



**CRANBERRY**  

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**MARKETING**  

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**COMMITTEE**

*2005*  
*Crop Year*  
*Retrospective*

# 2005 *Cranberry* Retrospective Index *What's Inside & Where to Find it*

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## Page Numbers

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3 & 4	2005 Cranberry Retrospective: A Quick Overview
5	2005 Crop Year Domestic Production [Pie Chart]
6	1995 - 2005 Crop Years Domestic Production by Production Areas
7	2005 Domestic Production & Foreign Acquisitions [Pie Chart]
8	1995 - 2005 Crop Years Harvested Acreage
9	1995 - 2005 Crop Years Harvested Acreage [Graph]
10	1995 - 2005 Crop Years U. S. Average Yield Per Acre [Graph]
11	1995 - 2005 Crop Years U. S. Average Yield Per Acre
12	1995 - 2005 Per Capita Consumption
13	1995 - 2005 Average Cranberry Price: Fresh & Processed Fruit - NASS [Graph]
14	1995 - 2005 Average Cranberry Price: Fresh & Processed Fruit - NASS
15	Cranberry Barrels Utilized Compared to Available Supply: 1995 - 2005 Crop Years
16	Ending Inventories: 1995 - 2005 Crop Years
17 & 18	Export Program Update for the 2005/06 Crop Year
19 - 24	1995 - 2005 Crop Years Cranberry Position Reports [Detailed] By Reporting Cycles

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# 2005 *Cranberry* Retrospective

## A Quick Overview

### Comparison of Key Factors: 2005 vs. 2004 Crop Year

	2005 Crop Year (in barrels)	2004 Crop Year (in barrels)	Barrel Differ- ence (+/-)	% Difference
↑ Beginning Inventories (Adjusted)	3,271,326	3,257,031	14,295	.43
↑ Domestic Production	6,354,516	6,168,261	186,255	3.02
↓ Foreign Acquisitions	943,316	1,048,741	(105,425)	(10.05)
↓ Domestic Fresh Fruit Sales	238,995	249,318	(10,323)	(4.41)
↑ Foreign Fresh Fruit Sales	55,615	49,087	6,528	13.3
↓ Processed Fruit Utilization (Domestic)	5,196,723	5,248,884	(52,161)	(.99)
↑ Processed Fruit Utilization (Foreign)	1,622,072	1,458,525	163,547	11.21
↑ Total Sales	7,113,405	7,005,814	107,591	1.54
↑ Shrinkage	262,942	189,304	73,638	38.9
↓ Ending Inventory	2,989,824	3,235,688	(245,864)	(7.6)

The statistical data contained in this report encompasses the 1995 through 2005 crop years. The data, charts, graphs, etc., are public information and as such can be copied and distributed freely, however the Cranberry Marketing Committee would appreciate it if the information/data is used that the CMC be cited as the source.

**Data Sources:** The CMC gathers data from growers, handlers and producer-handlers. Growers are required to provide the CMC with information on their individual production, sales, harvested acreage, as well as any newly planted or renovated acreage.

Pursuant to the Federal Cranberry Marketing Order handlers residing in or acquiring cranberries from producers residing within the production areas are required to file reports with the CMC during the crop year. These reports are to show all acquisitions of cranberries the handler has made (domestic and/or foreign), dispositions and inventories. Some growers produce and handle their own fruit and are designated as producer-handlers and are required to report their production, dispositions and inventories to the CMC throughout the crop year.

Handlers and producer-handlers are subject to performance audits conducted by the CMC to ensure they are compliant with the reporting requirements, assessment obligation and other provisions of the marketing order.

### **Other Sources for Information/Data Appearing in this Publication:**

- USDA, National Agriculture Statistical Service (**NASS**)
- USDA, Economic Research Service (**ERS**)
- USDA, AMS, Economic Analysis and Program Planning Branch

All information/data gathered is compiled, summarized, and published in reports available to industry members and other interested parties through the Cranberry Marketing Committee.

### **Generic International (Export) and Domestic Promotion Programs**

**Program Objective: Increase consumption of fresh cranberries and cranberry products by increasing awareness of the health, flavor and convenience benefits that cranberries offer. Primary messages about health will be supported by secondary message about convenience and flavor.**

#### **Timeline: Generic International (Export) Promotion Program**

- 1999 - CMC established an international (export) promotional program in Japan and Germany
- 2002 - Mexico was added to the export promotion program
- 2002 - CMC establishes a domestic promotional program within the U.S.
- 2004 - France was added to the export promotion program
- 2005 - Australia was added as the fifth country to the export promotion program
- 2006 - CMC approves participating at a processed fruit seminar in Seoul, South Korea
- 2006 - CMC approves expanding presence in Europe to include other German speaking regions in Switzerland, Poland, Czech Republic, etc.

Sources of funds for carrying out the export promotion program comes from the cranberry industry, through assessments charged on the barrels of cranberries handled by first-handlers, and the USDA, Foreign Agricultural Service, Market Access Program (**MAP**).

#### **Timeline: Generic Domestic Promotion Program**

- The domestic promotion program is funded solely by assessments paid by first-handlers on the barrels of cranberries acquired from growers within the production areas.
- The CMC domestic program focuses activities on health professionals and consumers. The CMC works with the Cranberry Institute and state grower associations to achieve program objectives.

### **Marketing Order Regulation**

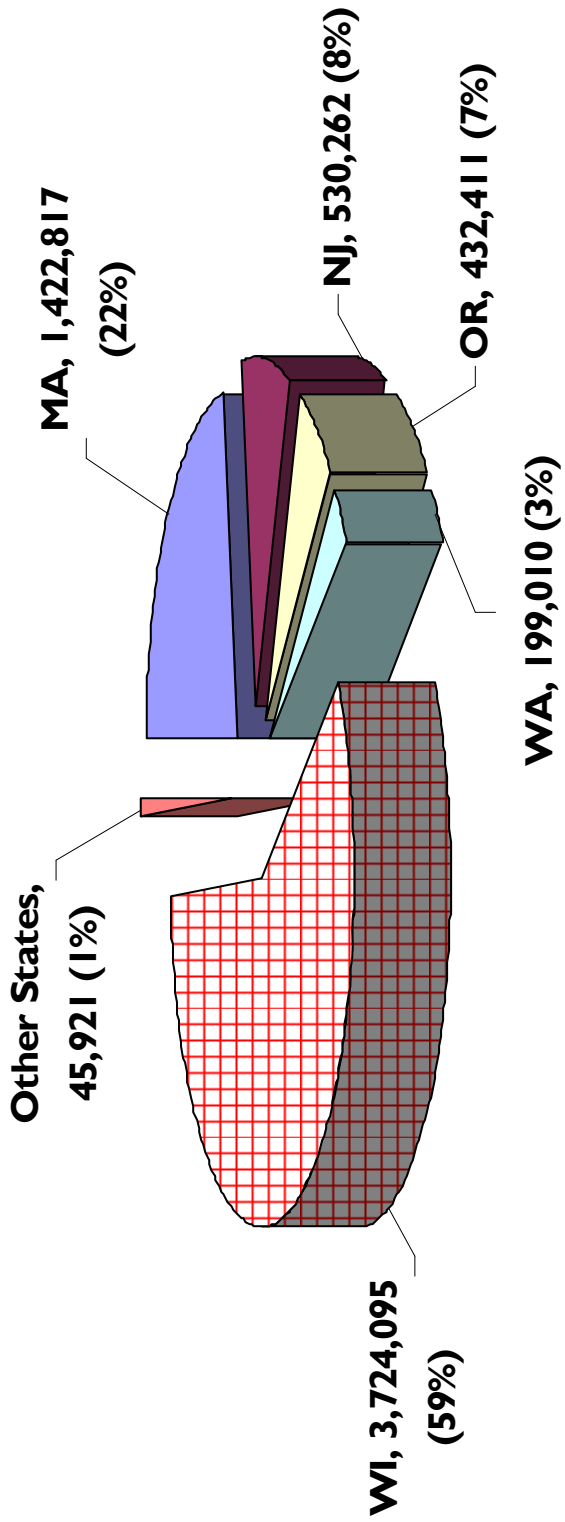
No federal marketing order regulation was in effect during the 2005 crop year. Growers were under no restrictions on the amount of cranberries they produce or sell and handlers were free from any restrictions on the amount of cranberries they could acquire.

### **Federal Cranberry Marketing Order Continuous Referendum'**

The last continuous referendum was conducted in 2003. At that time growers approved continuation of the Cranberry Marketing Order (order) for another four years. To continue the program it is necessary for producers, voting in the referendum, to approve continuing the order by a majority, by number of growers and volume of production, represented in the referendum. The next continuous referendum will be conducted during May 2007.

