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# **Marketing Massachusetts Cranberries 1978 Crop**

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**Federal-State  
Market News Service**

Massachusetts Department of Agriculture  
Division of Markets

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United States Department of Agriculture  
Agricultural Marketing Service  
Fruit and Vegetable Division  
Market News Branch



FOREWORD

The Boston Office of the Federal-State Market News Service issued a weekly report on Massachusetts Cranberries during the Marketing Season of 1978. The weekly reports covered the period from September 11 to December 15, 1978.

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 SUMMARY1978 CROP

PRODUCTION - (Courtesy of the Crop Reporting Service, U. S. Department of Agriculture.) Production of cranberries in the United States is forecast at a record 2.49 million barrels (113 thousand metric tons), a 4 percent improvement from the October forecast and 19 percent above the 1977 total. MASSACHUSETTS: Aside from early flooding in some bogs, harvest weather was good and berry size and quality were excellent. Cold nights and occasional showers aided coloring of Early Blacks. NEW JERSEY: Excessive rot and early frost damage led to production declines. WISCONSIN: Poor growing conditions resulted in reduced production from earlier expectations. Quality was good. OREGON: This year's crop ripened unevenly and suffered some berry rot as a result of hot weather in late July and early August followed by a period of very wet weather. WASHINGTON: Wet fall weather reduced berry quality and sizes were small in some bogs, although color was good.

SHIPMENTS AND DISTRIBUTION - Harvesting and fresh market shipments began a week earlier than last season. Dry and cool weather during the second and third week of September was ideal for the first dry picked berries. Initial shipments, however, were not as heavy as last season. Throughout the marketing season of 14 weeks, truck movement remained slightly behind last season. During this 14 week period shipments in 1978 exceeded 1977 in seven of the 14 weeks. The last reported week of the season, the week ending December 16th, shipments were only 588,000 pounds compared to the same equivalent week last season when 1,668,000 pounds were reported. This was the greatest disparity noted throughout the season compared to 1977. In terms of truck/carlot equivalents of 24,000 pounds there were 610 carlots shipped in 1978 compared with 680 carlots reported in 1977. Some late shipments into the Boston Market after the third week of December were not reported.

Early indications pointed to a substantially heavier crop in 1978. The original crop forecast in August for Massachusetts was 950,000 barrels or 9 percent above 1977. As harvesting became more extensive it also became obvious that the crop yield was greater than anticipated. The final indicated yield by the Crop Reporting Service was 1,175,000 barrels. This was the heaviest crop reported since 1965. Despite this large crop there was a shortage of berries for fresh market in December. Many orders could not be filled.

Despite a decrease of 1,691,000 pounds of fresh market berries reported shipped in 1978 vs. 1977, terminal markets reported an increase of 1,362,000 pounds in 1978 vs. 1977. Substantial increases were reported for Atlanta, Baltimore, Boston, Buffalo, Chicago, Cincinnati, Denver, Houston, Los Angeles, Minneapolis and St. Louis. Declines were reported for Cleveland, Kansas City, New Orleans, Philadelphia, Pittsburgh and San Francisco. Wisconsin berries in 1978, showed substantial increases in Chicago and San Francisco. Major declines were reported in Dallas, Kansas City, Los Angeles and St. Louis. Unloads of Washington berries into Los Angeles and San Francisco were sharply lower in 1978 vs. 1977.

Truck Movement continued as the only initial source of transportation of fresh berries. Boat movement to Europe was included with truck figures. Total shipments in 1978 were the lightest since 1972.

Boat shipments to Europe increased again in 1978. 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 in 1978 showed a marked improvement over the adverse conditions experienced in 1977. There were no damaging spring frosts. Some extremely heavy rains in early August damaged some bogs. Temperatures were generally favorable in August and continued into late September. Nights were cool and with sufficient rainfall reservoirs had sufficient water to protect against any low temperatures. Temperatures of 25° were reported in late September and 19° in early October. No damage was reported from these frosts. Ideal growing conditions came to an abrupt halt during the second week of October. Rain continued into the third week of October with temperatures as low as 17° reported at night. Some frost damage occurred from these low temperatures. The weather then cleared with moderating temperatures. Dry harvesting of the remaining Howes was active with the favorable break in the weather. Insect and disease damage was minimal in 1978.

HARVESTING - Initial harvesting of the 1978 crop began during the second week of September. This was approximately a week ahead of last season. Unlike the unusual wet harvesting season of 1977 the 1978 season was marked by generally cool and dry weather which continued into the second week of October. By this time almost all of the Blacks had been picked, along with a few Howes. This was fully a week earlier than last season when some Blacks destined for dry picking were eventually water harvested. Wet weather hindered Howe harvesting from the second into the third week of October. Clear and cool weather returned at this time and harvesting returned to high gear in all growing areas. Some growers completed their picking during the third week of October. Final harvesting of the remaining Howes was completed during the first week of November, only a few days ahead of last season.

MARKETING - Due to an insufficient number of price contacts no f.o.b. prices could be reported in 1978. It is apparent that an increasing percentage of Massachusetts Cranberries are going to processors. One major company in 1978 did not accept any further orders for fresh berries after the first week of November. This, despite the 1978 crop being the second largest crop on record. Another indicator is the increasing percentage of berries being water harvested vs. dry harvested. At present, approximately half of the berries are water harvested. Only a few years ago about a third of the crop was harvested in this manner. One of the earliest clean-ups, during the second week of December, was reported for 1978.

