

# BC Cranberry Industry Snapshot

## Industry Facts

- BC cranberry production is regulated at the provincial level.
- The BC cranberry industry consists of 76 licensed producers, 6 producer-vendors, and 4 agencies:
  - ◊ A producer is licensed to grow cranberries
  - ◊ A producer-vendor is a producer authorized to produce cranberries and pack, transport, process, store, and market them
  - ◊ An agency is a business licensed to process and market cranberries for other producers
- BC produces 37% of Canada's cranberries, making it the 2nd largest producer after Québec.
- In 2016, BC producers harvested over 1M barrels (1 barrel = 100 lbs)—their largest crop to date.
- Producers cultivated 6,483 acres in the lower Fraser Valley and on Vancouver Island. BC's cranberry commodity receipts totaled about \$41.3 in 2015.
- Approximately 90% of BC cranberry producers are members of Ocean Spray Cranberries, Inc., the main marketing channel for cranberries. Ocean Spray is a cooperative owned by over 800 cranberry producers in Massachusetts, Wisconsin, New Jersey, Oregon, Washington, BC, and other parts of Canada.
- Processing is done mainly in Washington State. A small amount (about 6%) is processed in BC.
- Producer interests are represented by the BC Cranberry Growers Association.

## Industry Overview

### Competitiveness

- Most BC cranberries are exported to the US—BC producers are heavily reliant on Ocean Spray to purchase their cranberries. There is an ongoing challenge in the cranberry industry to manage and coordinate North American supply to ensure prices provide reasonable returns to producers. Given the importance of the US market, the BC Cranberry Marketing Commission identified the need to maintain open access to this market.

### Consumer Trends

- In the last few decades, the cranberry has achieved renewed growth for its widely publicized health benefits. More recently, public concerns over sugar consumption had a negative impact on traditional markets for sugar-sweetened juice and Craisins. Industry stakeholders from both sides of the border are exploring reduced-sugar products.

### Research

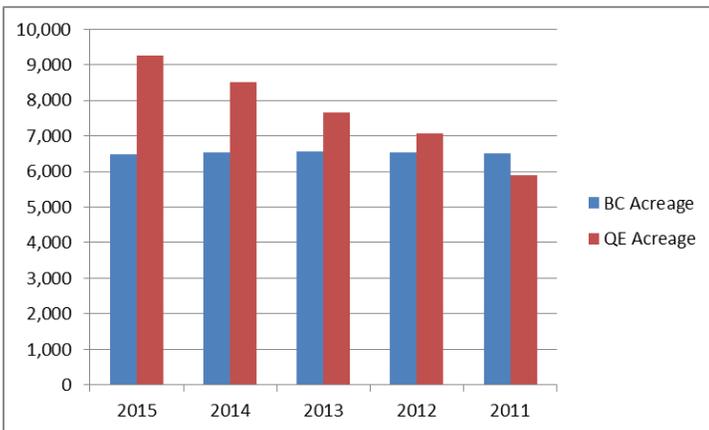
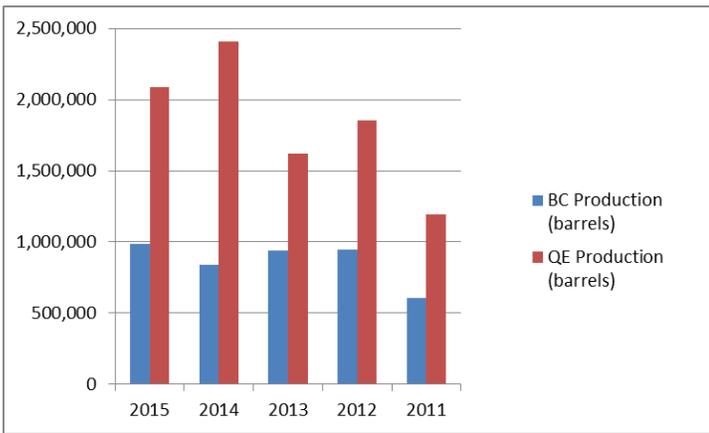
- The BC Cranberry Research and Demonstration Farm officially opened in 2014. It is the first of its kind in Canada. The research farm is a result of collaboration between industry partners, including the BC Cranberry Marketing Commission and the BC Cranberry Growers Association.
- The purpose of the research farm is to “strengthen the relative competition of BC cranberry producers” by exploring management techniques and productivity improvements. The farm is supported by a special levy paid by BC cranberry producers.

***BC Cranberry Research and Demonstration Farm, operated by the non-profit BC Cranberry Research Society, demonstrates and investigates new cranberry cultivars and cultural practices (Photo: BC Cranberry Marketing Commission)***



- Compared to Québec, BC's cranberry fields are less productive (see the graphs below of production and acreage). The research farm is conducting studies to increase BC's per-acre yield.
- The research farm supports research in critical production areas such as plant disease prevention, optimization of water regimes, and insect pollination.

**Comparison of BC and Québec yields per acre**



**Sources:**

- \* Agriculture and Agri-Food Canada; Statistics Canada
- \* Alston, J.M., Medellín-Azuara, J., and T.L. Saitone. (2014). "Economic Impact of the North American Cranberry Industry"
- \* BC Cranberry Marketing Commission
- \* BC Ministry of Agriculture. "Fast Stats: 2015"
- \* Fenske, K. (2011). "The British Columbia Cranberry Marketing Commission 2011—2016 Strategic Plan"
- \* US Dept. of Agriculture

**Industry Governance**

- BC's cranberry marketing sector is regulated under provincial legislation.
- The Commission is the first instance regulator under the *Natural Products Marketing (BC) Act* and the British Columbia Cranberry Marketing Scheme. It is responsible for orderly production and marketing through promoting and regulating the production, transportation, packaging, storage, and marketing of cranberries. For example, it regulates production volumes, provides funding for promotion and research, and plays an important role in food safety and quality.
- The BC Farm Industry Review Board is responsible for ensuring the Commission meets its responsibilities in an effective, strategic, and accountable manner that results in sound marketing policy.

**A flooded cranberry field ready for harvest**  
(BC Cranberry Marketing Commission)



**Cranberries grow on low-lying vines** (njcranberries.org)



**BC Farm Industry Review Board**  
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