# 2005 Crop Year Domestic Production

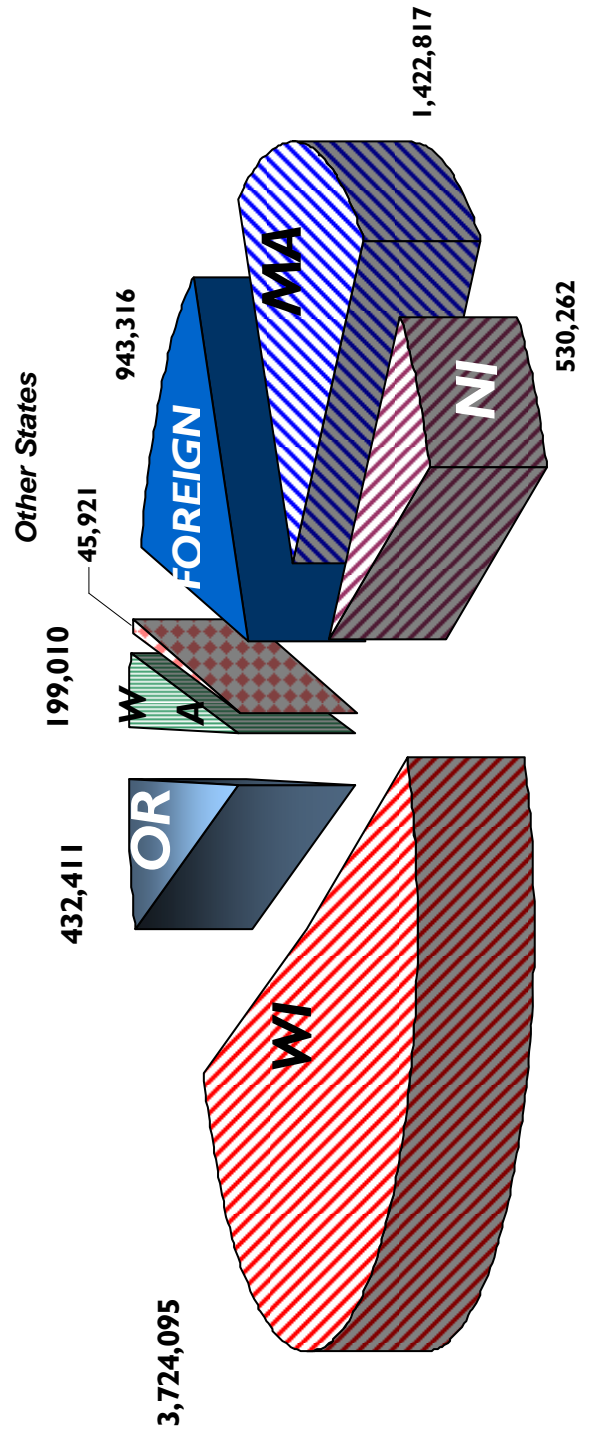
(in barrels)



## Domestic Production 1995 - 2005 Crop Years By Production Areas

<b>Crop Year</b>	<b>MA District 1</b>	<b>NJ District 2</b>	<b>WI District 3</b>	<b>OR District 4</b>	<b>WA District 4</b>	<b>Other States</b>	<b>Total Production</b>
<b>1995</b>	1,593,578	447,729	1,800,912	166,369	173,599	760	<b>4,182,947</b>
<b>1996</b>	1,775,031	462,758	1,940,635	309,259	179,939	857	<b>4,668,479</b>
<b>1997</b>	2,098,099	582,986	2,293,311	342,221	162,722	1,021	<b>5,480,360</b>
<b>1998</b>	1,873,024	534,566	2,541,266	353,841	159,458	1,439	<b>5,463,594</b>
<b>1999</b>	1,874,994	699,697	3,306,446	327,149	146,899	228	<b>6,355,413</b>
<b>2000</b>	1,952,792	476,080	2,597,541	393,167	162,863	3,170	<b>5,585,613</b>
<b>2001</b>	1,413,041	411,104	2,466,391	354,635	133,557	14,752	<b>4,793,480</b>
<b>2002</b>	1,450,804	427,331	3,205,843	431,503	159,530	20,015	<b>5,695,026</b>
<b>2003</b>	1,406,073	459,390	3,604,722	506,367	189,813	32,159	<b>6,198,524</b>
<b>2004</b>	1,803,419	384,918	3,294,458	483,848	168,965	32,653	<b>6,168,261</b>
<b>2005</b>	1,422,817	530,262	3,724,095	432,411	199,010	45,921	<b>6,354,516</b>

# 2005 Domestic Production & Foreign Acquisitions (in barrels)

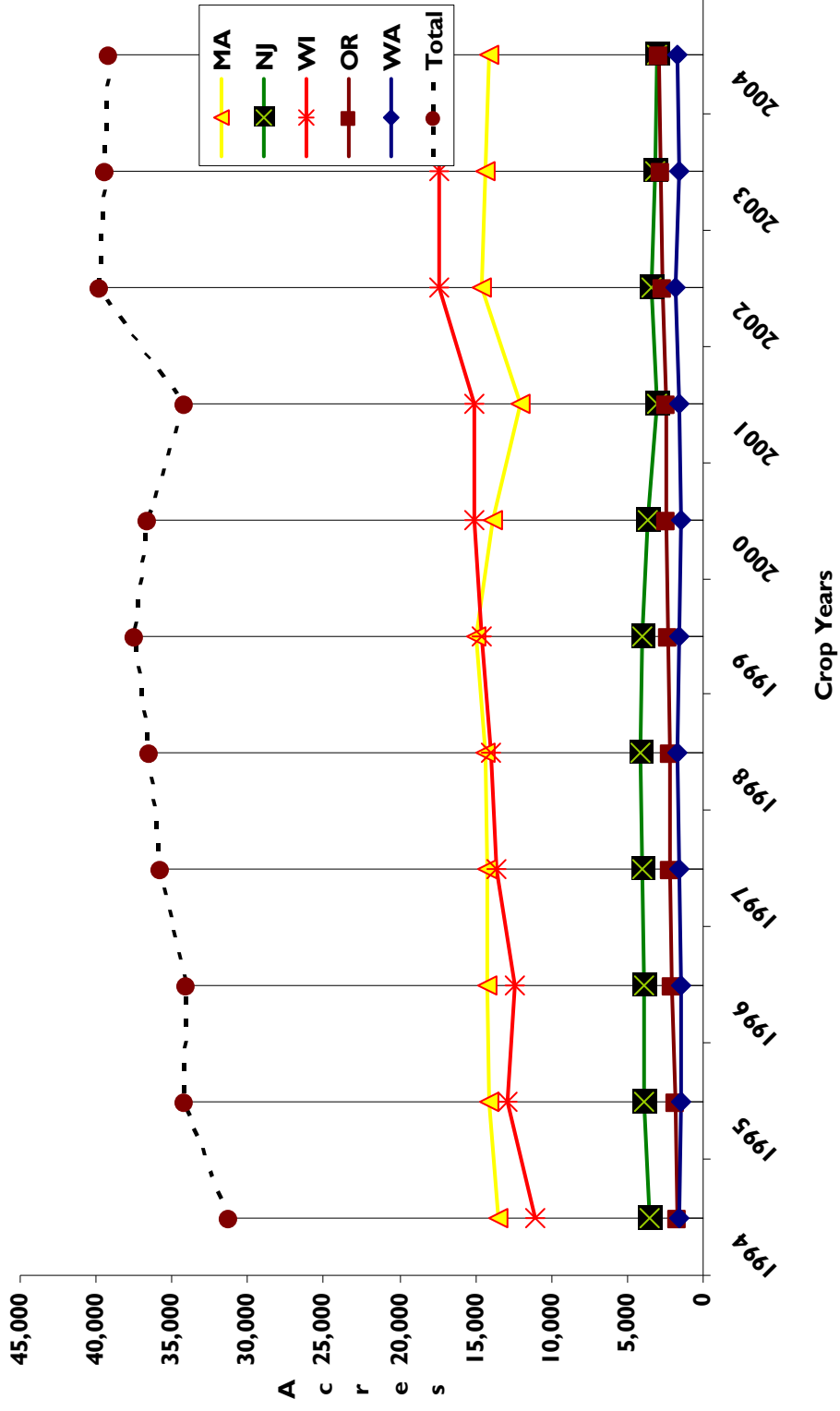


## Harvested Acres 1995 - 2005 Crop Years

<b>Crop Year</b>	<b>MA District 1</b>	<b>NJ District 2</b>	<b>WI District 3</b>	<b>OR District 4</b>	<b>WA District 4</b>	<b>U. S. Acres Har- vested</b>	
<b>1995</b>	14,120	3,890	12,890	1,817	1,512	<b>34,229</b>	
<b>1996</b>	14,194	3,917	12,381	2,079	1,512	<b>34,083</b>	
<b>1997</b>	14,260	3,956	13,676	2,179	1,625	<b>35,696</b>	
<b>1998</b>	14,402	4,126	14,046	2,208	1,668	<b>36,450</b>	
<b>1999</b>	15,000	4,000	14,600	2,300	1,600	<b>37,500</b>	
<b>2000</b>	13,900	3,700	15,100	2,400	1,500	<b>36,600</b>	
<b>2001</b>	12,000	3,100	15,100	2,400	1,600	<b>34,200</b>	
<b>2002</b>	14,645	3,369	17,344	2,646	1,795	<b>39,799</b>	<b>*NASS</b>
<b>2003</b>	14,400	3,200	17,400	2,800	1,600	<b>39,400</b>	<b>*NASS</b>
<b>2004</b>	14,100	3,100	17,400	2,900	1,700	<b>39,200</b>	<b>*NASS</b>
<b>2005</b>	14,200	3,100	17,400	2,700	1,700	<b>39,100</b>	<b>*NASS</b>

