2014 Cranberry Production Down 4 Percent

The forecast for the 2014 cranberry crop is 8.57 million barrels, down 4 percent from 2013.

Growers in Wisconsin reported lower yields than last year. Some producers reported small berries due to cool weather. A hail storm hit several areas the last weekend in July and growers were still assessing the damage. Despite the weather concerns, many growers were optimistic that they will have a pretty good crop. In Massachusetts, grower comments were mixed. Some growers indicated above average yields due to good pollination, excellent weather, and very little rot. Other producers reported lower production due to factors such as heat stress. Oregon and Washington growers were expecting higher yields due to favorable weather conditions.


<table>
<thead>
<tr>
<th>State</th>
<th>Total production</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>2012 (barrels)</td>
</tr>
<tr>
<td>Massachusetts</td>
<td>2,123,000</td>
</tr>
<tr>
<td>New Jersey</td>
<td>550,000</td>
</tr>
<tr>
<td>Oregon</td>
<td>405,000</td>
</tr>
<tr>
<td>Washington</td>
<td>137,000</td>
</tr>
<tr>
<td>Wisconsin</td>
<td>4,830,000</td>
</tr>
<tr>
<td>United States</td>
<td>8,045,000</td>
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</tbody>
</table>
Statistical Methodology

Survey procedures: Standardized grower surveys are conducted in preparation for this report. Producers are contacted to obtain acreage and expected production. Telephone follow-up of mail survey non-respondents is used to ensure adequate coverage.

Estimating procedures: Information obtained from the cranberry grower survey along with federal administrative data is used to establish forecasts of total production. These forecasts are reviewed for errors, reasonableness, and consistency with historical estimates.

Revision policy: Cranberry production forecasts will not be revised. End-of-season estimates of production are made following harvest and are subject to revision the following year based on a thorough review of all available data.

Reliability: Survey indications are subject to sampling variability because all operations growing cranberries are not included in the sample. Survey results are also subject to non-sampling errors such as omission, duplication, imputation for missing data, and mistakes in reporting, recording, and processing the data. These errors cannot be measured directly, but they are minimized through rigid quality controls in the data collection process and a careful review of all reported data for consistency and reasonableness.

Information Contacts

Listed below are the commodity statisticians in the Crops Branch of the National Agricultural Statistics Service to contact for additional information. E-mail inquiries may be sent to nass@nass.usda.gov

Lance Honig, Chief, Crops Branch ................................................................. (202) 720-2127

Jorge Garcia-Pratts, Head, Fruits, Vegetables and Special Crops Section............................................ (202) 720-2127
  Vincent Davis – Fresh and Processing Vegetables, Onions, Strawberries, Cherries ......................... (202) 720-2157
  Fred Granja – Apples, Apricots, Plums, Prunes, Tobacco ................................................................. (202) 720-9085
  LaKeya Jones – Citrus, Coffee, Grapes, Sugar Crops, Tropical Fruits .............................................. (202) 720-5412
  Greg Lemmons – Berries, Cranberries, Potatoes, Sweet Potatoes ............................................... (202) 720-4285
  Dave Losh – Hops ....................................................................................... (360) 709-2400
  Dan Norris – Austrian Winter Peas, Dry Edible Peas, Lentils, Mint,
  Mushrooms, Peaches, Pears, Wrinkled Seed Peas, Dry Beans ......................................................... (202) 720-3250
  Daphne Schauber – Floriculture, Maple Syrup, Nursery, Tree Nuts .............................................. (202) 720-4215
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For your convenience, you may access NASS reports and products the following ways:

- All reports are available electronically, at no cost, on the NASS web site: [http://www.nass.usda.gov](http://www.nass.usda.gov)
- Both national and state specific reports are available via a free e-mail subscription. To set-up this free subscription, visit [http://www.nass.usda.gov](http://www.nass.usda.gov) and in the “Follow NASS” box under “Receive reports by Email,” click on “National” or “State” to select the reports you would like to receive.

For more information on NASS surveys and reports, call the NASS Agricultural Statistics Hotline at (800) 727-9540, 7:30 a.m. to 4:00 p.m. ET, or e-mail: nass@nass.usda.gov.

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The USDA’s National Agricultural Statistics Service will be organizing an open forum for data users. The purpose will be to provide updates on pending changes in the various statistical and information programs and seek comments and input from data users. Other USDA agencies to be represented will include the Agricultural Marketing Service, the Economic Research Service, the Foreign Agricultural Service, and the World Agricultural Outlook Board. The Foreign Trade Division from the Census Bureau will also be included in the meeting.

For registration details or additional information for the Data Users’ Meeting, see the NASS homepage at http://www.nass.usda.gov/meeting/ or contact Rose Armstrong (NASS) at 202-720-3896 or at rose.armstrong@nass.usda.gov.

This Data Users’ Meeting precedes the Industry Outlook Conference that will be held at the same location on Tuesday, October 21, 2014. The outlook meeting brings together analysts from various commodity sectors to discuss the outlook situation. For registration details or additional information for the Industry Outlook Conference, see the conference webpage on the LMIC website: http://www.lmic.info/IOC/. Or call the Livestock Marketing Information Center (LMIC) at 303-236-0460.