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 1978 season. The initial color of the first picked Blacks during the second week of September was considered only average. During the next week a combination of cold nights and showers aided markedly in color development. Color on Blacks was excellent for the balance of the season. Howe color was aided by an extended period of cold weather and rain. Initial harvesting of Howes showed good to excellent color. Color on the last Howes taken from storage was considered outstanding.

SIZE - Size for both Blacks and Howes were generally considered average. The heavy berry set for both varieties was primarily the reason. Many growers reported yields of 200-250 barrels per acre.

CONDITION AND QUALITY - The condition and quality of the 1978 crop was considered one of the finest in many years. Frost damage was minimal in 1978 and generally restricted to the last 10-15 percent of the Howes. Screening of storage berries throughout the season was considered relatively easy. Heavy fungus infestations found in Washington and British Columbia berries were non-existent in Massachusetts. Generally good growing weather favored the excellent quality of Massachusetts berries. Color, after a slow start on the first Blacks, was excellent. Size was generally average on both varieties caused primarily by the heavy fruit set.

PACKAGING - Practically all berries were marketed in 1-lb. film bags. There were no window boxes reported. A few 25-lb. boxes were marketed again this season, but continued as a minor factor, mostly to European outlets.



COURTESY OF NEW ENGLAND CROP & LIVESTOCK REPORTING SERVICE  
 U. S. DEPARTMENT OF AGRICULTURE, STATISTICAL REPORTING SERVICE

T A B L E N U M B E R 1

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STATE	P R O D U C T I O N				
	1976 - 1,000 BARRELS		1977 - 1,000 BARRELS		1978 1,000 BARRELS
	TOTAL	UTILIZED	TOTAL	UTILIZED	INDICATED
MASS	935.0	935.0	875.0	875.0	1,175.0
N. J.	276.0	276.0	157.0	157.0	220.0
OREG	89.3	89.3	80.2	80.2	91.0
WASH	103.0	103.0	136.0	136.0	138.0
WISC	1,004.0	1,004.0	854.0	854.0	870.0
U.S.	2,407.3	2,407.3	2,102.2	2,102.2	2,494.0

T A B L E N U M B E R 2

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

YEAR	ACRES	YIELD PER ACRE	PRODUC- TION <u>1/</u>	FRESH SALES	SOLD FOR PROCESSING	SHRINKAGE <u>2/</u>	AVERAGE PRICE PER BARREL <u>3/</u>	VALUE
		BARRELS	1,000 BARRELS	1,000 BARRELS	1,000 BARRELS	1,000 BARRELS	DOLLARS	1,000 DOLLARS
1967	11,200	51.2	573	146	357	N/A	14.90	8,538
1968	11,100	59.5	660	201	421	N/A	15.40	10,164
1969*	11,200	67.4	755	152	567	36	15.40	11,627
1970*	11,200	85.4	957	210	607	47	10.70	9,248
1971*	11,200	95.7	1,072	239	441	57	10.70	7,886
1972*	11,200	73.1	819	170	600	49	12.60	10,319
1973*	11,200	80.4	901	248	563	92	13.60	12,254
1974*	11,200	83.2	932	167	491	274	10.70	9,972
1975	11,200	70.1	785	162	508	115	13.00	10,205
1976	11,200	83.5	935	220	630	85	13.40	12,529
1977	11,200	78.1	875	207	576	92	17.00	14,875
1978 <u>4/</u>		84.9	1,175.					

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

2/ Berries paid for by processors and lost because of dehydration and berry breakdown after delivery.

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

4/ Preliminary.

\* Revised.

N/A Not available.

T A B L E N U M B E R 3					
WEEKLY SHIPMENTS FOR MASSACHUSETTS CRANBERRIES - TRUCK - 1977-1978					
Figures represent total reported movement from shipping point in 1,000 lb. Units					
Week Ending	1978 TRUCK	TOTAL TO DATE	Week Ending	1977 TRUCK	TOTAL TO DATE LAST SEASON
September 16	379	379			
September 23	1,090	1,469	September 24	1,894	1,894
September 30	1,003	2,472	October 1	977	2,871
October 7	1,032	3,504	October 8	662	3,533
October 14	497	4,001	October 15	715	4,248
October 21	413	4,414	October 22	962	5,210
October 28	722	5,136	October 29	415	5,625
November 4	739	5,875	November 5	624	6,249
November 11	2,247	8,122	November 12	2,016	8,265
November 18	2,213	10,335	November 19	2,609	10,874
November 25	430	10,765	November 26	600	11,474
December 2	1,584	12,349	December 3	1,488	12,962
December 9	1,694	14,043	December 10	1,692	14,654
December 16	588	14,631	December 17	1,668	16,322