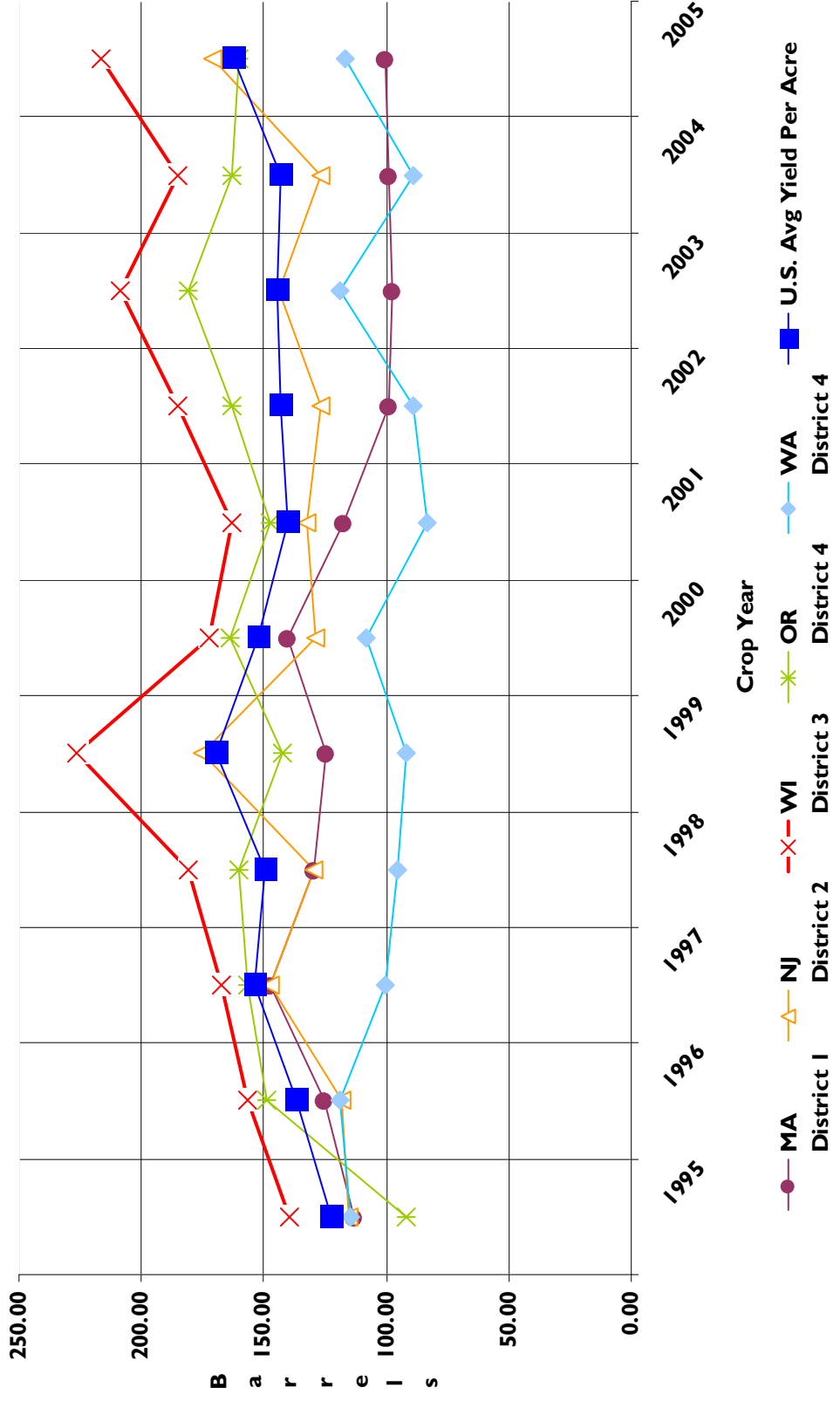
\*Acreage figures used for the 2002-2005 crop years are taken from reports issued by the National Agricultural Statistical Service (**NASS**)

# Harvested Acreage\* 1995 - 2005 Crop Years



\*Acreage as reported by the National Agricultural Statistic Service (NASS)

# U.S. Average Yield Per Acre (Barrels) 1995 – 2005 Crop Years



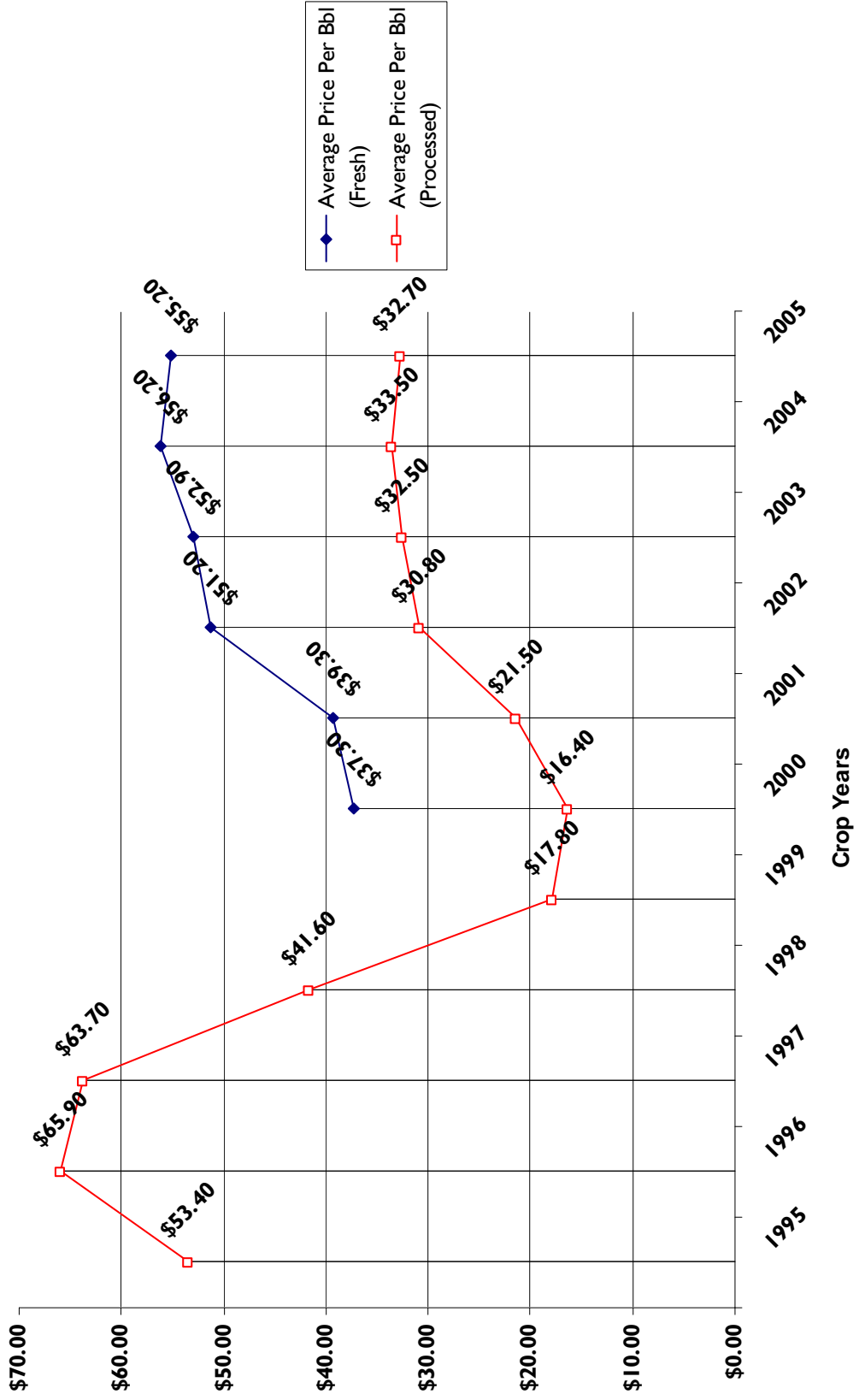
## U. S. Average Yield Per Acre 1995 - 2005 Crop Years

<b>Crop Year</b>	<i>MA District 1</i>	<i>NJ District 2</i>	<i>WI District 3</i>	<i>OR District 4</i>	<i>WA District 4</i>	<i>Average Yield Per Acre</i>
<b>1995</b>	112.91	115.10	139.71	91.56	114.81	<b>122.20</b>
<b>1996</b>	125.05	118.14	156.74	148.76	118.93	<b>136.97</b>
<b>1997</b>	147.13	147.37	167.69	157.05	100.14	<b>153.53</b>
<b>1998</b>	129.96	129.56	180.92	160.25	95.69	<b>149.89</b>
<b>1999</b>	125.00	174.92	226.47	142.24	91.81	<b>169.48</b>
<b>2000</b>	140.49	128.67	172.02	163.82	108.58	<b>152.61</b>
<b>2001</b>	117.75	132.61	163.34	147.76	83.47	<b>140.16</b>
<b>2002</b>	99.06	126.84	184.84	163.08	88.87	<b>143.09</b>
<b>2003</b>	97.64	143.56	207.17	180.85	118.63	<b>156.51</b>
<b>2004</b>	127.95	124.24	191.16	166.84	99.39	<b>157.35</b>
<b>2005</b>	100.20	171.05	216.67	160.15	177.06	<b>162.52</b>

