

B.C. Cranberry Industry 2019

2018 QUICK FACTS

- In B.C., cranberry production is regulated at the provincial level. Farmers producing more than 2 acres of cranberries per year must be registered with the BC Cranberry Marketing Commission (the Commission).
- In 2018, B.C.'s 78 cranberry farmers produced 1.3 million barrels of cranberries. Total production area was 6,382 acres.
- B.C.'s cranberry 2018 farm cash receipts were estimated to be around \$40 million.
- There are 72 registered cranberry farmers in the Lower Mainland, and six on Vancouver Island.
- The average cranberry farm in B.C. produces 200 barrels (100 lbs of fruit per barrel).
- Only 3% of B.C. cranberries are processed in B.C.. Most processing takes place in Washington State through the Ocean Spray Cooperative.
- B.C. is the second largest Canadian cranberry producing province after Québec. Cranberry production in Ontario and Atlantic Canada accounts for around 6% of total production in Canada.

Canadian Cranberry Production (2015 to 2018)

Year	BC barrels	QC barrels	BC % of total *
2018	1,347,753	2,513,928	35
2017	858,941	1,602,672	35
2016	1,007,684	2,758,937	27
2015	988,803	2,085,387	32

* Does not include Ontario and Atlantic production.

Source: BC Cranberry Marketing Commission

- Farm cash receipts for the Canadian industry were \$143.6 million in 2018, and from 2009-2012, the industry generated 2,708 jobs annually.



Cranberry field ready for harvesting.

Photo: BC Cranberry Marketing Commission

MARKET TRENDS

For many years dried cranberries drove growth in the cranberry industry, though that demand has levelled off in recent years.

In the last few decades, there has been renewed interest in the health benefits of cranberries, and research on the health benefits has significantly evolved. New products have been developed to accommodate the consumer's demand for cranberries, including canned, fresh, frozen, juiced, and dried, as well as cranberry extracts.

Industry partners from the US and Canada are exploring reduced-sugar options to address changing consumer demands, driven by health research.



Cranberries growing on a vine.

Photo: BC Cranberry Marketing Commission

TRADE & SUPPLY

There is an ongoing challenge in the cranberry industry to manage and coordinate North American supply to ensure prices provide reasonable returns to producers. For this reason, the United States Department of Agriculture has implemented regulations controlling cranberry production volumes.

This regulation will not directly affect B.C. producers who import into the United States (U.S.), however, given the importance of the American market to B.C., it may drive both producer prices and sales opportunities in the U.S. down.

INDUSTRY VALUE CHAIN

Cranberries grow on low-lying vines and are harvested each fall. It takes five years for a cranberry vine to mature and produce fruit. Harvesting is generally done by mechanical harvesters, which are tractor-like machines that sweep the berries off the vines and into a hopper.

Cranberries are grown for processing (juices, sauces, dried fruits, etc.) or for fresh fruit.

Approximately 97% of B.C. cranberry farmers are members of Ocean Spray Cranberries, Inc. (Ocean Spray), the main marketing channel for cranberries. Ocean Spray is a cooperative owned by over 800 cranberry farmers in Massachusetts, Wisconsin, New Jersey, Oregon, Washington, B.C., and other parts of Canada. Ocean Spray processing is done mainly in Washington State. A small amount of B.C. cranberries are processed in B.C., mainly those marketed by non-Ocean Spray agencies.

There are five producer-vendors in the province who market their own cranberries.



The 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

RESEARCH FARM

The BC Cranberry Research and Demonstration Farm, the first of its kind in Canada, officially opened in 2014. 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 competitiveness of B.C. cranberry producers by exploring management techniques and productivity improvements. The farm is supported by a special levy paid by B.C. cranberry producers.

The research farm conducts studies to increase B.C.'s per-acre yield. It also supports research in critical production areas such as plant disease prevention, optimization of water regimes, and insect pollination.

GOVERNANCE

B.C.'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 transportation, packaging, storage, and marketing of cranberries. The Commission provides funding for promotion and research and plays an important role in food safety and quality. The BC Cranberry Growers Association represents producers interests.

The BC Farm Industry Review Board (BCFIRB) is responsible for ensuring the Commission meets its responsibilities in an effective, strategic, and accountable manner that results in sound marketing policy.

SOURCES

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BC Farm Industry Review Board

www.gov.bc.ca/BCFarmIndustryReviewBoard

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