T A B L E N U M B E R 4			
Week Ending	WEEKLY PRICE RANGE FOR MASSACHUSETTS & COMPETING CRANBERRIES IN TERMINAL MARKETS Prices represent 24-1 lb. packages unless otherwise stated. <u>A T L A N T A</u>		
	MASSACHUSETTS EARLY BLACKS	MASSACHUSETTS HOWES	
September 15	No supplies on market	No supplies on market	
September 22	No supplies on market	No supplies on market	
September 29	9.00-9.50	-	
October 6	9.50-10.00	-	
October 13	9.50-10.00	-	
October 20	9.50-10.00	-	
October 27	9.50-10.00	-	
November 3	9.50-10.00	-	
November 10	-	9.50-10.00	
November 17	-	10.00-10.50	
November 24	-	10.00-10.50	
December 1	No offerings	No offerings	
December 8	-	few 15.00	
December 15	-	few 13.50	
B A L T I M O R E			
Week Ending	MASSACHUSETTS EARLY BLACKS	MASSACHUSETTS HOWES	MASSACHUSETTS EARLY BLACKS SPEC. STORAGE
	September 15	No supplies on market	No supplies on market
September 22	few 8.75-9.00	-	-
September 29	8.25-9.00 mos 8.25-8.50	-	-
October 6	8.00-9.00 mos 8.25-8.50	-	-
October 13	8.25-8.50 few 8.75	-	-
October 20	8.25-8.75 mos 8.40-8.75	-	-
October 27	one brand 8.75 few hias 9.00	-	-
November 3	-	-	9.00-9.50 mos 9.50
November 10	-	9.00-9.25	9.50
November 17	-	10.00	9.50-10.50 mos 10.50
November 24	-	10.50	-
December 1	-	12.00-13.00	-
December 8	-	13.00	-
December 15	-	14.00	-

T A B L E N U M B E R 4			
Week Ending	WEEKLY PRICE RANGE FOR MASSACHUSETTS & COMPETING CRANBERRIES IN TERMINAL MARKETS Prices represent 24-1 lb. packages unless otherwise stated.		
	B O S T O N		
	MASSACHUSETTS EARLY BLACKS	MASSACHUSETTS HOWES	MASSACHUSETTS EARLY BLACKS SPEC. STGE
September 15	one brand 7.50 one br. 8.40	-	-
September 22	8.00-8.50 mos 8.00-8.40	-	-
September 29	8.00-8.60 mos 8.00-8.40	-	-
October 6	8.00-8.60 mos 8.60	-	-
October 13	8.00-8.60 mos 8.60	-	-
October 20	8.00-8.60 mos 8.60	-	-
October 27	8.00-8.60 mos 8.60	-	-
November 3	8.00-8.25 mos 8.00	-	8.60
November 10	8.00-8.25 mos 8.25	9.00	8.75-9.00
November 17	-	9.00-9.50 mos 9.00	9.00-10.00 mos 9.25
November 24	-	10.00-11.00 mos 11.00 flwr	10.50-11.00
December 1	-	10.25-11.00 mos 11.00	-
December 8	-	10.50-11.00 mos 11.00	-
December 15	-	11.00	-
B O S T O N			
	MASSACHUSETTS  25# loose  EARLY BLACKS SPEC STGE	MASSACHUSETTS HOWES	20# loose  MASSACHUSETTS EARLY BLACKS
September 15	-	-	-
September 22	-	-	-
September 29	-	-	-
October 6	-	-	-
October 13	-	-	-
October 20	-	-	5.00
October 27	-	-	6.00
November 3	8.50	-	5.60-6.00 mos 5.60
November 10	8.50	-	-
November 17	8.50	-	-
November 24	-	10.50	-
December 1	-	-	-
December 8	-	-	-
December 15	-	-	-
B U F F A L O			
	MASSACHUSETTS EARLY BLACKS	MASSACHUSETTS HOWES	MASSACHUSETTS EARLY BLACKS SPEC. STGE
September 15	No supplies on market	No supplies on market	No supplies on market
September 22	9.00	-	-
September 29	9.00	-	-
October 6	9.00-9.25	-	-
October 13	8.75-9.00	-	-
October 20	8.75-9.00	-	-
October 27	9.00-9.50 occ 8.50	-	-
November 3	9.00-9.50 occ 8.50	-	-
November 10	9.00-9.50	-	9.00-9.25
November 17	-	-	10.50
November 24	-	-	9.50-10.50
December 1	-	-	9.50-10.50
December 8	-	11.25	9.50-10.50
December 15	No supplies on market	No supplies on market	No supplies on market

