

2021 February Cranberry Production and Disposition Inquiry - Survey Information

Overview

- Project code: 134 – Non-Citrus Fruit Survey
 - Mailed out: January 27th, 2021
- Data Release: “Non-Citrus Fruits and Nuts - Annual” – May 5, 2021
- Reference Period: 2020 Crop
- Purpose: To collect acreage, production, and sales data for the 2020 cranberry crop. Collecting this data provides the industry with a reliable source of information, and growers can use this data to help make informed decisions for their own operations.

NASS waits several months after harvest is complete to collect final marketing and price information because cranberries can be placed in cold storage and marketed and priced at a later date.

Most cranberries should have been removed from cold storage and sold by the survey reference date.

Screening:

If the operation is completely out of business please leave notes as to what happened to the operation, new operator contact information, etc. This information is needed to update our records.

Survey Questions:

- Total acres of cranberry bogs/marshes on the operation?
 - Be sure the operator includes all cranberry acres, even any acres that failed due to weather, disease, etc.
- Of these, how many were harvested?
- Total production in barrels?
 - 1 barrel = 100 pounds
 - Be sure the operator includes all cranberries harvested - even those not actually sold/used

- How many barrels of cranberries were sold for fresh market and what was the price received per barrel or the total dollars received?
 - As direct sales to consumers
 - As Wholesale sales
- How many barrels of cranberries were sold for processing and what was the price received per barrel or the total dollars received?
 - Typically, the majority of cranberries are sold/used for processing
- How many barrels were processed by this operation?
- How many berries were harvested but not sold?
 - This could have been due to poor quality, marketing restrictions, spoilage, etc.

Keep in mind, the amount of cranberries *sold* plus amount *not sold* must equal the total harvested. We must account for all cranberries harvested.

- Has the total crop been marketed?
- How many total acres of fruit, citrus, grape, berry, and nut crops were on this operation in 2019?
- Also, record any comments the producer has about the cranberry crop.

Some things to keep in mind:

- Looking for acres production, and prices from the 2019 crop year
- Watch your decimal points on acres and prices
- There could be a wide variety of yields and prices across your area
- Please leave plenty of notes explaining anything you think the statisticians may need to know