

# **THE GROWER STUDY:**

**Determining the Immediate and Long Term  
Research and Technical Assistance Needs  
of Massachusetts Cranberry Growers**



## **Presented By:**

The University of Massachusetts Dartmouth  
Charlton College of Business  
Slade's Ferry Bank Center for Business Research

## **Directed By:**

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## Executive Summary

- Seventy-three percent of those interviewed are members of the Cape Cod Cranberry Growers' Association and 27% are non-members.
- Forty-two percent of growers sell their cranberries to Ocean Spray, while 42% sell to independent handlers, 12% have split contracts and 4% sell to someone other than those listed.
- Thirty-nine percent of growers own 1-9 acres of cranberries, 27% own 10-19 acres, 9% own 20-29 acres, 13% own 30-49 acres, 4% own 50-74 acres, 4% own 75-99 acres, 4% own 100-249 acres, 1% own 250-499 acres and 1% own more than 500 acres of cranberry bogs.
- Fifty-two percent of growers farm full time, while 48% do not farm full time.
- Thirty percent of growers are employed off the farm full time, 14% are employed off the farm part time and 56% of growers are not employed off the farm.
- Sixteen percent have farmed for less than 10 years, 24% have farmed for 11-20 years, 31% have farmed for 21-30 years, 11% have farmed for 31-40 years, 9% have farmed for 41-50 years and 8% have farmed for 50 or more years.
- Two percent of growers are between the ages of 21-35 years old, 23% are between 36-49 years old, 49% of growers are between the age 50-64 and 26% are over 65 years old.
- Sixteen percent use less than 20% of their land, 6% use 21-40%, 7% use 41-60%, 3% use 61-80%, 4% use 81-100% and 66% of growers do not have any alternative land use other than growing cranberries.
- Twenty-eight percent of growers are very interested in value-added products, 28% are somewhat interested, 18% are somewhat uninterested, 27% are very uninterested.
- Nine percent of growers are very interested in diversifying into agro-tourism, 23% are somewhat interested, 27% are somewhat uninterested and 41% are very uninterested.
- Sixteen percent of growers are very interested in diversifying into alternative land use other than growing cranberries, 28% are somewhat interested, 26% are somewhat uninterested and 30% are very uninterested.

- Eleven percent of growers are very interested in diversifying into growing organic cranberries, 26% are somewhat interested, 22% are somewhat uninterested and 41% are very uninterested.
- Six percent of growers are very interested in selling cranberries by allowing consumers to 'pick-your-own,' 15% are somewhat interested, 26% are somewhat uninterested, and 53% are very uninterested.
- Thirty-three percent will grow more cranberries next year, 4% will grow less, 61% will grow the same amount and 2% do not know.
- Thirty-three percent will grow more cranberries three years from now than they currently grow, 4% will grow less, 53% will grow the same amount and 10% do not know.
- Two percent definitely plan to sell their farm the next year or so, 7% probably plan to, 19% probably do not plan to and 73% definitely do not plan on selling their farm in the next year.
- Zero percent definitely do not plan to sell their farm in three years, 5% probably do plan to sell, 28% probably do not plan to sell and 67% of growers definitely do not plan to sell their farm in the next three years
- Of the farms that will/might be sold, 22% will be sold for development, 52% of farms would be sold for continued farming, 15% for other purposes and 11% did not know.
- Twenty-two percent of growers definitely would support a check-off, 34% probably would, 23% probably would not and 21% definitely would not.
- Forty-one percent believe horticultural/environmental research is a very important activity for a check-off fund, 42% believe it is somewhat important, 10% believe it is somewhat unimportant and 7% believe it is very unimportant.
- Sixty-eight percent of growers believe that marketing research and development is a very important activity for a check-off fund, 26% believe it is somewhat important, 3% believe it is somewhat unimportant and 3% believe it is very unimportant.
- Sixty-six percent believe promotion and advertising is a very important activity for a check-off fund, 27% believe it is somewhat important, 4% believe it is somewhat unimportant and 3% believe it is very unimportant.
- Sixty-three percent believe consumer education is a very important activity for a check-off fund, 31% believe it is somewhat important, 5% believe it is somewhat unimportant and 1% believe it is very unimportant.

- Twenty-three percent would be very likely to contribute to other organizations in the industry even if the check-off became mandatory, 40% would be somewhat likely, 20% would be somewhat unlikely and 18% would be very unlikely.
- Sixty-one percent of growers feel that government affairs at the local level is a very important activity for the CCCGA, 32% feel it is somewhat important, 4% feel it is somewhat unimportant and 3% feel it is very unimportant.
- Sixty-eight percent of growers feel that government affairs at the local level is a very important activity for the CCCGA, 26% feel it is somewhat important, 3% feel it is somewhat unimportant and 3% feel it is very unimportant.
- Sixty-three percent of growers feel that government affairs at the federal level is a very important activity for the CCCGA, 30% feel that it is somewhat important, 4% feel it is somewhat unimportant, 3% feel it is very unimportant.
- Forty-four percent of growers feel that frost warnings are a very important activity for the CCCGA, 39% feel it is somewhat important, 14% feel it is somewhat unimportant and 3% feel it is very unimportant.
- Thirty-six percent of growers feel that environmental activities are very important for the CCCGA, 43% feel it is somewhat important, 15% feel it is somewhat unimportant and 6% feel it is very unimportant.
- Thirty-seven percent feel that public relations are very important activity for the CCCGA, 44% feel it is somewhat important, 15% feel it is somewhat unimportant and 4% feel it is very unimportant.
- Thirty-three percent of growers feel that general promotions are a very important activity for the CCCGA, 43% feel it is somewhat important, 17% feel it is somewhat unimportant and 7% feel it is very unimportant.
- Forty-six percent of growers feel research is a very important activity for the CCCGA, 37% feel it is somewhat important, 13% feel it is somewhat unimportant and 3% feel it is very unimportant.
- Thirty-seven percent of growers feel that business/economics is a very important activity for the CCCGA, 46% feel it is somewhat important, 11% feel it is somewhat unimportant and 7% feel it is very unimportant.
- Thirty percent definitely would like to see the CCCGA move forward on the federal level by hiring representation in Washington, D.C., 41% probably would, 16% probably would not and 14% definitely would not.

- Twenty-eight percent of growers are very interested in receiving an electronic newsletter, 21% are somewhat interested, 14% are somewhat uninterested and 37% are very uninterested.
- Thirty-two percent of growers feel that business/economic assistance is very important, 36% feel it is somewhat important, 18% feel it is somewhat unimportant and 15% feel it is very unimportant.
- Thirty-two percent of growers feel that horticultural research is very important, 44% feel it is somewhat important, 17% feel it is somewhat unimportant and 7% feel it is very unimportant.
- Fifty-two percent of growers feel pesticide development is very important, 26% feel it is somewhat important, 18% feel it is somewhat unimportant and 4% feel it is very unimportant.
- Thirty-five percent of growers feel environmental research is very important, 40% feel it is somewhat important, 20% feel it is somewhat unimportant and 6% feel it is very unimportant.
- Sixteen percent of growers feel that equipment development is very important, 40% feel it is somewhat important, 30% feel it is somewhat unimportant and 15% feel it is very unimportant.
- Nine percent of growers feel that assistance with organic production is very important, 38% feel it is somewhat important, 30% feel it is somewhat unimportant and 23% feel it is very unimportant.
- Twenty percent of growers feel that assistance with alternative crops/land use is very important, 43% feel it is somewhat important, 19% feel it is somewhat unimportant and 18% feel it is very unimportant.

**The Grower Survey:  
Determining the Immediate and Long Term Research and Technical  
Assistance Needs of Massachusetts Cranberry Growers**

**Introduction**

The cranberry market is depressed because of an oversupply of fruit in the established domestic market. The impact on family farms is crippling. Massachusetts is particularly hard hit because the average farm size is small, and the cost of farming is high. In just two years, farmers have seen their market prices drop 80%, and are well below the cost of production. This has had a debilitating effect on farm families and a huge impact on our communities where jobs and supporting businesses have been eliminated and conservation of open space is at risk.

For all these reasons, a grant was awarded by the Cranberry Agricultural Research Committee to a market researcher, Dr. Nora Ganim Barnes, Director of the Slade's Ferry Bank Center for Business Research at University of Massachusetts Dartmouth in June of 2000. The resultant research identified several areas where there exists strong market potential for cranberry products. One of the untapped market segments identified in that research is the young adult market sometimes referred to as Generation X. This group represents 60 million people between the ages of 19-35 and has spending potential of \$100 million.

Since the release of that study, Dr. Barnes has examined consumer awareness of the health benefits of cranberries (2001), and also the potential for an institutional account with the University of Massachusetts system (2001). The health awareness study indicated the need for more health-related communication from the industry while supporting strong consumer demand. The UMass system study showed strong interest

among students for cranberry products available on the system's campuses. All three studies have proposed new marketing opportunities as seen through the eyes of potential consumers who enjoy the products and want more of them. It is at this juncture that the growers should decide what kinds of opportunities they might want to pursue and how they might like to proceed.

The study presented here is a unique attempt to identify and meet the technical assistance and research needs of Massachusetts cranberry growers. The customized survey was developed as a result of contributions from growers, handlers and industry representatives, including CCCGA, the UMass Cranberry Experiment Station and the Cranberry Institute.

A review of existent literature yields many studies of agricultural groups focusing on production per acre. Studies are readily available on pest management and other horticultural and environmental issues as well. The human dimension has gone unexamined, making this a study pioneering effort to assess the needs of growers by directly surveying them. Given the months of data collection and the approximately 200 personal interviews conducted, this study provides an unusually comprehensive and reliable portrait of the needs of Massachusetts cranberry growers. It is the only such survey of cranberry farmers that has been conducted in this country or elsewhere.

## **Research Objectives**

- To investigate the future growing plans and assess the need for research and technical assistance in maximizing production.
- To assess the demand for assistance in specific areas including business, economics, horticultural/environmental ect., to determine the types of resources needed to support traditional and innovative initiatives.
- To investigate the level of support for alternative sources of funding such as a mandatory check-off.
- To provide information on the future use of any land currently farmed that might be sold.
- To determine grower priorities for the activities of the organizations that represent and assist them.

## **Methodology**

In the spring of 2002, the Project Director met with representatives of cranberry growers and handlers. It was decided that this study would focus on Massachusetts cranberry growers in an effort to determine their needs for technical assistance as well as to assess their perceptions of the industry. To date, there have been no comprehensive studies detailing grower attitudes and opinions in the cranberry industry.

A comprehensive list of all growers was provided by CCCGA, which included 314 CCCGA members and 106 non-members. Approximately two hundred Massachusetts farmers were randomly selected and interviewed by telephone between June 2002 and August 2002. All respondents were asked demographic questions as well as specific questions about their farms. Their opinions regarding the efforts of the cranberry industry to assist them was reviewed as well as their interests in diversifying and/or selling their farm. Additional questions were asked to assess the level of interest in an industry check-off fund, as well as interest in alternative uses of their land. Growers were asked to evaluate the importance of a range of potential types of research and technical assistance activities. They were also queried regarding the value of hiring industry representation in Washington, DC.

All contacts were made through telephone interviews that were conducted at the Slade's Ferry Bank Center for Business Research at UMass Dartmouth. Calls were made at various times throughout the week as well as during evening hours and weekends. Both lists were completely exhausted and at least four callbacks were made to any contact not available. From the lists, which totaled 420, approximately 15 were listed multiple times or unusable, leaving 405 valid numbers.

The response rate for this study was approximately 50%. The high response rate and statistically valid sample size make the findings of this study generalizable. The final sample of 195 respondents is statistically valid. All findings presented in the report are valid within a range of  $\pm 2\%$ .

A Chi-squared test was run on the data. A Chi-squared ( $X^2$ ) significance test is a statistical test that yields a significance level for the survey data. A significance level equal to, or less than .10 is generally accepted to mean the data is valid and reliable. A value greater than .10 indicates that the findings cannot be relied on. The significance level for this study was equivalent to .000, which indicates that the data is reflective of the total population it was taken from and it is valid at the highest level.

<b>Profile of Sample</b>
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	<u>#</u>	<u>%</u>
<b>MEMBER OF CCCGA:</b>		
Yes	(142)	72.8
No	(53)	27.2

<b>ACREAGE OF BOGS:</b>		
1-9	(75)	38.5
10-19	(52)	26.7
20-29	(17)	8.7
30-49	(26)	13.3
50-74	(8)	4.1
75-99	(7)	3.6
100-249	(8)	4.1
250-499	(1)	.5
500 or more	(1)	.5

<b>SELL TO:</b>		
Ocean Spray Co-op	(82)	42.3
Independent	(81)	41.8
Split Contract	(23)	11.9
Other	(8)	4.1

<b>FULL TIME FARMER:</b>		
Yes	(101)	51.8
No	(94)	48.2

<b>YEARS OF FARMING CRANBERRIES:</b>		
Less than 10	(31)	16.1
11-20	(47)	24.4
21-30	(60)	31.1
31-40	(21)	10.9
41-50	(18)	9.2
50 or more	(16)	8.3

<b>AGE:</b>		
21-35	(4)	2.1
36-49	(44)	22.8
50-64	(94)	48.7
65 and over	(51)	26.4

## **Cranberry Grower Study**

*A study conducted by the Slade's Ferry Bank Center for Business Research at the  
University of Massachusetts Dartmouth*

Member's list \_\_\_\_\_ Name and phone \_\_\_\_\_  
Non-Member list \_\_\_\_\_ Name and Phone \_\_\_\_\_  
Comments \_\_\_\_\_

Introduction: Hello, my name is \_\_\_\_\_. I am a student at UMass Dartmouth doing a study to help the cranberry industry better provide services to farmers. You may have received a letter from CCCGA notifying you about our survey. Do you have a few minutes to answer some questions for me?

1. Membership in:

Ocean Spray Co-op \_\_\_\_\_  
Sell to Independent handler \_\_\_\_\_  
Split contract \_\_\_\_\_  
Other \_\_\_\_\_

2. What is your total acreage of cranberry bogs?

1-9 \_\_\_\_\_  
10-19 \_\_\_\_\_  
20-29 \_\_\_\_\_  
30-49 \_\_\_\_\_  
50-74 \_\_\_\_\_  
75-99 \_\_\_\_\_  
100-249 \_\_\_\_\_  
250-499 \_\_\_\_\_  
500 or more \_\_\_\_\_

3. Do you farm full time? Yes \_\_\_\_\_ No \_\_\_\_\_

4. Are you employed off the farm? Yes, full time \_\_\_\_\_ Yes, part time \_\_\_\_\_ No \_\_\_\_\_

5. How many years have you farmed cranberries?

Less than 10 \_\_\_\_\_  
11-20 \_\_\_\_\_  
21-31 \_\_\_\_\_  
32-40 \_\_\_\_\_  
40-50 \_\_\_\_\_  
50 or more \_\_\_\_\_

6. What is your age?

- 21-35 \_\_\_\_\_
- 36-49 \_\_\_\_\_
- 50-64 \_\_\_\_\_
- 65 and over \_\_\_\_\_

7. What percent of your land do you dedicate to alternative uses, other than growing cranberries? (if yes, answer #8, if none, skip to #9)

- Less than 20 \_\_\_\_\_
- 21-40 \_\_\_\_\_
- 41-60 \_\_\_\_\_
- 61-80 \_\_\_\_\_
- 81-100 \_\_\_\_\_
- none \_\_\_\_\_

8. What are the alternative uses? \_\_\_\_\_

9. How interested are you in diversifying into:

	Very Interested	Somewhat Interested	Somewhat Uninterested	Very Uninterested
Value added products				
Agro-tourism				
Alternative land use other than cranberry farming				
Organic				
Pick your own				
Other				

10. Next year will you grow:

- More \_\_\_\_\_ less \_\_\_\_\_ the same amount \_\_\_\_\_
- of cranberries on your farm?

11. What do you think you will grow three years from now?

- More \_\_\_\_\_ less \_\_\_\_\_ the same amount \_\_\_\_\_
- of cranberries on your farm?

12. Do you plan to sell your farm in the next year or so?

- Definitely \_\_\_\_\_ Probably \_\_\_\_\_ Probably not \_\_\_\_\_ Definitely not \_\_\_\_\_

13. Do you plan to sell you farm in the next three years?

- Definitely \_\_\_\_\_ Probably \_\_\_\_\_ Probably not \_\_\_\_\_ Definitely not \_\_\_\_\_
- (if def. or prob, go to #14) (if prob.not or def. not, go to #15)

14. Will your farm likely be sold for:

- development \_\_\_\_\_
- farming \_\_\_\_\_
- other \_\_\_\_\_

15. Would you support a mandatory “check-off” in which an assessment of every barrel from all growers was used to create a fund with the purpose of providing sustainable growth and development of the cranberry industry?

Definitely\_\_\_\_ Probably\_\_\_ Probably not\_\_\_\_ Definitely not\_\_\_\_  
 (if def. or prob.,go to #17) (if prob.not or def.not, go to #16)

16. If not, why not?\_\_\_\_\_

17. How important do you think the following activities are to support from such a fund?

	Very Important	Somewhat Important	Somewhat Unimportant	Very Unimportant
Horticultural/environmental research				
Market research and development				
Promotion and advertising				
Consumer Education				
Other				

18. If there was a mandatory “check-off”, how likely would you be to contribute to other organizations in the industry that are donation based like the Cranberry Research Foundation, CCCGA, and the Farm Bureau who perform duties that can not be covered with check-off funds?

Very likely\_\_\_ Somewhat likely\_\_\_\_ Somewhat unlikely\_\_\_\_ Very unlikely\_\_\_

19. How important do you think the following activities are for the CCCGA?

	Very Important	Somewhat Important	Somewhat Unimportant	Very Unimportant
Government affairs at the local level				
Government affairs at the state level				
Government affairs at the federal level				
Frost warnings				
Environmental activities				
Public relations				
General Promotion				
Research				
Business/economics				

20. Would you like to see CCCGA move forward on the federal level by hiring representation in Washington, DC?

Definitely\_\_\_\_ Probably\_\_\_ Probably not\_\_\_\_ Definitely not\_\_\_\_

21. Where do you get your information from on the following topics  
 Matters related to cranberry production \_\_\_\_\_  
 General industry information \_\_\_\_\_  
 Weather/frost \_\_\_\_\_  
 Regulatory information \_\_\_\_\_

22. If an electronic newsletter was available with all the above information how interested would you be in receiving it by email?  
 Very interested \_\_\_\_\_ Somewhat interested \_\_\_\_\_ Somewhat uninterested \_\_\_\_\_  
 Very uninterested \_\_\_\_\_

23. How important are the following types of technical assistance and research support to you:

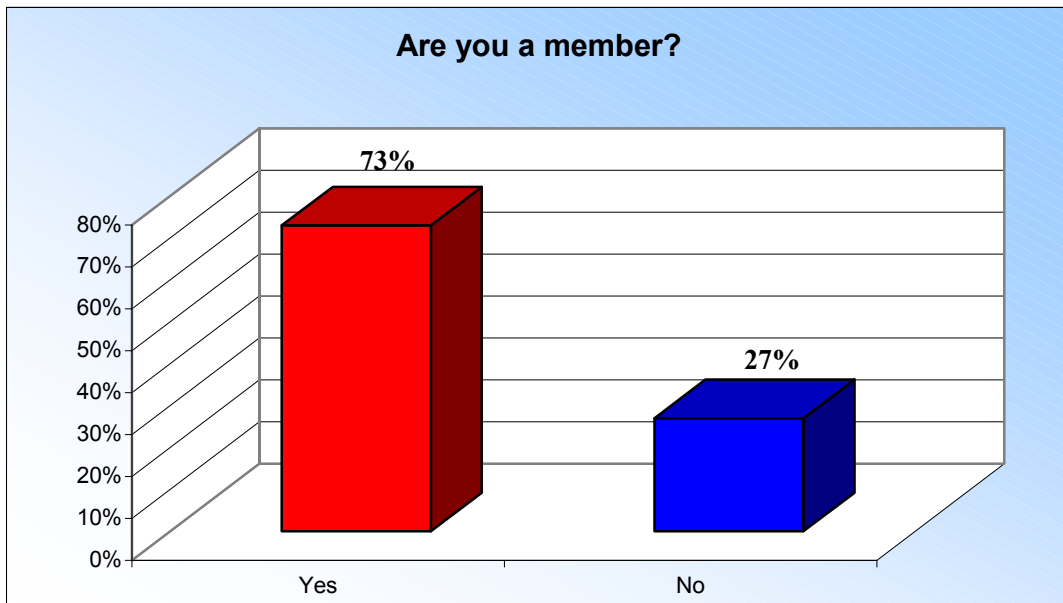
	Very Important	Somewhat Important	Somewhat Unimportant	Very Unimportant
Business/Economic Assistance				
Horticultural Research				
Pesticide Development				
Environmental Research				
Equipment Development				
Organic Production				
Alternative Crops /Land Use				
Other				

Thank you for your participation in this study. We hope to make the results available to you by early next year. Good luck with your crop!

## Are you a member?

Grower List

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Member	142	72.8	72.8	72.8
	Non Member	53	27.2	27.2	100.0
	Total	195	100.0	100.0	

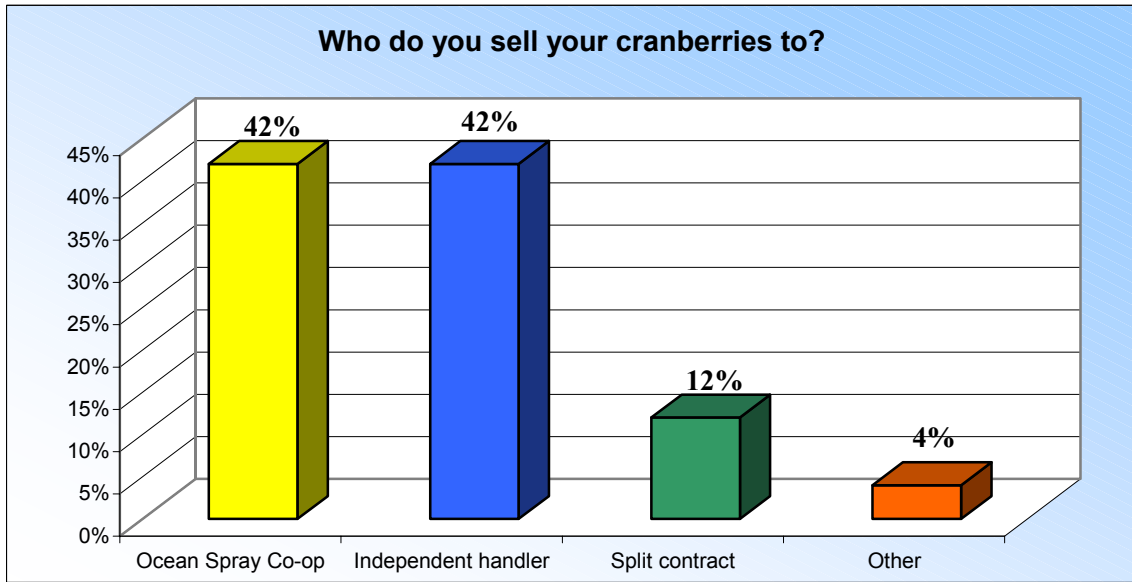


Seventy-three percent of those interviewed are members of the Cape Cod Cranberry Growers' Association and 27% are non-members.

## Who do you sell your cranberries to?

**Membership In**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ocean Spray Co-op	82	42.1	42.3	42.3
	Sell to Independent Handler	81	41.5	41.8	84.0
	Split Contract	23	11.8	11.9	95.9
	Other	8	4.1	4.1	100.0
	Total	194	99.5	100.0	
Missing	System	1	.5		
Total		195	100.0		

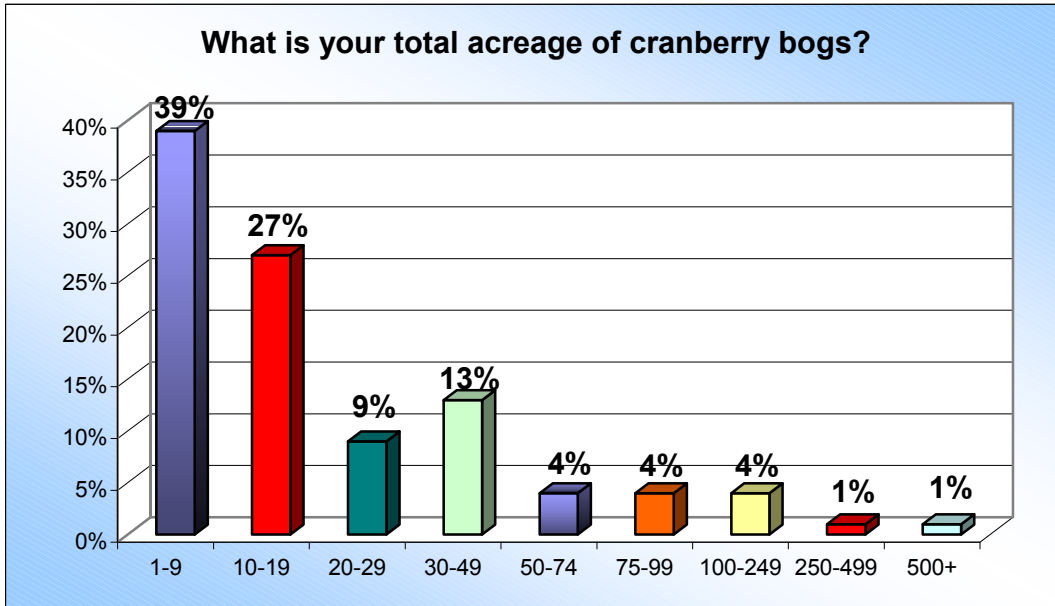


Forty-two percent of growers sell their cranberries to Ocean Spray, while 42% sell to independent handlers, 12% have split contracts and 4% sell to someone other than those listed.

## What is your total acreage of cranberry bogs?

**Acreage of Bogs**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1-9	75	38.5	38.5	38.5
10-19	52	26.7	26.7	65.1
20-29	17	8.7	8.7	73.8
30-49	26	13.3	13.3	87.2
50-74	8	4.1	4.1	91.3
75-99	7	3.6	3.6	94.9
100-249	8	4.1	4.1	99.0
250-499	1	.5	.5	99.5
500 or more	1	.5	.5	100.0
Total	195	100.0	100.0	

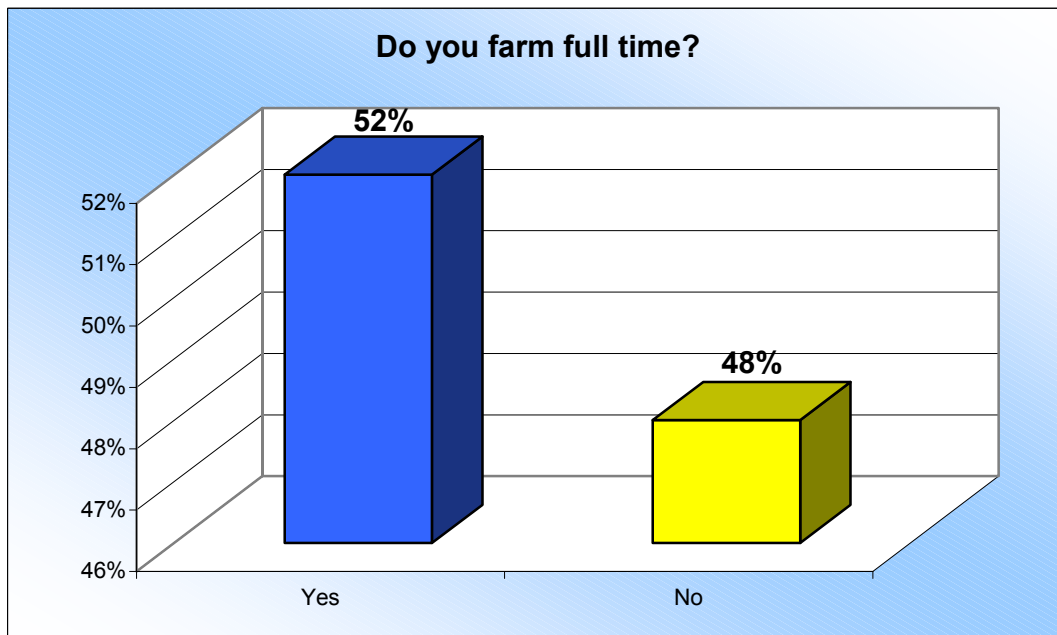


Thirty-nine percent of growers own 1-9 acres of cranberries, 27% own 10-19 acres, 9% own 20-29 acres, 13% own 30-49 acres, 4% own 50-74 acres, 4% own 75-99 acres, 4% own 100-249, 1% own 250-499 acres and 1% own more than 500 acres of cranberry bogs.

## Do you farm full time?

Farm Full Time

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	101	51.8	51.8	51.8
	No	94	48.2	48.2	100.0
	Total	195	100.0	100.0	

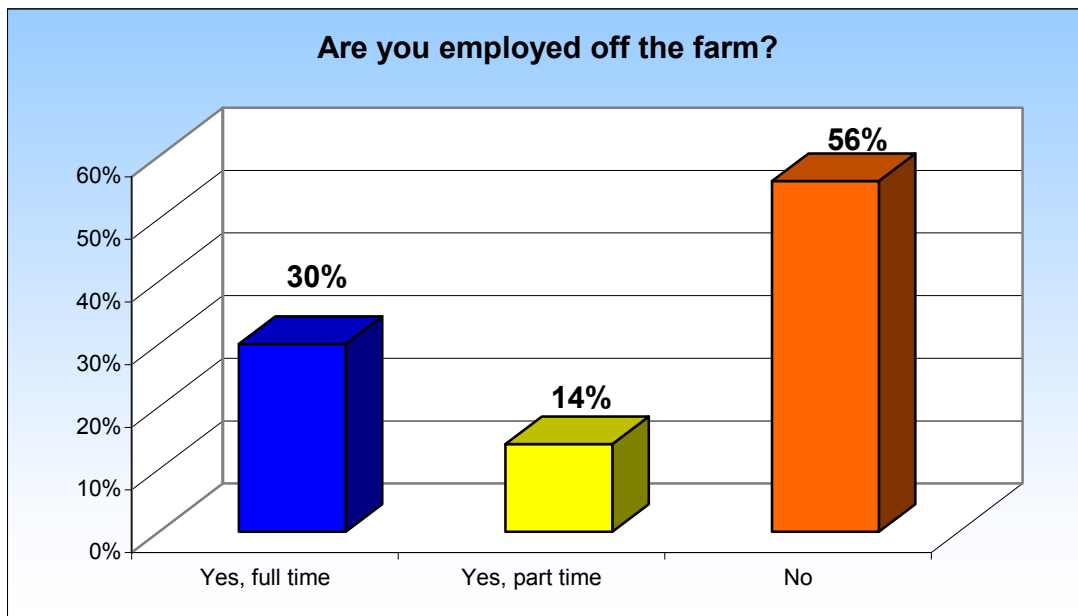


Fifty-two percent of growers farm full time, while 48% do not farm full time.

## Are you employed off the farm?

Employed Off The Farm

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes, full time	58	29.7	29.7	29.7
	Yes, part time	28	14.4	14.4	44.1
	No	109	55.9	55.9	100.0
	Total	195	100.0	100.0	

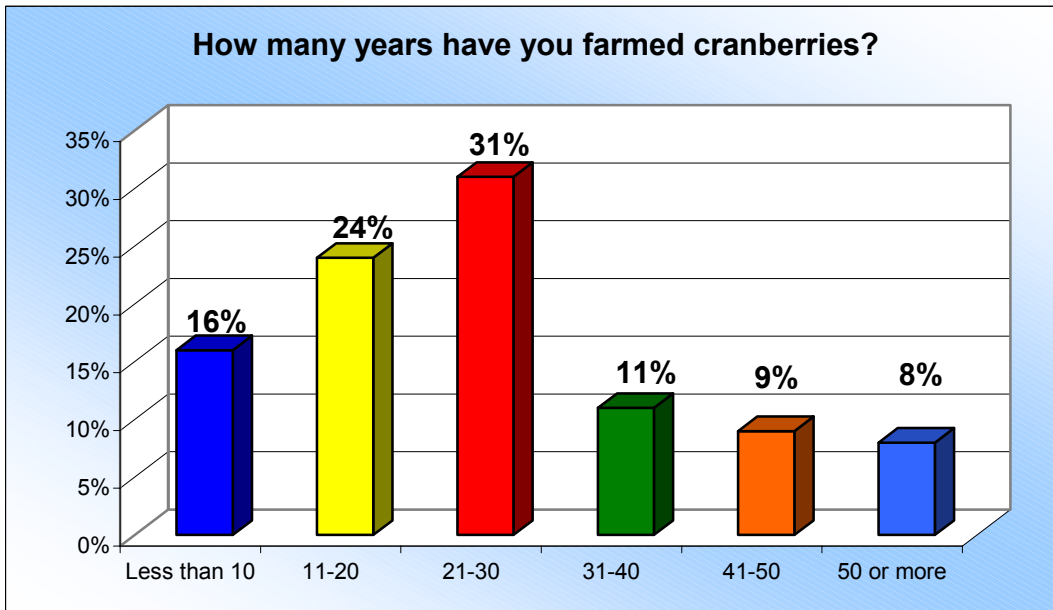


Thirty percent of growers are employed off the farm full time, 14% are employed off the farm part time and 56% of growers are not employed off the farm.