Week Ending	T A B L E N U M B E R 4			
	WEEKLY PRICE RANGE FOR MASSACHUSETTS & COMPETING CRANBERRIES IN TERMINAL MARKETS Prices represent 24-1 lb. packages unless otherwise stated. C H I C A G O			
	MASSACHUSETTS EARLY BLACKS	MASSACHUSETTS HOWES	WISCONSIN BEN LEAR	WISCONSIN SEARLES
September 15	No supplies	No supplies	No supplies	No supplies
September 22	-	-	few 9.25	-
September 29	-	-	9.00-9.25	-
October 6	9.25-9.50	-	-	-
October 13	9.25-9.50	-	-	-
October 20	8.50-9.00	-	-	-
October 27	8.50-9.00	-	-	-
November 3	8.00-9.25 mos 8.50	-	-	8.50-9.00
November 10	8.00-9.25 mos 9.25	-	-	9.00
November 17	10.50-11.00 mos 11.00	12.00	-	10.00-11.00 mos 10.50 few hias 12.00
November 24	-	-	-	few 12.00
December 1	-	11.50-12.00	-	11.50-12.00
December 8	-	few 11.50-12.00	-	12.00-12.50
December 15	-	12.50-13.00	-	-
	C I N C I N N A T I			
	MASSACHUSETTS EARLY BLACKS	MASSACHUSETTS HOWES	MASSACHUSETTS E. BLACK SPEC STGE	WISCONSIN SEARLES
September 15	9.00-9.50	-	-	-
September 22	9.00-9.50	-	-	-
September 29	9.00-9.25	-	-	-
October 6	9.25	-	-	-
October 13	9.00-9.50	-	-	-
October 20	9.25-9.50	-	-	-
October 27	9.00-9.25	-	-	-
November 3	9.00-9.25	-	9.25	-
November 10	9.00	-	9.25-9.50	-
November 17	9.00-9.50	10.00-10.50	-	-
November 24	-	10.25	-	11.50
December 1	-	one brand 12.00	-	-
December 8	-	13.00-15.00	-	-
December 15	-	one brand 11.75 one brand 15.00	-	-
	C L E V E L A N D			
	MASSACHUSETTS EARLY BLACKS	MASSACHUSETTS HOWES	MASSACHUSETTS EARLY BLACKS SPEC. STGE	
September 15	10.00	-	-	
September 22	9.00-9.50	-	-	
September 29	9.00-9.50	-	-	
October 6	9.00-9.50	-	-	
October 13	9.00-9.50	-	-	
October 20	9.00-9.50	-	-	
October 27	9.00-9.50	-	-	
November 3	8.50-9.50 mos 9.00	-	-	
November 10	8.50-9.00 mos 9.00	9.50-10.00	-	
November 17	-	-	10.00-11.00 mos 10.50-11.00	
November 24	-	10.50-11.00 mos 11.00	10.50-11.00 mos 11.00	
December 1	No offerings	No offerings	No offerings	
December 8	-	13.50-14.00 mos 13.50	-	
December 15	-	13.50-15.00	-	

T A B L E N U M B E R 4			
Week Ending	WEEKLY PRICE RANGE FOR MASSACHUSETTS & COMPETING CRANBERRIES IN TERMINAL MARKETS Prices represent 24-1 lb. packages unless otherwise stated. D A L L A S		
	MASSACHUSETTS EARLY BLACKS	WISCONSIN SEARLES	
September 15	No supplies on market	No supplies on market	
September 22	No supplies on market	No supplies on market	
September 29	10.00-10.25	-	
October 6	9.50-9.75	-	
October 13	-	Jumbo 9.50-9.75	
October 20	-	Jumbo 9.50-9.75	
October 27	-	Jumbo 9.50-9.75	
November 3	-	Jumbo 9.50-9.75	
November 10	-	Jumbo 9.75-10.25	
November 17	-	Jumbo 9.75-10.25	
November 24	-	Jumbo 9.75-10.25	
December 1	Insufficient to quote	Insufficient to quote	
December 8	Insufficient to quote	Insufficient to quote	
December 15	Insufficient to quote	Insufficient to quote	
D E N V E R			
	MASSACHUSETTS HOWES	WISCONSIN BEN LEAR	WISCONSIN SEARLES
September 15	No supplies on market	No supplies on market	No supplies on market
September 22	No supplies on market	No supplies on market	No supplies on market
September 29	No supplies on market	No supplies on market	No supplies on market
October 6	-	10.00	-
October 13	-	9.75-10.00	-
October 20	-	9.75-10.00	-
October 27	-	-	9.75-10.00
November 3	-	-	9.75-10.00
November 10	-	-	9.75-10.00
November 17	-	-	9.75-10.50
November 24	-	-	10.00-10.50
December 1	Insufficient to quote	Insufficient to quote	Insufficient to quote
December 8	12.00	-	-
December 15	Insufficient to quote	Insufficient to quote	Insufficient to quote
D E T R O I T			
	MASSACHUSETTS EARLY BLACKS	MASSACHUSETTS HOWES	MASSACHUSETTS EARLY BLACKS SPEC. STGE
September 15	9.00	-	-
September 22	8.50-9.00	-	-
September 29	8.50-9.00 mos 8.50	-	-
October 6	8.50-9.00	-	-
October 13	8.50-9.25	-	-
October 20	8.50-9.00	-	-
October 27	8.50-9.00	-	-
November 3	8.50-9.00 mos 8.50	-	8.50
November 10	8.50	9.00-9.50 mos 9.00-9.25 few 8.50	-
November 17	-	9.50-10.50 mos 10.50	11.50-12.00
November 24	-	10.50	12.00
December 1	-	10.50	11.50-12.00 mos 11.50
December 8	-	11.50-12.00	-
December 15	-	11.50-12.00 fair qual 10.50	-