## Per Capita Consumption Covering the 1995 - 2005 Crop Years

<b>Crop Year</b>	<b>Processed Sales (in barrels)</b>	<b>Fresh Fruit Sales (in barrels)</b>	<b>Population 1,000's</b>	<b>Per Capita Consumption Fresh (in pounds)</b>	<b>Per Capita Consumption Processed (in pounds)</b>
<b>1995</b>	4,161,843	216,558	264,486	0.08	1.57
<b>1996</b>	4,071,969	213,542	267,007	0.08	1.53
<b>1997</b>	4,370,168	203,591	269,536	0.08	1.62
<b>1998</b>	4,251,469	205,014	271,987	0.08	1.56
<b>1999</b>	4,395,560	217,012	274,423	0.08	1.60
<b>2000</b>	5,272,803	260,260	285,094	.09	1.87
<b>2001</b>	5,822,142	236,249	287,974	0.08	2.04
<b>2002</b>	4,825,187	251,789	290,810	0.09	1.68
<b>2003</b>	4,987,425	202,572	293,623	0.07	1.71
<b>2004</b>	5,248,666	249,318	293,623	0.08	1.79
<b>2005</b>	5,196,723	238,995	296,410	0.08	1.75

# USDA, NASS Cranberry Average Price 1995 - 2005 Crop Year



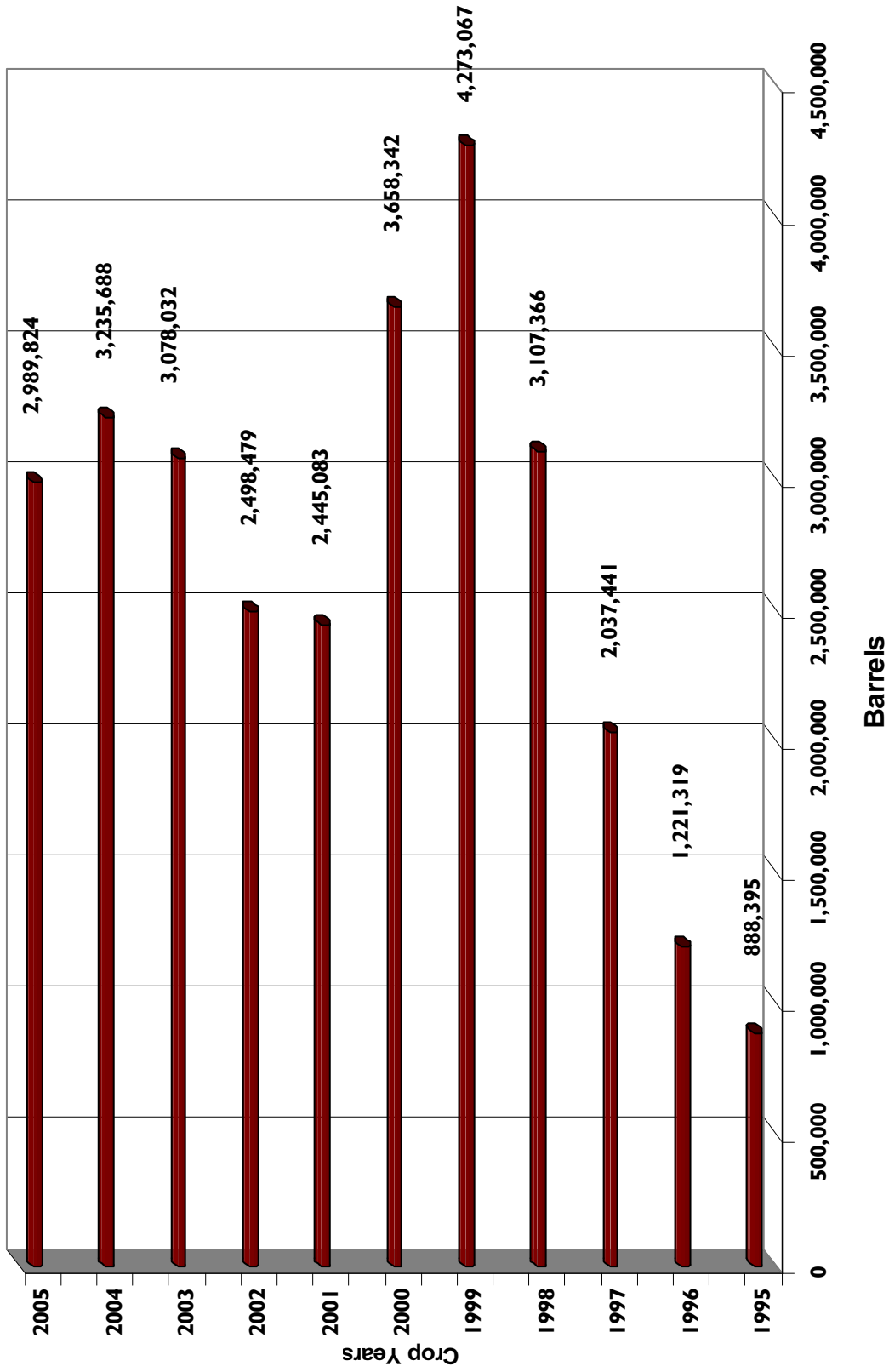
**USDA, National Agricultural Statistical Service (NASS)  
Cranberry Average Price & Utilized Production Value  
1995 - 2005 Crop Years**

<b>Crop Year</b>	<b>Average Price Per Barrel (Fresh)</b>	<b>Average Price Per Barrel (Processed)</b>	<b>Value of Utilized Production (\$1,000 dollars)</b>
<b>1995</b>	Not Available	\$ 53.40	<b>\$ 223,983</b>
<b>1996</b>	Not Available	\$ 65.90	<b>\$ 307,827</b>
<b>1997</b>	Not Available	\$ 63.70	<b>\$ 350,147</b>
<b>1998</b>	Not Available	\$ 41.60	<b>\$ 226,818</b>
<b>1999</b>	Not Available	\$ 17.80	<b>\$ 112,574</b>
<b>2000</b>	\$ 37.30	\$ 16.40	<b>\$ 100,851</b>
<b>2001</b>	\$ 39.30	\$ 21.50	<b>\$ 110,342</b>
<b>2002</b>	\$ 51.20	\$ 30.80	<b>\$ 182,783</b>
<b>2003</b>	\$ 52.90	\$ 32.50	<b>\$ 208,611</b>
<b>2004</b>	\$ 56.20	\$ 33.50	<b>\$ 221,755</b>
<b>2005</b>	\$ 55.20	\$ 32.70	<b>\$ 211,527</b>

## Percentage of Available Supply Utilized Compared to Available Supply

<b>Crop Year</b>	<b>Available Supply (in Barrels)</b>	<b>Barrels Utilized</b>	<b>Percentage of Supply (Barrels) Utilized</b>
<b>1995</b>	6,018,819	4,775,426	<b>79.34%</b>
<b>1996</b>	6,143,092	4,771,237	<b>77.67%</b>
<b>1997</b>	7,206,877	5,099,327	<b>70.76%</b>
<b>1998</b>	8,268,343	5,157,060	<b>62.37%</b>
<b>1999</b>	10,069,152	5,511,885	<b>54.74%</b>
<b>2000</b>	10,386,765	6,357,526	<b>61.21%</b>
<b>2001</b>	9,222,373	6,653,166	<b>72.14%</b>
<b>2002</b>	8,121,007	6,376,349	<b>69.91%</b>
<b>2003</b>	9,793,343	6,678,668	<b>68.20%</b>
<b>2004</b>	10,474,033	7,005,596	<b>66.89%</b>
<b>2005</b>	10,569,158	7,113,405	<b>67.30%</b>