## How many years have you farmed cranberries?

**Years of Farming Cranberries**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 10	31	15.9	16.1	16.1
	11-20	47	24.1	24.4	40.4
	21-30	60	30.8	31.1	71.5
	31-40	21	10.8	10.9	82.4
	41-50	18	9.2	9.3	91.7
	50 or more	16	8.2	8.3	100.0
	Total	193	99.0	100.0	
Missing	System	2	1.0		
Total		195	100.0		

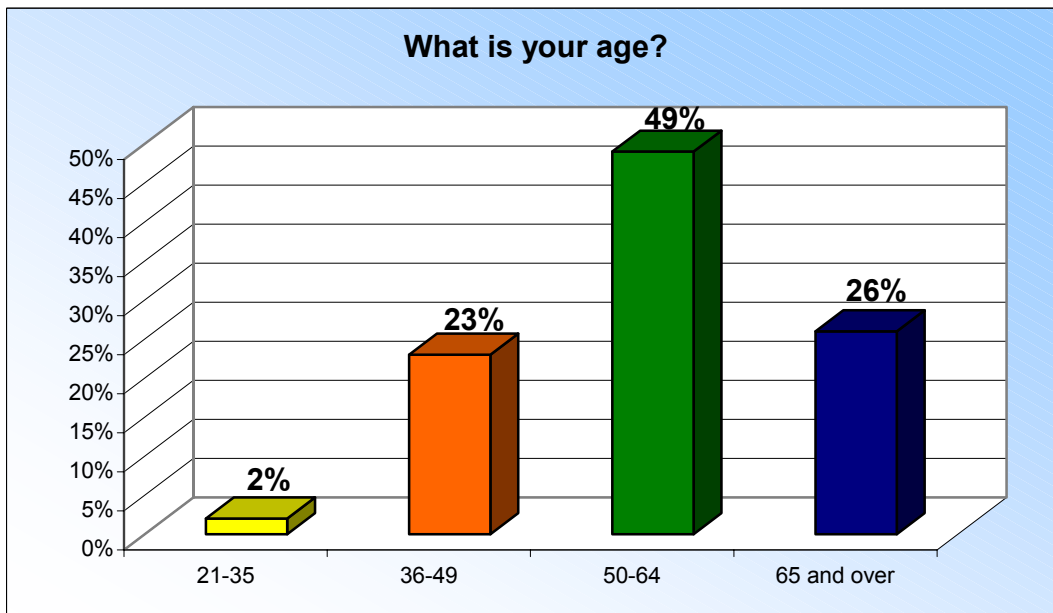


Sixteen percent have farmed for less than 10 years, 24% have farmed for 11-20 years 31% have farmed for 21-30 years, 11% have farmed for 31-40 years, 9% have farmed for 41-50 years and 8% have farmed for 50 or more years.

## What is your age?

What is Your Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	21-35	4	2.1	2.1	2.1
	36-49	44	22.6	22.8	24.9
	50-64	94	48.2	48.7	73.6
	65 and over	51	26.2	26.4	100.0
	Total	193	99.0	100.0	
Missing	System	2	1.0		
Total		195	100.0		

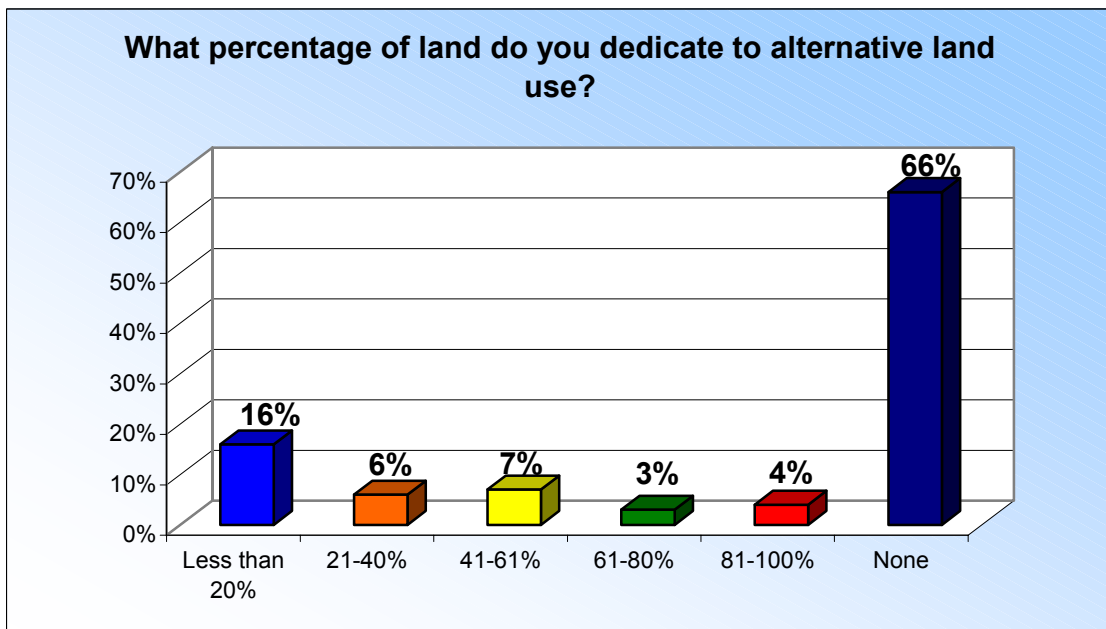


Two percent of growers are between the ages of 21-35 years old, 23% are between 36-49 years old, 49% of growers are between the age 50-64 and 26% are over 65 years old.

**What percentage of your land do you dedicate to alternative uses, other than growing cranberries?**

**Percentage of Alternative Land Usage**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less Than 20	30	15.4	15.6	15.6
	21-40	11	5.6	5.7	21.4
	41-60	13	6.7	6.8	28.1
	61-80	5	2.6	2.6	30.7
	81-100	7	3.6	3.6	34.4
	None	126	64.6	65.6	100.0
	Total	192	98.5	100.0	
Missing	System	3	1.5		
Total		195	100.0		

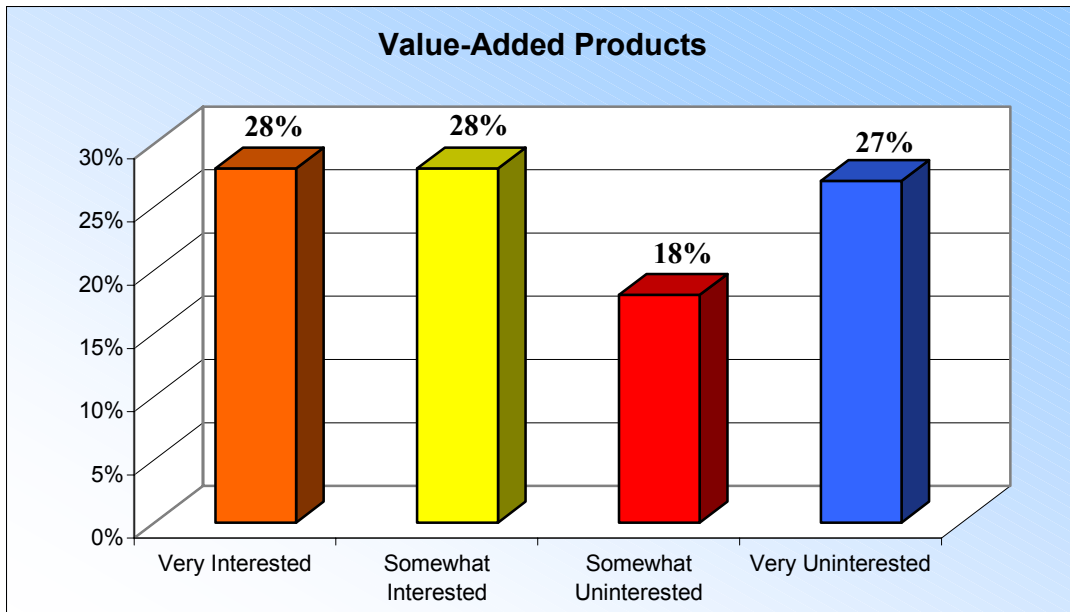


Sixteen percent use less than 20% of their land, 6% use 21-40%, 7% use 41-60%, 3% use 61-80%, 4% use 81-100% and 66% of growers do not have any alternative land use other than growing cranberries.

**How interested are you in diversifying into the following categories?**

**Value-Added Products**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Interested	54	27.7	28.0	28.0
	Somewhat Interested	53	27.2	27.5	55.4
	Somewhat Uninterested	34	17.4	17.6	73.1
	Very Uninterested	52	26.7	26.9	100.0
	Total	193	99.0	100.0	
Missing	System	2	1.0		
Total		195	100.0		

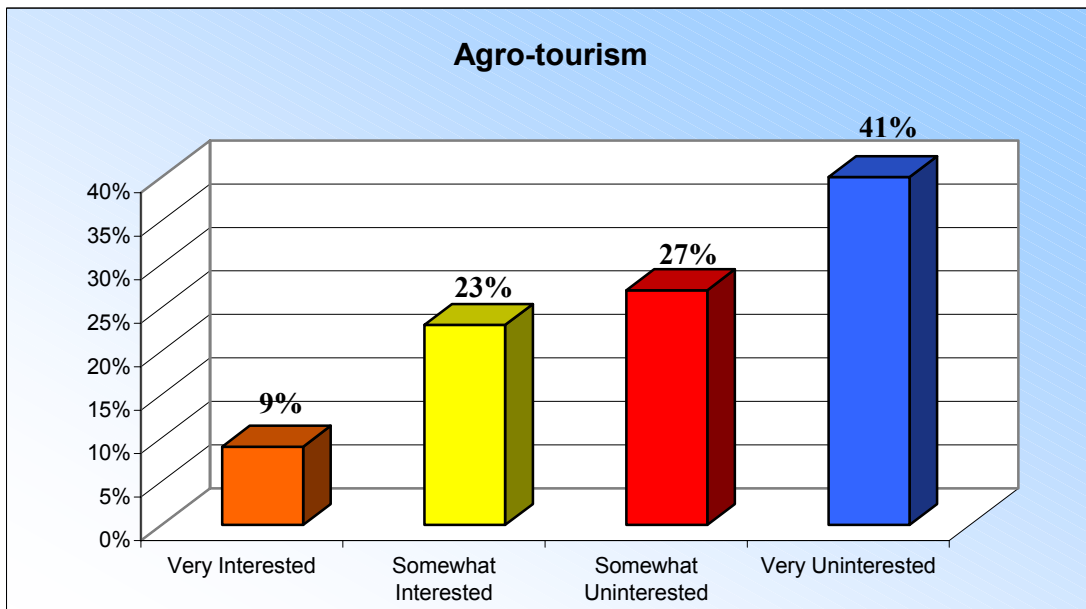


Twenty-eight percent of growers are very interested in value-added products, 28% are somewhat interested, 18% are somewhat uninterested and 27% are very uninterested.

**How interested are you in diversifying into the following categories?**

**Agro-tourism**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Interested	18	9.2	9.4	9.4
	Somewhat Interested	44	22.6	22.9	32.3
	Somewhat Uninterested	52	26.7	27.1	59.4
	Very Uninterested	78	40.0	40.6	100.0
	Total	192	98.5	100.0	
Missing	System	3	1.5		
Total		195	100.0		

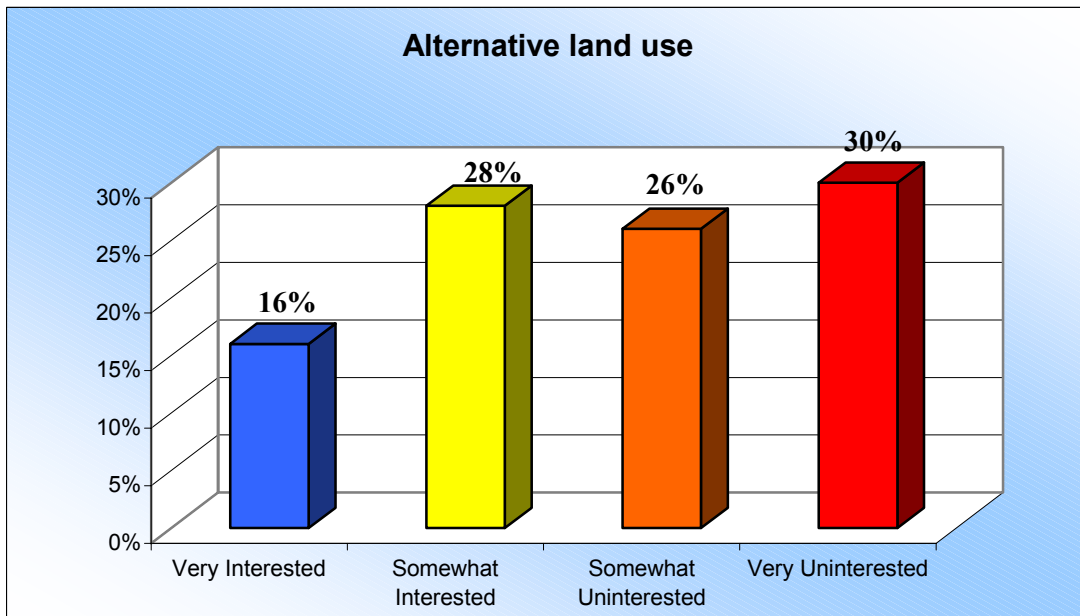


Nine percent of growers are very interested in diversifying into agro-tourism, 23% are somewhat interested, 27% are somewhat uninterested and 41% are very uninterested.

**How interested are you in diversifying into the following categories?**

**Alternative Land Use Other Than Cranberries**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Interested	31	15.9	16.2	16.2
	Somewhat Interested	53	27.2	27.7	44.0
	Somewhat Uninterested	50	25.6	26.2	70.2
	Very Uninterested	57	29.2	29.8	100.0
	Total	191	97.9	100.0	
Missing	System	4	2.1		
Total		195	100.0		

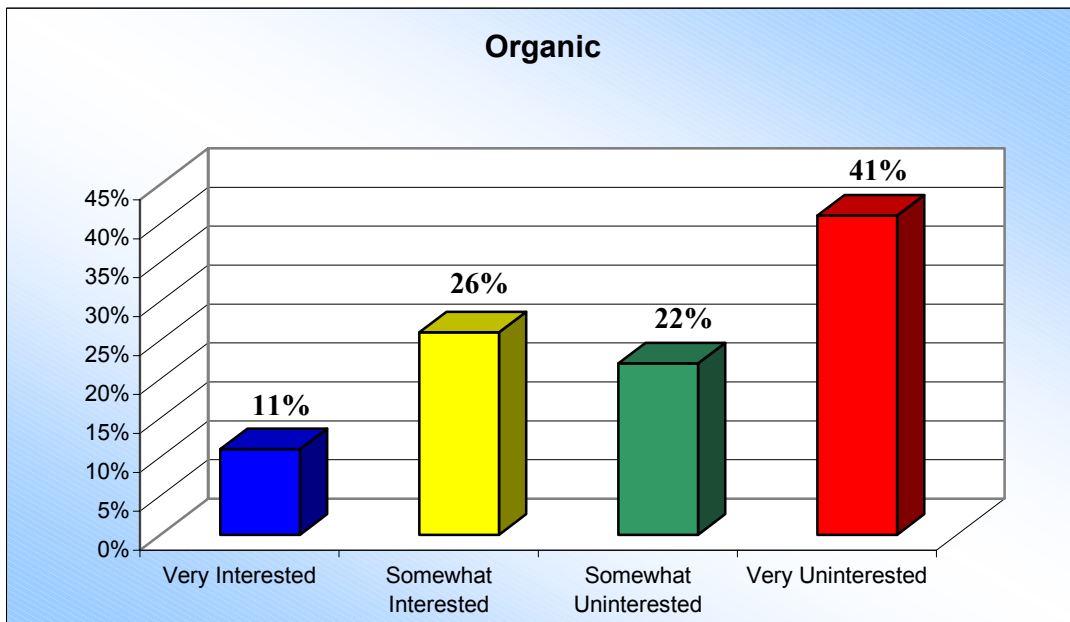


Sixteen percent of growers are very interested in diversifying into alternative land use other than growing cranberries, 28% are somewhat interested, 26% are somewhat uninterested and 30% are very uninterested.

**How interested are you in diversifying into the following categories?**

**Organic**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Interested	20	10.3	10.5	10.5
	Somewhat Interested	50	25.6	26.2	36.6
	Somewhat Uninterested	42	21.5	22.0	58.6
	Very Uninterested	79	40.5	41.4	100.0
	Total	191	97.9	100.0	
Missing	System	4	2.1		
Total		195	100.0		

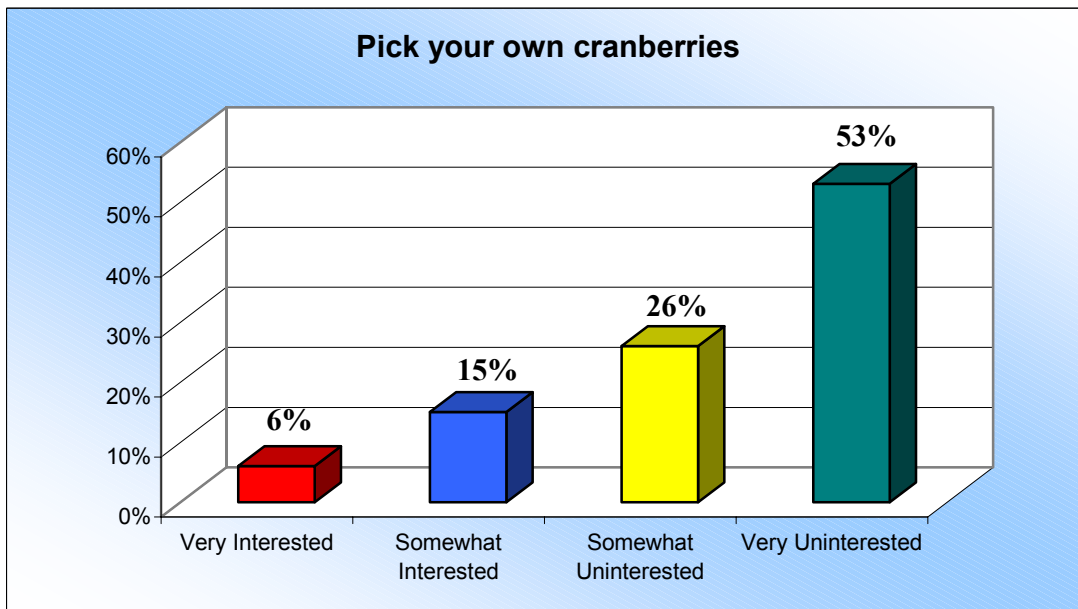


Eleven percent of growers are very interested in diversifying into growing organic cranberries, 26% are somewhat interested, 22% are somewhat uninterested and 41% are very uninterested.

**How interested are you in diversifying into the following categories?**

**Pick Your Own**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Interested	12	6.2	6.3	6.3
	Somewhat Interested	28	14.4	14.7	20.9
	Somewhat Uninterested	50	25.6	26.2	47.1
	Very Uninterested	101	51.8	52.9	100.0
	Total	191	97.9	100.0	
Missing	System	4	2.1		
Total		195	100.0		



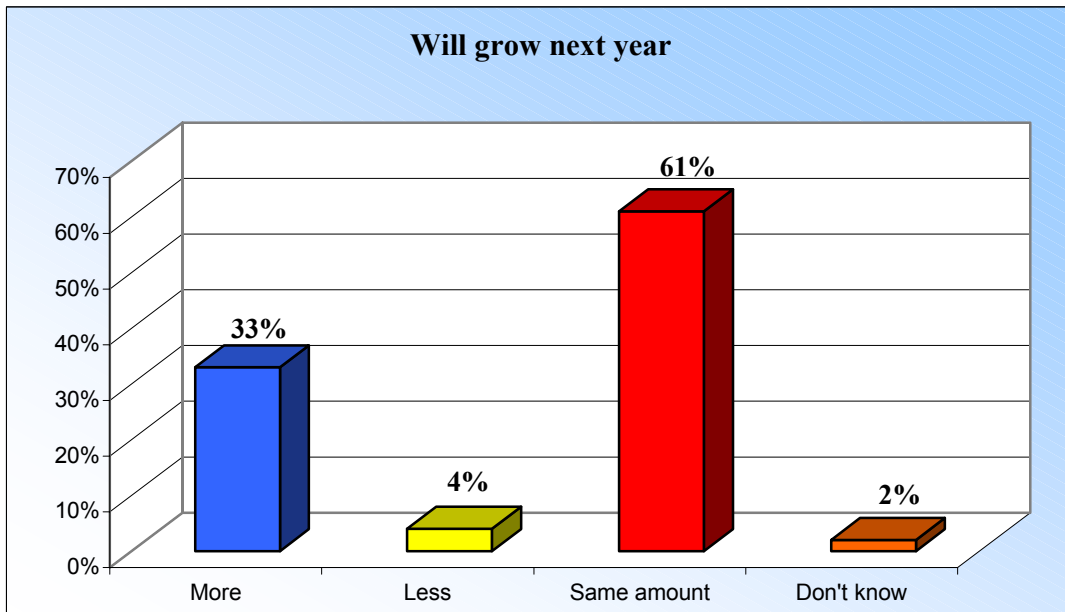
Six percent of growers are very interested in selling cranberries by allowing consumers to pick-your-own, 15% are somewhat interested, 26% are somewhat uninterested, and 53% are very uninterested.



**Next year, how much cranberries will you grow on your farm?**

**Will Grow Next Year**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	More	63	32.3	32.6	32.6
	Less	8	4.1	4.1	36.8
	The Same Amount	118	60.5	61.1	97.9
	Don't Know	4	2.1	2.1	100.0
	Total	193	99.0	100.0	
Missing	System	2	1.0		
Total		195	100.0		

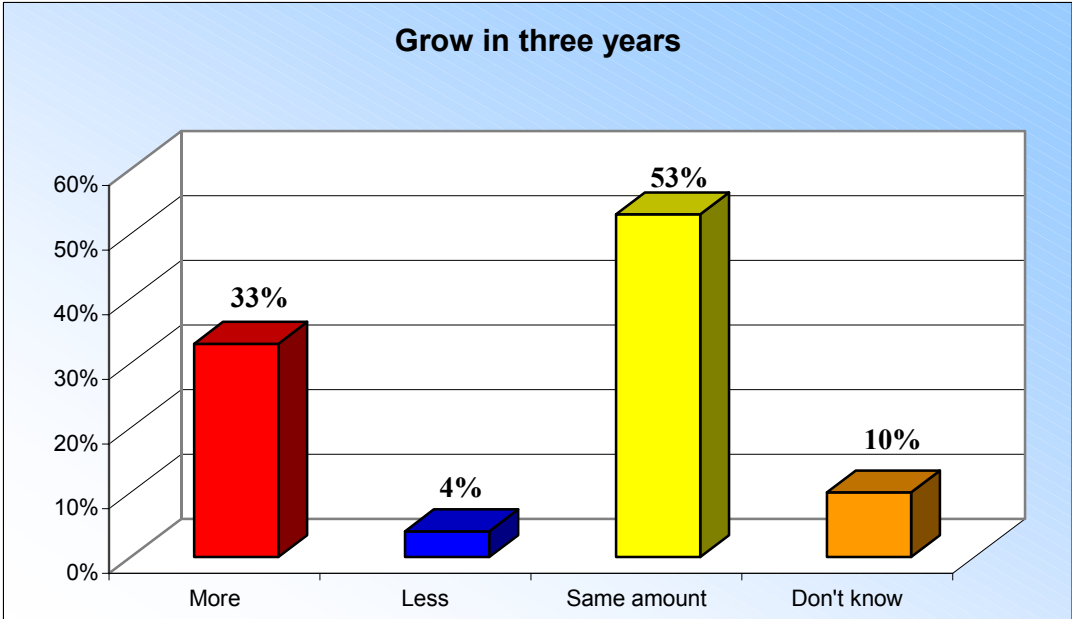


Thirty-three percent will grow more cranberries next year, 4% will grow less, 61% will grow the same amount and 2% do not know.

**Three years from now, how much cranberries do you think you will grow?**

**Will Grow in Three Years**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	More	63	32.3	32.8	32.8
	Less	8	4.1	4.2	37.0
	The same amount	102	52.3	53.1	90.1
	Don't Know	19	9.7	9.9	100.0
	Total	192	98.5	100.0	
Missing	System	3	1.5		
Total		195	100.0		

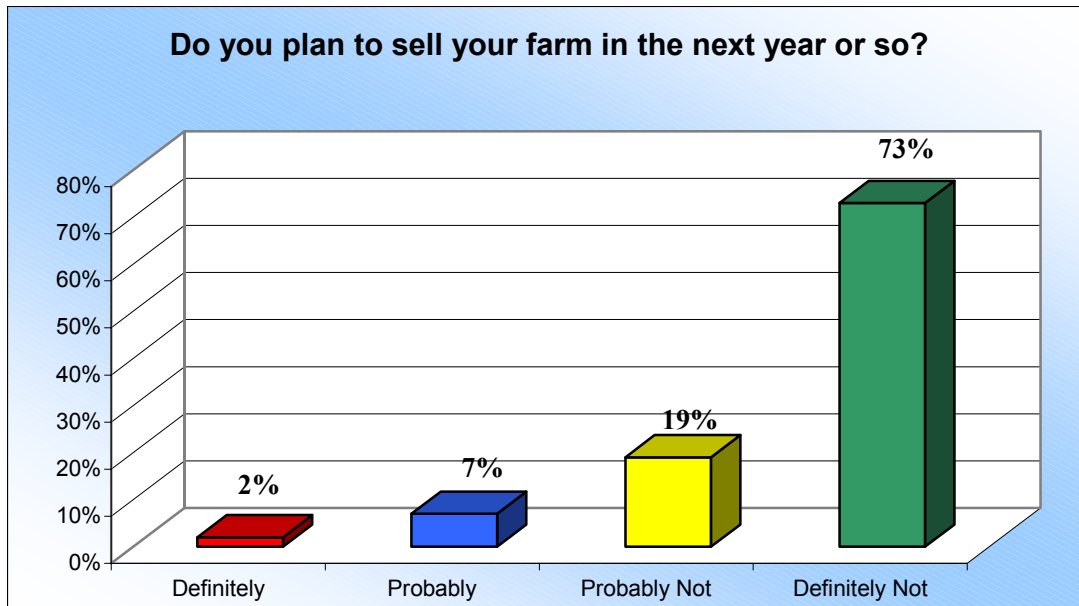


Thirty-three percent will grow more cranberries three years from now than they currently grow, 4% will grow less, 53% will grow the same amount and 10% do not know.

## Do you plan to sell your farm in the next year or so?

**Plan to Sell Farm in Next Year**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Definitely	4	2.1	2.1	2.1
	Probably	13	6.7	6.7	8.8
	Probably Not	36	18.5	18.7	27.5
	Definitely Not	140	71.8	72.5	100.0
	Total	193	99.0	100.0	
Missing	System	2	1.0		
Total		195	100.0		

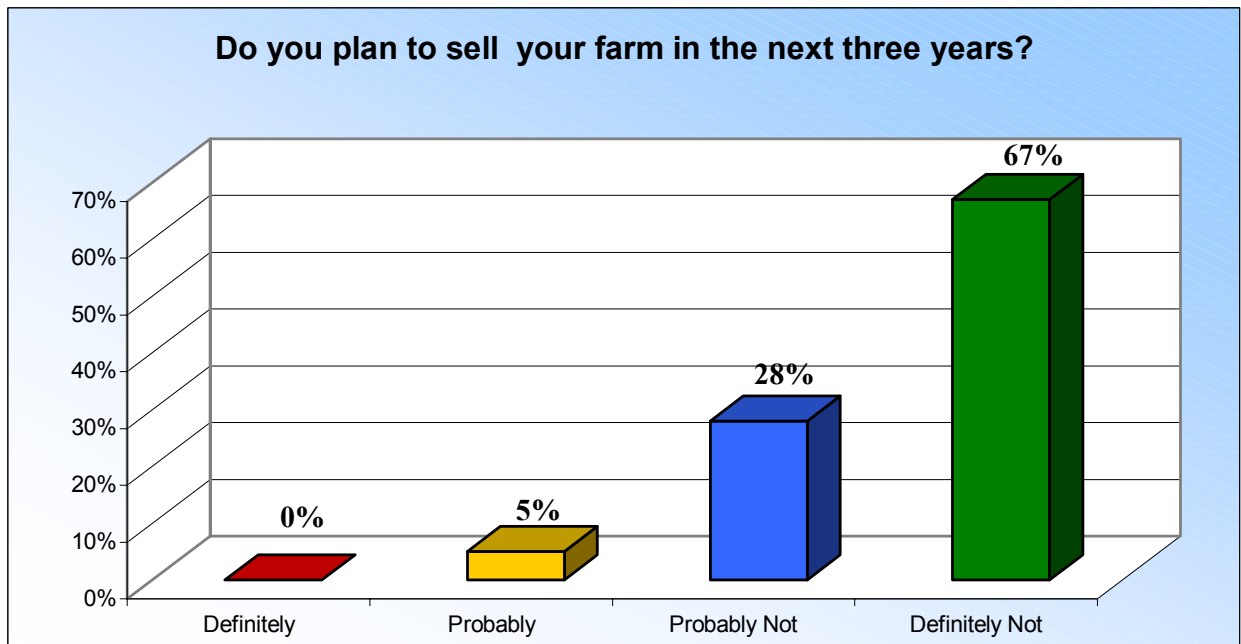


Two percent definitely plan to sell their farm in the next year or so, 7% probably plan to, 19% probably do not plan to and 73% definitely do not plan on selling their farm in the next year.

## Do you plan to sell your farm in the next three years?

Plan to Sell Farm in Three Years

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Probably	9	4.6	5.2	5.2
	Probably Not	48	24.6	27.6	32.8
	Definitely Not	117	60.0	67.2	100.0
	Total	174	89.2	100.0	
Missing	System	21	10.8		
Total		195	100.0		

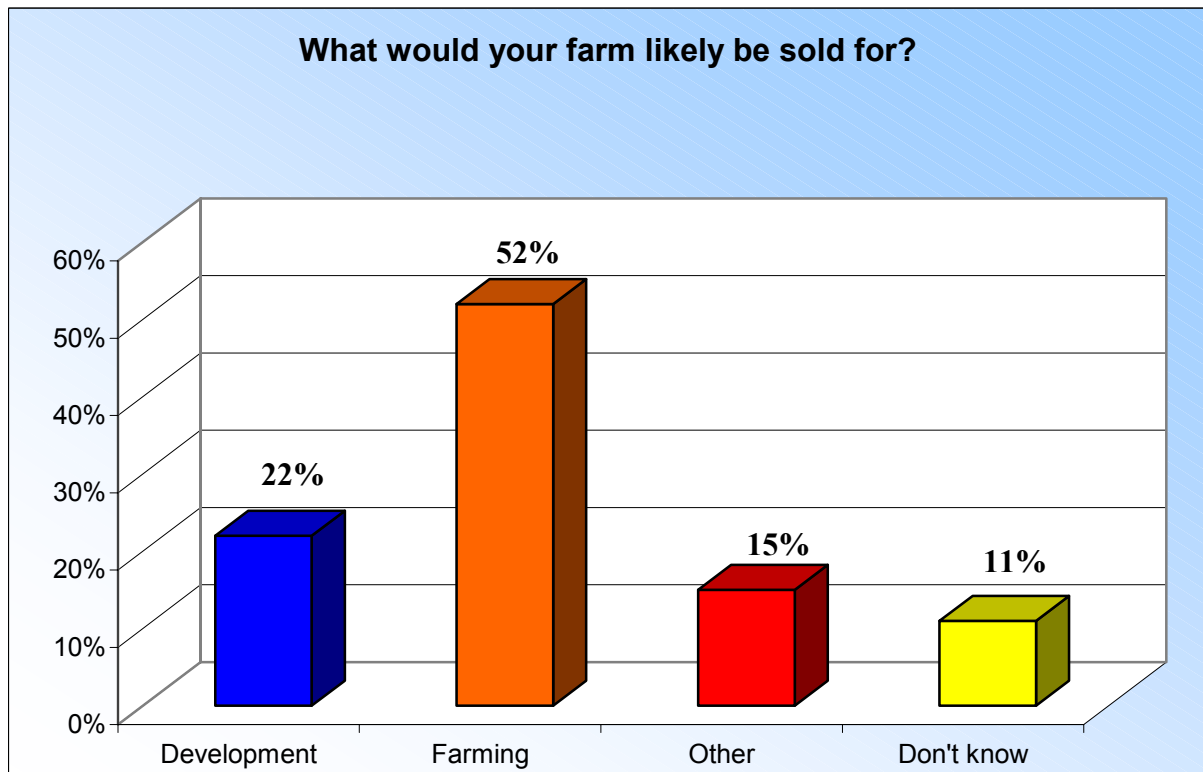


Zero percent definitely do not plan to sell their farm in three years, 5% probably do plan to sell, 28% probably do not plan to sell and 67% of growers definitely do not plan to sell their farm in the next three years.