Week Ending		T A B L E N U M B E R 4				
		WEEKLY PRICE RANGE FOR MASSACHUSETTS & COMPETING CRANBERRIES IN TERMINAL MARKETS Prices represent 24-1 lb. packages unless otherwise stated. H O U S T O N				
		MASSACHUSETTS EARLY BLACKS		WISCONSIN SEARLES		
September 15	No supplies on market	No supplies on market			No supplies on market	
September 22	No supplies on market	No supplies on market			No supplies on market	
September 29	No sales reported	No sales reported			No sales reported	
October 6	Few 9.50-10.00	-			-	
October 13	No sales reported	No sales reported			No sales reported	
October 20	F&W 9.50-10.00	Few 9.50-10.00			Few 9.50-10.00	
October 27	-	9.50-10.00			9.50-10.00	
November 3	-	9.50-10.00			9.50-10.00	
November 10	-	Jumbc 9.50-10.50			Jumbc 9.50-10.50	
November 17	-	9.75-10.75			9.75-10.75	
November 24	Too few sales to quote	Too few sales to quote			Too few sales to quote	
December 1	No offerings	No offerings			No offerings	
December 8	No sales reported	No sales reported			No sales reported	
December 15	No sales reported	No sales reported			No sales reported	
		K A N S A S C I T Y				
		MASSACHUSETTS EARLY BLACKS	MASSACHUSETTS HOWES	MASSACHUSETTS E. BLK SPEC STG	WISCONSIN BEN LEAR	WISCONSIN SEARLES
September 15	No supplies	No supplies	No supplies	No supplies	No supplies	
September 22	No sls reported	No sls reported	No sls reported	No sls reported	No sls reported	
September 29	No sls reported	No sls reported	No sls reported	No sls reported	No sls reported	
October 6	9.50	-	-	9.50	-	
October 13	9.50	-	-	9.50	-	
October 20	9.25-9.50	-	-	9.25-9.50	-	
October 27	9.25-9.50	-	-	-	9.25-9.50	
November 3	9.50	-	-	-	9.50	
November 10	9.50	-	-	-	9.50	
November 17	-	9.50 few 10.00	9.50 few 10.00	-	9.50 few 10.00	
November 24	-	11.00-11.50	-	-	11.00-11.50	
December 1	-	11.00-11.50	-	-	11.00-11.50	
December 8	-	-	-	-	11.00	
December 15	Insufficient	Insufficient	Insufficient	Insufficient	Insufficient	
		L O S A N G E L E S				
		MASSACHUSETTS EARLY BLACKS	MASSACHUSETTS HOWES	WISCONSIN SEARLES	WASHINGTON MC FARLINS	
September 15	No supplies	No supplies	No supplies	No supplies		
September 22	No supplies	No supplies	No supplies	No supplies		
September 29	No supplies	No supplies	No supplies	No supplies		
October 6	No supplies	No supplies	No supplies	No supplies		
October 13	9.50-10.00	-	-	-		
October 20	9.50-10.00	-	-	9.50-10.00		
October 27	9.50-10.00 mos 9.75	-	-	9.50-10.00 mos 9.75		
November 3	-	-	9.50-9.75 mos 9.50	9.50-9.75 mos 9.50		
November 10	-	-	9.50-10.00 mos 9.50	9.50-10.00 mos 9.50		
November 17	-	-	10.00-12.00 mos 12.00	10.00-12.00 mos 12.00		
November 24	-	12.00-13.00 mos 12.00	12.00-13.00 mos 12.00	-		
December 1	-	12.50-13.50 mos 13.50	-	-		
December 8	-	13.00	-	-		
December 15	-	13.50	-	-		

T A B L E N U M B E R 4

Week Ending

WEEKLY PRICE RANGE FOR MASSACHUSETTS & COMPETING CRANBERRIES IN TERMINAL MARKETS  
 Prices represent 24-1 lb. packages unless otherwise stated.  
 L O U I S V I L L E

MASSACHUSETTS  
 EARLY BLACKS

MASSACHUSETTS  
 HOWES

September 15 No supplies on market  
 September 22 8.75 showing some green one brand 10.00  
 September 29 8.65-8.75 one brand 10.00  
 October 6 10.00 one brand 8.75  
 October 13 10.00  
 October 20 10.00 one brand 8.50-8.75  
 October 27 10.00 one brand 8.75  
 November 3 10.00 one brand 8.75  
 November 10 10.00 few 10.75 one brand 8.50  
 November 17 -  
 November 24 -  
 December 1 -  
 December 8 Insufficient to quote  
 December 15 -

No supplies on market  
 -  
 -  
 -  
 -  
 -  
 -  
 -  
 -  
 10.00-10.50 one brand 8.50  
 few 10.00-10.50  
 few 10.75-11.25  
 Insufficient to quote  
 13.50

MASSACHUSETTS  
 EARLY BLACKS

M I A M I  
 MASSACHUSETTS  
 HOWES

MASSACHUSETTS  
 EARLY BLACKS SPEC. STGE

September 15 No supplies on market  
 September 22 10.00  
 September 29 9.75-10.75  
 October 6 9.75-10.75 mos 9.75-10.00  
 October 13 9.75-10.75 mos 9.75-10.00  
 October 20 9.50-10.00 few lower  
 October 27 9.50-10.00 few higher  
 November 3 9.75-10.75  
 November 10 9.50-10.75 mos 9.50-10.00  
 November 17 -  
 November 24 -  
 December 1 No offerings  
 December 8 -  
 December 15 -

No supplies on market  
 -  
 -  
 -  
 -  
 -  
 -  
 -  
 -  
 -  
 -  
 -  
 -  
 -  
 -  
 No offerings  
 -  
 -  
 12.00-13.50

No supplies on market  
 -  
 -  
 -  
 -  
 -  
 -  
 -  
 -  
 -  
 10.00-10.75  
 10.00-10.75 few higher  
 No offerings  
 one brand 12.50  
 -

