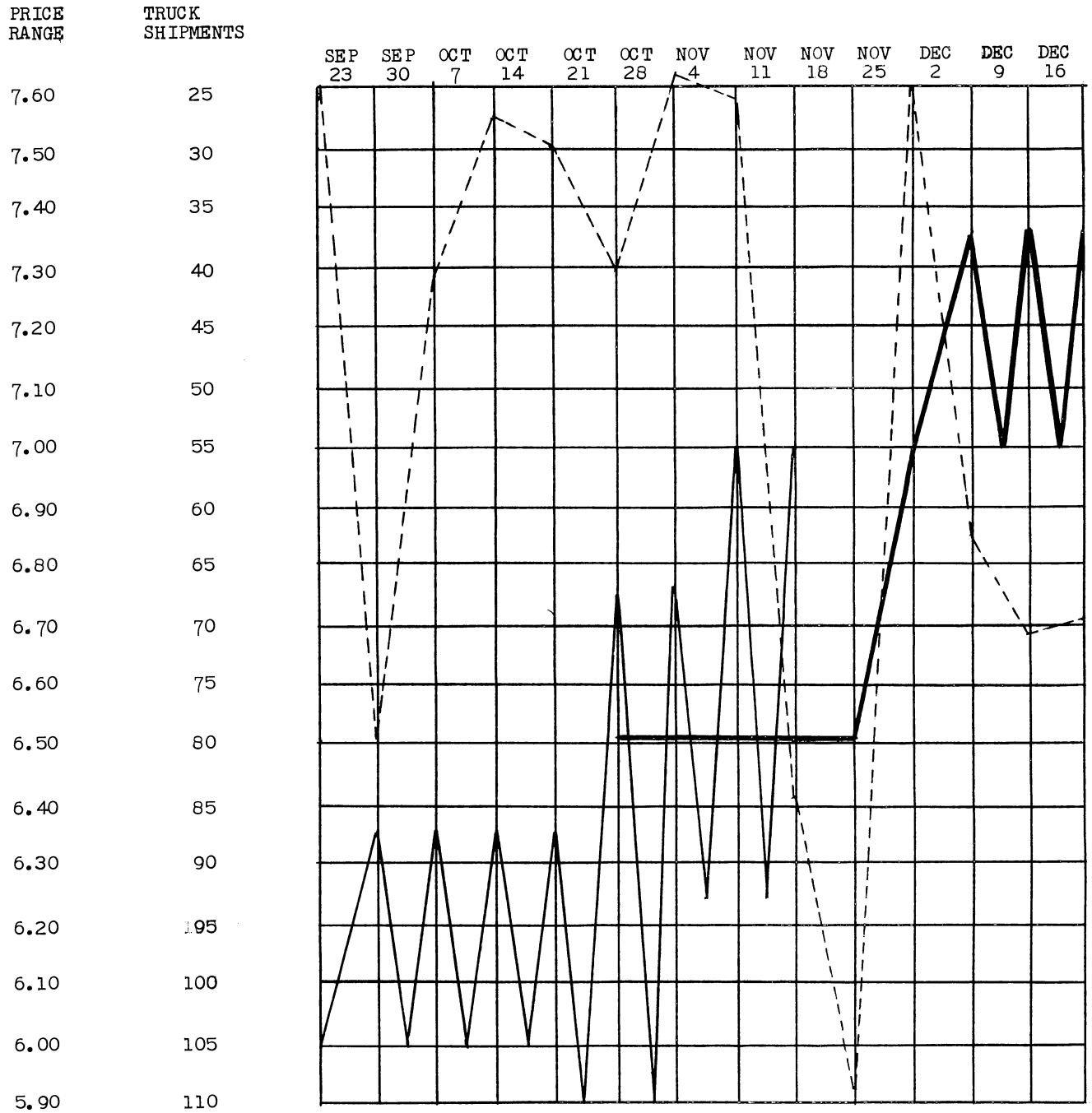
	1. Detroit (.3)	
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## N E W J E R S E Y

	1. New Orleans (1.0)	
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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 (Sept 23 - Nov 11) \_\_\_\_\_ Howes film bags (Oct 28 - Dec 16)