## What would your farm likely be sold for?

Sell Your Farm For

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Development	6	3.1	22.2	22.2
	Farming	14	7.2	51.9	74.1
	Other	4	2.1	14.8	88.9
	Don't know	3	1.5	11.1	100.0
	Total	27	13.8	100.0	
Missing	System	168	86.2		
Total		195	100.0		

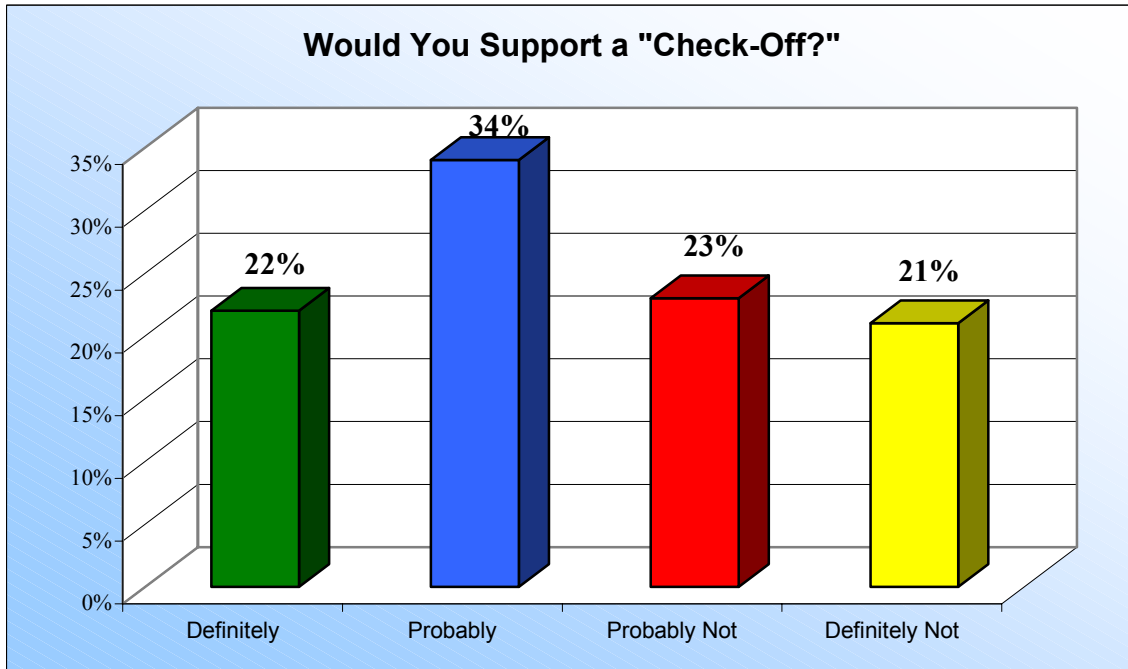


Of the farms that will/might be sold, 22% would be sold for development, 52% of farms would be sold for continued farming, 15% for other purposes and 11% did not know.

**Would you support a mandatory “check-off” in which as assessment of every barrel from all growers was used to a create fund with the purpose of providing sustainable growth and development of the cranberry industry?**

**Would You Support a "Check-Off"**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Definitely	41	21.0	21.9	21.9
	Probably	63	32.3	33.7	55.6
	Probably Not	43	22.1	23.0	78.6
	Definitely Not	40	20.5	21.4	100.0
	Total	187	95.9	100.0	
Missing	System	8	4.1		
Total		195	100.0		

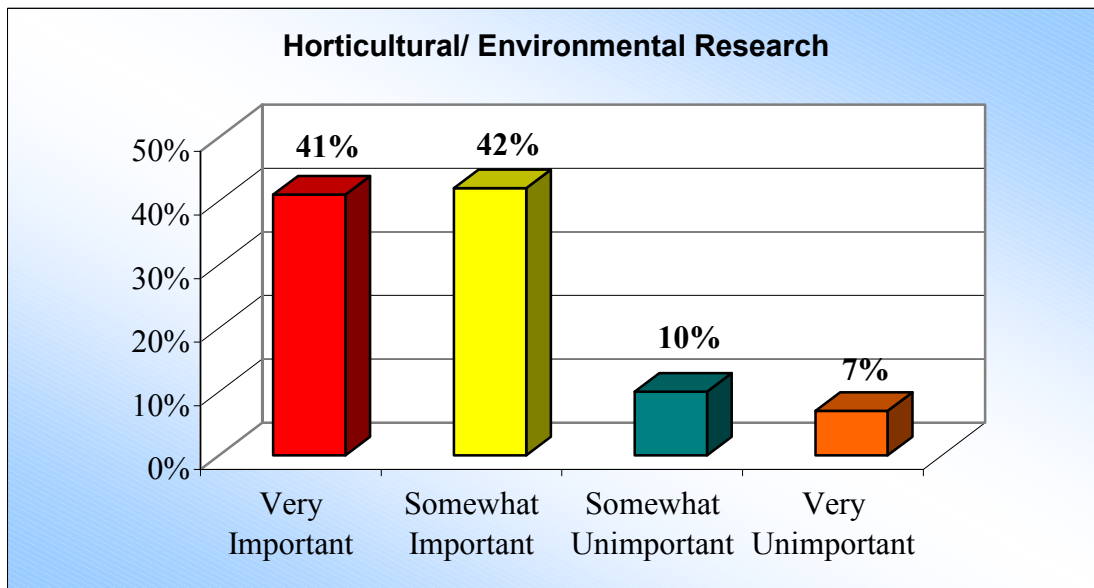


Twenty-two percent of growers definitely would support a check-off, 34% probably would, 23% probably would not and 21% definitely would not.

**Which do you think would be appropriate activities to support from such a check-off fund?**

**Horticultural/ Environmental Research**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Important	61	31.3	40.9	40.9
	Somewhat Important	63	32.3	42.3	83.2
	Somewhat Unimportant	15	7.7	10.1	93.3
	Very Unimportant	10	5.1	6.7	100.0
	Total	149	76.4	100.0	
Missing	System	46	23.6		
Total		195	100.0		

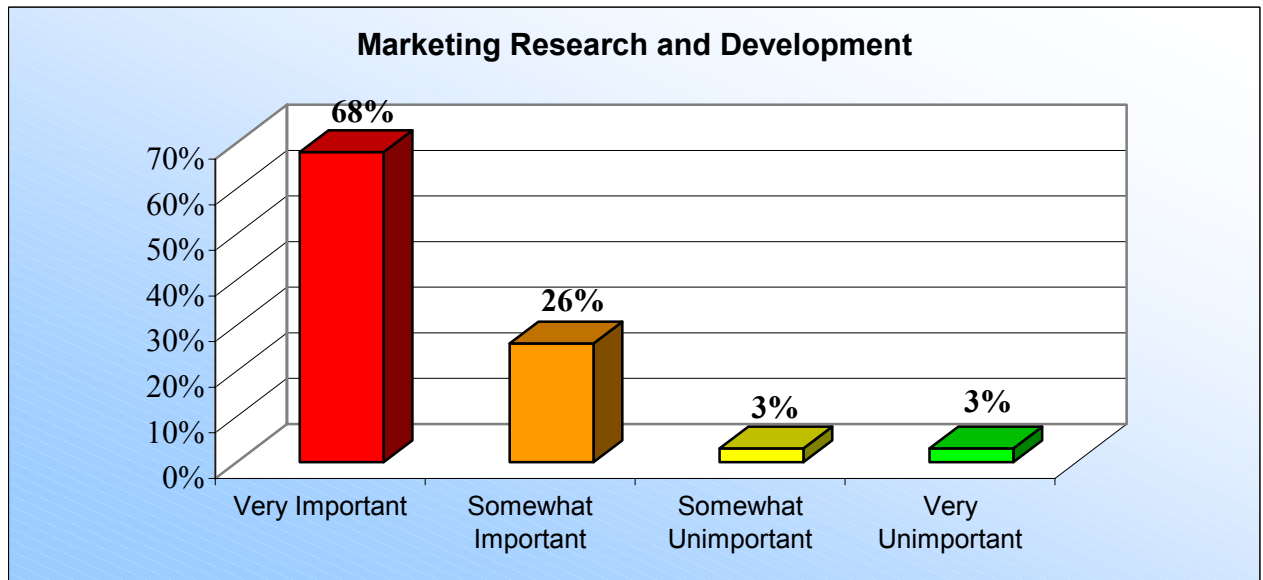


Forty-one percent believe horticulture/environmental research is a very important activity for a check-off fund, 42% believe it is somewhat important, 10% believe it is somewhat unimportant and 7% believe it is very unimportant.

**Which do you think would be appropriate activities to support from such a check-off fund?**

**Marketing Research and Development**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Important	105	53.8	68.2	68.2
	Somewhat Important	40	20.5	26.0	94.2
	Somewhat Unimportant	4	2.1	2.6	96.8
	Very Unimportant	5	2.6	3.2	100.0
	Total	154	79.0	100.0	
Missing	System	41	21.0		
Total		195	100.0		

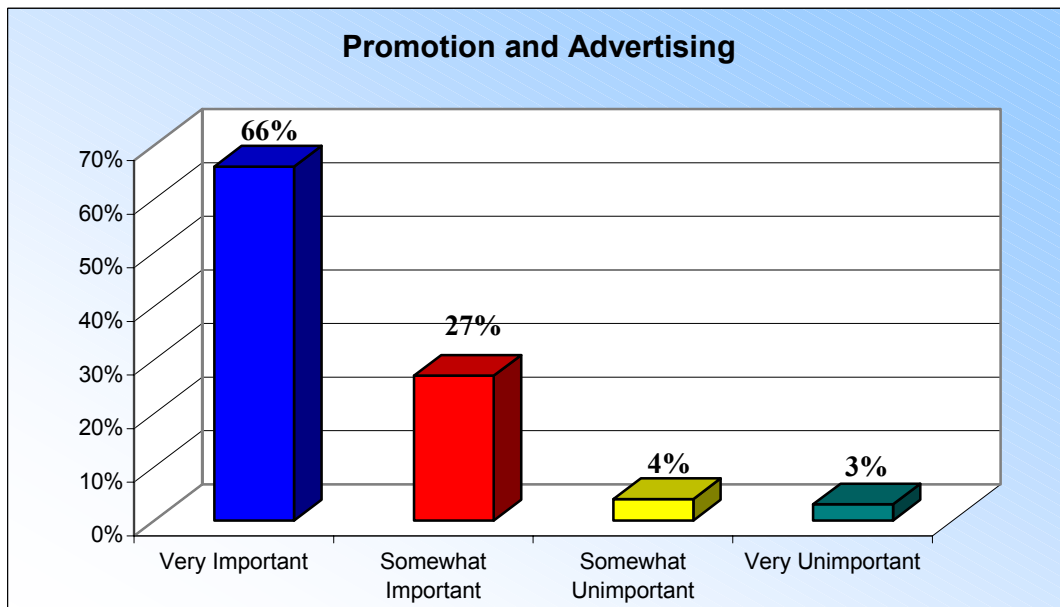


Sixty-eight percent of growers believe that marketing research and development is a very important activity for a check-off fund, 26% believe it is somewhat important, 3% believe it is somewhat unimportant and 3% believe it is very unimportant.

**Which do you think would be appropriate activities to support from such a check-off fund?**

**Promotion and Advertising**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Important	100	51.3	65.8	65.8
	Somewhat Important	42	21.5	27.6	93.4
	Somewhat Unimportant	6	3.1	3.9	97.4
	Very Unimportant	4	2.1	2.6	100.0
	Total	152	77.9	100.0	
Missing	System	43	22.1		
Total		195	100.0		

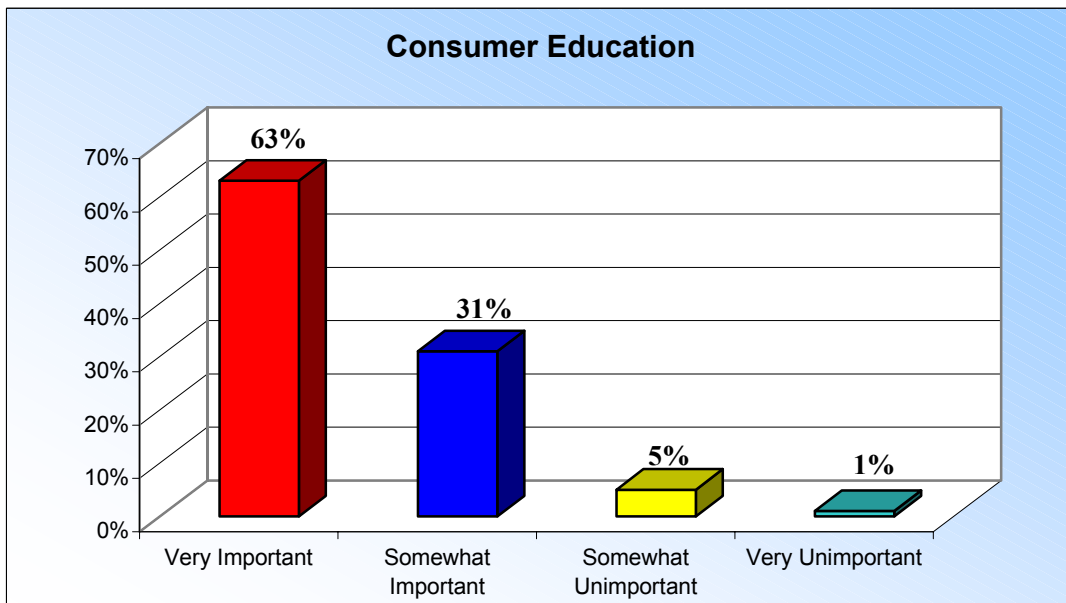


Sixty-six percent believe promotion and advertising is a very important activity for a check-off fund, 27% believe it is somewhat important, 4% believe it is somewhat unimportant and 3% believe it is very unimportant.

**Which do you think would be appropriate activities to support from such a check-off fund?**

**Consumer Education**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Important	93	47.7	63.3	63.3
	Somewhat Important	45	23.1	30.6	93.9
	Somewhat Unimportant	7	3.6	4.8	98.6
	Very Unimportant	2	1.0	1.4	100.0
	Total	147	75.4	100.0	
Missing	System	48	24.6		
Total		195	100.0		



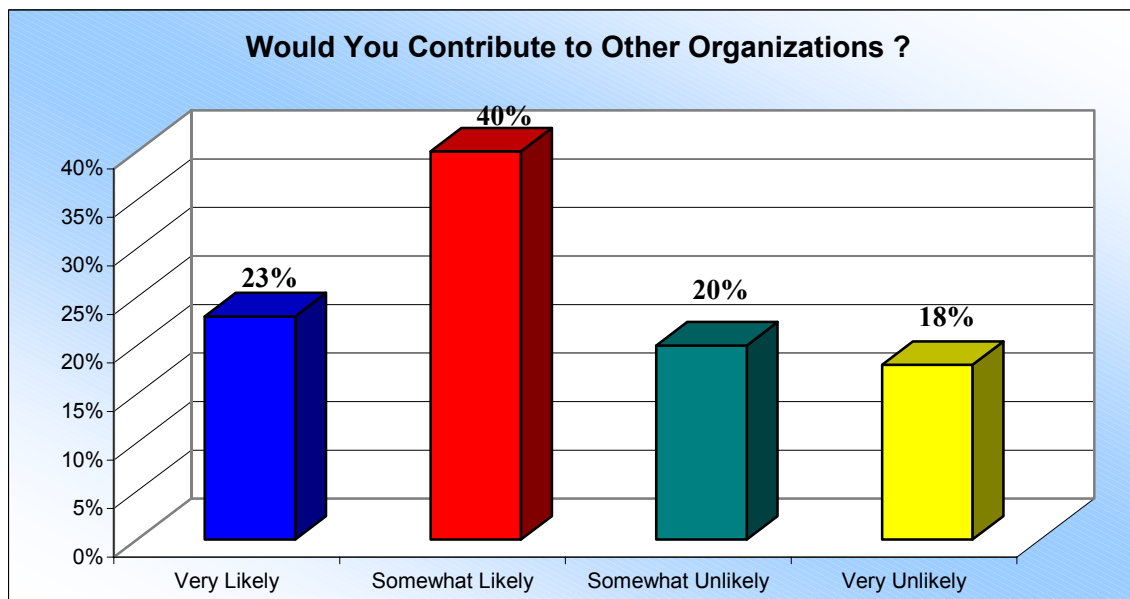
Sixty-three percent believe consumer education is a very important activity for a check-off fund, 31% believe it is somewhat important, 5% believe it is somewhat unimportant and 1% believe it is very unimportant.



**If there was a mandatory check-off, how likely would you be to contribute to other organizations in the industry that are donation based like the Cranberry Research Foundation, CCCGA, and the Farm Bureau who perform duties that can not be covered with check-off funds?**

**Would You Contribute to Other Organizations**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Likely	42	21.5	22.7	22.7
	Somewhat Likely	73	37.4	39.5	62.2
	Somewhat Unlikely	37	19.0	20.0	82.2
	Very Unlikely	33	16.9	17.8	100.0
	Total	185	94.9	100.0	
Missing	System	10	5.1		
Total		195	100.0		

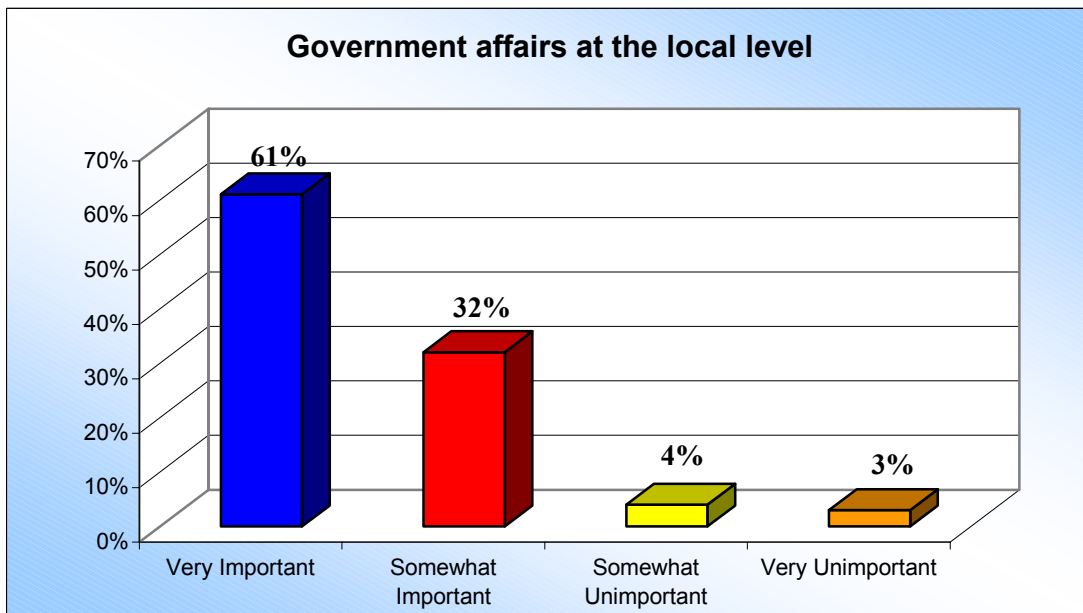


Twenty-three percent would be very likely to contribute to other organizations in the industry even if the check-off became mandatory, 40% would be somewhat likely, 20% would be somewhat unlikely and 18% would be very unlikely.

**How important do you think the following activities are for the CCCGA?**

**Government Affairs at the Local Level**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Important	115	59.0	60.8	60.8
	Somewhat Important	61	31.3	32.3	93.1
	Somewhat Unimportant	7	3.6	3.7	96.8
	Very Unimportant	6	3.1	3.2	100.0
	Total	189	96.9	100.0	
Missing	System	6	3.1		
Total		195	100.0		

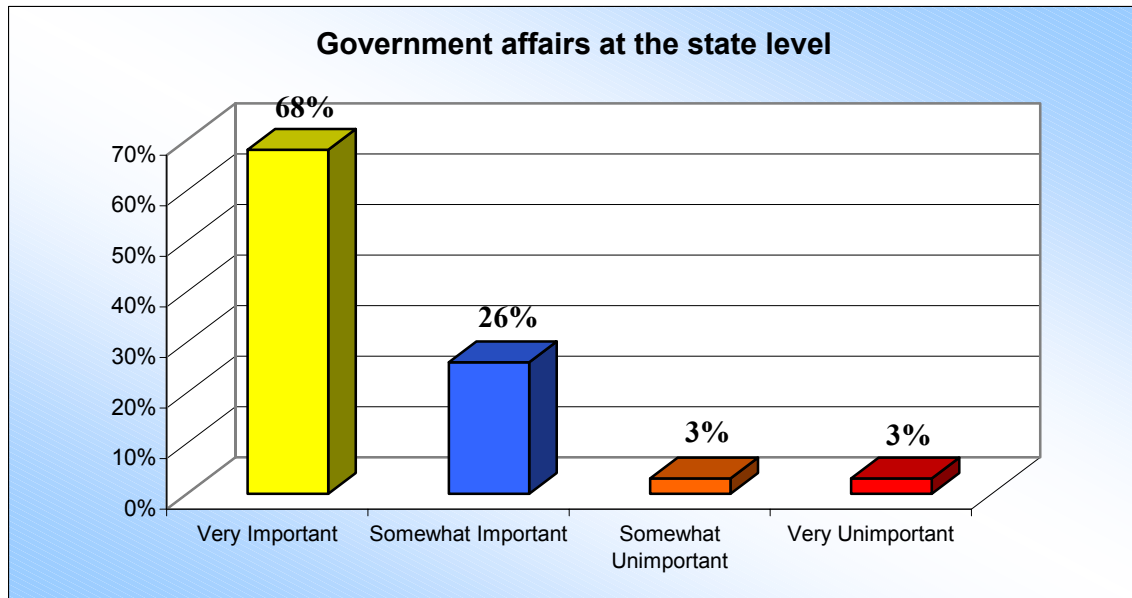


Sixty-one percent of growers feel that government affairs at the local level is a very important activity for the CCCGA, 32% feel it is somewhat important, 4% feel it is somewhat unimportant and 3% feel it is very unimportant.

## How important do you think the following activities are for the CCCGA?

### Government Affairs at the State Level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Important	129	66.2	68.3	68.3
	Somewhat Important	49	25.1	25.9	94.2
	Somewhat Unimportant	6	3.1	3.2	97.4
	Very Unimportant	5	2.6	2.6	100.0
	Total	189	96.9	100.0	
Missing	System	6	3.1		
Total		195	100.0		

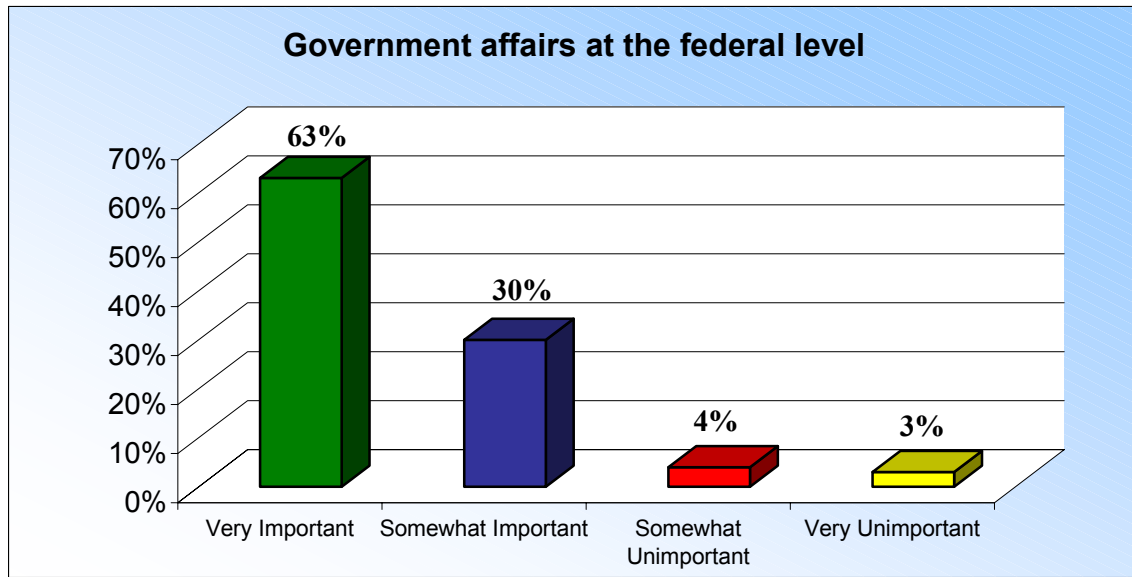


Sixty-eight percent of growers feel that government affairs at the local level is a very important activity for the CCCGA, 26% feel it is somewhat important, 3% feel it is somewhat unimportant and 3% feel it is very unimportant.

## How important do you think the following activities are for the CCCGA?

### Government Affairs at the Federal Level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Important	118	60.5	63.1	63.1
	Somewhat Important	56	28.7	29.9	93.0
	Somewhat Unimportant	8	4.1	4.3	97.3
	Very Unimportant	5	2.6	2.7	100.0
	Total	187	95.9	100.0	
Missing	System	8	4.1		
Total		195	100.0		

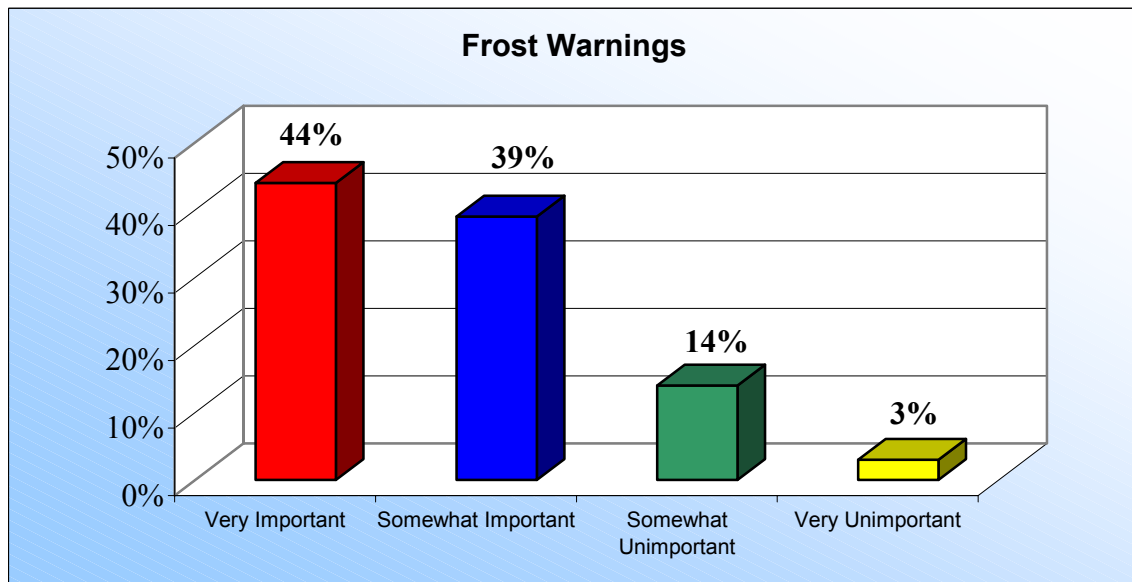


Sixty-three percent of growers feel that government affairs at the federal level is a very important activity for the CCCGA, 30% feel that it is somewhat important, 4% feel it is somewhat unimportant, 3% feel it is very unimportant.

**How important do you think the following activities are for the CCCGA?**

**Frost Warnings**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Important	84	43.1	44.2	44.2
	Somewhat Important	74	37.9	38.9	83.2
	Somewhat Unimportant	26	13.3	13.7	96.8
	Very Unimportant	6	3.1	3.2	100.0
	Total	190	97.4	100.0	
Missing	System	5	2.6		
Total		195	100.0		

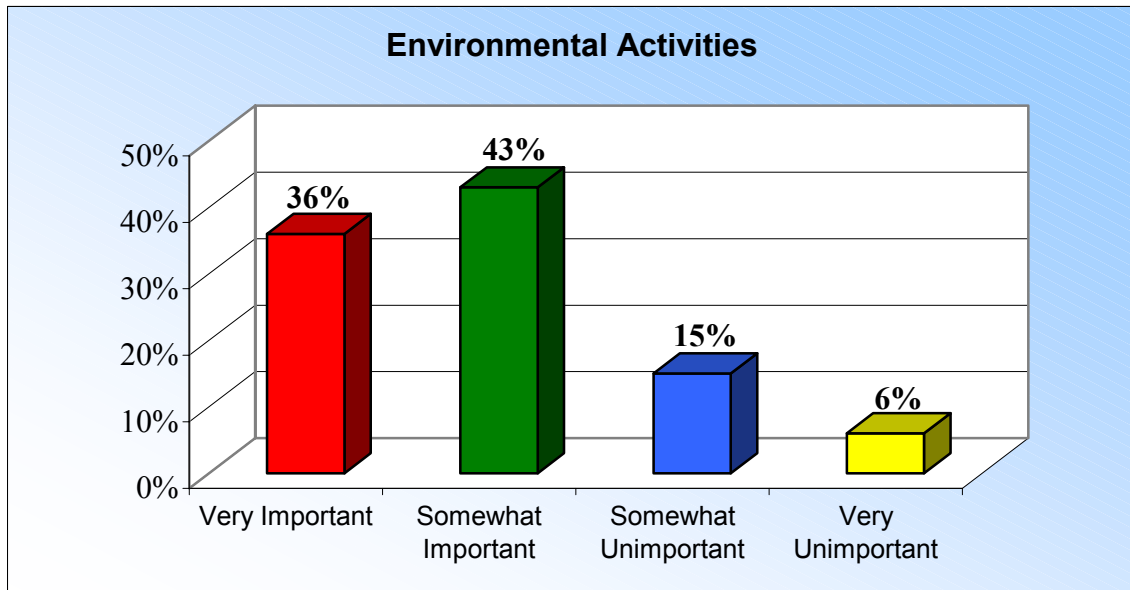


Forty-four percent of growers feel that frost warnings are a very important activity for the CCCGA, 39% feel it is somewhat important, 14% feel it is somewhat unimportant and 3% feel it is very unimportant.

**How important do you think the following activities are for the CCCGA?**

**Environmental Activities**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Important	69	35.4	36.3	36.3
	Somewhat Important	81	41.5	42.6	78.9
	Somewhat Unimportant	29	14.9	15.3	94.2
	Very Unimportant	11	5.6	5.8	100.0
	Total	190	97.4	100.0	
Missing	System	5	2.6		
Total		195	100.0		

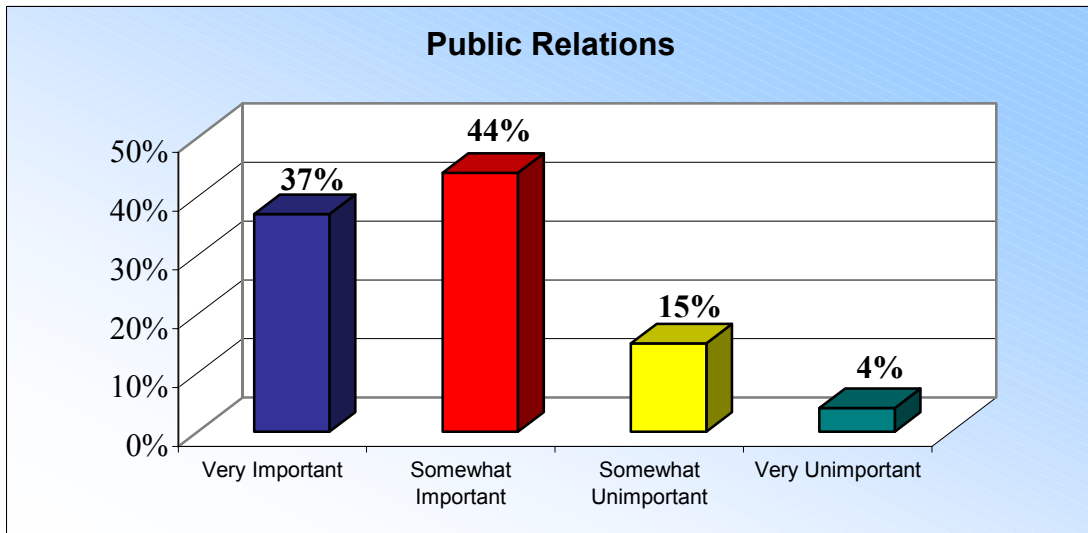


Thirty-six percent of growers feel that environmental activities are a very important activity for the CCCGA, 43% feel it is somewhat important, 15% feel it is somewhat unimportant and 6% feel it is very unimportant.