MASSACHUSETTS  
 EARLY BLACKS

MASSACHUSETTS  
 HOWES

WISCONSIN  
 BEN LEARS

WISCONSIN  
 SEARLES

WASHINGTON  
 MC FARLINS

September 15 No supplies  
 September 22 -  
 September 29 -  
 October 6 -  
 October 13 -  
 October 20 -  
 October 27 few 11.50-12.25  
 November 3 few 11.50-12.25  
 November 10 -  
 November 17 -  
 November 24 -  
 December 1 -  
 December 8 -  
 December 15 -

No supplies  
 -  
 -  
 -  
 -  
 -  
 -  
 -  
 -  
 -  
 -  
 -  
 -  
 -  
 -  
 -  
 -  
 12.00-12.85  
 12.25-13.00

No supplies  
 9.75-10.50  
 9.75-10.50  
 9.40-10.25  
 -  
 -  
 -  
 -  
 -  
 -  
 -  
 -  
 -  
 -  
 -  
 -  
 -  
 -  
 -

No supplies  
 -  
 -  
 -  
 9.40-10.25  
 9.40-10.25  
 9.40-10.25  
 9.25-10.00  
 10.00-10.75  
 10.75-11.25  
 11.75-12.00  
 12.00-12.75  
 one brand 11.50  
 11.00-11.75  
 10.45-11.00

No supplies  
 -  
 -  
 -  
 -  
 -  
 -  
 -  
 -  
 -  
 9.50  
 10.75  
 10.45-10.75  
 -  
 -  
 -



T A B L E N U M B E R 4			
Week Ending	WEEKLY PRICE RANGE FOR MASSACHUSETTS & COMPETING CRANBERRIES IN TERMINAL MARKETS Prices represent 24-1 lb. packages unless otherwise stated. N E W O R L E A N S		
	MASSACHUSETTS EARLY BLACKS	MASSACHUSETTS HOWES	
September 15	No supplies on market	No supplies on market	
September 22	No supplies on market	No supplies on market	
September 29	No supplies on market	No supplies on market	
October 6	Insufficient supplies to quote	Insufficient supplies to quote	
October 13	Insufficient supplies to quote	Insufficient supplies to quote	
October 20	Insufficient supplies to quote	Insufficient supplies to quote	
October 27	11.00-11.50 mos 11.00	-	
November 3	10.50=11.00	-	
November 10	10.50-11.00 few higher	-	
November 17	few 11.00	-	
November 24	one brand 11.00	-	
December 1	Insufficient supplies to quote	Insufficient supplies to quote	
December 8	Insufficient supplies to quote	Insufficient supplies to quote	
December 15	-	15.00-16.00	
N E W Y O R K			
	MASSACHUSETTS EARLY BLACKS	MASSACHUSETTS HOWES	MASSACHUSETTS EARLY BLACKS SPEC STGE
September 15	No supplies on market	No supplies on market	No supplies on market
September 22	9.50	-	-
September 29	9.50	-	-
October 6	9.50	-	-
October 13	9.50	-	-
October 20	9.50	-	-
October 27	9.50	-	-
November 3	-	-	9.50
November 10	-	-	10.00
November 17	-	11.00	-
November 24	-	11.00	-
December 1	-	12.00	-
December 8	-	12.00	-
December 15	-	12.00	-
P H I L A D E L P H I A			
	MASSACHUSETTS EARLY BLACKS	MASSACHUSETTS HOWES	MASSACHUSETTS EARLY BLACKS SPEC STGE
September 15	No supplies on market	No supplies on market	No supplies on market
September 22	9.00	-	-
September 29	8.50	-	-
October 6	8.50-9.50	-	-
October 13	8.50	-	-
October 20	one brand 8.50 one br 9.50	-	-
October 27	one brand 8.50 one br 9.50	-	-
November 3	one brand 8.50 one br 9.50	-	-
November 10	8.50 one brand 9.50	-	-
November 17	-	12.00	12.00
November 24	-	11.00-11.50	-
December 1	-	11.00-11.50 one brand 12.00	-
December 8	No sales reported	No sales reported	No sales reported
December 15	-	11.50-12.00	-

T A B L E N U M B E R 4

Week Ending

WEEKLY PRICE RANGE FOR MASSACHUSETTS & COMPETING CRANBERRIES IN TERMINAL MARKETS  
 Prices represent 24-1 lb. packages unless otherwise stated.  
 P I T T S B U R G H

MASSACHUSETTS  
 EARLY BLACKS

MASSACHUSETTS  
 HOWES

MASSACHUSETTS  
 EARLY BLACKS SPEC STORAGE

September 15  
 September 22  
 September 29  
 October 6  
 October 13  
 October 20  
 October 27  
 November 3  
 November 10  
 November 17  
 November 24  
 December 1  
 December 8  
 December 15

Few 9.25  
 Few 9.25  
 9.25-9.50  
 Few 9.25-9.50  
 9.00-9.25  
 9.00  
 9.00  
 Few 9.00  
 9.00  
 -  
 No supplies on market  
 No offerings  
 -  
 -

-  
 -  
 -  
 -  
 -  
 -  
 -  
 -  
 9.50  
 No supplies on market  
 No offerings  
 14.00  
 14.00

