



FOR IMMEDIATE RELEASE
August 21, 2007

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**WISCONSIN PROJECTED TO HARVEST FEWER CRANBERRIES IN 2007, BUT STILL
MORE THAN HALF THE WORLD'S SUPPLY**

**HIGHER 2007 PRICES EXPECTED BECAUSE OF DECREASED INVENTORIES,
HIGHER DOMESTIC DEMAND**

State's 13-Year Dominance of the Cranberry Market Continues

WISCONSIN RAPIDS, Wis. – The Wisconsin State Cranberry Growers Association (WSCGA) today announced that the U.S. Department of Agriculture (USDA) projects that Wisconsin will yield 3.9 million barrels of cranberries during the 2007 fall harvest. That is a 1 percent decrease from the record harvest last year of 3.94 million barrels, but 7 percent above Wisconsin's 2005 crop. Based on the USDA 2007 projections and with cooperation from Mother Nature during the next four to six weeks, Wisconsin will be the top-cranberry producing state for the 13th consecutive year.

“Wisconsin has had mostly hot and dry drought conditions and, while those are difficult conditions in which to farm, we appear to have come out OK so far by irrigating the crop,” said Tom Lochner, executive director of WSCGA. “Growers in the Northern part of the state have been especially hard hit by drought. We’ve now gotten some heavy rains in the Southern growing areas to help as we head into the last few weeks of the growing season. The additional rains will go a long way to help us as we head into the water-dependent frost protection and harvesting season, and that will help us to produce a strong crop.”

According to Lochner, more good news for the state's largest fruit crop and its growers is that demand for the fruit is high heading into the harvest season, which translates into higher returns for the growers.

The Cranberry Marketing Committee (CMC) announced in its third quarter report that total sales of cranberry products worldwide, especially driven by domestic sales, are up by approximately 500,000 barrels over 2006 sales for the same time period. That has resulted in a lower inventory for stored cranberries, which is likely to result in higher 2007 prices for Wisconsin's official state fruit.

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“There are still a few weeks left in the growing season, but we anticipate a good yield in 2007 and with the continued growing demand for cranberries and cranberry products, it should be a good year for the state’s cranberry growers,” added Lochner.

Lochner attributes the growing demand for cranberries to several efforts including an aggressive international marketing effort that over the last six years has increased cranberry exports to approximately 27 percent of the crop, continued research that demonstrates the cranberry’s health benefits and disease fighting and prevention abilities, and creativity by manufacturers to introduce cranberries and sweetened dried cranberries into products. According to WSCGA, there are currently more than 700 cranberry products on the market with some of the newest and most unique including cranberry ice cream topping, cranberry crackers, cranberry seed soap, cranberry pancake mix, cranberry body lotions and more.

The USDA National Agricultural Statistics Service announced crop projections for the other top cranberry producing states. Those projections are: Massachusetts at 1.8 million barrels, New Jersey at 520,000 barrels, Oregon at 500,000 barrels and Washington at 180,000 barrels.

Wisconsin’s annual cranberry harvest will begin in late September or early October on state marshes that are located in 18 counties in central, northern and western Wisconsin.

Cranberries have been harvested in Wisconsin since the 1830s, even before Wisconsin was a state. The Wisconsin State Cranberry Growers Association was founded in 1887 and is committed to developing and implementing programs that will assist growers in doing a better job of growing cranberries and strengthen the public support for the industry in Wisconsin. For more information, visit www.wiscran.org. Also, for more information on the domestic and international marketing of cranberries visit, www.uscranberries.com and health and research information on cranberries is available at www.cranberryinstitute.org.

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