# Ending Inventory

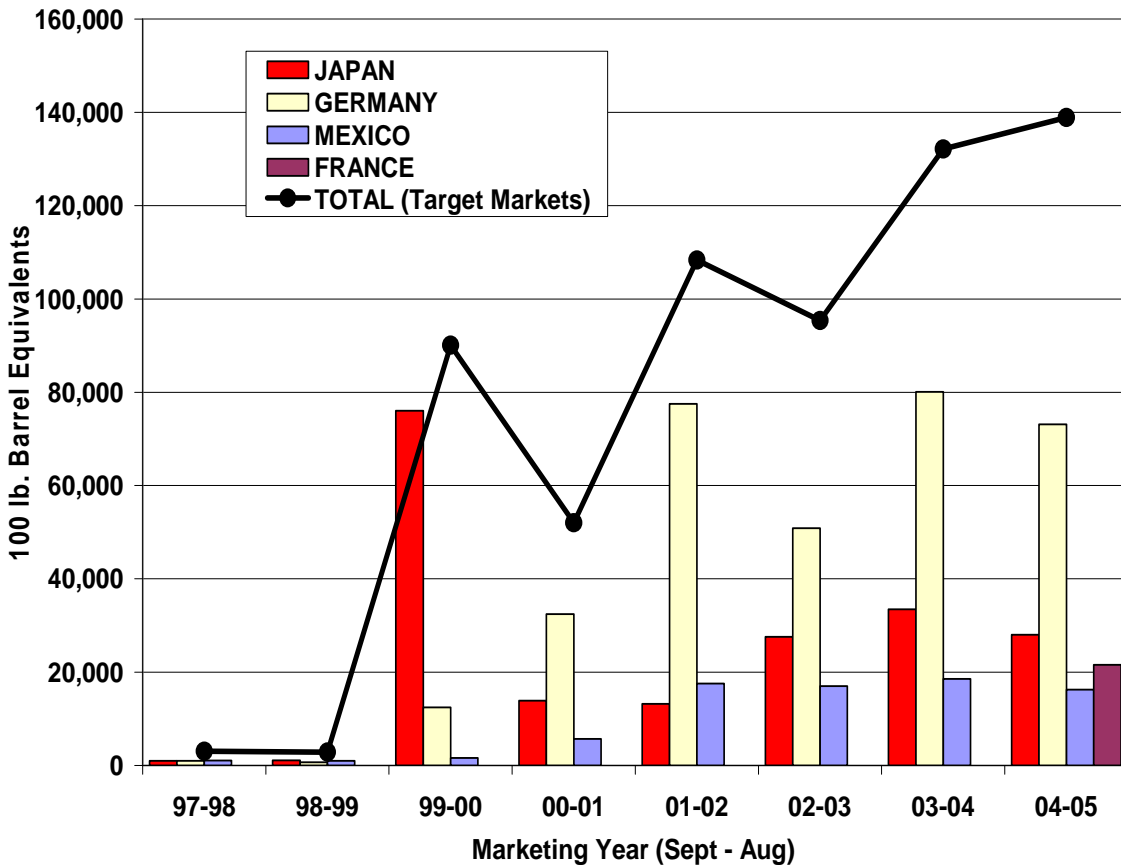


# Export Program Update for the 2005/06 Crop Year

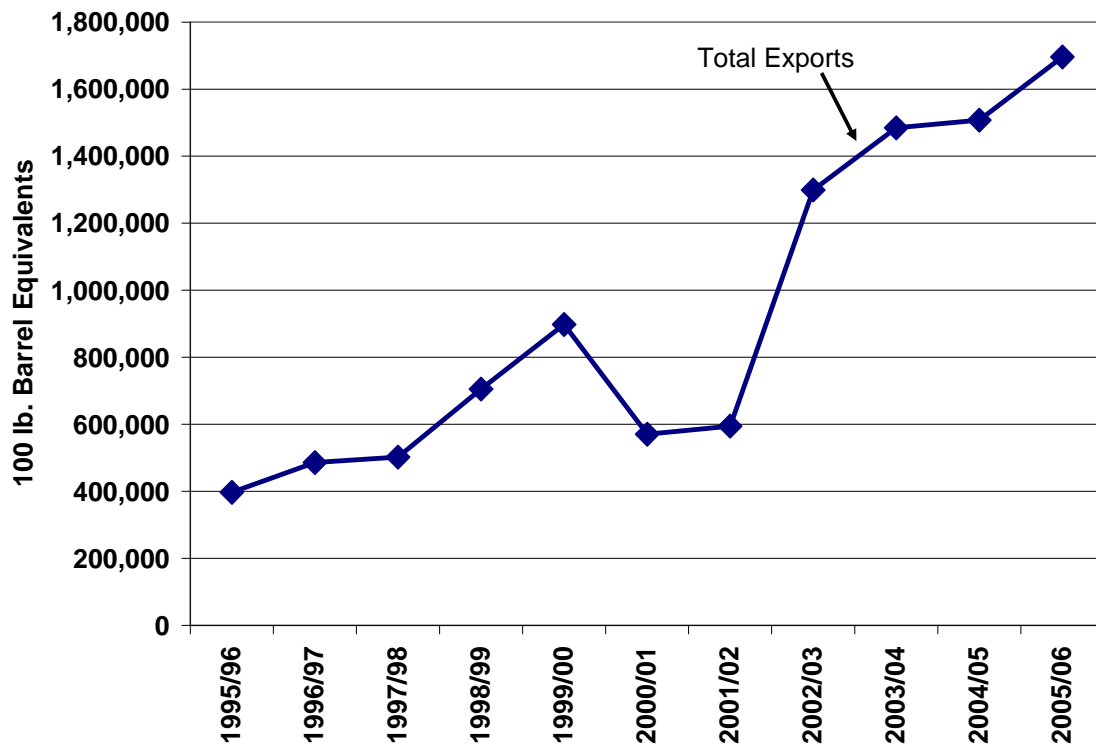
## Cranberry Exports on the Rise

The 2005/06 marketing year (July 1, 2005 to June 30, 2006) marked the seventh year of the Cranberry Marketing Committee's (CMC) generic international market development activities. During this time, exports have risen from less than 14% of production to an estimated 27% as of August 2006, or more than 1.6 million 100-lb. barrels. CMC's generic promotional activities have played an important role in this increase. Targeted countries include Japan, Germany, Mexico, France, Australia (as of February 2006), and Korea (as of August 2006). The primary objective of CMC's efforts is to expand consumer and trade knowledge of cranberry product availability, health benefits, and versatility of use.

**U.S. Cranberry Industry Exports to CMC Target Markets  
1999-2005 (100-lb. Barrel Equivalents)**



**Total U.S. Cranberry Industry Exports  
1999-2005 (100-lb. Barrel Equivalents)**



During the 2005/06 crop year the CMC's export promotion program saw many successes. More than 200 new products were introduced in CMC's target markets, and CMC's public relations efforts generated more than \$6.3 million worth of print, radio, and television publicity. Promotional activities have included constant media communications, a media tour, recipe development, in-store sampling, trade show participation, technical training for industrial ingredient users, marathon sponsorships, and bar promotions, among many other activities.

CMC has a number of new promotional activities planned. One of the most exciting opportunities comes from CMC's program in Australia. Jaime Oliver, the celebrity chef from the UK who is a very vocal advocate for healthy eating and single-handedly brought reform to the British school meal program, is planning to promote cranberries. Jaime has a new television program in Australia. Based on information he has seen in the media and from information provided by CMC, Jaime is planning to promote cranberries on his upcoming Australian television program! This level of support could catapult cranberries to the top of Australian consumers' grocery lists. For more information about this program, go to [www.jamieoliver.com.au/jamies-kitchen](http://www.jamieoliver.com.au/jamies-kitchen).

CMC has new and exciting activities planned in all of its target markets for the 2006/07 crop year. To find reports from past activities and to learn more about upcoming promotions, please go to CMC's website: [www.uscranberries.com](http://www.uscranberries.com).