-  
 -  
 -  
 -  
 -  
 -  
 -  
 -  
 9.50  
 No supplies on market  
 No offerings  
 -  
 -

S A N F R A N C I S C O

MASSACHUSETTS  
 HOWES

WASHINGTON  
 MC FARLINS

September 15  
 September 22  
 September 29  
 October 6  
 October 13  
 October 20  
 October 27  
 November 3  
 November 10  
 November 17  
 November 24  
 December 1  
 December 8  
 December 15

No supplies on market  
 No supplies on market  
 No supplies on market  
 No supplies on market  
 -  
 -  
 -  
 -  
 10.50-11.00  
 No supplies on market  
 Insufficient supplies to quote  
 13.00-13.50  
 No offerings  
 No offerings

No supplies on market  
 No supplies on market  
 No supplies on market  
 No supplies on market  
 9.25-9.50  
 9.25-9.50  
 9.25-9.50  
 9.25-9.50  
 9.25-9.50  
 No supplies on market  
 Insufficient supplies to quote  
 -  
 No offerings  
 No offerings

S T . L O U I S

MASSACHUSETTS  
 EARLY BLACKS

MASSACHUSETTS  
 EARLY BLACKS SPEC STORAGE

WISCONSIN  
 SEARLES

September 15  
 September 22  
 September 29  
 October 6  
 October 13  
 October 20  
 October 27  
 November 3  
 November 10  
 November 17  
 November 24  
 December 1  
 December 8  
 December 15

No supplies on market  
 No supplies on market  
 8.75-9.00  
 8.75-9.25 mos 9.00  
 8.50-9.00 mos 8.75-9.00  
 8.75-9.00  
 8.75  
 8.75  
 8.75-9.00  
 9.00-11.50 mos 9.50  
 No supplies on market  
 No offerings  
 -  
 No offerings

No supplies on market  
 No supplies on market  
 -  
 -  
 -  
 -  
 -  
 -  
 -  
 -  
 No supplies on market  
 No offerings  
 12.00  
 No offerings

No supplies on market  
 No supplies on market  
 -  
 -  
 Light color 8.25-8.50  
 Lgt color 8.00-8.25 occ 8.50  
 8.25-8.50  
 8.25  
 8.25-8.50  
 9.00-11.50 mos 9.50  
 No supplies on market  
 No offerings  
 12.00  
 No offerings

TABLE NUMBER 5							
Week Ending	WEEKLY TRUCK RECEIPTS IN 1,000 LB. UNITS						
	MASSACHUSETTS CRANBERRIES WITH COMPETING AREAS IN TERMINAL MARKETS						
	A T L A N T A		B A L T I M O R E	B O S T O N	B U F F A L O	C H I C A G O	
	Mass	Mass	Mass	Mass	Mass	Wisc	
September 15	-	-	18	-	-	-	
September 22	-	13	56	18	-	14	
September 29	10	-	55	14	-	43	
October 6	4	7	75	4	29	-	
October 13	22	29	27	-	5	51	
October 20	8	17	31	23	-	23	
October 27	5	11	47	4	-	36	
November 3	11	21	26	-	-	-	
November 10	18	16	71	77	-	14	
November 17	42	81	134	34	7	274	
November 24	14	64	131	24	-	127	
December 1	-	19	18	48	7	-	
December 8	14	4	59	14	7	14	
December 15	19	42	48	14	57	17	
<u>Totals</u>	167	324	796	274	112	613	
	C I N C I N N A T I		C L E V E L A N D	D A L L A S		D E N V E R	
	Mass	Wisc	Mass	Mass	Wisc	Mass	Wisc
September 15	15	-	8	-	-	-	-
September 22	48	-	7	-	-	-	-
September 29	44	-	4	16	-	-	-
October 6	37	-	29	7	6	-	31
October 13	64	-	20	-	14	-	33
October 20	21	-	-	-	11	-	-
October 27	22	22	15	-	8	-	72
November 3	58	-	17	-	18	-	30
November 10	29	-	33	-	-	-	-
November 17	181	-	28	-	68	-	201
November 24	190	6	72	-	23	-	91
December 1	7	-	7	-	-	-	31
December 8	78	-	30	-	-	93	-
December 15	65	-	13	14	-	-	-
<u>Totals</u>	859	28	283	37	148	93	489
	D E T R O I T		H O U S T O N		K A N S A S C I T Y		
	Mass	Wisc	Mass	Wisc	Mass	Wisc	
September 15	13	-	-	-	-	-	
September 22	16	-	-	-	-	24	
September 29	12	-	35	-	24	24	
October 6	5	-	11	-	-	28	
October 13	18	-	-	26	-	48	
October 20	13	-	-	-	-	48	
October 27	25	5	-	35	-	-	
November 3	11	-	-	-	-	48	
November 10	14	-	-	37	-	64	
November 17	83	-	-	53	-	75	
November 24	51	-	-	36	-	24	
December 1	77	-	-	-	-	-	
December 8	37	-	-	-	-	-	
December 15	13	-	17	-	-	-	
<u>Totals</u>	388	5	63	187	24	383	