**How important do you think the following activities are for the CCCGA?**

**Public Relations**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Important	69	35.4	36.5	36.5
	Somewhat Important	84	43.1	44.4	81.0
	Somewhat Unimportant	28	14.4	14.8	95.8
	Very Unimportant	8	4.1	4.2	100.0
	Total	189	96.9	100.0	
Missing	System	6	3.1		
Total		195	100.0		

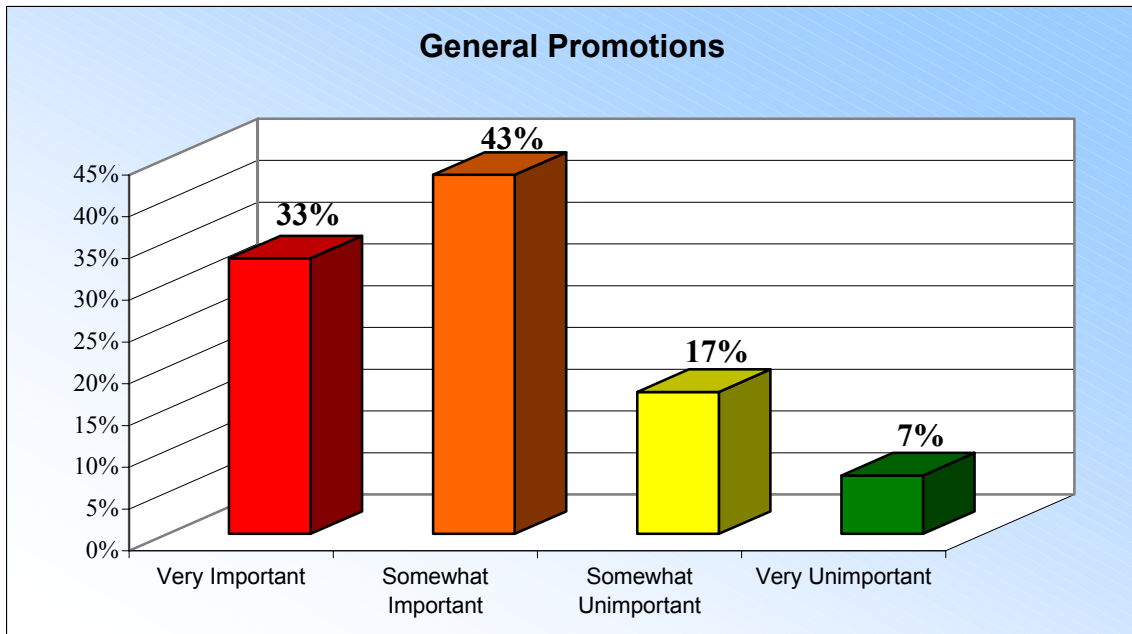


Thirty-seven percent feel that public relations are a very important activity for the CCCGA, 44% feel it is somewhat important, 15% feel it is somewhat unimportant and 4% feel it is very unimportant.

**How important do you think the following activities are for the CCCGA?**

**General Promotions**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Important	62	31.8	32.8	32.8
	Somewhat Important	81	41.5	42.9	75.7
	Somewhat Unimportant	32	16.4	16.9	92.6
	Very Unimportant	14	7.2	7.4	100.0
	Total	189	96.9	100.0	
Missing	System	6	3.1		
Total		195	100.0		

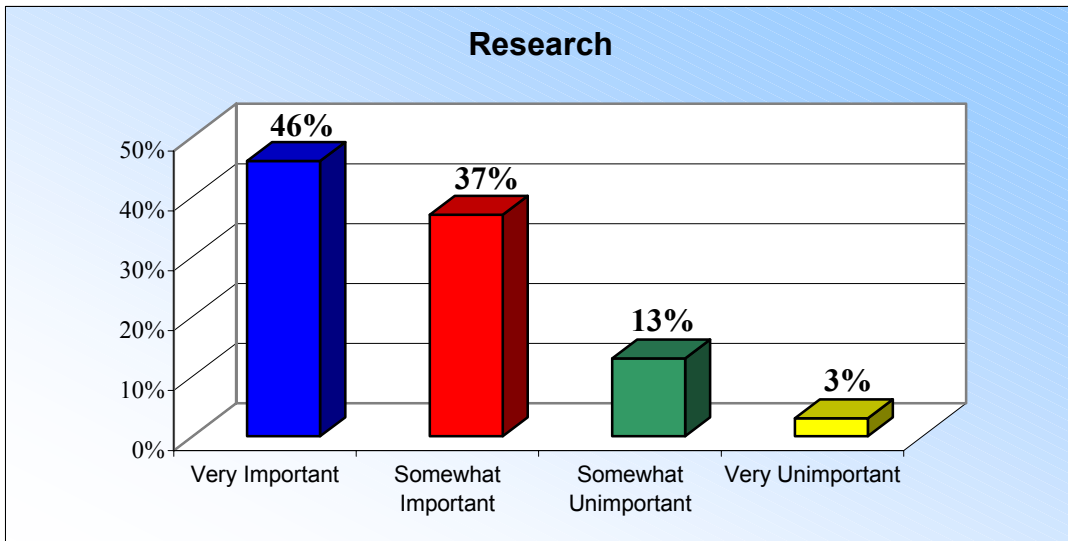


Thirty-three percent of growers feel that general promotions are a very important activity for the CCCGA , 43% feel it is somewhat important, 17% feel it is somewhat unimportant and 7% feel it is very unimportant.

**How important do you think the following activities are for the CCCGA?**

**Research**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Important	86	44.1	46.0	46.0
	Somewhat Important	70	35.9	37.4	83.4
	Somewhat Unimportant	25	12.8	13.4	96.8
	Very Unimportant	6	3.1	3.2	100.0
	Total	187	95.9	100.0	
Missing	System	8	4.1		
Total		195	100.0		

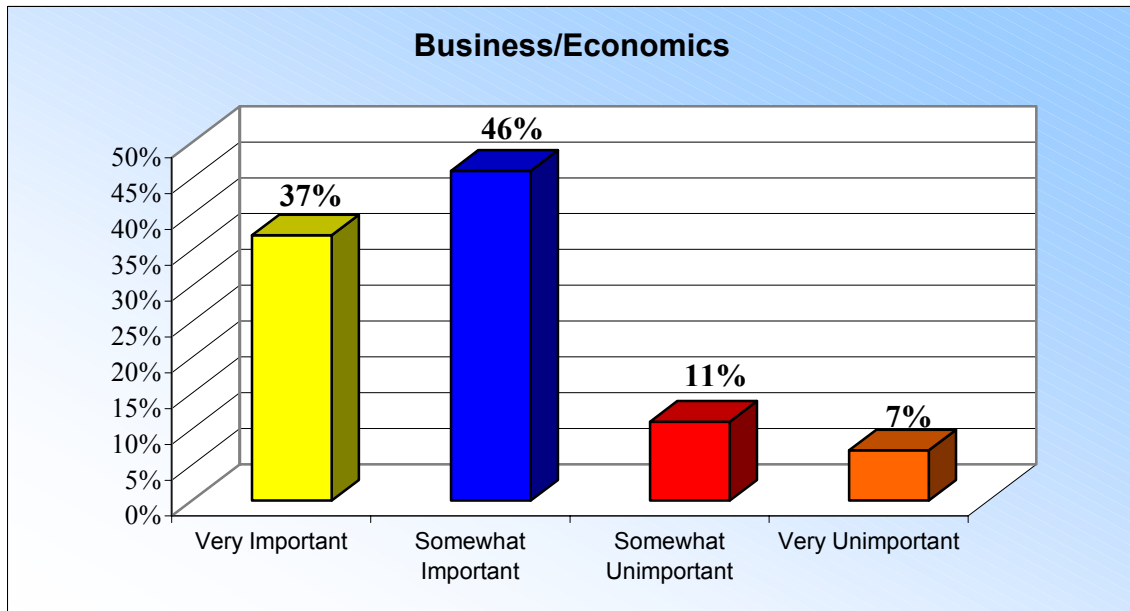


Forty-six percent of growers feel research is a very important activity for the CCCGA, 37% feel it is somewhat important, 13% feel it is somewhat unimportant and 3% feel it is very unimportant.

**How important do you think the following activities are for the CCCGA?**

**Business/Economics**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Important	68	34.9	36.8	36.8
	Somewhat Important	85	43.6	45.9	82.7
	Somewhat Unimportant	20	10.3	10.8	93.5
	Very Unimportant	12	6.2	6.5	100.0
	Total	185	94.9	100.0	
Missing	System	10	5.1		
Total		195	100.0		

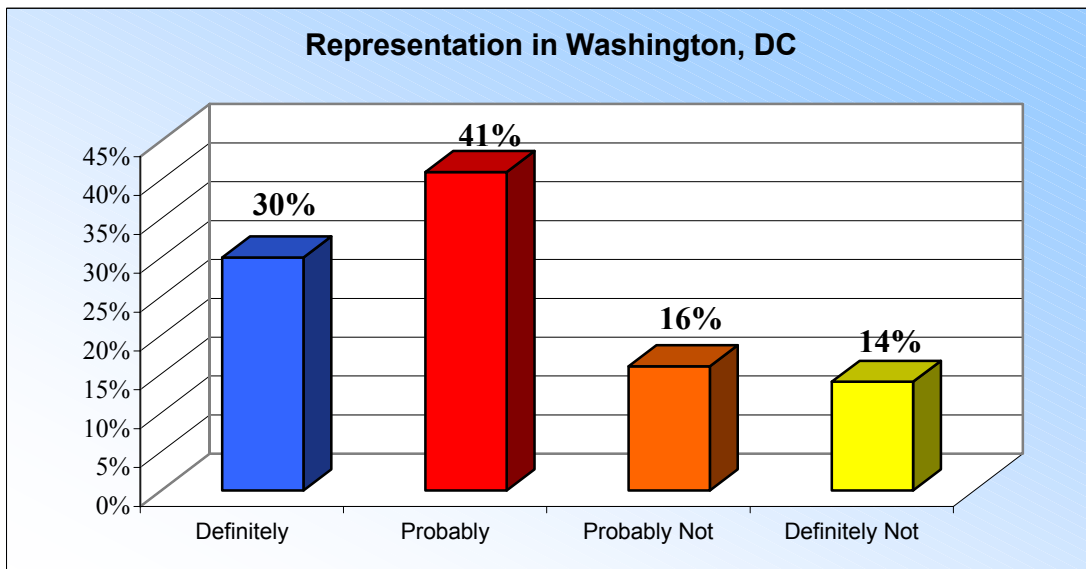


Thirty-seven percent of growers feel that business/economics is a very important activity for the CCCGA, 46% feel it is somewhat important, 11% feel it is somewhat unimportant and 7% feel it is very unimportant.

**Would you like to see the CCCGA move forward on the federal level by hiring representation in Washington, DC?**

**Representation in Washington, DC**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Definitely	54	27.7	29.7	29.7
	Probably	74	37.9	40.7	70.3
	Probably Not	29	14.9	15.9	86.3
	Definitely Not	25	12.8	13.7	100.0
	Total	182	93.3	100.0	
Missing	System	13	6.7		
Total		195	100.0		

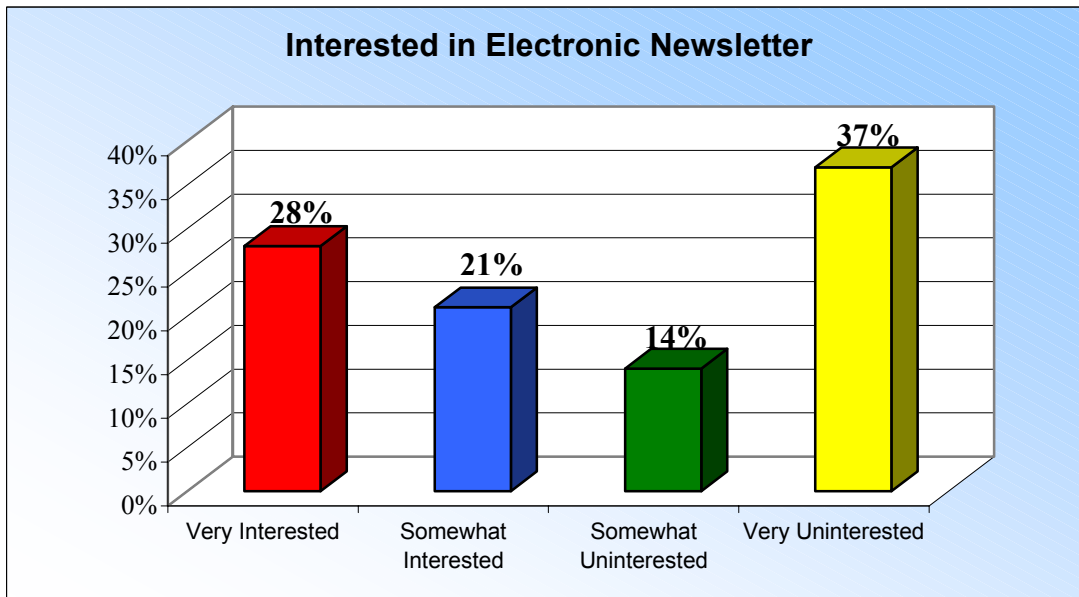


Thirty percent definitely would like to see the CCCGA move forward on the federal level by hiring representation in Washington, D.C., 41% probably would, 16% probably would not and 14% definitely would not.

**If an electronic newsletter was available with information regarding matters related to cranberry production, general industry information, weather/frost and regulatory information how interested would you be in receiving it by email?**

**Interested in Electronic Newsletter**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Interested	54	27.7	28.1	28.1
	Somewhat Interested	41	21.0	21.4	49.5
	Somewhat Uninterested	26	13.3	13.5	63.0
	Very Uninterested	71	36.4	37.0	100.0
	Total	192	98.5	100.0	
Missing	System	3	1.5		
Total		195	100.0		

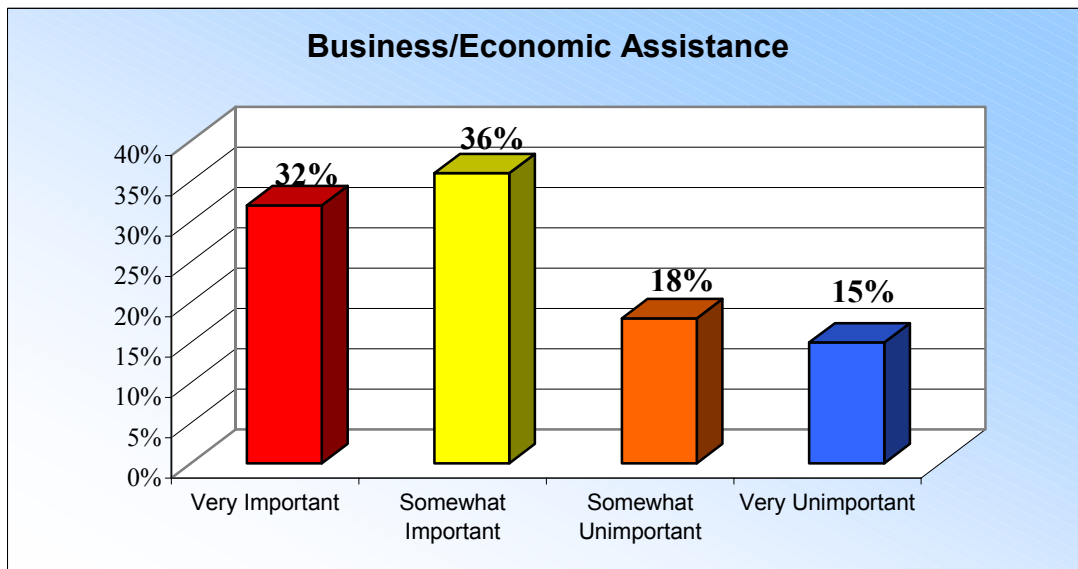


Twenty-eight percent of growers are very interested in receiving an electronic newsletter, 21% are somewhat interested, 14% are somewhat uninterested and 37% are very uninterested.

**How important are the following types of technical assistance and research support to you?**

**Business/Economic Assistance**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Important	58	29.7	31.5	31.5
	Somewhat Important	66	33.8	35.9	67.4
	Somewhat Unimportant	33	16.9	17.9	85.3
	Very Unimportant	27	13.8	14.7	100.0
	Total	184	94.4	100.0	
Missing	System	11	5.6		
Total		195	100.0		

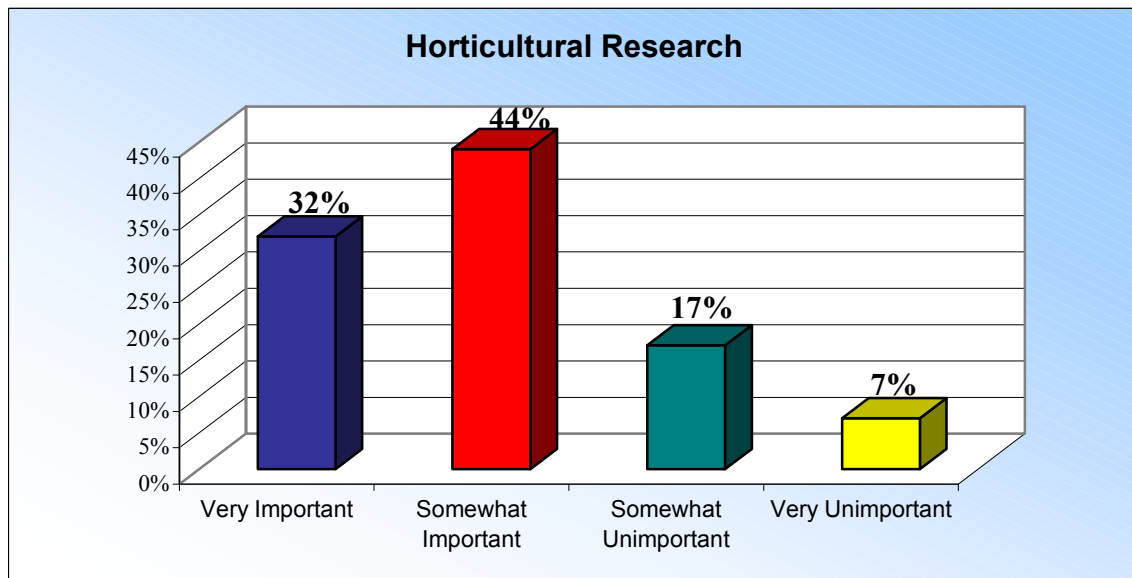


Thirty-two percent of growers feel that business/economic assistance is very important, 36% feel it is somewhat important, 18% feel it is somewhat unimportant and 15% feel it is very unimportant.

**How important are the following types of technical assistance and research support to you?**

**Horticultural Research**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Important	59	30.3	32.1	32.1
	Somewhat Important	81	41.5	44.0	76.1
	Somewhat Unimportant	31	15.9	16.8	92.9
	Very Unimportant	13	6.7	7.1	100.0
	Total	184	94.4	100.0	
Missing	System	11	5.6		
Total		195	100.0		

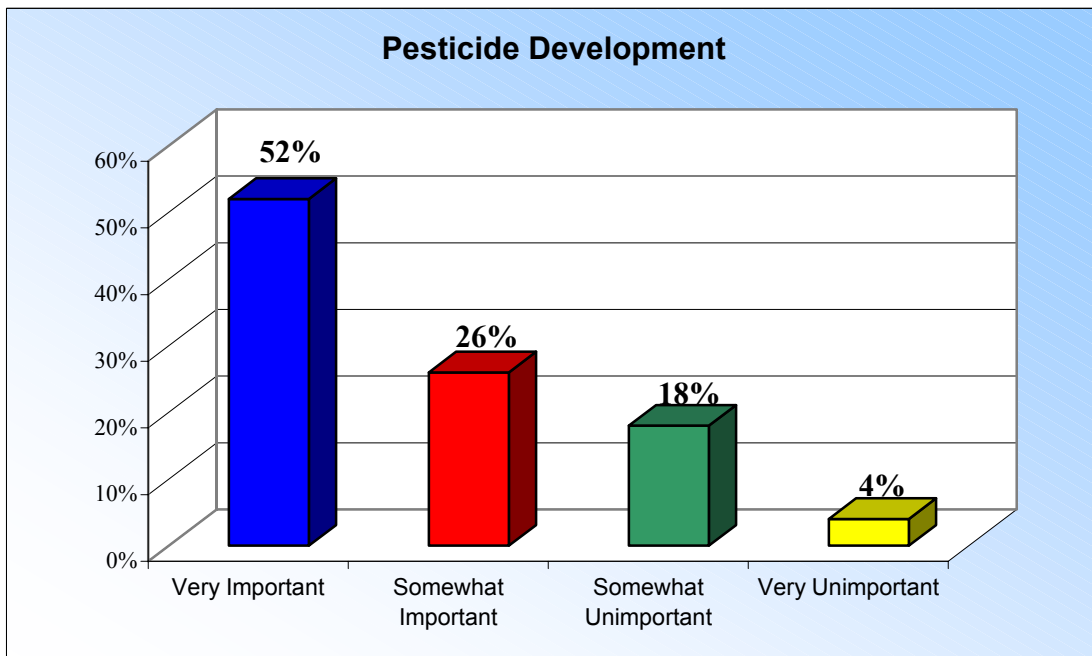


Thirty-two percent of growers feel that horticulture research is very important, 44% feel it is somewhat important, 17% feel it is somewhat unimportant and 7% feel it is very unimportant.

**How important are the following types of technical assistance and research support to you?**

**Pesticide Development**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Important	96	49.2	52.2	52.2
	Somewhat Important	48	24.6	26.1	78.3
	Somewhat Unimportant	33	16.9	17.9	96.2
	Very Unimportant	7	3.6	3.8	100.0
	Total	184	94.4	100.0	
Missing	System	11	5.6		
Total		195	100.0		

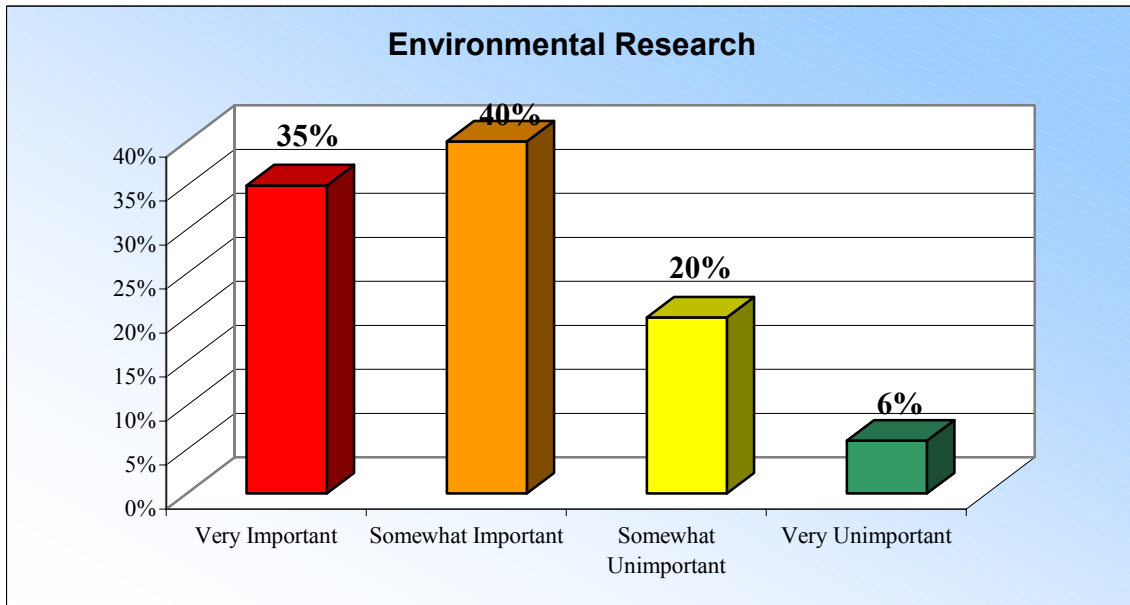


Fifty-two percent of growers feel pesticide development is very important, 26% feel it is somewhat important, 18% feel it is somewhat unimportant and 4% feel it is very unimportant.

**How important are the following types of technical assistance and research support to you?**

**Environmental Research**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Important	64	32.8	35.2	35.2
	Somewhat Important	72	36.9	39.6	74.7
	Somewhat Unimportant	36	18.5	19.8	94.5
	Very Unimportant	10	5.1	5.5	100.0
	Total	182	93.3	100.0	
Missing	System	13	6.7		
Total		195	100.0		

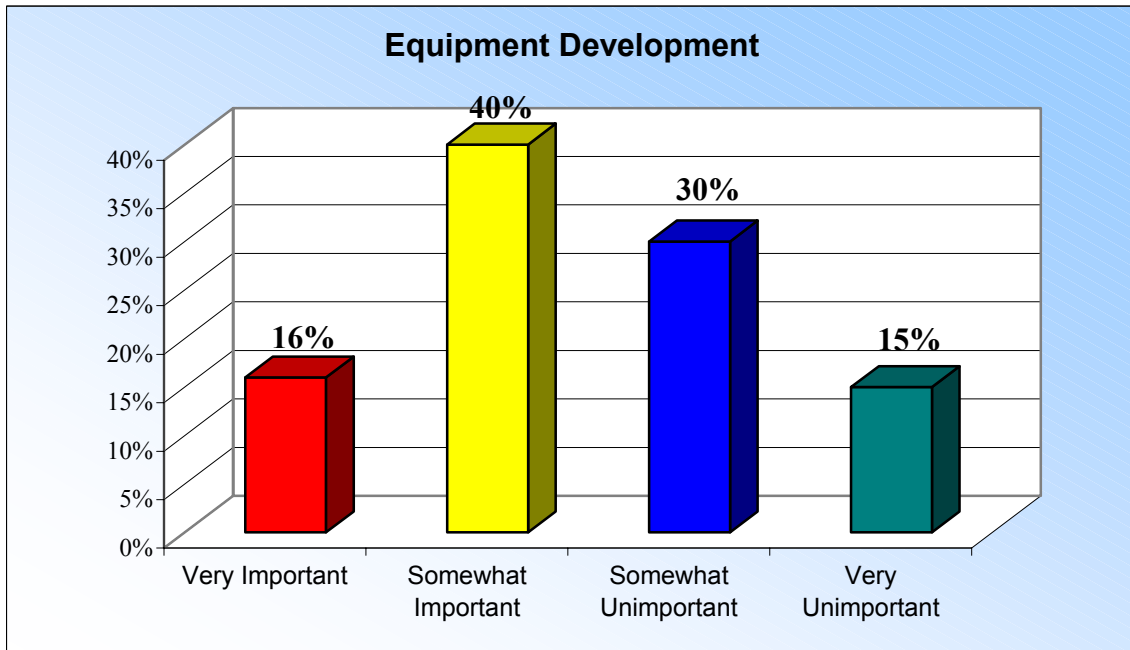


Thirty-five percent of growers feel environmental research is very important, 40% feel it is somewhat important, 20% feel it is somewhat unimportant and 6% feel it is very unimportant.

**How important are the following types of technical assistance and research support to you?**

**Equipment Development**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Important	29	14.9	15.8	15.8
	Somewhat Important	73	37.4	39.9	55.7
	Somewhat Unimportant	54	27.7	29.5	85.2
	Very Unimportant	27	13.8	14.8	100.0
	Total	183	93.8	100.0	
Missing	System	12	6.2		
Total		195	100.0		

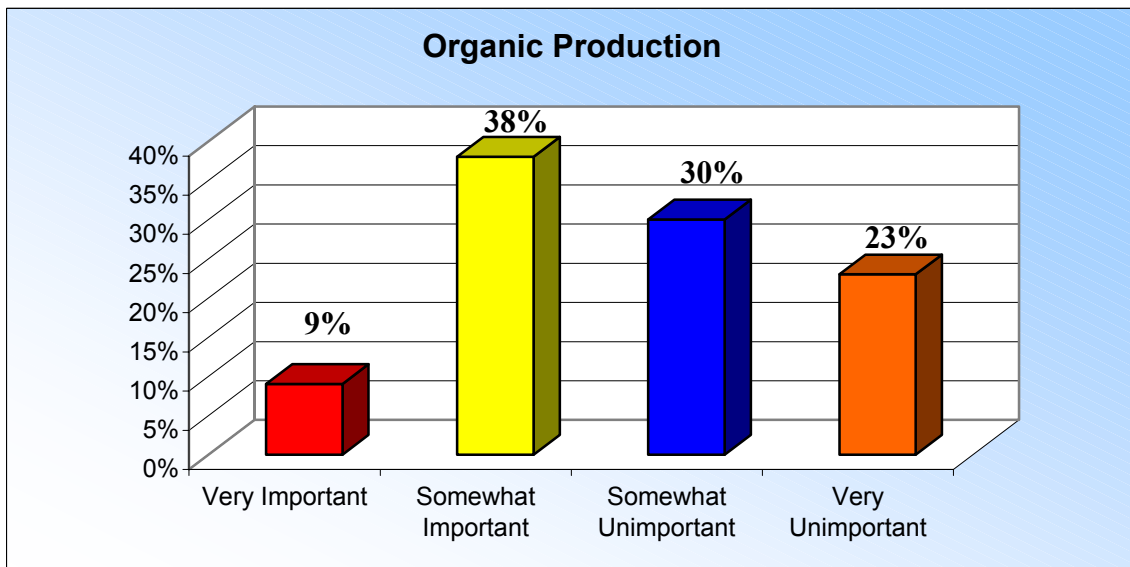


Sixteen percent of growers feel that equipment development is very important, 40% feel it is somewhat important, 30% feel it is somewhat unimportant and 15% feel it is very unimportant.

**How important are the following types of technical assistance and research support to you?**

**Organic Production**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Important	17	8.7	9.3	9.3
	Somewhat Important	69	35.4	37.9	47.3
	Somewhat Unimportant	55	28.2	30.2	77.5
	Very Unimportant	41	21.0	22.5	100.0
	Total	182	93.3	100.0	
Missing	System	13	6.7		
Total		195	100.0		

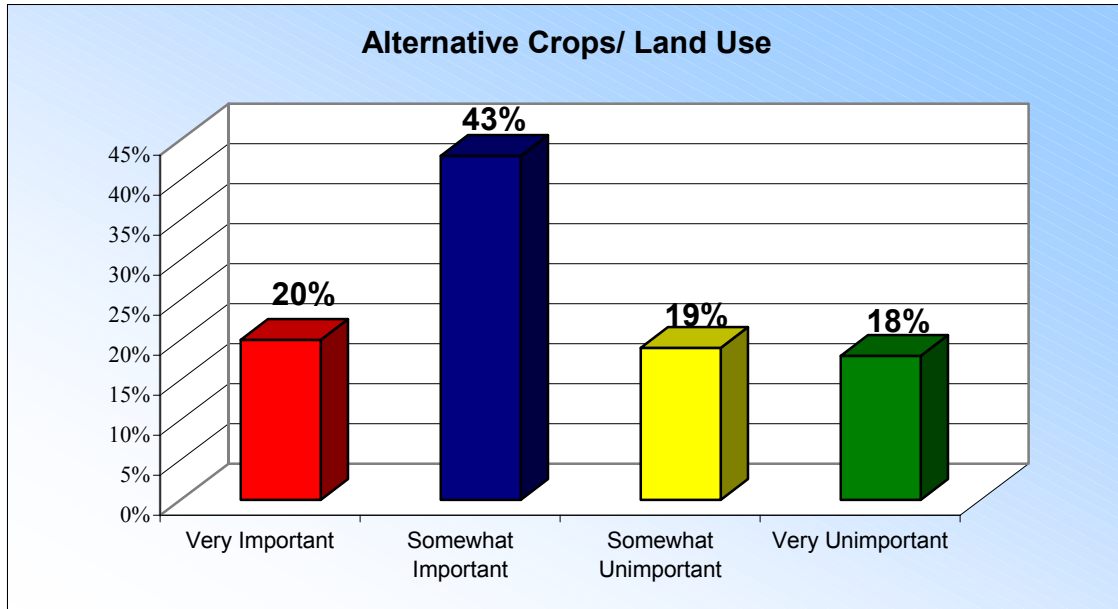


Nine percent of growers feel that assistance with organic production is very important, 38% feel it is somewhat important, 30% feel it is somewhat unimportant and 23% feel it is very unimportant.