**CRANBERRY**

**DETAILED**

**POSITION**

**REPORTS**

**By Reporting Cycles**

**1995 - 2005**

**Crop Years**



	2005	2004	2003	2002	2001	2000	1999	1998	1997	1996	1995
	9/1-12/31	9/1-12/31	9/1-12/31	9/1-12/31	9/1-12/31	9/1-12/31	9/1-1/31	9/1-1/31	9/1-1/31	9/1-1/31	9/1-1/31
<b>Q1-1st Cycle</b>											
<b>BEGINNING INVENTORY</b>											
Barrels in Freezers	1,608,916	1,532,987	1,107,770	1,262,781	1,364,446	1,612,336	1,648,054	1,066,996	520,109	442,960	557,798
Barrels in Processed Form	1,626,772	1,545,045	1,390,672	1,181,601	2,293,896	2,660,731	1,568,774	970,145	701,210	445,435	628,939
Sub-Total	3,235,688	3,078,032	2,498,442	2,444,382	3,658,342	4,273,067	3,216,828	2,037,141	1,221,319	888,395	1,186,737
Adj: from prev report:	26,940	-89,993	5,577	15,847	4,136	-639	-52,566	66,203	9,237	13,589	20,546
<b>Barrels On Hand</b>	<b>3,262,628</b>	<b>2,988,039</b>	<b>2,504,019</b>	<b>2,460,229</b>	<b>3,662,478</b>	<b>4,272,428</b>	<b>3,164,262</b>	<b>2,103,344</b>	<b>1,230,556</b>	<b>901,984</b>	<b>1,207,283</b>
<b>ACQUISITIONS</b>											
Massachusetts	1,422,817	1,803,419	1,406,073	1,450,804	1,413,041	1,952,792	1,869,575	1,871,582	2,097,936	1,775,031	1,593,578
New Jersey	530,262	384,754	459,390	427,331	411,104	476,080	699,697	534,306	582,644	462,758	447,729
Oregon	432,411	483,848	506,367	431,503	354,635	393,167	327,149	352,623	342,221	309,259	166,369
Washington	199,010	168,965	189,813	159,530	133,557	162,863	146,899	159,458	161,385	179,939	173,599
Wisconsin	3,675,731	3,294,458	3,604,722	3,205,843	2,465,540	2,597,161	3,306,446	2,560,466	2,293,111	1,940,635	1,800,912
Other States	45,921	32,653	32,159	20,015	14,752	3,170	228	2,850	979	857	760
<b>U.S. Acquired</b>	<b>6,306,152</b>	<b>6,168,097</b>	<b>6,198,524</b>	<b>5,695,026</b>	<b>4,792,629</b>	<b>5,585,233</b>	<b>6,349,994</b>	<b>5,481,285</b>	<b>5,478,276</b>	<b>4,668,479</b>	<b>4,182,947</b>
Foreign Barrels Acquired	906,908	1,040,394	1,061,198	904,901	691,100	589,919	632,994	592,788	467,705	18,405	574,656
<b>Total Barrels Acquired</b>	<b>7,213,060</b>	<b>7,208,491</b>	<b>7,259,722</b>	<b>6,599,927</b>	<b>5,483,729</b>	<b>6,175,152</b>	<b>6,982,988</b>	<b>6,074,073</b>	<b>5,945,981</b>	<b>4,686,884</b>	<b>4,757,603</b>
Interhandler Transfers	-171,556	-68,750	55,234	-31,385	-5,310	-14,530	223,434	55,656	8,069	446,222.0	0.0
<b>SALES &amp; SHRINKAGE</b>											
Fresh Domestic Sales	224,437	249,375	202,485	251,758	236,872	259,281	214,128	202,512	201,905	213,542	216,558
Processed & Sold By Handler	1,719,329	1,643,985	1,567,227	1,247,939	1,716,888	1,361,588	1,670,057	1,351,649	1,399,251	1,271,467	1,517,200
Sold to Processors	164,222	441,585	339,267	308,280	528,548	339,651	436,351	302,758	338,164	393,031	244,963
Sold to the Government	22,433	20,911	18,936	70,054	20,800	75,147	17,850	18,269	35,513	19,004	20,097
<b>Total Domestic Sales</b>	<b>2,130,421</b>	<b>2,355,856</b>	<b>2,127,915</b>	<b>1,878,031</b>	<b>2,503,108</b>	<b>2,035,667</b>	<b>2,338,386</b>	<b>1,875,188</b>	<b>1,974,833</b>	<b>1,897,044</b>	<b>1,998,818</b>
Foreign Sales-Fresh	55,615	49,087	49,321	47,911	31,412	39,150	39,933	28,768	26,002	19,726	22,557
Foreign Sales-Processed	554,479	510,575	497,116	439,421	197,393	242,378	359,499	267,483	203,910	184,688	142,063
<b>Total Foreign Sales</b>	<b>610,094</b>	<b>559,662</b>	<b>546,437</b>	<b>487,332</b>	<b>228,805</b>	<b>281,528</b>	<b>399,432</b>	<b>296,251</b>	<b>229,912</b>	<b>204,414</b>	<b>164,620</b>
<b>Total Sales</b>	<b>2,740,515</b>	<b>2,915,518</b>	<b>2,674,352</b>	<b>2,365,363</b>	<b>2,731,913</b>	<b>2,317,195</b>	<b>2,737,818</b>	<b>2,171,439</b>	<b>2,204,745</b>	<b>2,101,458</b>	<b>2,163,438</b>
Shrinkage	142,531	-17,857	88,361	80,876	18,760	57,585	83,327	94,277	35,706	87,891	110,944
<b>Total Sales &amp; Shrinkage</b>	<b>2,883,046</b>	<b>2,897,661</b>	<b>2,762,713</b>	<b>2,446,239</b>	<b>2,750,673</b>	<b>2,374,780</b>	<b>2,821,145</b>	<b>2,265,716</b>	<b>2,240,451</b>	<b>2,189,349</b>	<b>2,274,382</b>
<b>ENDING INVENTORY</b>											
Barrels in Freezers	5,278,197	5,478,105	5,500,155	5,407,183	4,427,361	5,515,846	5,464,093	4,624,520	3,981,861	3,100,638	2,966,583
Barrels in Processed Form	2,142,889	1,752,014	1,556,107	1,175,349	1,962,863	2,542,424	2,085,356	1,342,837	962,294	745,103	723,921
<b>Barrels In Inventory</b>	<b>7,421,086</b>	<b>7,230,119</b>	<b>7,056,262</b>	<b>6,582,532</b>	<b>6,390,224</b>	<b>8,058,270</b>	<b>7,549,449</b>	<b>5,967,357</b>	<b>4,944,155</b>	<b>3,845,741</b>	<b>3,690,504</b>

## Q2-2nd Cycle

### BEGINNING INVENTORY

	2005 1/1-4/30	2004 1/1-4/30	2003 1/1-4/30	2002 1/1-4/30	2001 1/1-4/30	2000 1/1-4/30	1999 2/1-4/30	1998 2/1-4/30	1997 2/1-4/30	1996 2/1-4/30	1995 2/1-4/30
Barrels in Freezers	5,278,197	5,478,105	5,500,155	5,407,183	4,427,351	5,515,846	5,464,093	4,624,520	3,981,861	3,100,638	2,966,583
Barrels in Processed Form	2,142,889	1,752,014	1,556,107	1,175,349	1,962,863	2,542,424	2,085,356	1,342,837	962,294	745,103	723,921
Sub-Total	7,421,086	7,230,119	7,056,262	6,582,532	6,390,214	8,058,270	7,549,449	5,967,357	4,944,155	3,845,741	3,690,504
Adj from prev report:	2,459	224,416	2,139	32,218	72,138	(97,675)	-171,017	13,648	13,436	66,359	8,181
<b>Barrels On Hand</b>	<b>7,423,545</b>	<b>7,454,535</b>	<b>7,058,401</b>	<b>6,614,750</b>	<b>6,462,342</b>	<b>7,960,595</b>	<b>7,378,432</b>	<b>5,981,005</b>	<b>4,957,591</b>	<b>3,912,100</b>	<b>3,698,685</b>

### ACQUISITIONS

Massachusetts	0	0	0	0	0	0	0	0	0	0	0
New Jersey	0	164	0	0	0	0	0	0	0	0	0
Oregon	0	0	0	0	0	0	0	0	0	0	0
Washington	0	0	0	0	0	0	0	0	0	0	0
Wisconsin	0	0	0	0	851	380	0	0	0	0	0
Other States	0	0	0	0	0	0	0	0	0	0	0
<b>U.S. Acquired</b>	<b>0</b>	<b>164</b>	<b>0</b>	<b>0</b>	<b>851</b>	<b>380</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
Foreign Barrels Acquired	4,282	3,856	19,438	7,448	1,725	7,918	3,352	4,974	0	0	0
<b>Total Barrels Acquired</b>	<b>4282</b>	<b>4020</b>	<b>19438</b>	<b>7448</b>	<b>2576</b>	<b>8298</b>	<b>3352</b>	<b>4974</b>	<b>0</b>	<b>0</b>	<b>0</b>
Interhandler Transfers	13,283	30,874	24,312	26,143	51,387	61,198	11,718	-3,313	3194	41,859	-12

### SALES & SHRINKAGE

Fresh Fruit	14,558	-57	87	31	-623	968	0	-199	-178	0	0
Processed & Sold By Handler	1,402,063	1,421,161	1,290,418	1,448,205	1,443,508	1,273,569	846,178	864,310	883,278	819,440	861,389
Sold to Processors	135,962	247,284	206,056	172,686	215,138	326,562	133,815	170,679	86,387	97,722	72,186
Sold to the Government	27,949	23,014	15,599	14,795	12,893	20,450	7,090	7,841	-8,928	8,006	8,539
<b>Total Domestic Sales</b>	<b>1,580,532</b>	<b>1,691,402</b>	<b>1,512,160</b>	<b>1,635,717</b>	<b>1,670,916</b>	<b>1,621,549</b>	<b>987,083</b>	<b>1,042,631</b>	<b>960,559</b>	<b>925,168</b>	<b>942,114</b>
Foreign Sales-Fresh	7,780	361	0	2	0	943	0	0	0	0	0
Foreign Sales-Processed	525,223	464,957	469,234	374,576	157,899	257,659	202,715	171,265	128,123	132,711	105,009
<b>Total Foreign Sales</b>	<b>533,003</b>	<b>465,318</b>	<b>469,234</b>	<b>374,578</b>	<b>157,899</b>	<b>258,602</b>	<b>202,715</b>	<b>171,265</b>	<b>128,123</b>	<b>132,711</b>	<b>105,009</b>
<b>Total Sales</b>	<b>2,113,535</b>	<b>2,156,720</b>	<b>1,981,394</b>	<b>2,010,295</b>	<b>1,828,815</b>	<b>1,880,151</b>	<b>1,189,798</b>	<b>1,213,896</b>	<b>1,088,682</b>	<b>1,057,879</b>	<b>1,047,123</b>
Shrinkage	12,007	145,066	49,305	54,762	41,562	331,934	92,642	13,360	14,362	71,418	62,132
<b>Total Sales &amp; Shrinkage</b>	<b>2,125,542</b>	<b>2,301,786</b>	<b>2,030,699</b>	<b>2,065,057</b>	<b>1,870,377</b>	<b>2,212,085</b>	<b>1,282,440</b>	<b>1,227,256</b>	<b>1,103,044</b>	<b>1,129,297</b>	<b>1,109,243</b>

