



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; export in the 1820's
- > Beginning 1860, formal academic research programs were launched to improve farming practices and better understand the berry's health benefits (now known as a good source of vitamin C, fiber, and antioxidant polyphenols)
- > US Cranberries - US Cranberry Marketing Committee 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. Although smaller production, cranberries are also grown in Connecticut, New York, Rhode Island, Minnesota, Maine and Michigan
- > There are approximately 1,200 growers who farm cranberries on 40,000 acres of marshes and bogs
- > Fresh, frozen, dried or juice – product diversification has led to a wide variety of culinary innovation
- > Over a ten-year period, export volumes have risen from 12% to approximately 30% of production

South Korea

- > **209.6%** increase in export volumes from 2008/09 to 2012/13
- > Local importers/ distributors have recommended that CMC support the launch of new products through public outreach efforts to increase awareness of the cranberry's versatility and health benefits
- > Cranberry products such as tea, health bars, dried fruits and scones are now available at retail outlets such as Paris Baguette, Lotte Food, Mango Six, EMart and Bread 05