**How important are the following types of technical assistance and research support to you?**

**Alternative Crops/Land Use**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Important	36	18.5	20.0	20.0
	Somewhat Important	78	40.0	43.3	63.3
	Somewhat Unimportant	34	17.4	18.9	82.2
	Very Unimportant	32	16.4	17.8	100.0
	Total	180	92.3	100.0	
Missing	System	15	7.7		
Total		195	100.0		



Twenty percent of growers feel that assistance with alternative crops/land use is very important, 43% feel it is somewhat important, 19% feel it is somewhat unimportant and 18% feel it is very unimportant.

<b>Where Do You Go For Information on Matters Relating to Cranberry Production?</b>
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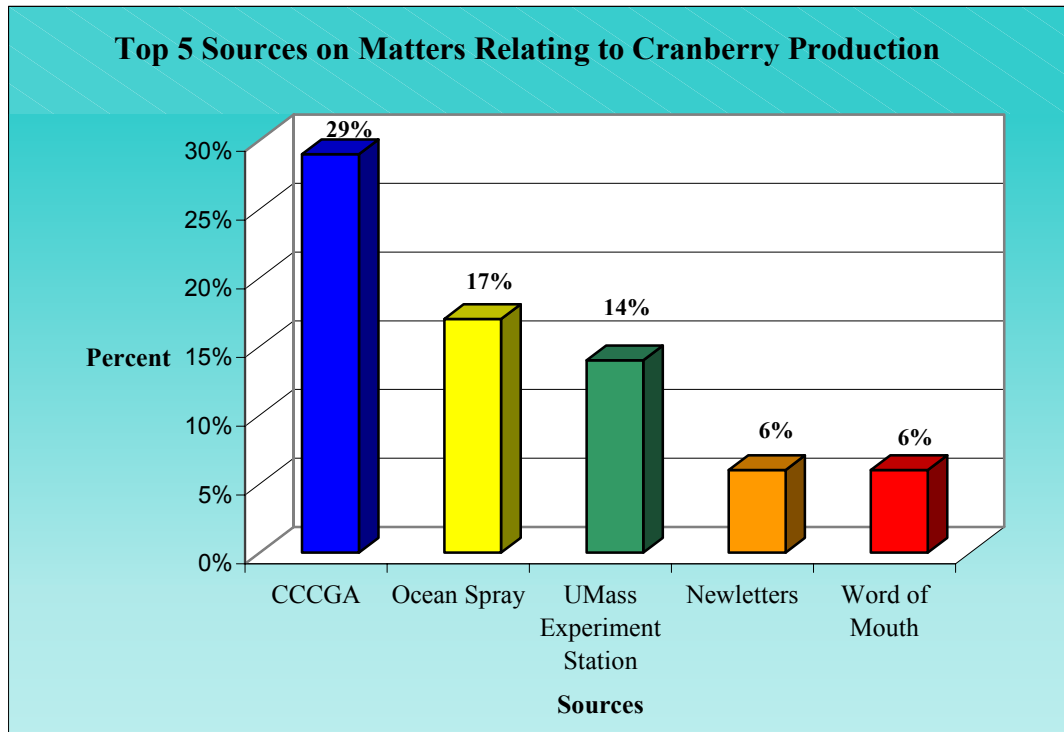
	<u>Frequency of Responses*</u>	<u>Percent</u>	<u>Members</u>	<u>Non Members</u>
Cape Cod Cranberry Growers' Association	(81)	29%	64	17
Ocean Spray	(48)	17%	33	15
UMass Experiment Station	(40)	13%	39	1
Newsletters	(18)	6%	3	15
Word of Mouth	(18)	6%	18	0
Cranberries Magazine	(15)	5%	12	3
Handlers	(14)	5%	6	8
Cranberry Marketing Committee	(11)	4%	9	2
United States Department of Agriculture	(10)	4%	7	3
Internet	(6)	2%	6	0
General Knowledge/Experience	(5)	2%	3	2
The Farm Bureau	(4)	1%	3	1
Media	(3)	1%	2	1
Newspapers	(2)	1%	2	0
Meetings/Seminars	(2)	1%	1	1
Stress Line	(1)	<1%	1	0
	<hr style="width: 20%; margin: 0 auto;"/> n=278			

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\*Total number of responses equals more than the number of respondents due to multiple answers.



## Top 5 Sources on Matters Relating to Cranberry Production



Twenty-nine percent of those surveyed said they received information on matters relating to cranberry production from the Cape Cod Cranberry Growers' Association, 17% from Ocean Spray, 14% from the UMass Experiment Station, 6% from newsletters and 6% through word of mouth.

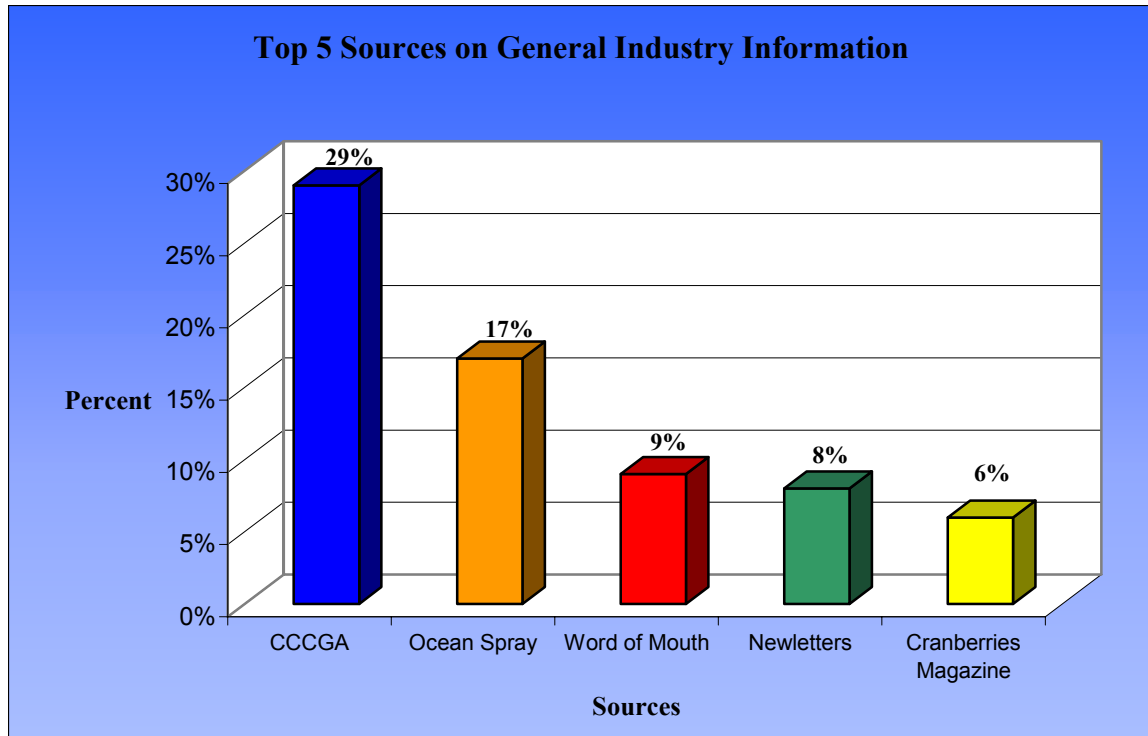
<b>Where Do You Get General Industry Information?</b>
---

	<u>Frequency of Responses*</u>	<u>Percent</u>	<u>Members</u>	<u>Non Members</u>
<b>Cape Cod Cranberry Growers' Association</b>	<b>(82)</b>	<b>29%</b>	<b>66</b>	<b>16</b>
<b>Ocean Spray</b>	<b>(51)</b>	<b>17%</b>	<b>39</b>	<b>12</b>
<b>Word of Mouth</b>	<b>(26)</b>	<b>9%</b>	<b>25</b>	<b>1</b>
<b>Newsletters</b>	<b>(23)</b>	<b>8%</b>	<b>4</b>	<b>19</b>
<b>Cranberries Magazine</b>	<b>(16)</b>	<b>6%</b>	<b>14</b>	<b>2</b>
<b>UMass Experiment Station</b>	<b>(15)</b>	<b>5%</b>	<b>15</b>	<b>0</b>
<b>Handlers</b>	<b>(14)</b>	<b>5%</b>	<b>7</b>	<b>7</b>
<b>Internet</b>	<b>(10)</b>	<b>4%</b>	<b>10</b>	<b>0</b>
<b>Cranberry Institute</b>	<b>(8)</b>	<b>3%</b>	<b>8</b>	<b>0</b>
<b>Newspaper</b>	<b>(8)</b>	<b>3%</b>	<b>6</b>	<b>2</b>
<b>The Farm Bureau</b>	<b>(7)</b>	<b>3%</b>	<b>6</b>	<b>1</b>
<b>General Knowledge/Experience</b>	<b>(6)</b>	<b>2%</b>	<b>4</b>	<b>2</b>
<b>Meetings</b>	<b>(4)</b>	<b>1%</b>	<b>3</b>	<b>1</b>
<b>Cranberry Marketing Committee</b>	<b>(3)</b>	<b>1%</b>	<b>3</b>	<b>0</b>
<b>Publications</b>	<b>(3)</b>	<b>1%</b>	<b>3</b>	<b>0</b>
<b>United States Department of Agriculture</b>	<b>(2)</b>	<b>1%</b>	<b>2</b>	<b>0</b>
<b>Stress Line</b>	<b>(2)</b>	<b>1%</b>	<b>2</b>	<b>0</b>
		<hr style="width: 10%; margin: auto;"/> n=280		

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\* Total number of responses equals more than the number of respondents due to multiple answers.

## Top 5 Sources on General Industry Information



Twenty-nine percent of those surveyed said they received general industry information from the Cape Cod Cranberry Growers' Association, 17% from Ocean Spray, 9% through word of mouth, 8% from newsletters and 6% from the Cranberries Magazine.

<b>Where Do You Go For Information on Weather/Frost?</b>
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	<u>Frequency of Responses*</u>	<u>Percent</u>	<u>Members</u>	<u>Non Members</u>
<b>Cape Cod Cranberry Growers' Association</b>	<b>(98)</b>	<b>37%</b>	<b>78</b>	<b>20</b>
<b>Television</b>	<b>(60)</b>	<b>23%</b>	<b>41</b>	<b>29</b>
<b>Radio</b>	<b>(24)</b>	<b>10%</b>	<b>6</b>	<b>18</b>
<b>UMass Experiment Station</b>	<b>(25)</b>	<b>8%</b>	<b>23</b>	<b>2</b>
<b>Internet</b>	<b>(13)</b>	<b>5%</b>	<b>11</b>	<b>2</b>
<b>Personal Gauge Inside House</b>	<b>(11)</b>	<b>4%</b>	<b>3</b>	<b>8</b>
<b>Ocean Spray</b>	<b>(10)</b>	<b>4%</b>	<b>6</b>	<b>4</b>
<b>Word of Mouth</b>	<b>(9)</b>	<b>3%</b>	<b>1</b>	<b>8</b>
<b>Newspaper</b>	<b>(7)</b>	<b>3%</b>	<b>6</b>	<b>1</b>
<b>Cranberry Marketing Committee</b>	<b>(3)</b>	<b>1%</b>	<b>3</b>	<b>0</b>
<b>Handler</b>	<b>(3)</b>	<b>1%</b>	<b>0</b>	<b>3</b>
	<hr style="width: 20%; margin: auto;"/>			
	<b>n=263</b>			

**Notes of Interest:**

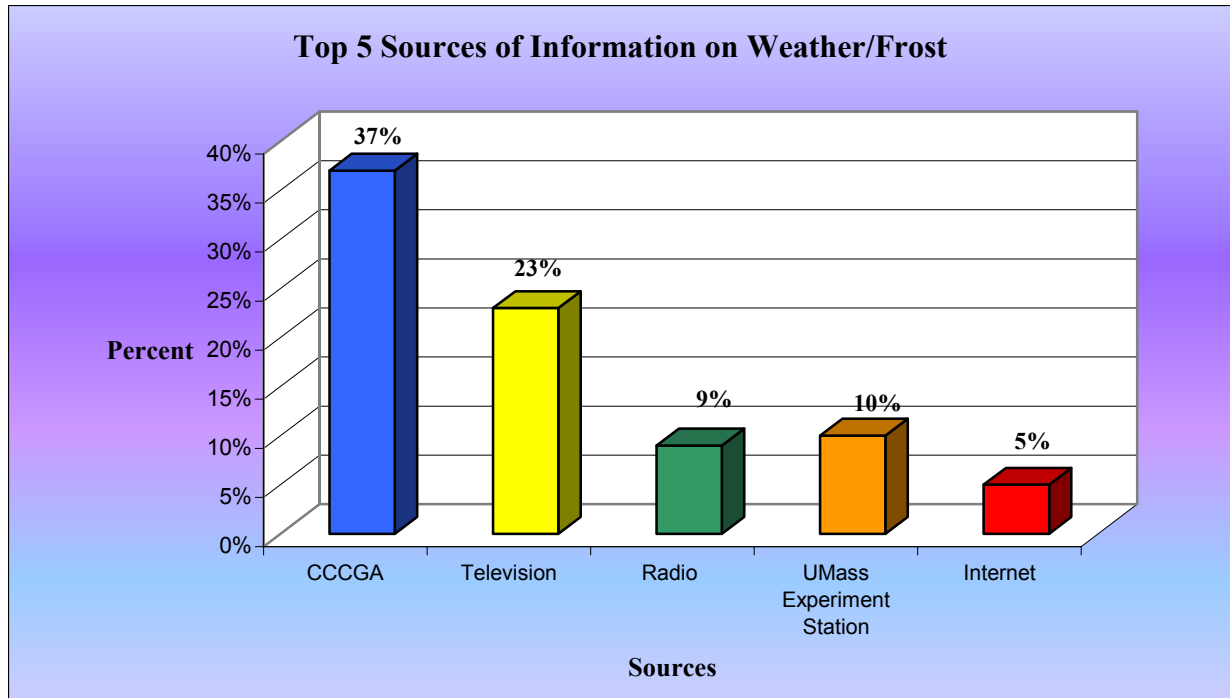
- The Cranberry Marketing Committee does not provide this service.
- The Cape Cod Cranberry Growers' Association Frost Service historically has taken place at the UMass Experiment Station. They do not provide this service.
- Ocean Spray does not provide this service.

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\* Total number of responses equals more than the number of respondents due to multiple answers.



### Top 5 Sources of Information on Weather/Frost



Thirty-seven percent of those surveyed said they receive information on weather/frost from the Cape Cod Cranberry Growers' Association, 23% from television, 9% from the radio, 10% from the UMass Experiment Station and 5% from the Internet.

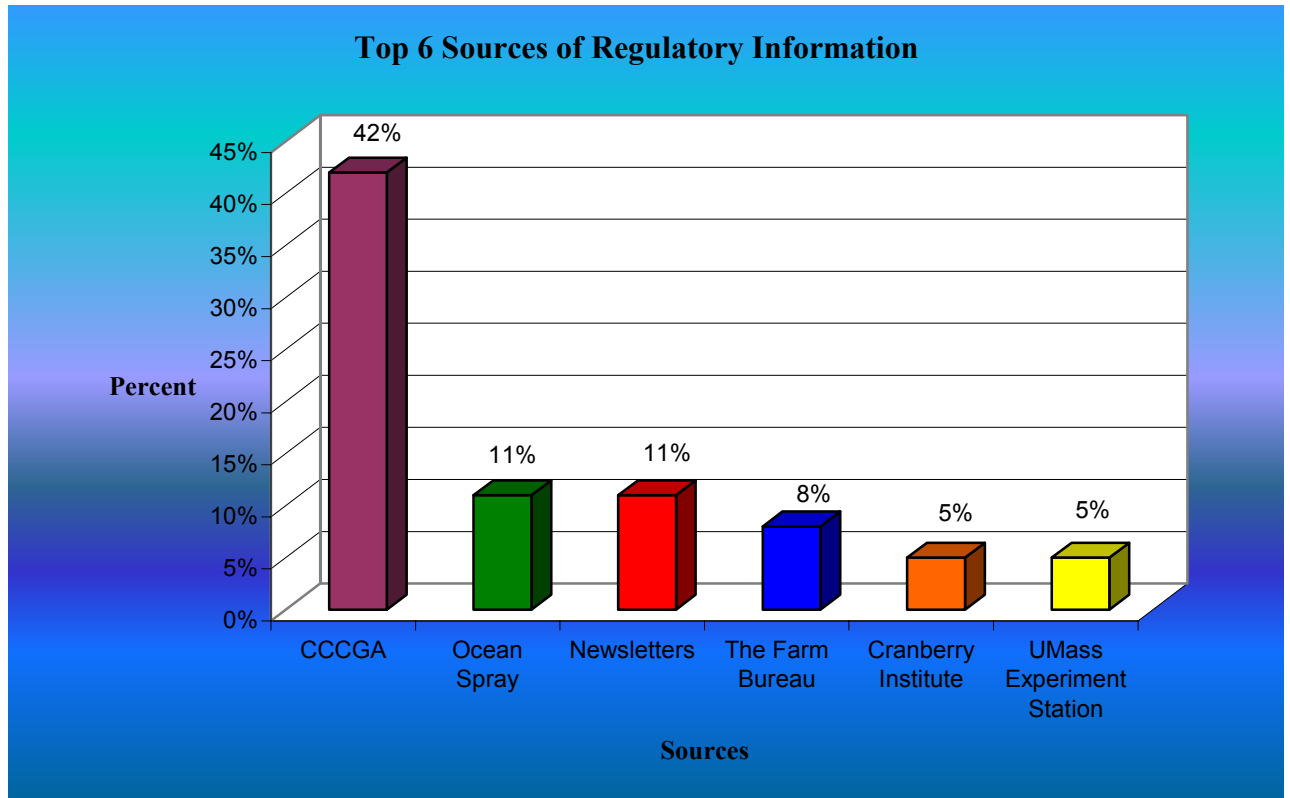
<b>Where Do You Go For Regulatory Information?</b>
--

	<u>Frequency</u> <u>of Responses</u> *	<u>Percent</u>	<u>Members</u>	<u>Non</u> <u>Members</u>
<b>Cape Cod Cranberry Growers' Association</b>	<b>(104)</b>	<b>42%</b>	<b>89</b>	<b>15</b>
<b>Ocean Spray</b>	<b>(28)</b>	<b>11%</b>	<b>18</b>	<b>10</b>
<b>Newsletters</b>	<b>(26)</b>	<b>11%</b>	<b>12</b>	<b>14</b>
<b>The Farm Bureau</b>	<b>(19)</b>	<b>8%</b>	<b>9</b>	<b>10</b>
<b>Cranberry Institute</b>	<b>(12)</b>	<b>5%</b>	<b>9</b>	<b>3</b>
<b>UMass Experiment Station</b>	<b>(12)</b>	<b>5%</b>	<b>11</b>	<b>1</b>
<b>United States Department of Agriculture</b>	<b>(10)</b>	<b>4%</b>	<b>8</b>	<b>2</b>
<b>Handler</b>	<b>(9)</b>	<b>4%</b>	<b>5</b>	<b>4</b>
<b>Cranberry Marketing Committee</b>	<b>(8)</b>	<b>3%</b>	<b>7</b>	<b>1</b>
<b>Word of Mouth</b>	<b>(6)</b>	<b>2%</b>	<b>6</b>	<b>0</b>
<b>Newspaper</b>	<b>(4)</b>	<b>2%</b>	<b>2</b>	<b>2</b>
<b>Internet</b>	<b>(3)</b>	<b>1%</b>	<b>3</b>	<b>0</b>
<b>MA Department of Food and Agriculture</b>	<b>(3)</b>	<b>1%</b>	<b>3</b>	<b>0</b>
<b>Meetings</b>	<b>(1)</b>	<b>&lt;1%</b>	<b>1</b>	<b>0</b>
		<hr style="width: 20%; margin: 0 auto;"/> <b>n=245</b>		

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\* Total number of responses equals more than the number of respondents due to multiple answers.

## Top 6 Sources of Regulatory Information



Forty-two percent of those surveyed said they received regulatory information from the Cape Cod Cranberry Growers' Association, 11% from Ocean Spray, 11% from newsletters, 8% from the Farm Bureau and 5% from the Cranberry Institute as well as the UMass Experiment Station.

<b>What is the Alternative Land Use? *</b>
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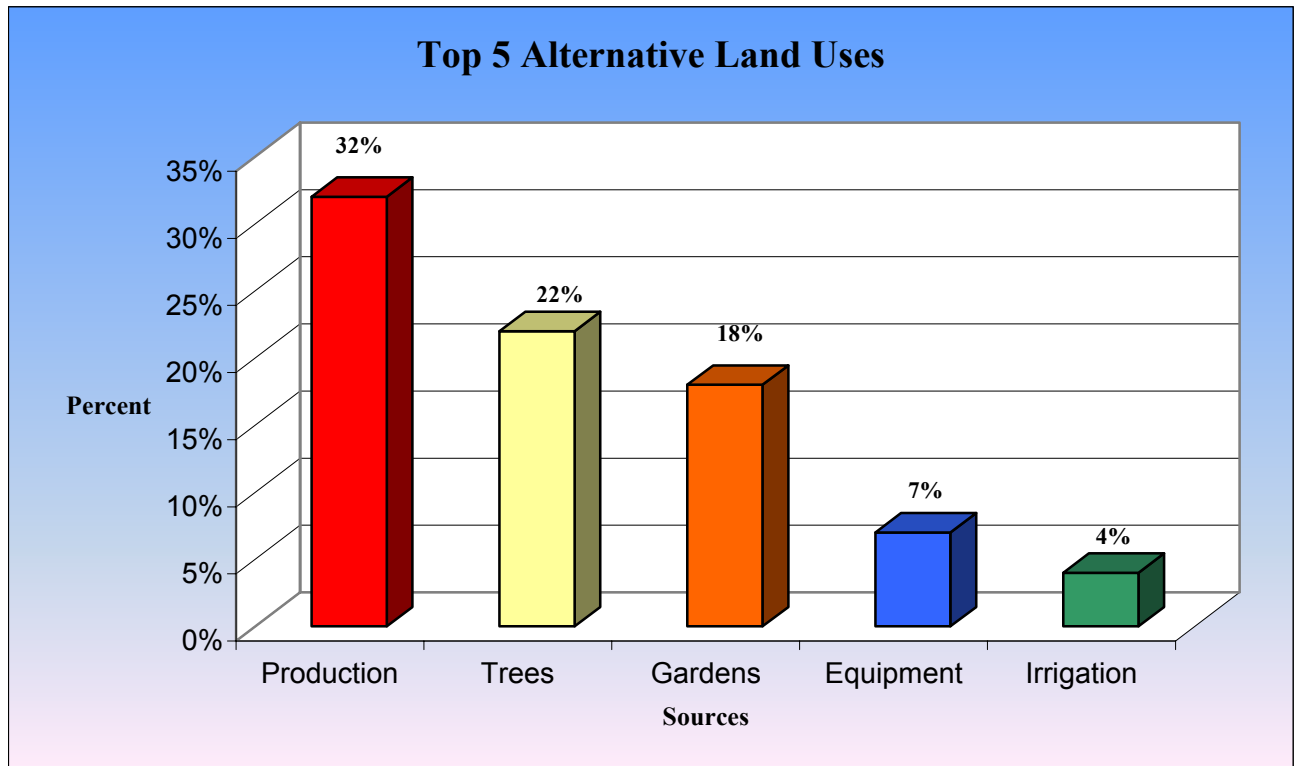
	Frequency of Responses	Percent <sup>1</sup>
<b>Mining Sand, Dirt, Gravel, Housing</b>	<b>(31)</b>	<b>32%</b>
<b>Trees (Christmas, Fruit, Spruce and Timber)</b>	<b>(22)</b>	<b>22%</b>
<b>Gardens (Fruits, Plants and Vegetables)</b>	<b>(18)</b>	<b>18%</b>
<b>Equipment</b>	<b>(7)</b>	<b>7%</b>
<b>Irrigation/Reservoir</b>	<b>(4)</b>	<b>4%</b>
<b>Hay</b>	<b>(4)</b>	<b>4%</b>
<b>Workshop</b>	<b>(4)</b>	<b>4%</b>
<b>Golf Course</b>	<b>(2)</b>	<b>2%</b>
<b>Livestock (Beef &amp; Cattle)</b>	<b>(2)</b>	<b>2%</b>
<b>Bed &amp; Breakfast</b>	<b>(1)</b>	<b>1%</b>
<b>Commercial Wholesale</b>	<b>(1)</b>	<b>1%</b>
<b>Horses</b>	<b>(1)</b>	<b>1%</b>
<b>Storage Buildings</b>	<b>(1)</b>	<b>1%</b>
	<b>n=98</b>	

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\* Includes for income as well as for personal use.

<sup>1</sup> Total does not equal 100% due to rounding.

## Top 5 Alternative Land Use



Thirty-two percent of those surveyed said they also use their land for production (mining sand, dirt, gravel and housing), 22% for trees (Christmas, fruit, spruce, timber, upland and woodland), 18% for gardens (fruits, plants and vegetables), 7% for equipment and 4% for irrigation/reservoirs.

## Grower Priorities

Growers had four opportunities in the survey to share their thoughts on priorities and goals of the industry regarding diversification, possible use of check-off funds, importance of CCCGA activities and technical/research assistance (see the following graphs).

When asked how interested they are in diversifying, the idea of creating value-added products appears to be the most popular. Fifty-five percent of growers have some interest in exploring value-added products. Other options are somewhat less interesting to growers. Alternative land use is of interest to 44%, organic interests 37%, agro-tourism is interesting to 32% and pick your own cranberries is of interest to 21%. Even though growers are split on their support for the idea of a mandatory check-off, all growers were asked how funds created from a check-off should be used. It is clear that growers believe the best use of this type of fund is for marketing and communications. At least 93% of growers surveyed feel marketing research and development and consumer education should be the priorities, if such a fund is created.

Growers are equally clear when asked how important a list of activities is for the CCCGA. Government affairs topped the priority list, with only a one percent difference in the importance of state level vs. local and federal level activities. Seventy-percent feel CCCGA should have representation at the federal level. It is interesting to note that four of the next six activities that growers feel important for the CCCGA have to do with marketing research, promotion, business and economics and public relations.

Finally, growers were asked to rate the importance of a list of technical assistance and research support options. Pesticide, environmental and horticultural assistance and

research are rated most important. Again, these more traditional needs are followed by strong interest in business/economic assistance. This is followed by interest in assistance with alternative crops and land use, equipment development and organic production.

When these four questions are examined, a picture begins to emerge. Growers clearly recognize the importance of politics to the industry and want the CCCGA to promote their interests in the political arena. They also are cognizant of the need for pesticide, environmental and horticultural research now provided by the UMass Cranberry Experiment Station and others. In every question where it was an option, the need for research and assistance in marketing is indicated.

Growers are now thinking about growing and marketing. This may be a fundamental shift in the collective psyche of the industry. Growers are aware that new markets must be found, new products developed, consumers must be educated and they are looking to the organizations they work with to provide assistance on these fronts. Growers are interested in the growing AND the marketing of cranberries. They are ready to make use of any assistance or research that enhances their ability to do both these things.

## Testing For Differences

Data was collected on several demographic variables. Age, number of acres farmed, employment off the farm, number of years farming, as well as contracts held and membership in CCCGA were examined in an effort to segment growers into meaningful groups to better target services. T-tests were used to determine statistically significant differences between groups. In most cases, the differences were obvious and confirmed the simple fact that a cranberry grower is a cranberry grower first. Attitudes and opinions may vary on alternative land use, or interest in growing organic cranberries. These differences, however, are not based on age, size of farm or who a grower sells berries to.

One reason for this interesting pattern is that the grower profile is not dramatically diverse. A full 75% of Massachusetts growers surveyed are over fifty years old. Almost two thirds have farmed more than twenty years, and farm less than twenty acres. There is no clear delineation of farmers along traditional demographic variables in terms of their survey responses to industry issues. In an effort to better understand growers and their response to industry issues, the following special sections were developed. In each section growers were compared with their counterparts who differed from them on some major variable in the study.

These include:

- Supporters of a check off vs. non supporters
- Planning to sell farm vs. not planning to sell
- Over the age of fifty vs. under fifty years old
- Farm full time vs. do not farm full time

The results of those comparisons are presented in the following four sections of this report. In each case, only those results that are statistically significant are presented.

### **Supporters of a Check-Off vs Non-Supporters**

Supporters of an industry check-off differ from non-supporters in many ways. They tend to sell to independent handlers rather than Ocean Spray. Unlike many Ocean Spray growers, these growers don't have that sense that someone is already taking care of the activities a check-off fund might engage in. Growers who sell to independent handlers and who support the check-off are also younger on average. They have no plans to sell their farms and express more interest in value-added product development, alternative land use, marketing, advertising and consumer education than those who do not support a check-off. The supporters are more likely to want increased political activity on all levels and to want an industry representative hired in Washington, D.C.

Check-off supporters rated activities and assistance currently provided by CCCGA and others as more important than did those not supportive of a check-off.

It appears as though the key difference between those who support an industry check-off and those who do not is the contracts they hold. Ocean Spray growers feel that the cooperative has the responsibility to engage in marketing activities and the resources to do so.

### **Selling Farm vs Not Selling**

Seventeen growers in the study indicated they would definitely (5) or probably (12) sell their farm farms within the next year. The most interesting finding in attempting to profile these growers is that there are very few ways that they are different from growers not intending to sell.

Almost half of them (8) farm less than twenty acres. This is less than the two thirds of those not intending to sell who farm less than twenty acres. Among those with farms over thirty acres, sellers are disproportionately prevalent. Four of the seventeen growers who intend to sell in the next year have 30-50 acres. Two have 50-75 acres, and an additional two have larger farms. In addition, growers planning to sell are more likely to be full time growers than those not selling. Any supposition that farms for sale are mostly small projects of part time growers would be false.

Political involvement and diversification are less important to growers planning to sell, but interestingly they feel more strongly than non-sellers about the importance of marketing research, consumer education and horticulture/environmental research.

#### **Growers Under 50 Years Old vs Growers Over 50 Years Old**

Age correlates with more of the other variables in this study than any other demographic. Farmers under fifty are less likely to farm full time. They farm less than twenty acres and are more likely to sell to independent handlers.

They are not currently involved in alternative uses of their land, but are very interested in exploring possibilities in organic or pick your own cranberry farm. They plan to grow more next year and each year after that in greater proportion than growers over fifty years old. Growers under fifty are more likely to rate marketing research and development, promotion and advertising, consumer education, and environmental activities as important priorities for industry organizations. These growers are more interested in receiving an electronic newsletter with industry news and information than their over fifty counterparts. Half the growers employed off the farm have farmed less than thirty years, and are likely to be under the age of fifty.

Those under fifty are more interested in value-added products and support a check-off fund. They want check-off funds used for advertising/promotional activities and consumer education.

### **Employed Off the Farm vs Not Employed Off the Farm**

Half of the growers employed off the farm have less than ten acres of bogs, but most have been farming for up to thirty years. Those employed off the farm do support a check-off, although less enthusiasm than those who do not work off the farm. They are more likely to have interest in receiving an electronic newsletter. They feel that research and assistance in the areas of environmental, pesticides, organic and alternative land use are important priorities for industry organizations. They have interest in organic production and value-added product development.

