



US Cranberries – US Cranberry Marketing Committee

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## US CRANBERRIES FACT SHEET

### Brief History

- The American cranberry (*Vaccinium macrocarpon*) is only one of three cultivated native North American fruits; the other two are the blueberry (*Vaccinium cyanococcus*) and Concord grape (*Vitis labrusca*)
- The cranberry's healthful properties date back to use by Native Americans and early European settlers
- Commercial production of the robust *V. macrocarpon* started in the early 1800's; exported in the 1820's
- Beginning in 1860, formal academic research programs helped to improve farming practices and gained a better understanding of the berry's health benefits (now known as a good source of vitamin C, fiber, and antioxidant polyphenols)
- US Cranberries – The US Cranberry Marketing Committee (CMC) was established in 1962 by a Federal Marketing Order on behalf of US cranberry growers to ensure a stable, orderly supply of good quality product and to oversee the domestic/international promotion of cranberries

### Today

- In order of production volumes, cranberries are commercially grown in the states of Wisconsin, Massachusetts, New Jersey, Oregon and Washington. Cranberries are also grown on a smaller scale in Connecticut, New York, Rhode Island, Minnesota, Maine and Michigan
- There are approximately 1,200 growers farming cranberries on 40,000 acres of marshes and bogs in the US
- Fresh, frozen, dried or juice – product diversification has led to a wide variety of culinary innovation
- Over a ten-year period, export volumes have grown from 12% to nearly 30% of production

### Russia

- The Russian native cranberry, *Vaccinium oxycoccus*, is a popular mainstay of the Russian diet
- CMC seeks to broaden consumer awareness and to build on Russia's cranberry tradition with *V. macrocarpon* in all its versatile forms
- Russia is an emerging US cranberry market but already ranks 7th as export market for the industry
- **US cranberry export volumes saw an 8.8% increase from 2008/09 to 2012/13**

