

B.C. Cranberry Industry 2021

2021 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 B.C. Cranberry Marketing Commission (the Commission).
- In 2021, B.C.'s 71 cranberry farmers produced approximately 1 million barrels (100lbs/barrel) of cranberries.
- B.C.'s cranberry farm cash receipts were estimated to be \$37 million.
- 65 producer licences were issued for the Lower Mainland and 6 for Vancouver Island.
- The average yield of licenced B.C. cranberry farms was 221 barrels per acre.
- Over 97% of B.C. growers are members of the Ocean Spray Cooperative which ships most of their crop to the United States to be processed into Craisins.
- B.C. is the second largest cranberry producing province in Canada after Québec. Together they produced almost 94% of Canada's 2021 crop.
- By volume, cranberries are the second highest fruit commodity produced in Canada after apples.

Canadian Cranberry Production (2017 to 2021)

| Year | BC barrels | QC barrels | BC % of total * |
|------|------------|------------|-----------------|
| 2021 | 1,012,786 | 2,201,382 | 29% |
| 2020 | 1,003,998 | 2,306,906 | 30% |
| 2019 | 631,045 | 2,558,094 | 20% |
| 2018 | 1,347,753 | 2,513,928 | 35% |
| 2017 | 858,941 | 1,602,672 | 35% |

* Does not include Ontario and Atlantic production

Source: BC Cranberry Marketing Commission



Cranberry field ready for harvesting.

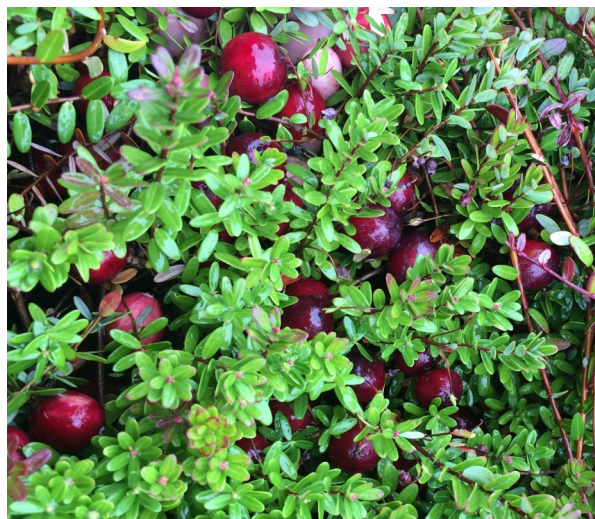
Photo: BC Cranberry Marketing Commission

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

B.C. and Quebec (Q.C.) produce the majority of Canadian cranberries and are part of the North American market. Q.C. is the largest organic cranberry supplier in the world. Organic cranberries cannot be grown in B.C. due to milder winters in the southern area of the province.

Dramatic weather events such as late frost, extreme heat, and torrential rain have contributed to lower yields. Projects are currently and will be underway to build upon and improve existing resources to better adapt to these changing environments.

North America dominates the cranberry market worldwide. However, other countries are beginning to grow cranberries including Chile.

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 99% 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 four producer-vendors in the province who market their own cranberries.



The B.C. Cranberry Research and Demonstration Farm, operated by the non-profit B.C. Cranberry Research Society, demonstrates and investigates new cranberry cultivars and cultural practices.
Photo: BC Cranberry Marketing Commis-

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 volume of production, transportation, packaging, storage, and marketing of cranberries. The Commission does not set price. The Commission provides funding for promotion and research and plays an important role in food safety and quality. The B.C. Cranberry Growers Association represents producers interests.

The B.C. 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.

RESEARCH FARM

The B.C. 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.

SOURCES

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Statistics Canada (2023). "Statistical Overview of the Canadian Fruit Industry 2021" Retrieved from www.agriculture.canada.ca/en/sector/horticulture/reports/statistical-overview-canadian-fruit-industry-2021#a4



**BC Farm Industry
Review Board**

www2.gov.bc.ca/bcfarmindustryreviewboard

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