TABLE NUMBER 5							
Week Ending	WEEKLY TRUCK RECEIPTS IN 1,000 LB. UNITS						
	MASSACHUSETTS CRANBERRIES WITH COMPETING AREAS IN TERMINAL MARKETS						
	LOS ANGELES			LOUISVILLE	MIAMI	MINNEAPOLIS	
	Mass	Wash	Wisc	Mass	Mass	Mass	N. J.
September 15	-	-	-	-	-	-	-
September 22	-	-	-	5	-	-	4
September 29	-	-	-	-	18	-	2
October 6	36	-	-	5	22	-	-
October 13	55	-	-	5	6	24	-
October 20	36	100	-	4	13	6	-
October 27	-	53	-	4	7	12	-
November 3	-	78	38	6	11	15	-
November 10	-	-	-	-	-	7	-
November 17	-	-	144	14	6	36	-
November 24	101	-	-	21	39	-	-
December 1	24	-	-	4	6	-	-
December 8	42	-	-	13	-	19	-
December 15	108	-	-	19	5	3	-
<u>Totals</u>	402	231	182	100	133	122	6
	MINNEAPOLIS (Cont'd)		NEW ORLEANS	NEW YORK	PHILADELPHIA		
	Wash	Wisc	Mass	Mass	Mass	Wisc	
September 15	-	-	-	-	-	-	
September 22	-	1	-	10	14	-	
September 29	-	11	-	18	16	-	
October 6	-	48	21	16	-	-	
October 13	-	26	-	4	30	10	
October 20	-	16	8	34	44	-	
October 27	-	19	8	53	14	-	
November 3	-	47	-	38	24	-	
November 10	-	20	22	43	14	-	
November 17	1	65	21	67	124	11	
November 24	-	168	-	132	67	-	
December 1	-	36	-	30	34	-	
December 8	-	63	12	31	12	-	
December 15	3	9	22	54	41	-	
<u>Totals</u>	4	529	114	530	434	21	
	PITTSBURGH	SAN FRANCISCO			ST. LOUIS		
	Mass	Mass	Wash	Wisc	Mass	Wisc	
September 15	5	-	-	-	-	-	
September 22	-	-	-	-	-	-	
September 29	11	-	-	-	16	22	
October 6	16	-	-	-	44	5	
October 13	24	-	116	-	4	1	
October 20	8	-	156	-	15	2	
October 27	22	-	37	-	5	45	
November 3	-	-	31	-	8	12	
November 10	24	-	-	-	-	-	
November 17	79	-	-	268	49	43	
November 24	14	-	-	-	39	-	
December 1	-	25	-	-	-	-	
December 8	15	-	-	-	27	36	
December 15	15	-	-	-	21	-	
<u>Totals</u>	233	25	340	268	228	166	

TABLE NUMBER 6						
Year	ANNUAL SHIPMENTS OF MASSACHUSETTS CRANBERRIES (1957-1978) (In 1,000 Lb. Units)					
	RAIL		TRUCK		TOTAL	
1957	4,344		14,496			18,840
1958	3,096		16,512			19,608
1959	1,008		9,792			10,800
1960	2,088		17,664			19,752
1961	2,616		*13,656			*16,272
1962	*3,312		*21,408			*24,702
1963	*2,640		*17,784			*20,424
1964	624		17,952			18,576
1965	456		17,904			18,360
1966	120		17,280			17,400
1967	192		12,528			12,720
1968	120		16,872			16,992
1969	24		14,568			14,592
1970	0		17,976			17,976
1971	0		*20,184			*20,184
1972	0		13,368			13,368
1973	0		*15,888			*15,888
1974	0		15,216			15,216
1975	0		15,288			15,288
1976	0		16,824			16,824
1977	0		16,322			16,322
1978	0		14,631			14,631

  

TABLE NUMBER 7						
Year	ANNUAL FOB PRICE RANGES OF MASSACHUSETTS CRANBERRIES (1957-1977)					
	EARLY BLACKS			HOWES		
	Film Bags		Window Boxes	Film Bags		Window Boxes
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
1978**						

\*\*1978 - Unavailable

\* Figures include School Lunch Deliveries

## TABLE NUMBER 8

UNLOADS IN TERMINAL MARKETS BY VOLUME AND ORIGIN STATE - (In 1,000 lb. Units)

## MASSACHUSETTS

1. Cincinnati (859)	9. Buffalo (274)	16. Chicago (112)
2. Boston (796)	10. Pittsburgh (233)	17. Louisville (100)
3. New York (530)	11. St. Louis (228)	18. Denver (93)
4. Philadelphia (434)	12. Atlanta (167)	19. Houston (63)
5. Los Angeles (402)	13. Miami (133)	20. Dallas (37)
6. Detroit (388)	14. Minneapolis (122)	21. San Francisco (25)
7. Baltimore (324)	15. New Orleans (114)	22. Kansas City (24)
8. Cleveland (283)		

## WISCONSIN

1. Chicago (613)	5. San Francisco (268)	9. Dallas (148)
2. Minneapolis (529)	6. Houston (187)	10. Cincinnati (28)
3. Denver (489)	7. Los Angeles (182)	11. Philadelphia (21)
4. Kansas City (383)	8. St. Louis (166)	12. Detroit (5)

## WASHINGTON

1. San Francisco (340)	2. Los Angeles (231)	3. Minneapolis (4)
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## NEW JERSEY

1. Minneapolis (6)
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