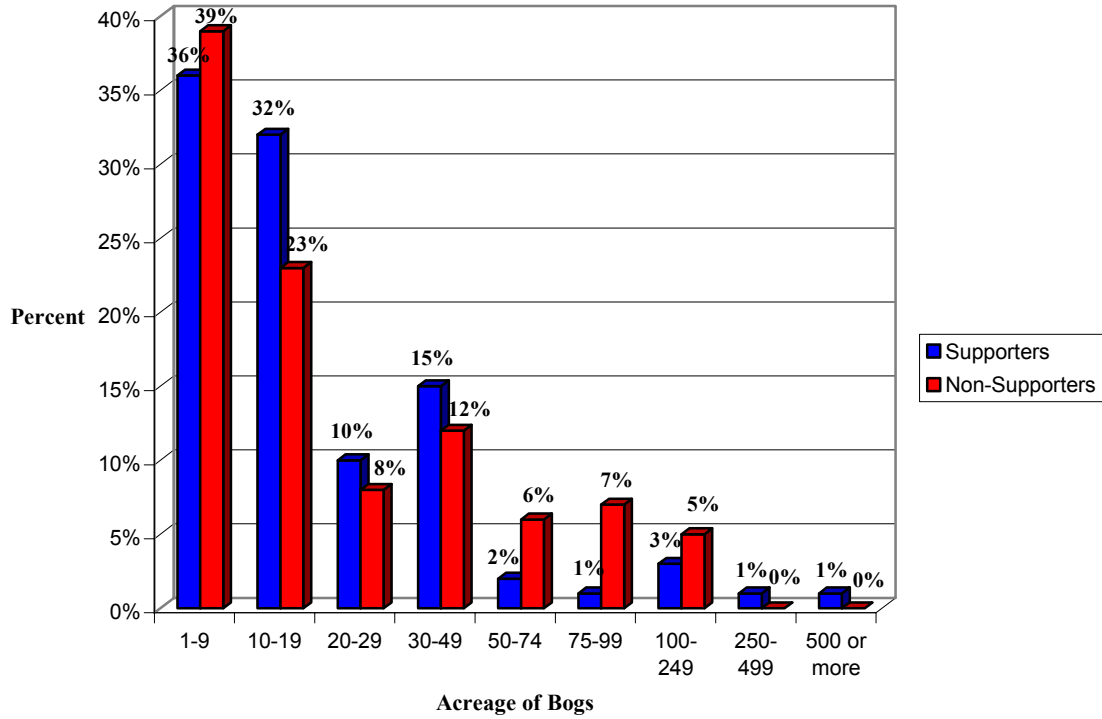
Each of the comparisons made above is potentially useful for better understanding certain important segments based on survey responses. It must be noted, however, that the majority of cranberry growers in this study clearly agree on industry priorities. While they have some differences of opinion on certain issues, those differences are not likely to be attributed to demographic variables. Cranberry growers are cranberry growers first. Any and all attempts (including statistically through cluster analysis) yielded the same result; no meaningful segments.

Cranberry growers in Massachusetts have a strong sense of who they are and where they are going. Given their long history and years of experience, their work is the dominant trait that supercedes their individual characteristics. If programs are to be designed and targeted to specific growers they should be based on industry initiatives and grower needs rather than age, acreage, years of farming, association memberships or

contracts held. It is the success of cranberry farming rather than the profile of the growers that will determine the future of the industry.

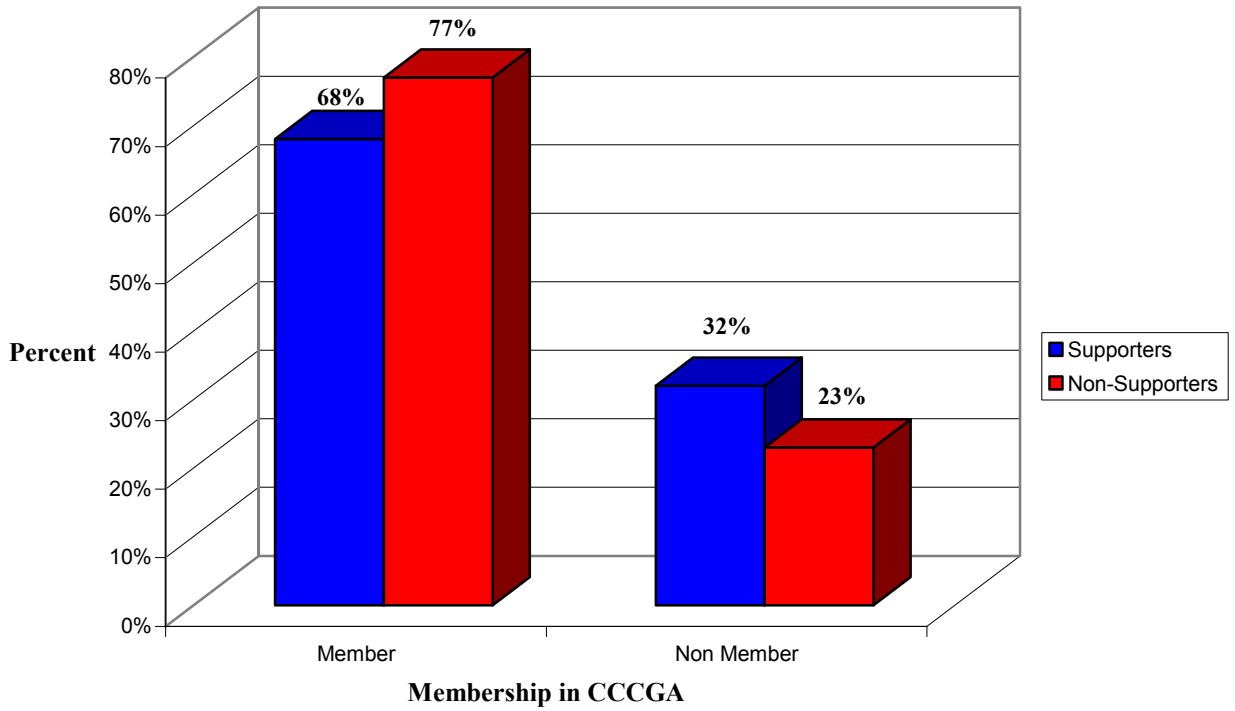
# Supporters vs Non-Supporters of Check-Off Fund

### Comparison Supporters vs Non-Supporters of Check-Off Acreage of Bogs



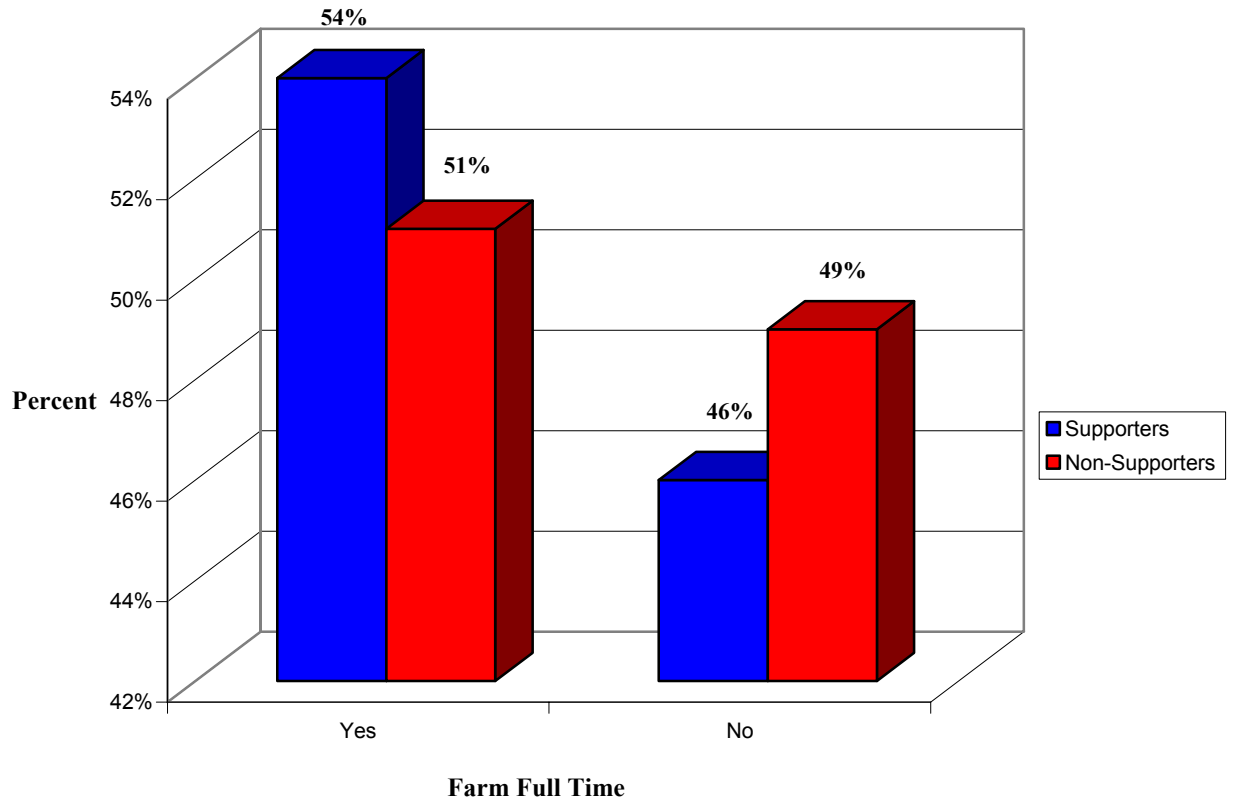
Supporters of the check-off generally own smaller acres of bogs than non-supporters.

**Comparison Supporters vs Non-Supporters  
of Check-Off  
Membership in CCCGA**



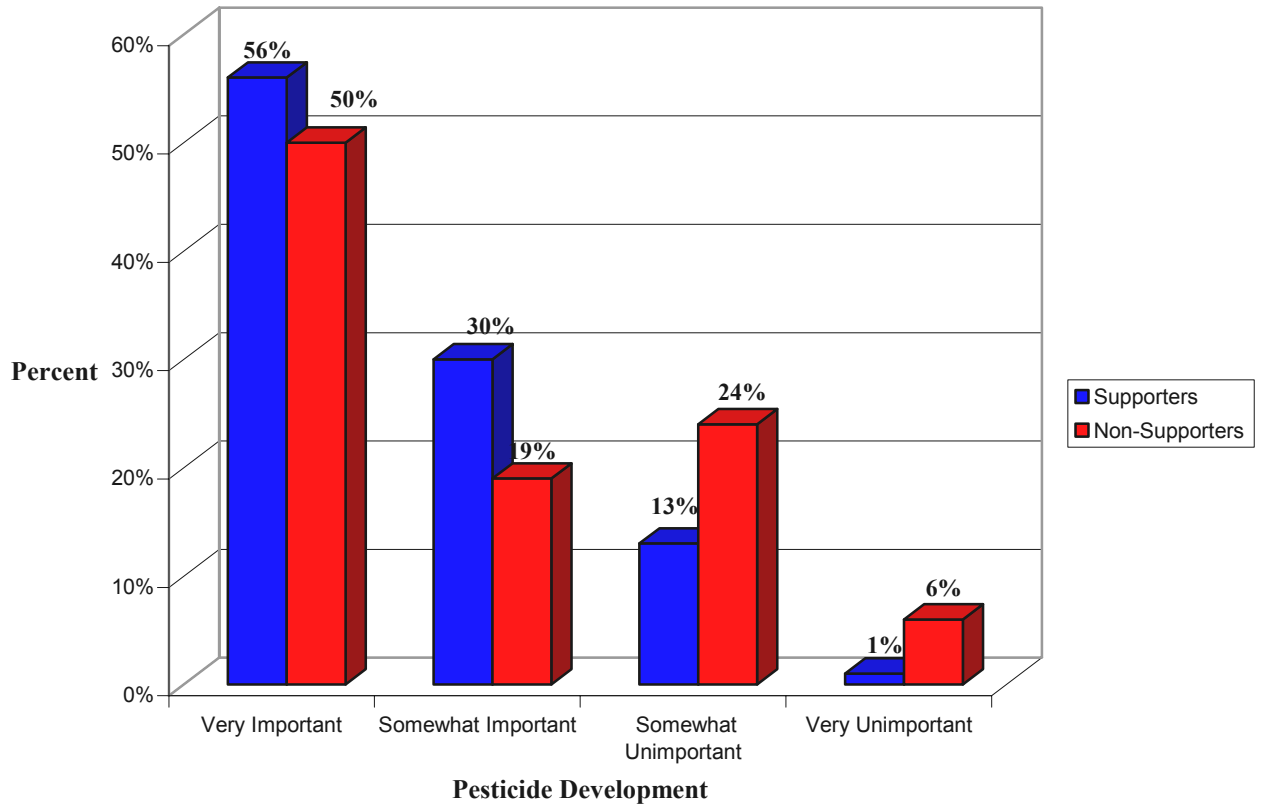
Supporters of the check-off are more likely to be non members of the Cape Cod Cranberry Growers' Association while non-supporters are more likely to be members.

### Comparison Supporters vs Non-Supporters of Check-Off Farm Full Time



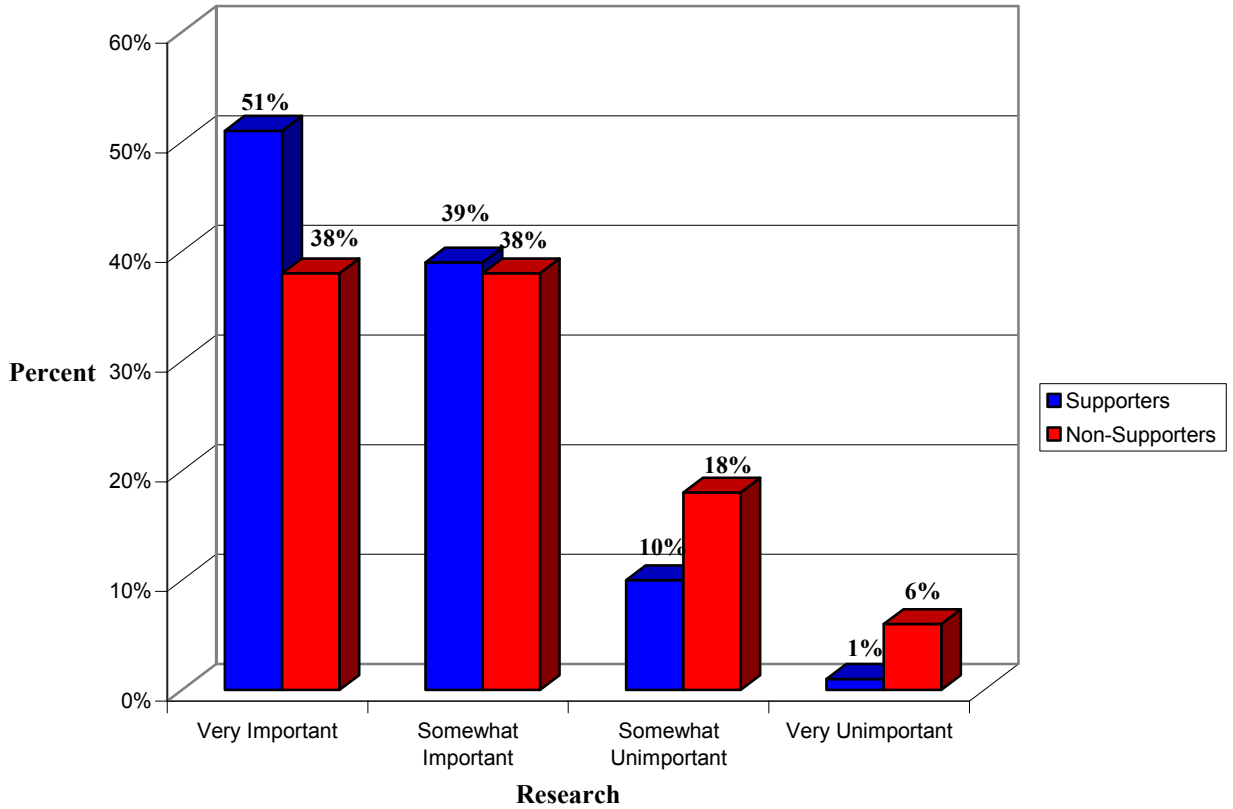
Supporters tend to farm full time while non-supporters do not farm full time.

**Significant Differences  
Supporters vs Non-Supporters of "Check-Off"  
Pesticide Development Technical and Research Assistance**



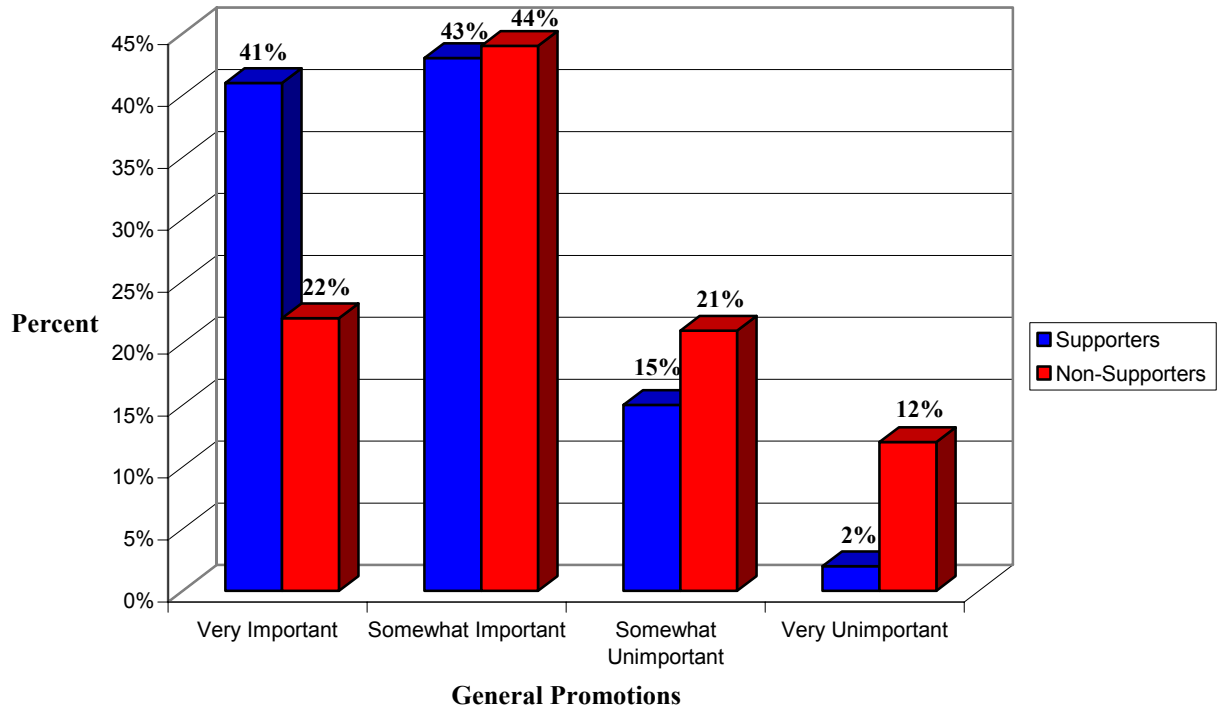
Supporters find pesticide development more important than non-supporters of the check-off.

**Significant Differences  
Supporters vs Non-Supporters of "Check-Off"  
Research as an Important Activity for the  
Cape Cod Cranberry Growers' Association**



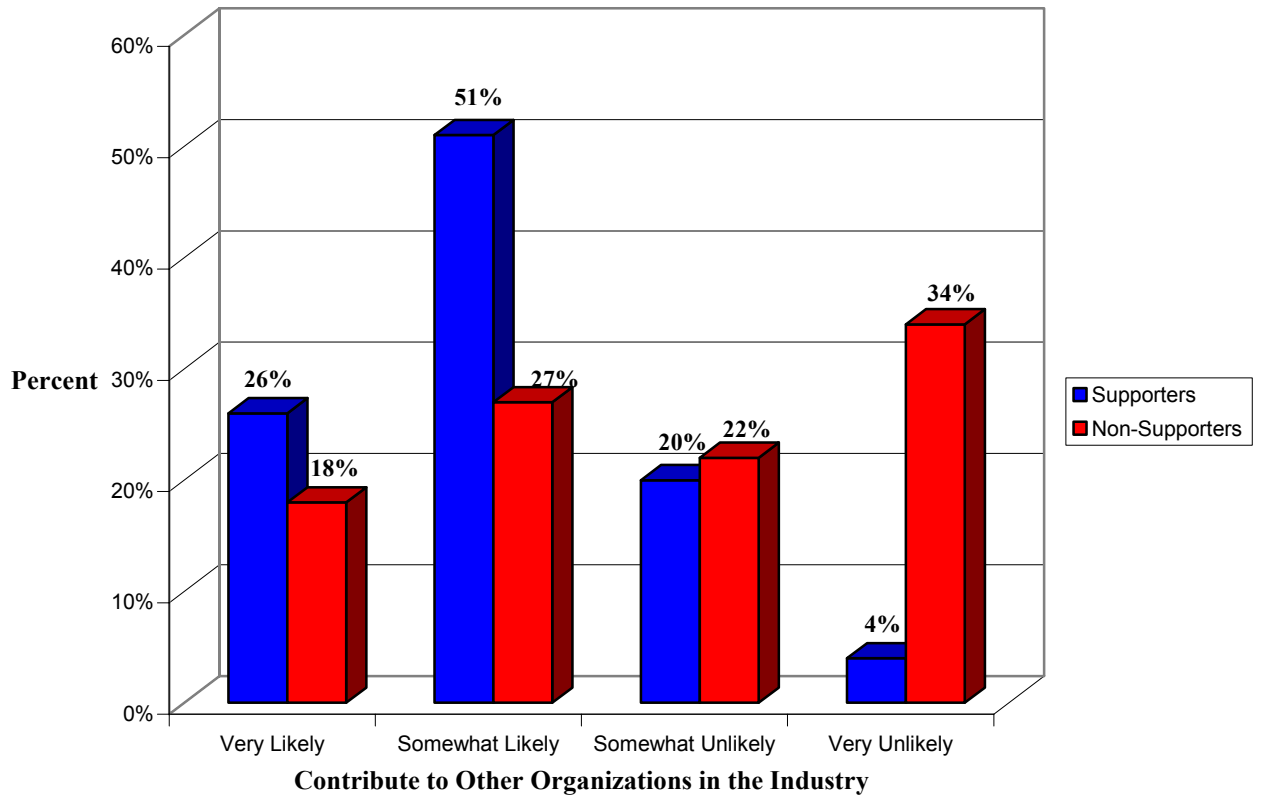
Supporters find research as an activity of the Cape Cod Cranberry Growers' Association more important than non-supporters of the check-off.

**Significant Differences  
Supporters vs Non-Supporters of "Check-Off"  
General Promotion as an Important Activity for the  
Cape Cod Cranberry Growers' Association**



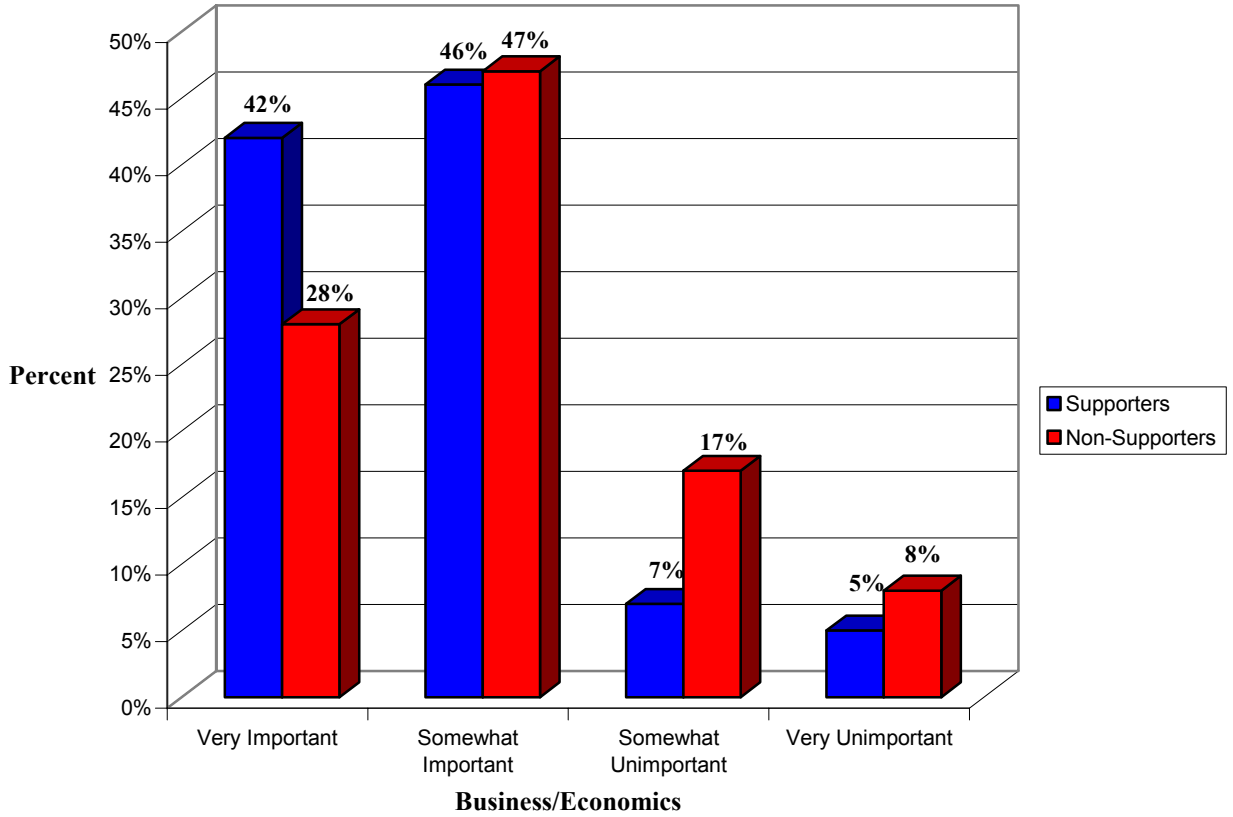
Supporters find general promotion as an activity of the Cape Cod Cranberry Growers' Association more important than non-supporters of the check-off.

**Significant Differences**  
**Supporters vs Non-Supporters of "Check-Off"**  
**Contribute to Other Organizations in the Industry**  
**if the "Check-Off" Funds Became Mandatory**



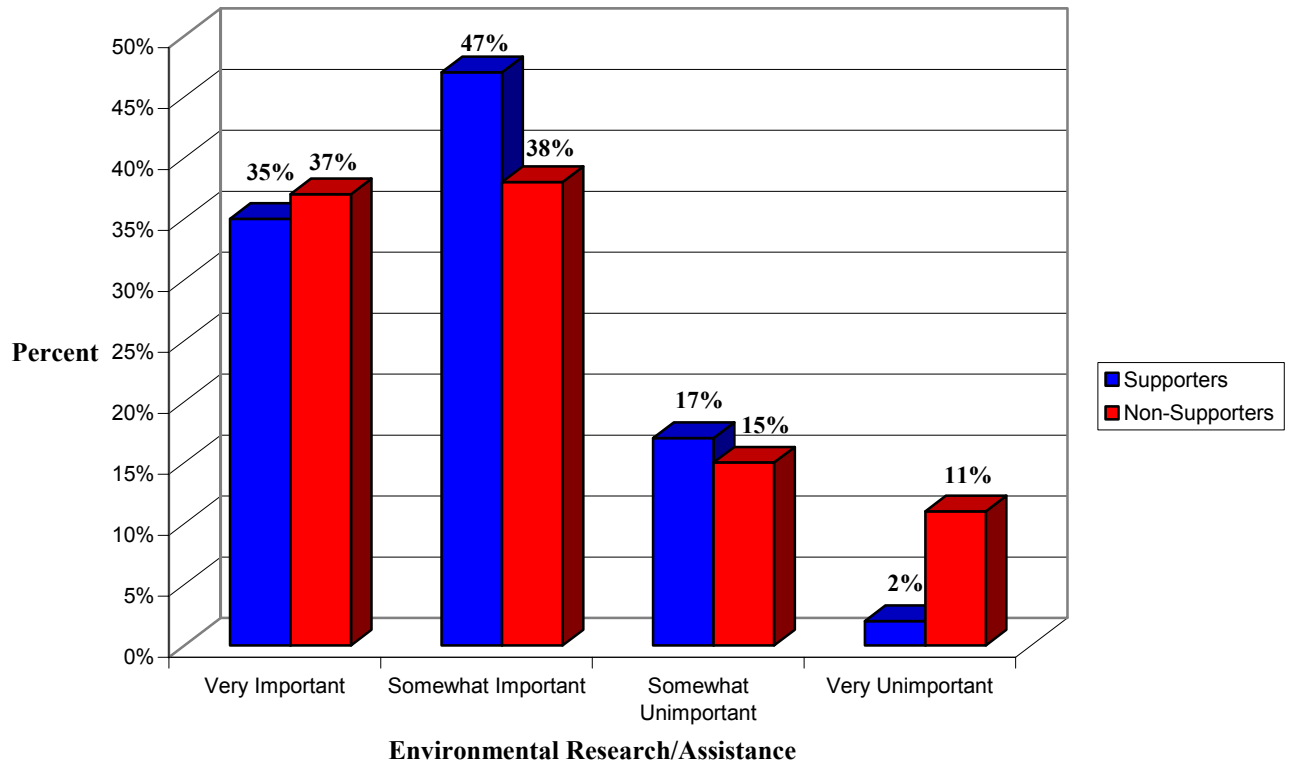
Supporters are more likely to contribute to other organizations in the industry if the check-off became mandatory than non-supporters of the check-off.

**Significant Differences**  
**Supporters vs Non-Supporters of "Check-Off"**  
**Business/Economics as an Important Activity for the**  
**Cape Cod Cranberry Growers' Association**



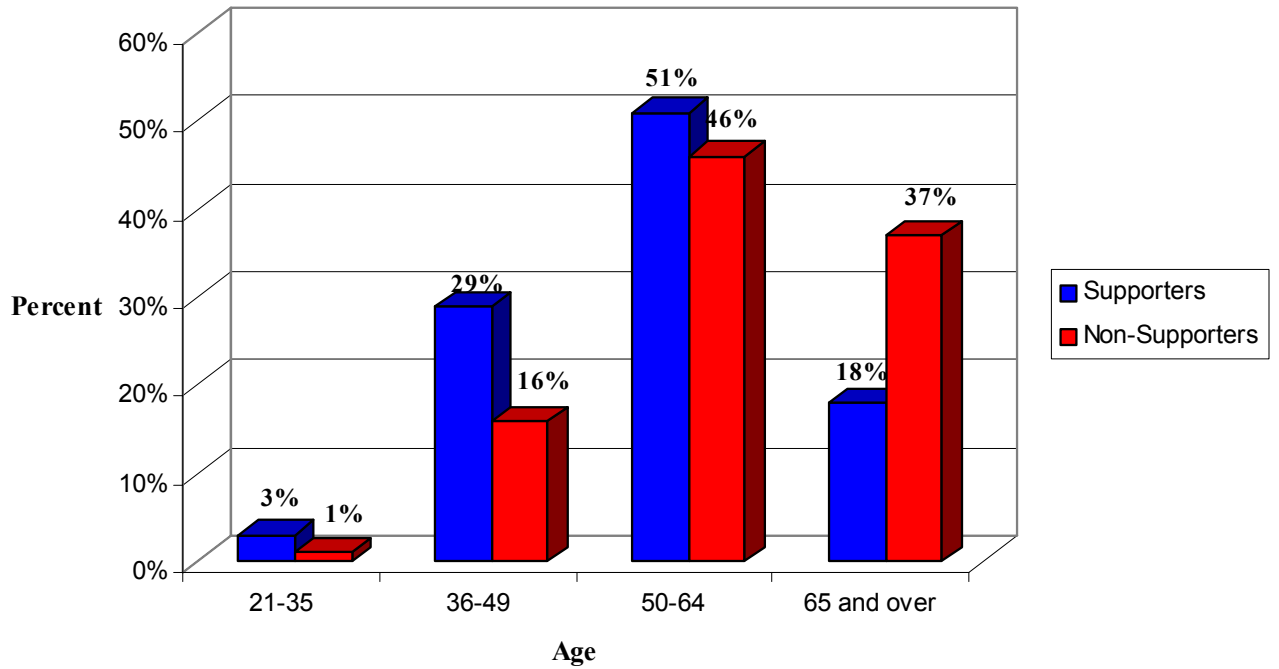
Supporters find business/economic activity for the Cape Cod Cranberry Growers' Association more important than non-supporters of the check-off.