### ENDING INVENTORY

Barrels in Freezers	2,936,013	3,072,923	3,149,163	2,831,908	2,788,426	2,986,333	3,864,665	3,134,706	2,483,532	1,720,530	1,586,046
Barrels in Processed Form	2,379,555	2,114,720	1,922,289	1,751,376	1,857,502	2,831,673	2,246,397	1,620,704	1,374,209	1,104,132	1,003,384
<b>Barrels In Inventory</b>	<b>5,315,568</b>	<b>5,187,643</b>	<b>5,071,452</b>	<b>4,583,284</b>	<b>4,645,928</b>	<b>5,818,006</b>	<b>6,111,062</b>	<b>4,755,410</b>	<b>3,857,741</b>	<b>2,824,662</b>	<b>2,589,430</b>

### Q3: 3rd Cycle

#### BEGINNING INVENTORY

	2005 5/1-7/31	2004 5/1-7/31	2003 5/1-7/31	2002 5/1-7/31	2001 5/1-7/31	2000 5/1-7/31	1999 5/1-7/31	1998 5/1-7/31	1997 5/1-7/31	1996 5/1-7/31	1995 5/1-7/31
Barrels in Freezers	2,936,013	3,072,923	3,150,122	2,831,908	2,788,426	2,986,333	3,864,665	3,134,706	2,483,532	1,720,530	1,586,046
Barrels in Processed Form	2,379,555	2,114,720	1,921,330	1,751,376	1,857,502	2,831,673	2,246,397	1,620,704	1,374,209	1,104,132	1,003,384
Sub-Total	5,315,568	5,187,643	5,071,452	4,583,284	4,645,928	5,818,006	6,111,062	4,755,410	3,857,741	2,824,662	2,589,430
Adj from prev report:	3,906	1,948	867	3,224	0	2,631	-133	45,574	0	11,175	0
<b>Barrels On Hand</b>	<b>5,319,474</b>	<b>5,189,591</b>	<b>5,072,319</b>	<b>4,586,508</b>	<b>4,645,928</b>	<b>5,820,637</b>	<b>6,110,929</b>	<b>4,800,984</b>	<b>3,857,741</b>	<b>2,835,837</b>	<b>2,589,430</b>

#### ACQUISITIONS

Massachusetts	0	0	0	0	0	0	0	1,390	0	0	0
New Jersey	0	0	0	0	0	0	0	0	0	0	0
Oregon	0	0	0	0	0	0	0	0	0	0	0
Washington	0	0	0	0	0	0	0	0	0	0	0
Wisconsin	0	0	0	0	0	0	0	0	0	0	0
Other States	0	0	0	0	0	0	0	0	0	0	0
<b>U.S. Acquired</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>1,390</b>	<b>0</b>	<b>0</b>	<b>0</b>
Foreign Barrels Acquired	18,526	3,321	6,136	9,590	4,203	25,098	18,062	7,580	0	0	0
<b>Total Barrels Acquired</b>	<b>18,526</b>	<b>3,321</b>	<b>6,136</b>	<b>9,590</b>	<b>4,203</b>	<b>25,098</b>	<b>18,062</b>	<b>8,970</b>	<b>0</b>	<b>0</b>	<b>0</b>

#### Interhandler Transfers

	-34,941	-10,667	15,446	-31,332	15,371	22,303	6,408	1,126	-5,198	20,460	-4,668
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#### SALES & SHRINKAGE

Fresh Fruit	0	0	0	0	0	0	0	-199	-77	0	0
Processed & Sold By Handler	1,183,681	967,403	878,428	865,741	1,032,055	900,362	759,681	973,045	907,522	803,404	825,146
Sold to Processors	83,993	58,446	156,198	186,347	94,724	303,482	172,638	79,494	87,961	90,524	65,140
Sold to the Government	9,958	9,494	9,514	10,964	9,573	43,391	8,024	7,547	-8,355	8,731	9,320
<b>Total Domestic Sales</b>	<b>1,277,632</b>	<b>1,035,343</b>	<b>1,044,140</b>	<b>1,063,052</b>	<b>1,136,352</b>	<b>1,247,235</b>	<b>940,343</b>	<b>1,059,887</b>	<b>987,051</b>	<b>902,659</b>	<b>899,606</b>
Foreign Sales-Fresh	907	0	0	0	0	0	0	0	0	0	0
Foreign Sales-Processed	341,306	348,553	316,331	310,231	149,414	200,654	228,997	176,545	115,473	118,617	92,280
<b>Total Foreign Sales</b>	<b>342,213</b>	<b>348,553</b>	<b>316,331</b>	<b>310,231</b>	<b>149,414</b>	<b>200,654</b>	<b>228,997</b>	<b>176,545</b>	<b>115,473</b>	<b>118,617</b>	<b>92,280</b>
<b>Total Sales</b>	<b>1,619,845</b>	<b>1,383,896</b>	<b>1,360,471</b>	<b>1,373,283</b>	<b>1,285,766</b>	<b>1,447,889</b>	<b>1,169,340</b>	<b>1,236,432</b>	<b>1,102,524</b>	<b>1,021,276</b>	<b>991,886</b>
Shrinkage	35,397	37,305	92,084	36,378	27,979	76,200	131,613	-7,508	5,049	29,765	75,984
<b>Total Sales &amp; Shrinkage</b>	<b>1,655,242</b>	<b>1,421,201</b>	<b>1,452,555</b>	<b>1,409,661</b>	<b>1,313,745</b>	<b>1,524,089</b>	<b>1,300,953</b>	<b>1,228,924</b>	<b>1,107,573</b>	<b>1,051,041</b>	<b>1,067,870</b>

#### ENDING INVENTORY

Barrels in Freezers	1,863,774	2,021,672	1,968,669	1,436,801	1,672,678	1,688,528	2,198,685	1,785,447	1,386,730	784,229	670,671
Barrels in Processed Form	1,784,043	1,739,372	1,672,677	1,718,304	1,679,079	2,655,421	2,635,761	1,796,709	1,358,240	1,021,027	846,221
<b>Barrels In Inventory</b>	<b>3,647,817</b>	<b>3,761,044</b>	<b>3,641,346</b>	<b>3,155,105</b>	<b>3,351,757</b>	<b>4,343,949</b>	<b>4,834,446</b>	<b>3,582,156</b>	<b>2,744,970</b>	<b>1,805,256</b>	<b>1,516,892</b>

#### Q4: 4th Cycle

##### BEGINNING INVENTORY

	2005 8/1-8/31	2004 8/1-8/31	2003 8/1-8/31	2002 8/1-8/31	2001 8/1-8/31	2000 8/1-8/31	1999 8/1-8/31	1998 8/1-8/31	1997 8/1-8/31	1996 8/1-8/31	1995 8/1-8/31
Barrels in Freezers	1,863,774	2,021,672	1,968,669	1,436,801	1,672,678	1,688,528	2,198,685	1,785,447	1,386,730	784,229	670,671
Barrels in Processed Form	1,784,043	1,739,372	1,672,677	1,718,304	1,679,079	2,655,421	2,635,761	1,796,709	1,358,240	1,021,027	846,221
Sub-Total	3,647,817	3,761,044	3,641,346	3,155,105	3,351,757	4,343,949	4,834,446	3,582,156	2,744,970	1,805,256	1,516,892
Adj from prev report:	2,333	42,628	-1,371	5,244	-2,751	0	-515	41,337	7,976	4,340	45,752
<b>Barrels On Hand</b>	<b>3,650,150</b>	<b>3,803,672</b>	<b>3,639,975</b>	<b>3,160,349</b>	<b>3,349,006</b>	<b>4,343,949</b>	<b>4,833,931</b>	<b>3,624,711</b>	<b>2,752,946</b>	<b>1,809,596</b>	<b>1,562,644</b>

##### ACQUISITIONS

Massachusetts	0	0	0	0	0	0	0	0	0	0	0
New Jersey	0	0	0	0	0	0	0	0	0	0	0
Oregon	0	0	0	0	0	0	0	0	0	0	0
Washington	0	0	0	0	0	0	0	0	0	0	0
Wisconsin	48,364	0	0	0	0	0	0	0	0	0	0
Other States	0	0	0	0	0	0	0	0	0	0	0
<b>U.S. Acquired</b>	<b>48,364</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
Foreign Barrels Acquired	13,600	1,170	2,393	3,127	0	833	2,202	3,534	1,027	0	0
<b>Total Barrels Acquired</b>	<b>61,964</b>	<b>1,170</b>	<b>2,393</b>	<b>3,127</b>	<b>0</b>	<b>833</b>	<b>2,202</b>	<b>3,534</b>	<b>1,027</b>	<b>0</b>	<b>0</b>
Interhandler Transfers	-9,773	5,316	17,345	2,421	-18,064	8,001	0	20,267	0	-248	0