**Significant Differences**  
**Supporters vs Non-Supporters of "Check-Off"**  
**Environmental Research/Assistance as an Important Activity for the**  
**Cape Cod Cranberry Growers' Association**



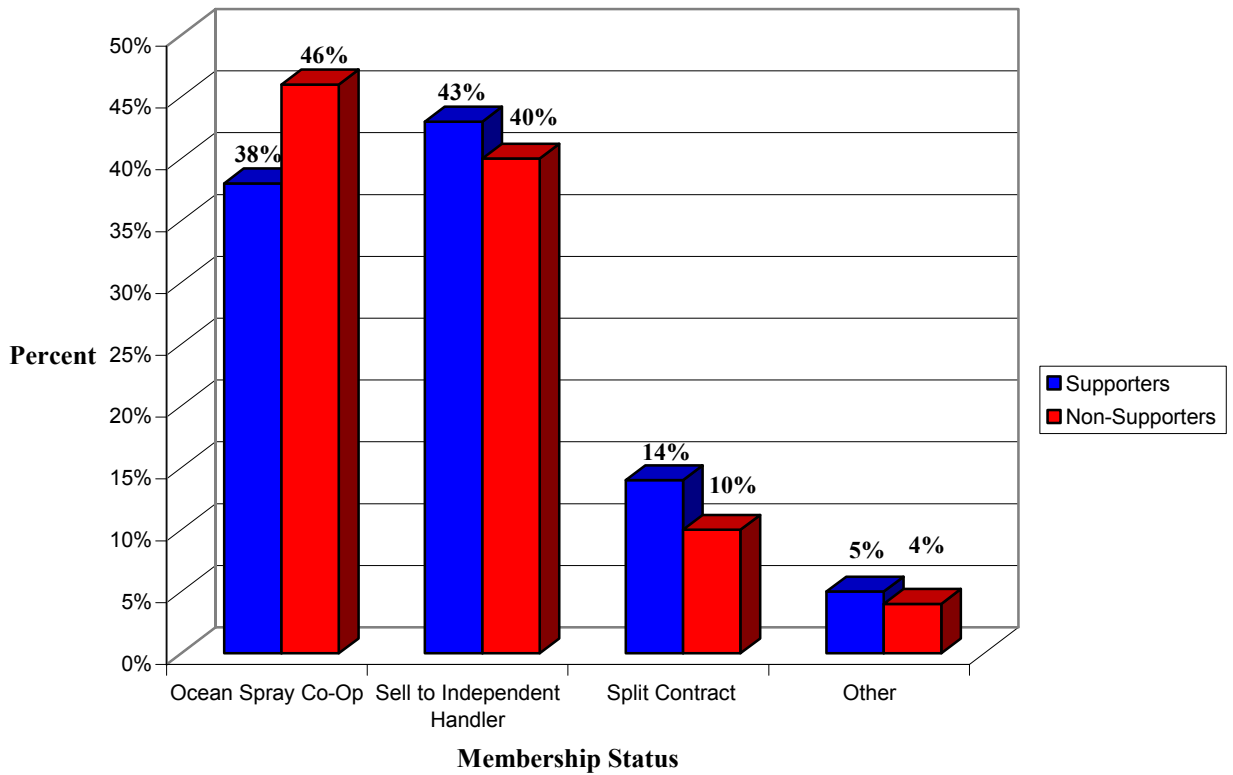
Supporters find environmental research/assistance as an activity of the Cape Cod Cranberry Growers' Association generally more important than those who do not support the check-off.

**Significant Differences  
Supporters vs Non-Supporters of "Check-Off"  
Age**



Those under the age of 65 are more likely to support the check-off while those 65 and over were less likely to support a check-off.

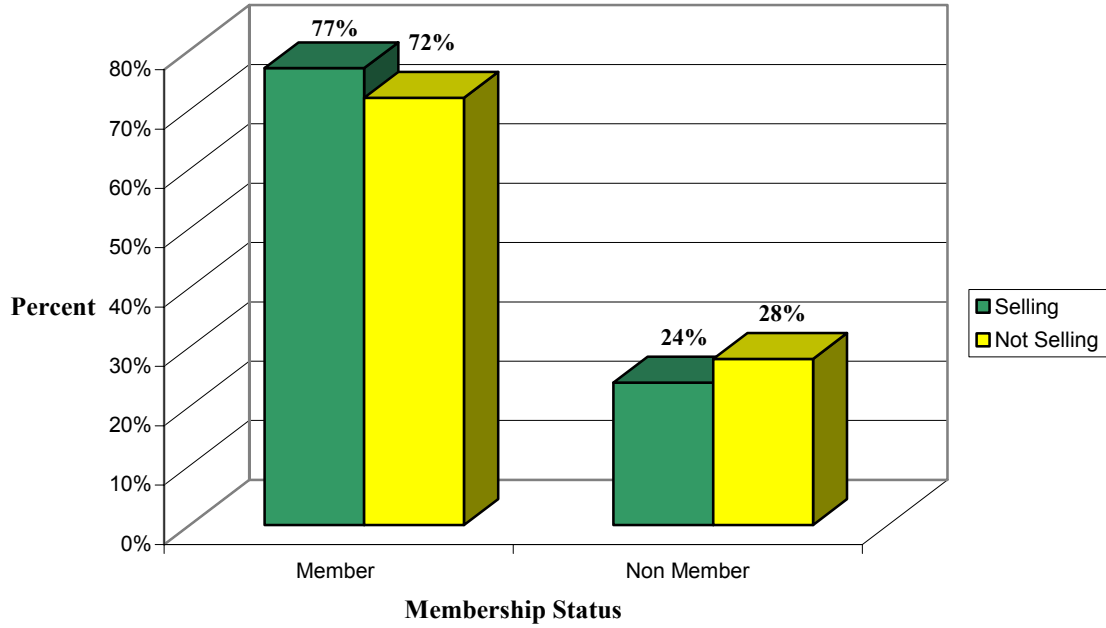
**Significant Differences  
Supporter vs Non-Supporters of "Check-Off"  
Membership Status**



Supporters are more likely to sell to independent handlers while non-supporters of the check-off are more likely to sell to Ocean Spray.

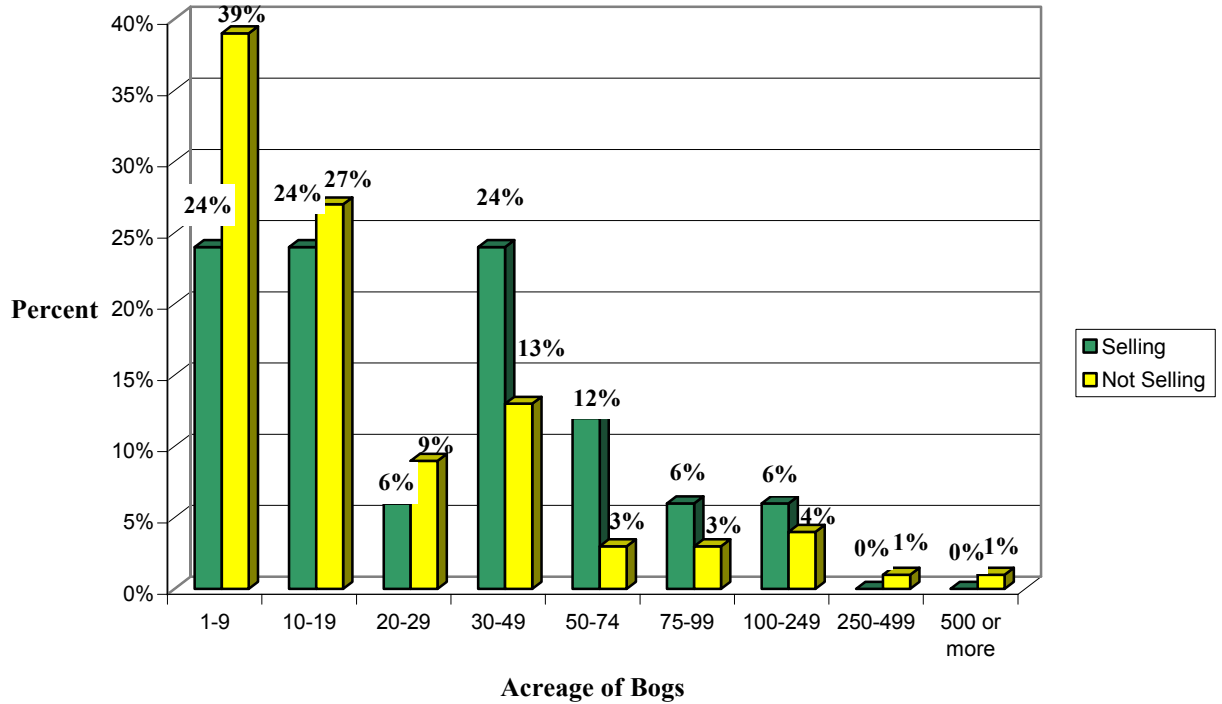
# Planning to Sell vs Not Planning to Sell

**Significant Differences  
Selling vs Not Selling Farm Within the Next Year  
Membership Status**



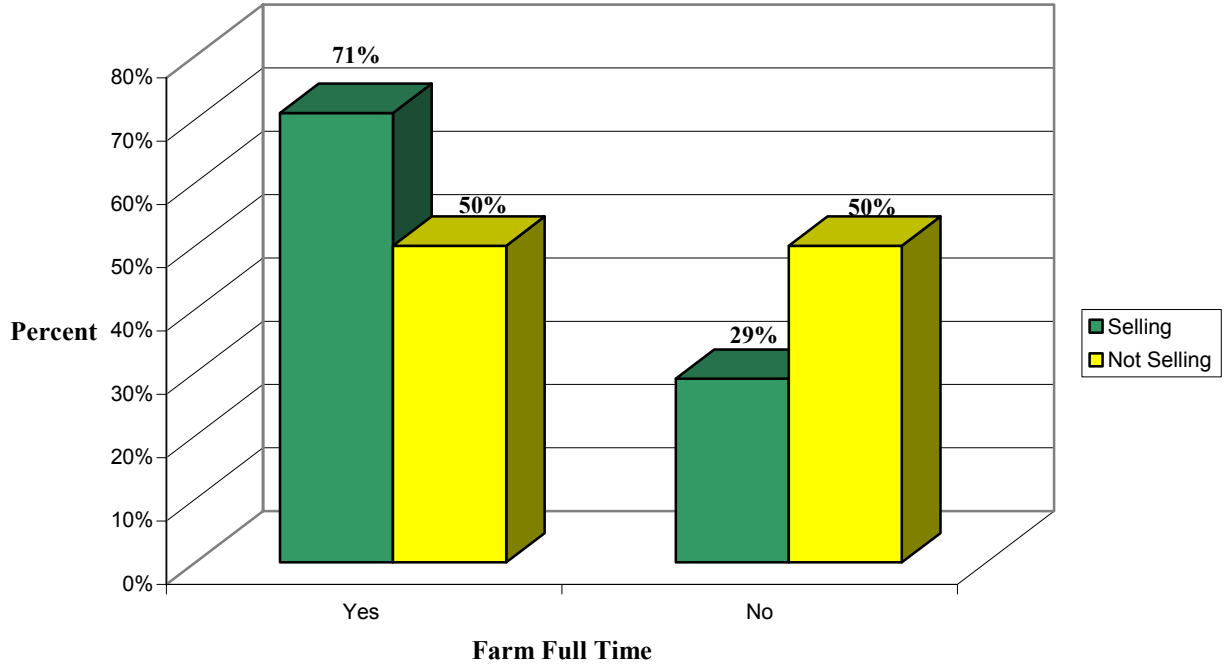
Growers planning to sell their farm within a year are likely to be members of the Cape Cod Cranberries Growers' Association.

**Significant Differences  
Selling vs Not Selling Farm Within a Year  
Acreage of Bogs**



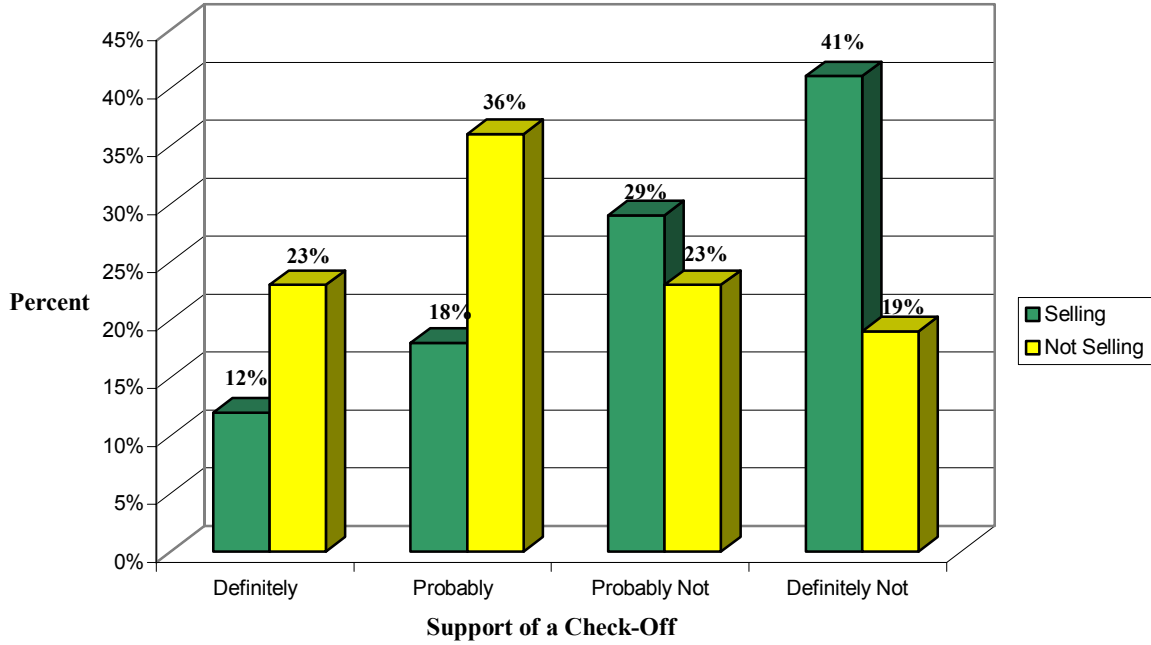
Growers planning to sell their farm generally own about 30 acres or more, growers who do not plan to sell their farm within the next year generally own under 30 acres of bogs.

**Significant Differences  
Selling vs Not Selling Farm Within a Year  
Farm Full Time**



Growers planning to sell their farm within the next year are more likely to farm full time, whereas those who do not plan to sell work full time (50%) and part time (50%).

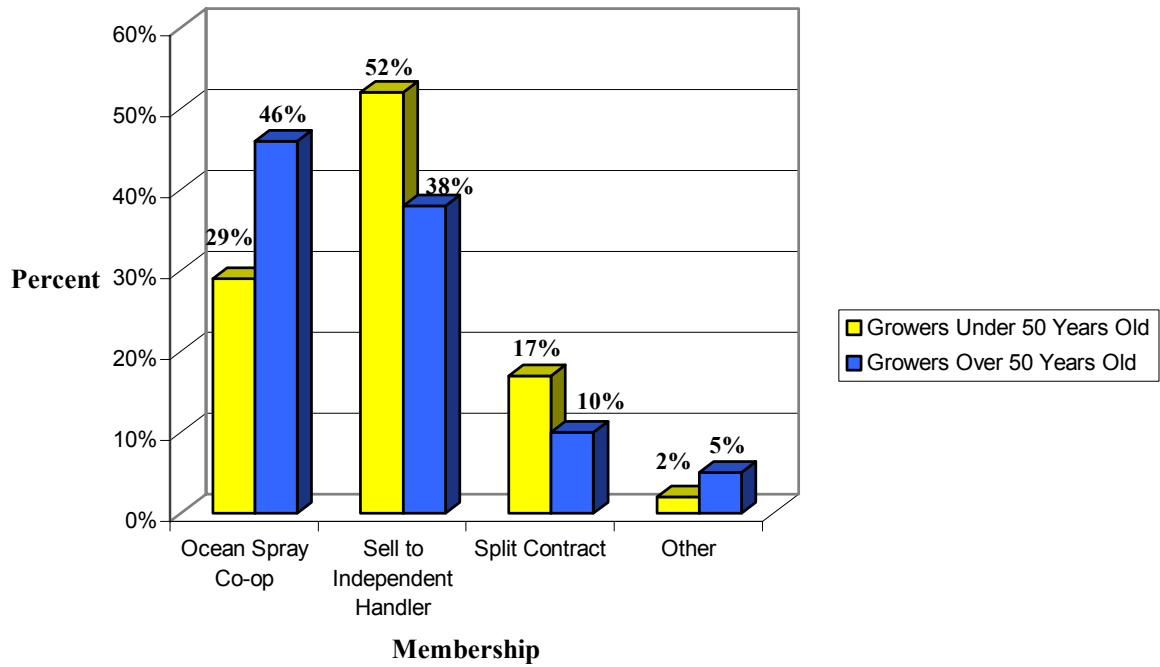
**Significant Differences  
Selling vs Not Selling Farm Within a Year  
Support of a "Check-Off" Fund**



Growers planning to sell their farm within a year are less supportive of a check-off fund than growers who do not plan to sell their farm.

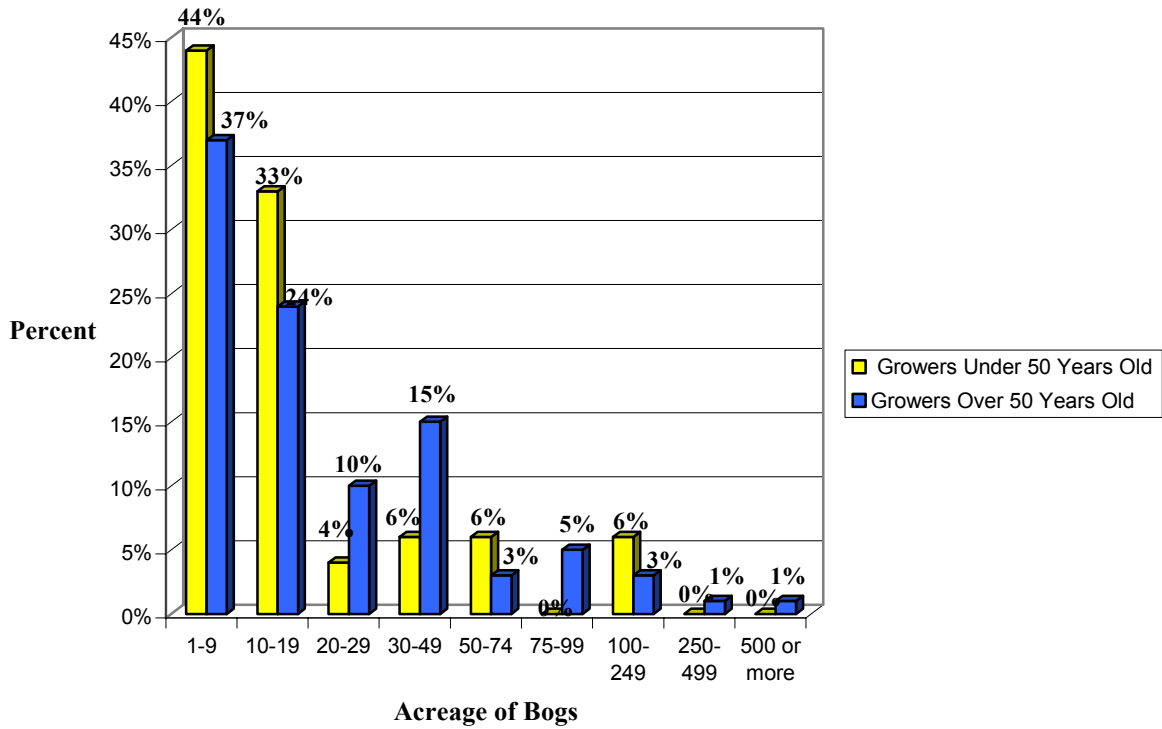
# Growers Under 50 Years Old vs Growers Over 50 Years Old

**Significant Differences  
Growers Under 50 Years Old vs Growers Over 50 Years Old  
Membership**



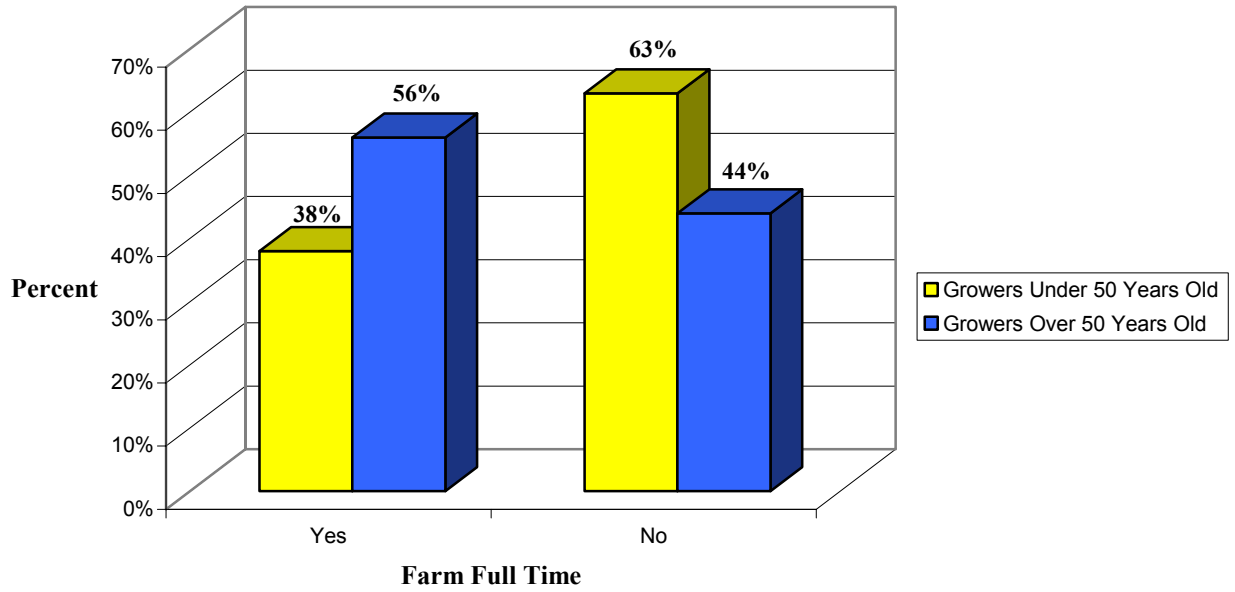
Growers under 50 years old generally sell to independent handlers and growers over 50 tend to sell to Ocean Spray.

**Significant Differences**  
**Growers Under 50 Years Old vs Growers Over 50 Years Old**  
**Acreage of Bogs**



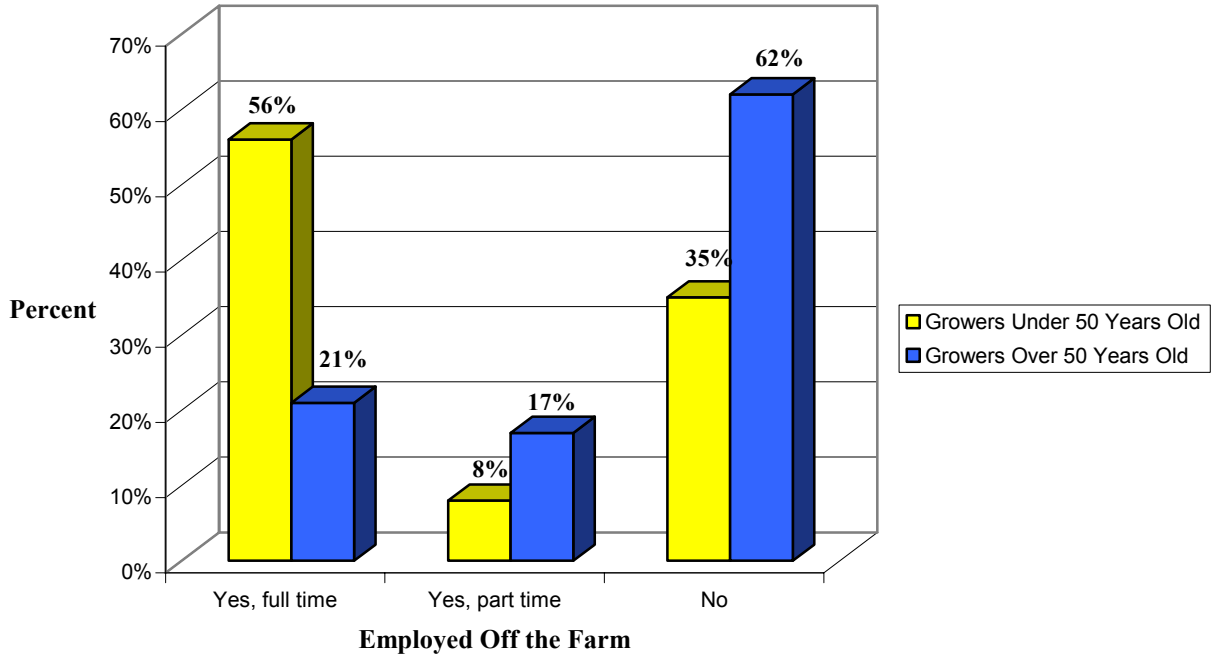
Growers under 50 years generally have farms under 20 acres, while growers over 50 are more likely to have farms 20-50 acres. Farms larger than 50 acres are owned by an equal number of over and under 50 year old growers.

**Significant Difference  
Growers Under 50 Years Old vs Growers Over 50 Years Old  
Farm Full Time**



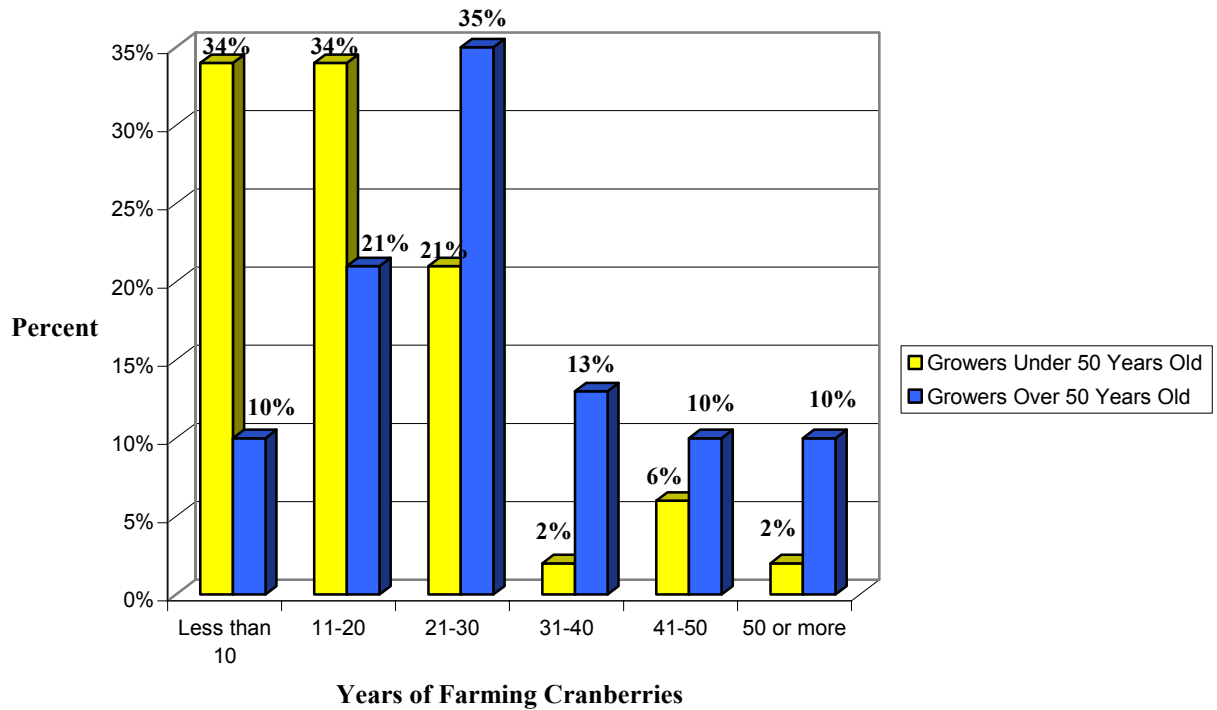
Growers under 50 years old are less likely to farm full time than growers over 50.

**Significant Differences  
Growers Under 50 Years Old vs Growers Over 50 Years Old  
Employed Off the Farm**



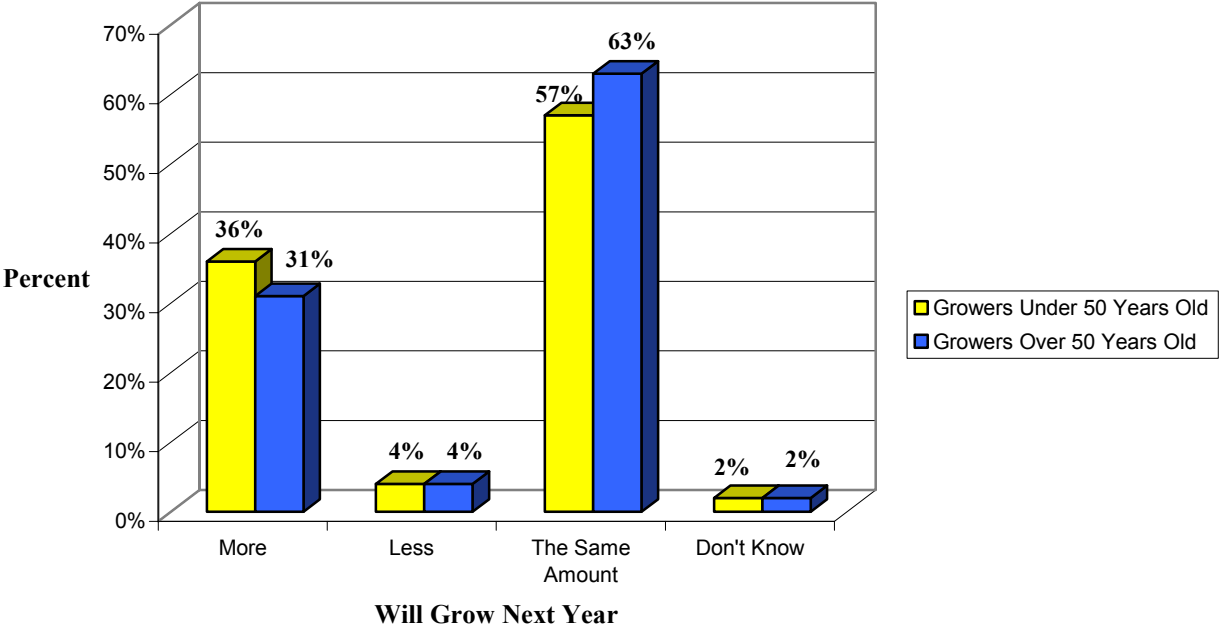
Growers under 50 years old generally work off the farm full time and growers under 50 years old tend not to be employed off the farm.

**Significant Differences  
Growers Under 50 Years Old vs Growers Over 50 Years Old  
Years of Farming Cranberries**



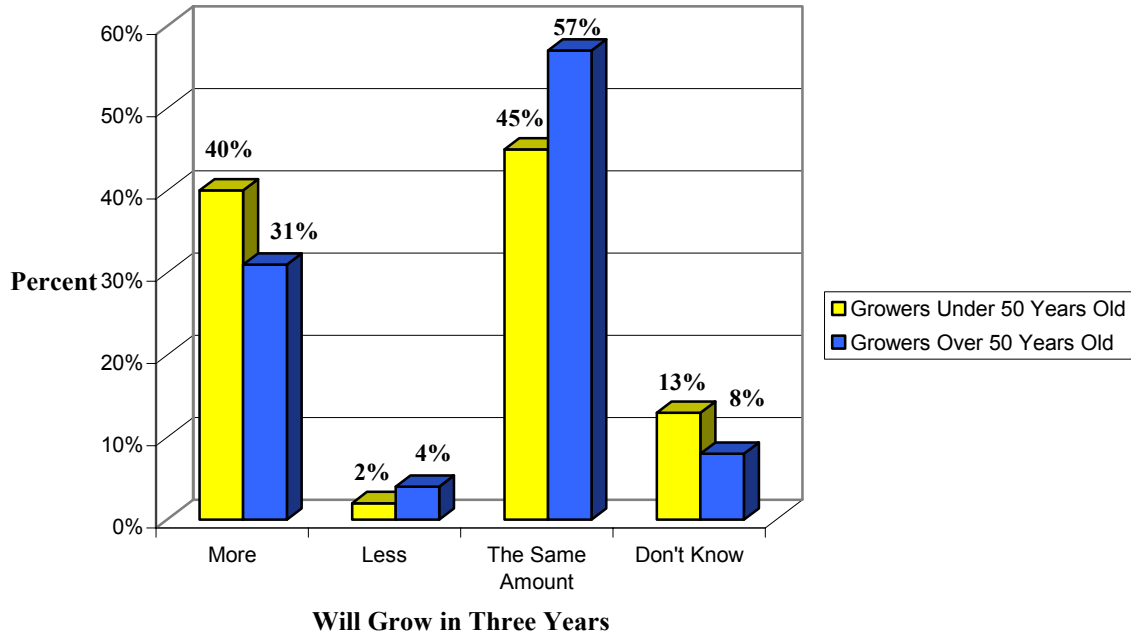
Growers under 50 years old have farmed 20 years or less while growers 50 and over have farmed longer.

**Significant Differences  
Growers Under 50 Years Old vs Growers Over 50 Years Old  
Will Grow Next Year**



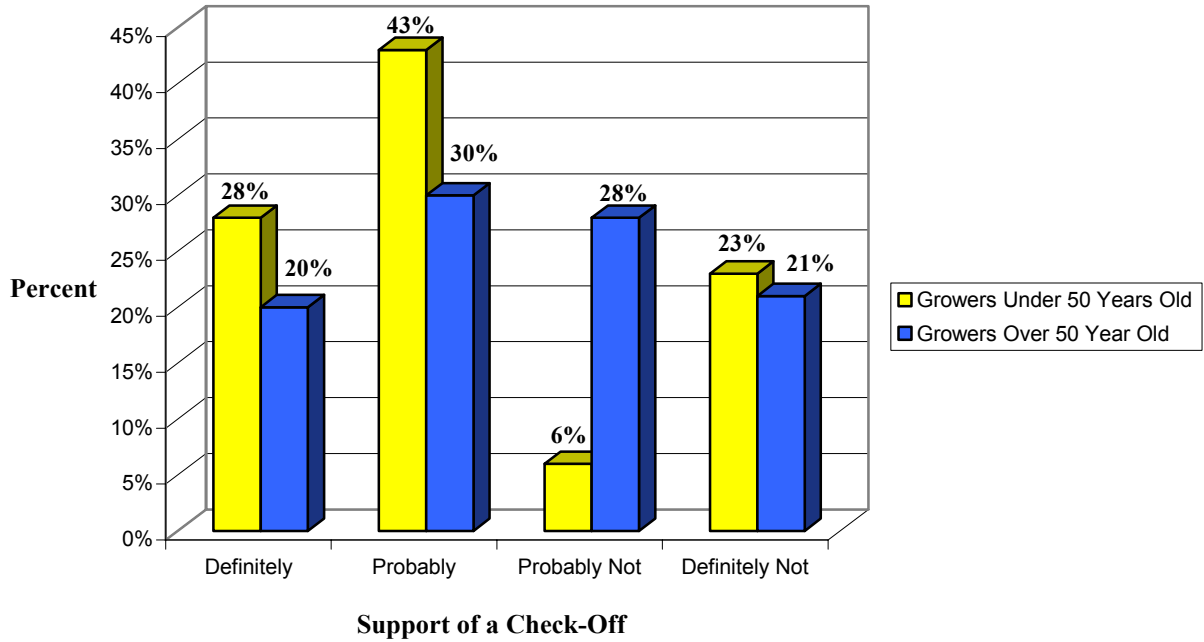
Growers under 50 years old are more likely to grow more cranberries next year and growers over 50 years old are more likely to grow the same amount.

**Significant Differences  
Growers Under 50 Years Old vs Growers Over 50 Years Old  
Will Grow in Three Years**



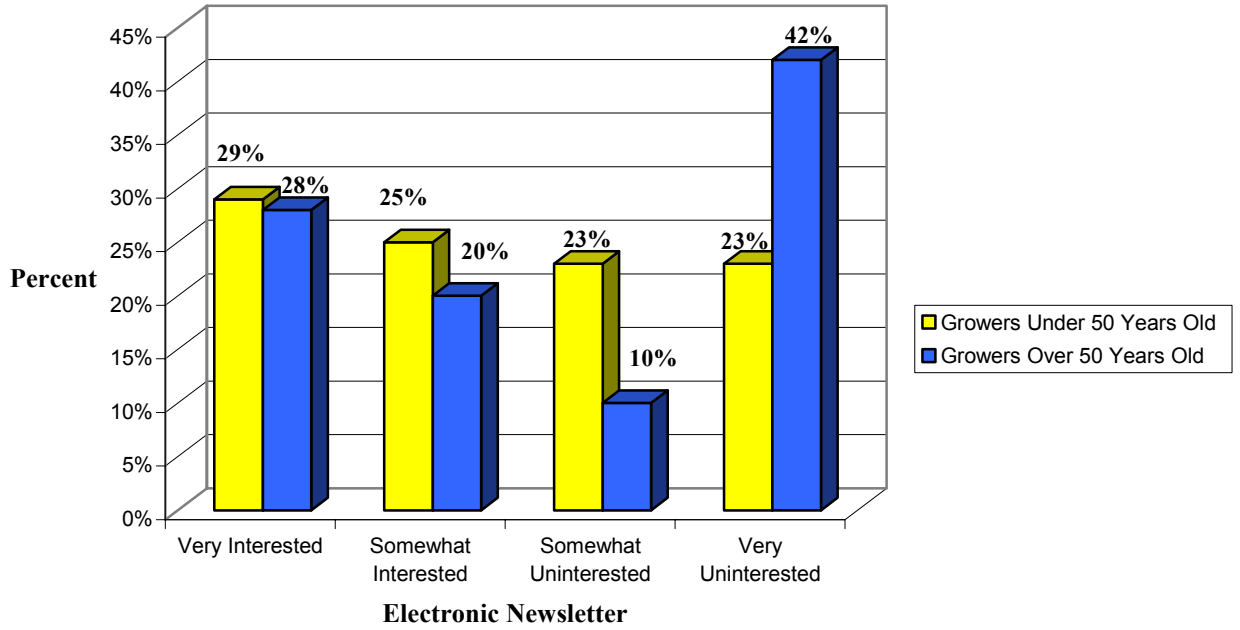
Growers under 50 years old will generally grow more in three years and growers over 50 years old will grow the same amount.

**Significant Differences  
Growers Under 50 Years Old vs Growers Over 50 Years Old  
Support of a Check-Off**



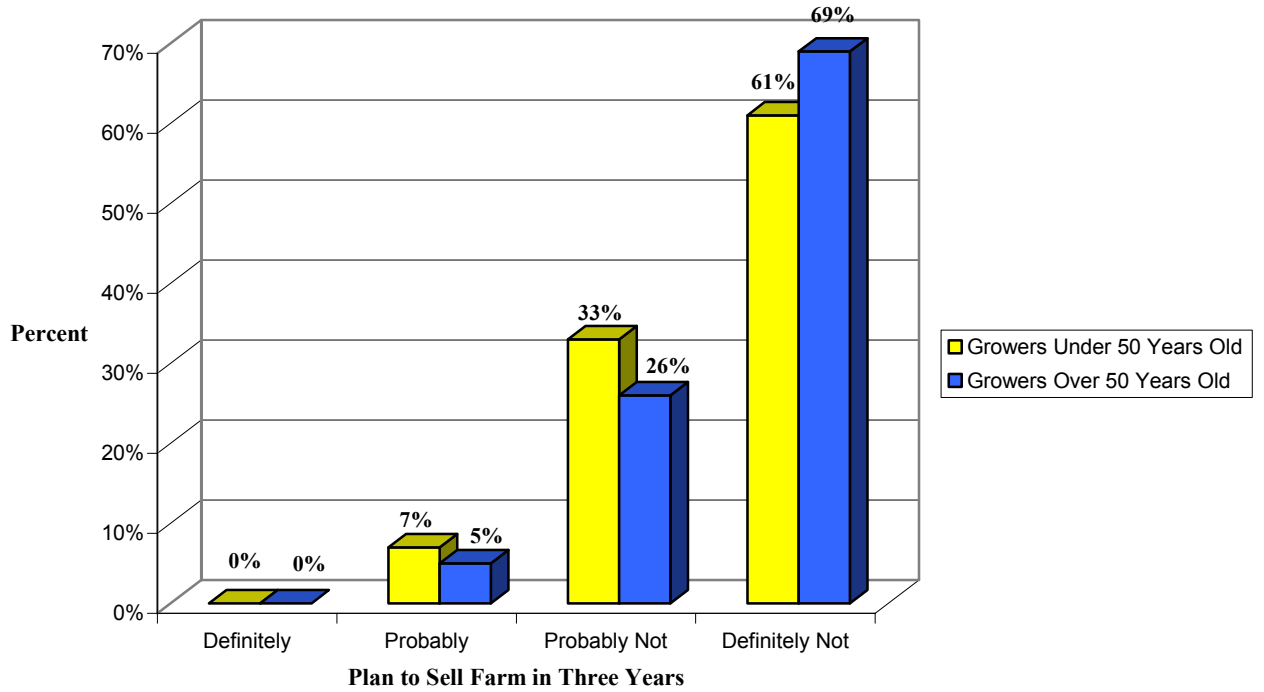
Growers under 50 years old are more likely to support a check-off than growers over 50 years old.

**Significant Differences  
Growers Under 50 Years Old vs Growers Over 50 Years Old  
Interested in Electronic Newsletter**



Growers under 50 years old are more interested in receiving an electronic newsletter than growers over 50 years old.

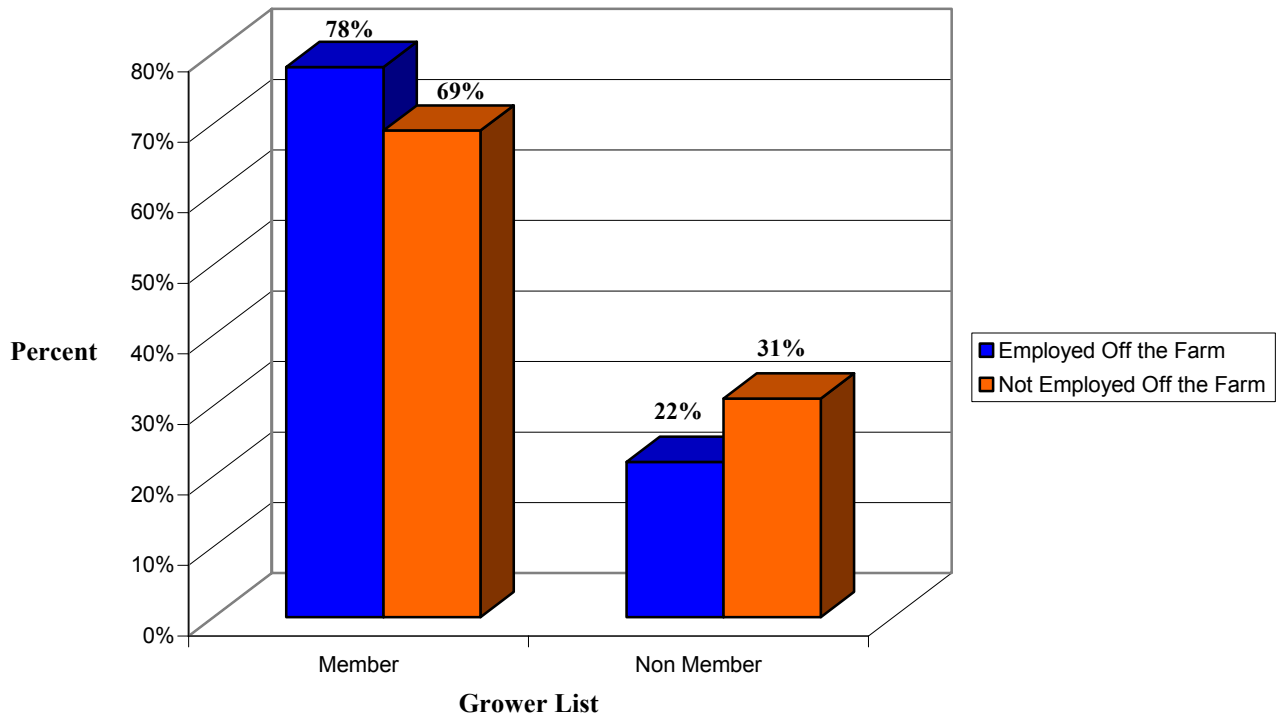
**Significant Differences  
Growers Under 50 Years Old vs Growers Above Years Old  
Plan to Sell Farm in Three Years**



Of those growers considering selling their farms, slightly more were under the age of 50.

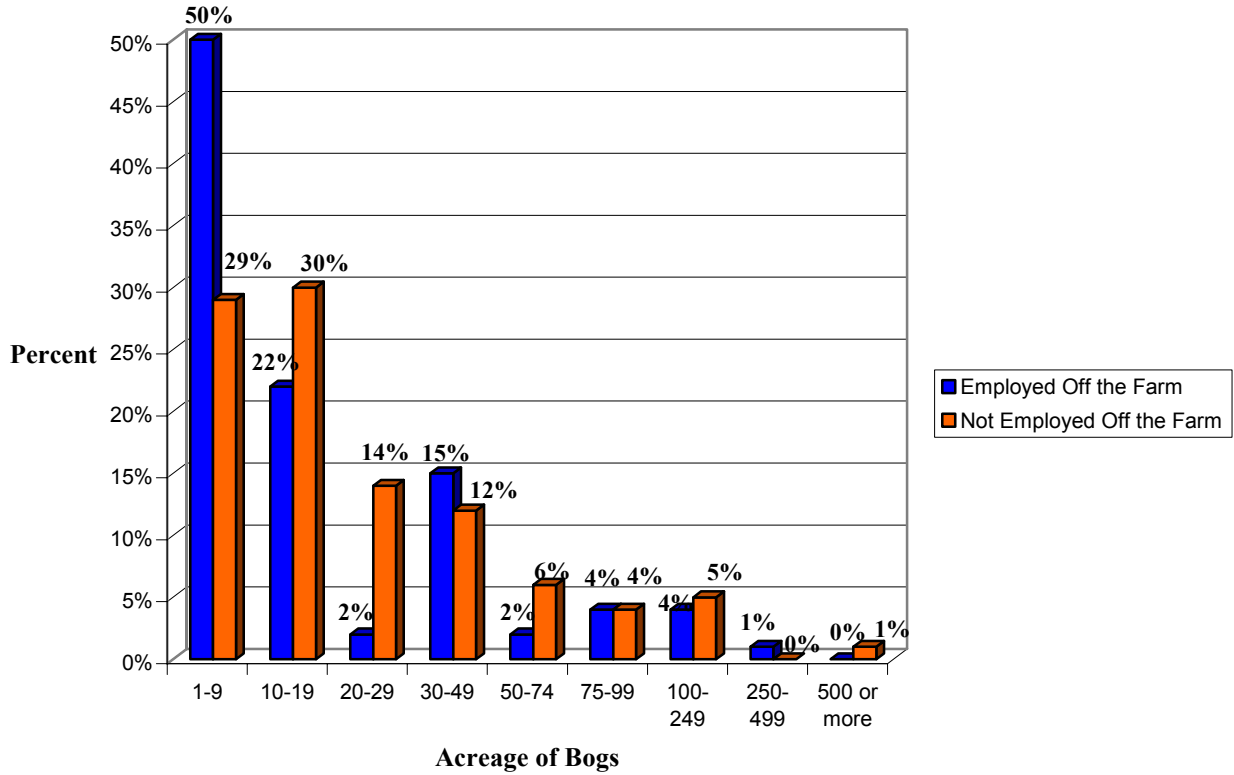
# Employed Off the Farm vs Not Employed Off the Farm

**Significant Differences  
Employed Off the Farm vs Not Employed Off the Farm  
Grower List**



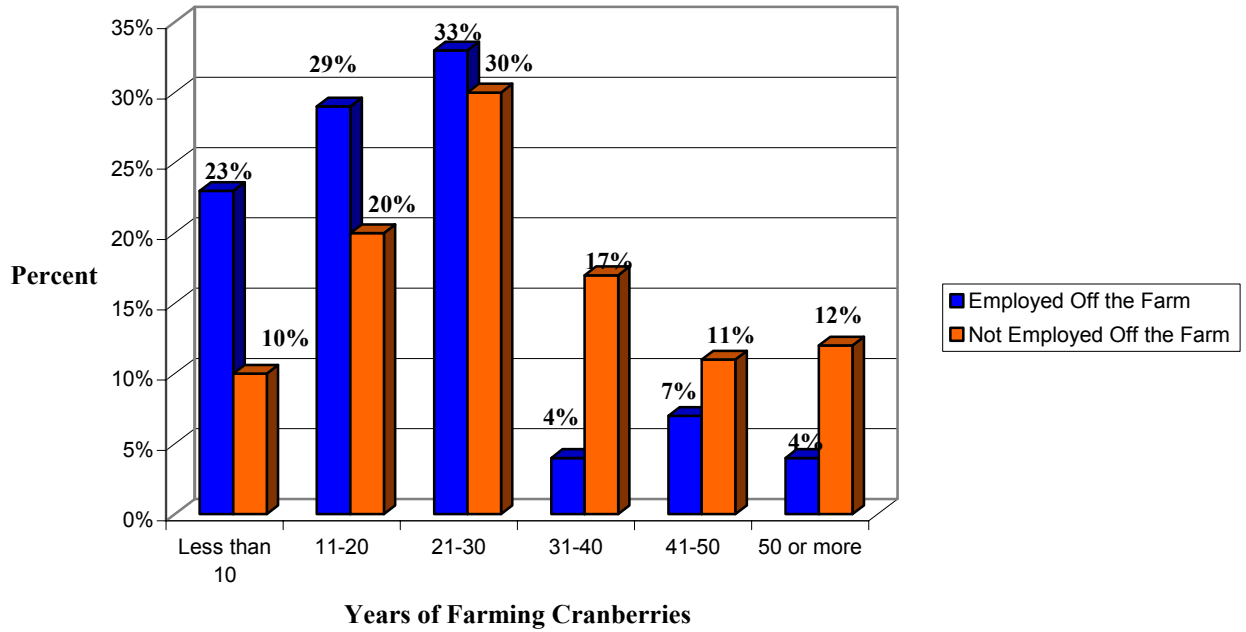
Growers employed off the farm are more likely to be members of the Cape Cod Cranberry Growers' Association than growers that are not employed off the farm.

**Significant Differences  
Employed Off the Farm vs Not Employed Off the Farm  
Acreage of Bogs**



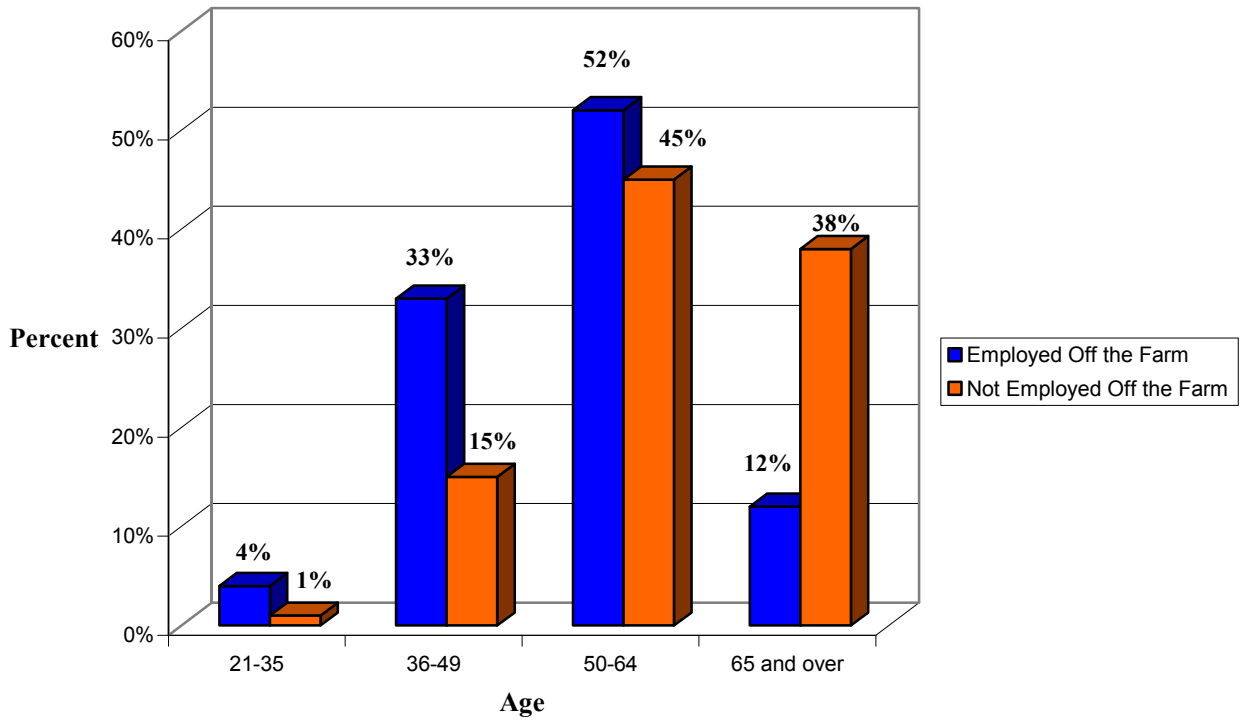
Growers who farm less than 10 acres are more likely to be employed off the farm than growers who have larger farms.

**Significant Differences  
Employed Off the Farm vs Not Employed Off the Farm  
Years of Farming Cranberries**



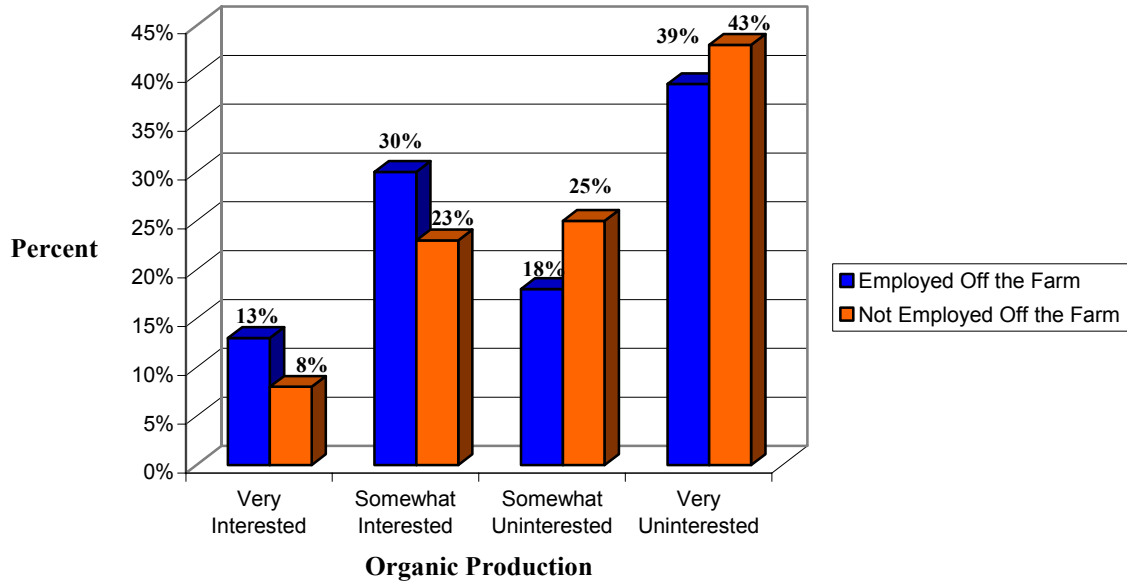
Growers employed off the farm have been farming less years than growers not employed off the farm.

**Significant Differences  
Employed Off the Farm vs Not Employed Off the Farm  
Age**



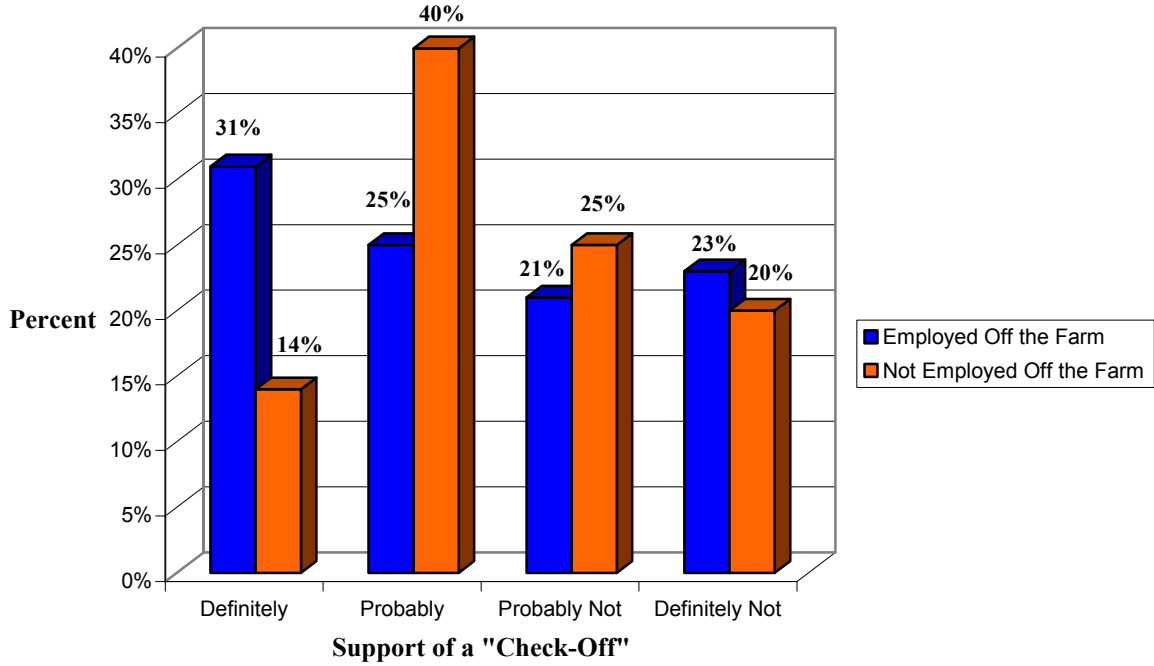
Growers employed off the farm are generally younger than growers not employed off the farm.

**Significant Differences  
Employed Off the Farm vs Not Employed Off the Farm  
Diversifying into Organic Production**



Growers employed off the farm are less interested in diversifying into organic production than growers not employed off the farm.

**Significant Differences  
Employed Off the Farm vs Not Employed Off the Farm  
Support of a "Check-Off"**



Growers employed off the farm indicated they would definitely support a check-off while growers not employed off the farm were more likely to say they would probably support a check-off.

## **Recommendations and Conclusion**

The findings of this study clearly detail the intentions and opinions of the Massachusetts cranberry grower. The average cranberry grower in Massachusetts is about 55 years old, has farmed about 25 years and farms less than 20 acres. Despite hard economic times of late, most farmers will keep their farms and continue to grow the same amount or more next year, although 44% now work off the farm to supplement their income.

These growers obtain information and assistance from the organizations they have come to trust with CCCGA and Ocean Spray leading that list for matters relating to cranberry production, general industry information, and regulatory information.

There is some interest in diversification with creating value-added products the most popular option. Fifty-five percent of growers express some interest in pursuing the development of value-added products. Using their land to grow alternative products is of interest to 44% of the growers surveyed. Organic farming and agro-tourism are of interest to approximately one third of the growers. The idea of opening a “pick your own cranberries” farm generated less enthusiasm with 21% of growers expressing some interest.

Growers recognize the importance of political influence on the industry and want their organizations to pursue appropriate relationships to further this agenda. When asked about important activities for CCCGA, government affairs at all three levels topped the list. At least 93% of the growers surveyed believe government affairs efforts on the local, state and federal level are the most important activities for CCCGA. Seventy

percent of growers are in favor of CCCGA moving forward on the federal level by hiring a representative in Washington, DC.

While the support for a mandatory check-off is split, both supporters and non-supporters agree on how such funds generated from a check-off should be spent. Clearly, marketing and consumer education should be the prime focus of a check-off fund according to the growers in this study. Ninety-three percent of growers indicate unequivocally that the marketing/communications for cranberry products and their health benefits should be paramount if such a fund were established.

According to this study, CCCGA should focus on politics, research, business and economics as well as continuing its current array of services. The UMass Cranberry Experiment Station and others that provide technical and research support should focus on the traditional areas of pesticide management, horticultural, and environmental research. These organizations should note, however, that growers are now looking for additional assistance in the area of business and economics. Writing business plans, securing financial assistance, and obtaining marketing advice are now grower priorities. Given the findings of this study, the following recommendations are provided:

**1. Develop a strong political base at all levels.**

Growers in this study were quite emphatic that CCCGA should pursue political relationships on the local, state, and federal levels. The suggestion of hiring a representative in Washington, DC to help was strongly supported.

**2. Continue traditional support in the areas of pesticide management, horticultural and environmental research, and frost warnings.**

Growers are very satisfied with those services now offered and trust the providers. The need for support in these areas continues unabated.

### **3. Develop a marketing assistance program.**

#### **a) Provide Business and Marketing assistance through existing industry organizations.**

This would include help with business plans, new product development, marketing, development of web sites, and support for entrepreneurial efforts available on a permanent basis as an extension of current services.

#### **b) Expand the relationship between the industry and the University of Massachusetts Dartmouth, Charlton College of Business.**

The University established the Slade's Ferry Bank Center for Business Research, in the Charlton College of Business. The center is deeply committed to providing assistance in the form of marketing research and consulting. Beyond that, the Center offers many seminars, and programs which target small business owners, that could certainly be of benefit to growers. The Center has ties with the Southern New England School of Law, and the Family Business Center. Both could be helpful in providing information or assistance for growers. Students working through the center could be available as interns or provide assistance through class projects.

### **4. Support growers through increased communication, networks, and informational meetings.**

a) Growers need to have access to information regarding new research, business seminars, and industry conditions on a continual basis. Events like the cranberry research symposium held each November at UMD should include growers among the invited guests. Newsletters, announcements in the local papers, a bulletin board web site, calendar of events with both business related and industry related information, need to be readily available.

b) Growers need to communicate with each other. An opportunity to network growers in an effort to provide an exchange of information as well as support would be helpful. The facilities and relationships at UMD could serve as the focal point for monthly meetings. UMD could co-host a cranberry growers' network with meetings with industry organizations on a regular basis. This could serve as a vehicle for information dissemination and inter-industry communication as well as a forum for speakers, consultants, researchers, and growers to share ideas.

c) The Cape Cod Cranberry Growers' Association and other industry service providers need to establish stronger individual identities so that growers can differentiate between the services provided by each. There is some indication in this study of grower confusion as to service providers.

### **5. Proceed cautiously on a mandatory check-off proposal.**

The data in this study indicates a split among growers on support for a mandatory check-off. The economic conditions are such that any additional expense to growers is seen as a hardship. This should not, however, be interpreted as a lack of support for the idea of a check-off. Growers clearly feel that the industry is in need of a serious marketing/communications push. One third of growers are planning to grow more next year than in previous years. All this is, of course, is the feel that funds from a check-off

should be directed in that way. Many growers expressed a willingness to support a check-off, should the economic conditions for their cranberries improve.

There has been a major paradigm shift in the industry. It is not just about growing anymore. Every grower is now a marketer who recognizes that growing cranberries is important, but selling them is vital. There is a new category of grower---the grower/marketer. It is time to shift some of the attention and resources of those organizations that provide research and technical assistance to accommodate this new reality of the MA cranberry grower. Meeting these developing needs will be key to restoring prosperity to a proud industry that has played such an important role in the history and economy of the state of Massachusetts.

**Appendix:**  
**Grower Comments**

## **Grower Comments Beyond Survey Questions**

### **Cape Cod Cranberry Growers' Association**

- “CCCGA is doing a great job, they are very important to the farmers.”
- “I love the CCCGA, I think they are doing an awesome job and farmers would be nowhere without them.”
- “I’m extremely happy that this study is being conducted.”

### **Ocean Spray**

- “I’m not happy with Ocean Spray because they got themselves in this mess and now the independent growers are going to have to bail them out!”
- Some growers said, “We would like to grow more or less but Ocean Spray limits the amount they can produce.”
- “Very difficult to answer this survey because Ocean Spray runs everything and what they say goes.”
- “Ocean Spray merger? Maybe that will help the industry problems.”

### **Cranberry Industry**

- “The downfall of the industry is a man made problem, someone is making money off it, and it is not the growers.”
- “The cranberry industry is ahead of other industries [environmentally].”
- “I don’t think there is too much to research in the industry.”
- “Industry loans are very important in my view.”
- “Industry is shifting to other places because the labor is more expensive in Massachusetts.”
- Many growers have had to pick up other jobs because of the decline in the cranberry industry
- “Nothing is going to help Massachusetts farmers.”
- A lot of farmers want to get out of the industry (especially the ones with a small amount of acreage).
- A few farmers say they grow as a hobby not in it for the business anymore.
- Wouldn’t hesitate selling farm if they got more money than what is presently being offered.
- “When the price of barrels fall then business/economic assistance should be available.”

### **Marketing Activities**

- “Cranberries are a minor crop, nobody wants to spend a lot of money on it (including the research, environment or technology involved).”
- “Health benefits of cranberries, is what really needs to be pushed out to the consumers.”
- “Money should be used towards the protection and rights of growers.”
- “Chemicals are costing too much, used to get \$40/barrel now only \$18/barrel.”
- “Operational fees don’t even cover what we’re selling.”
- “More money should go towards the Experiment Station because they are extremely helpful at meeting the needs of growers to produce better crops.”
- “Marketing activities will get the industry out of the slump, so money needs to be spent on marketing activities.”