##### SALES & SHRINKAGE

Fresh Fruit	0	0	0	0	0	0	0	0	0	0	0
Processed & Sold By Handler	368,866	380,687	440,413	408,811	700,903	257,494	359,730	470,257	557,859	526,887	512,102
Sold to Processors	74,415	30,812	65,494	87,337	43,390	366,195	57,198	87,492	68,860	30,529	21,632
Sold to the Government	3,852	4,102	3,950	4,028	3,722	4,922	5,685	4,674	22,513	3,224	4,129
<b>Total Domestic Sales</b>	<b>447,133</b>	<b>415,601</b>	<b>509,857</b>	<b>500,176</b>	<b>748,015</b>	<b>628,611</b>	<b>422,613</b>	<b>562,423</b>	<b>649,232</b>	<b>560,640</b>	<b>537,863</b>
Foreign Sales-Fresh	0	0	0	0	0	0	0	0	0	0	0
Foreign Sales-Processed	192,377	134,079	152,594	127,232	58,657	83,680	68,640	61,188	54,485	29,984	35,116
<b>Total Foreign Sales</b>	<b>192,377</b>	<b>134,079</b>	<b>152,594</b>	<b>127,232</b>	<b>58,657</b>	<b>83,680</b>	<b>68,640</b>	<b>61,188</b>	<b>54,485</b>	<b>29,984</b>	<b>35,116</b>
<b>Total Sales</b>	<b>639,510</b>	<b>549,680</b>	<b>662,451</b>	<b>627,408</b>	<b>806,672</b>	<b>712,291</b>	<b>491,253</b>	<b>623,611</b>	<b>703,717</b>	<b>590,624</b>	<b>572,979</b>
Shrinkage	73,007	24,790	-80,770	40,010	79,187	-17,850	71,813	-81,247	12,920	4,186	101,270
<b>Total Sales &amp; Shrinkage</b>	<b>712,517</b>	<b>574,470</b>	<b>581,681</b>	<b>667,418</b>	<b>885,859</b>	<b>694,441</b>	<b>563,066</b>	<b>542,364</b>	<b>716,637</b>	<b>594,810</b>	<b>674,249</b>

##### ENDING INVENTORY

Barrels in Freezers	1,375,747	1,608,916	1,532,987	1,107,807	1,263,482	1,364,446	1,612,336	1,466,976	1,066,996	520,109	442,960
Barrels in Processed Form	1,614,077	1,626,772	1,545,045	1,390,672	1,181,601	2,293,896	2,660,731	1,639,172	970,445	701,210	445,435
<b>Barrels In Inventory</b>	<b>2,989,824</b>	<b>3,235,688</b>	<b>3,078,032</b>	<b>2,498,479</b>	<b>2,445,083</b>	<b>3,658,342</b>	<b>4,273,067</b>	<b>3,106,148</b>	<b>2,037,441</b>	<b>1,221,319</b>	<b>888,395</b>

<b>Final Year to Date</b>	<b>2005</b>	<b>2004</b>	<b>2003</b>	<b>2002</b>	<b>2001</b>	<b>2000</b>	<b>1999</b>	<b>1998</b>	<b>1997</b>	<b>1996</b>	<b>1995</b>
	<b>9/1-8/31</b>	<b>9/1-8/31</b>	<b>9/1-8/31</b>	<b>9/1-8/31</b>	<b>9/1-8/31</b>	<b>9/1-8/31</b>	<b>9/1-8/31</b>	<b>9/1-8/31</b>	<b>9/1-8/31</b>	<b>9/1-8/31</b>	<b>9/1-8/31</b>
<b>BEGINNING INVENTORY</b>											
Barrels in Freezers	1,608,916	1,532,987	1,107,770	1,262,781	1,364,446	1,612,336	1,648,054	1,066,996	520,109	442,960	557,798
Barrels in Processed Form	1,626,772	1,545,045	1,390,672	1,181,601	2,293,896	2,660,731	1,568,774	970,145	701,210	445,435	628,939
Sub-Total	3,235,688	3,078,032	2,498,442	2,444,382	3,658,342	4,273,067	3,216,828	2,037,141	1,221,319	888,395	1,186,737
Adj from prev report:	35,638	178,999	7,212	56,533	73,523	-95,683	-224,231	166,762	30,649	95,463	74,479
<b>Barrels On Hand</b>	<b>3,271,326</b>	<b>3,257,031</b>	<b>2,505,654</b>	<b>2,500,915</b>	<b>3,731,865</b>	<b>4,177,384</b>	<b>2,992,597</b>	<b>2,203,903</b>	<b>1,251,968</b>	<b>983,858</b>	<b>1,261,216</b>
<b>ACQUISITIONS</b>											
Massachusetts	1,422,817	1,803,419	1,406,073	1,450,804	1,413,041	1,952,792	1,869,575	1,872,972	2,097,936	1,775,031	1,593,578
New Jersey	530,262	384,918	459,390	427,331	411,104	476,080	699,697	534,306	582,644	462,758	447,729
Oregon	432,411	483,848	506,367	431,503	354,635	393,167	327,149	352,623	342,221	309,259	166,369
Washington	199,010	168,965	189,813	159,530	133,557	162,863	146,899	159,458	161,385	179,939	173,599
Wisconsin	3,724,095	3,294,458	3,604,722	3,205,843	2,466,391	2,597,541	3,306,446	2,560,466	2,293,111	1,940,635	1,800,912
Other States	45,921	32,653	32,159	20,015	14,752	3,170	228	2,850	979	857	760
<b>U.S. Acquired</b>	<b>6,354,516</b>	<b>6,168,261</b>	<b>6,198,524</b>	<b>5,695,026</b>	<b>4,793,480</b>	<b>5,585,613</b>	<b>6,349,994</b>	<b>5,482,675</b>	<b>5,478,276</b>	<b>4,668,479</b>	<b>4,182,947</b>
Foreign Barrels Acquired	943,316	1,048,741	1,089,165	925,066	697,028	623,768	656,520	608,876	468,732	18,405	574,656
<b>Total Barrels Acquired</b>	<b>7,297,832</b>	<b>7,217,002</b>	<b>7,287,689</b>	<b>6,620,092</b>	<b>5,490,508</b>	<b>6,209,381</b>	<b>7,006,514</b>	<b>6,091,551</b>	<b>5,947,008</b>	<b>4,686,884</b>	<b>4,757,603</b>
Interhandler Transfers	-202,987	-43,227	112,337	-34,153	43,364	76,972	241,560	74,954	6,170	515,074	-4,668
<b>SALES &amp; SHRINKAGE</b>											
Fresh Fruit	238,995	249,318	202,572	251,789	236,249	260,249	214,128	202,114	201,650	213,542	216,558
Processed & Sold By Handler	4,673,939	4,413,236	4,176,486	3,970,696	4,893,354	3,793,013	3,635,646	3,659,261	3,747,910	3,421,198	3,715,837
Sold to Processors	458,592	778,127	767,015	754,650	881,800	1,335,890	800,002	640,423	581,372	611,806	403,921
Sold to the Government	64,192	57,521	47,999	99,841	46,988	143,910	38,649	38,331	40,743	38,965	42,085
<b>Total Domestic Sales</b>	<b>5,435,718</b>	<b>5,498,202</b>	<b>5,194,072</b>	<b>5,076,976</b>	<b>6,058,391</b>	<b>5,533,062</b>	<b>4,688,425</b>	<b>4,540,129</b>	<b>4,571,675</b>	<b>4,285,511</b>	<b>4,378,401</b>
Foreign Sales-Fresh	64,302	49,448	49,321	47,913	31,412	40,093	39,933	28,768	26,002	19,726	22,557
Foreign Sales-Processed	1,613,385	1,458,164	1,435,275	1,251,460	563,363	784,371	859,851	676,481	501,991	466,000	374,468
<b>Total Foreign Sales</b>	<b>1,677,687</b>	<b>1,507,612</b>	<b>1,484,596</b>	<b>1,299,373</b>	<b>594,775</b>	<b>824,464</b>	<b>899,784</b>	<b>705,249</b>	<b>527,993</b>	<b>485,726</b>	<b>397,025</b>
<b>Total Sales</b>	<b>7,113,405</b>	<b>7,005,814</b>	<b>6,678,668</b>	<b>6,376,349</b>	<b>6,653,166</b>	<b>6,357,526</b>	<b>5,588,209</b>	<b>5,245,378</b>	<b>5,099,668</b>	<b>4,771,237</b>	<b>4,775,426</b>
Shrinkage	262,942	189,304	148,980	212,026	167,488	447,869	379,395	18,882	68,037	193,260	350,330
<b>Total Sales &amp; Shrinkage</b>	<b>7,376,347</b>	<b>7,195,118</b>	<b>6,827,648</b>	<b>6,588,375</b>	<b>6,820,654</b>	<b>6,805,395</b>	<b>5,967,604</b>	<b>5,264,260</b>	<b>5,167,705</b>	<b>4,964,497</b>	<b>5,125,756</b>
<b>ENDING INVENTORY</b>											
Barrels in Freezers	1,375,747	1,608,916	1,532,987	1,107,807	1,263,482	1,364,446	1,612,336	1,466,976	1,066,996	520,109	442,960
Barrels in Processed Form	1,614,077	1,626,772	1,545,045	1,390,672	1,181,601	2,293,896	2,660,731	1,639,172	970,445	701,210	445,435
<b>Barrels In Inventory</b>	<b>2,989,824</b>	<b>3,235,688</b>	<b>3,078,032</b>	<b>2,498,479</b>	<b>2,445,083</b>	<b>3,658,342</b>	<b>4,273,067</b>	<b>3,106,148</b>	<b>2,037,441</b>	<b>1,221,319</b>	<b>888,395</b>