

## In this issue ...

- International Trade Update
- 2024 Harvest
- Horticulture Update



### From The Chair

When we launched the strategic planning process last year, I said the real work would begin once the plan was approved. We have now shifted from planning to

execution, and we have taken important steps to turn ideas into action.

A detailed work plan now maps how we will deliver on each of the five strategic priorities. It is more than a checklist; this is a living tool that helps us track progress, allocate resources and adjust.

We have also grown capacity. From just a couple of key contractors to nearly a dozen today, we are tapping into more expertise than ever across trade, health research, communications and policy. This has allowed us to respond more quickly, pursue new opportunities and extend our reach and international presence in key markets like Brazil and India.

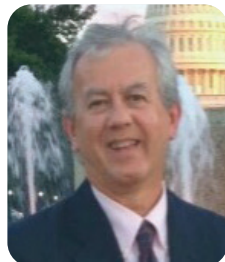
Just as importantly, we have focused on tightening up how we operate. Committee work has become the engine behind Cranberry Institute's progress. The more our members prepare and participate, the more we get done. If you are on a committee, your voice matters. Show up, speak up and help move the work forward.

We are also being more intentional about how we communicate. That includes work in progress on a new annual report, updated messaging and better transparency.

Looking ahead, with possible federal shifts and continued regulatory and research needs, CI is well-positioned. The foundation we have built over the past year is strong, but the real test is how well we execute. I remain confident we are on the right path.

Thanks to each of you for the time and trust you have invested. Let's keep the momentum going.

*Michael Dubur*



### Executive Director Update

Late last month, the Cranberry Institute held its Spring board meeting. Trade policy and tariffs were hot topics, following the unsettling policies that have been

coming out of D.C. with wide-spread implications, particularly for agriculture. The tariffs and retaliatory responses likely will impact international sales of cranberry, along with cranberry supply chains, and costs of on-farm inputs and supplies for growers. We're working, together with grower associations and supporting members, to understand and respond to trade policy challenges.

Even before the new administration's challenges, CI has been hard at work. Since the dissolution of the CMC, we've applied for, and been awarded, \$4 million in USDA Foreign Agriculture Service (FAS) grants. Despite the positive news, we must still navigate potential tariff concerns, such as the 46% tariffs in Southeast Asia, and decide whether to use our FAS grants to expand into these high tariff countries.

On the health front, we anticipate three peer-reviewed scientific journal articles will be published in the next 8-12 months that will expand the extensive library of articles extolling the health benefits of cranberry. Our CI health research library now has over 900 articles.

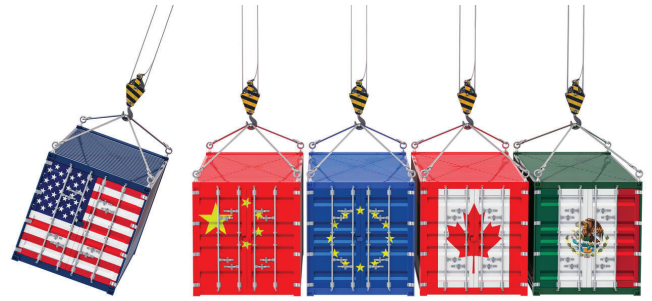
From the time this is written until you read the newsletter, the world of agriculture as we know it may have, again, changed. But rest assured that what hasn't changed is our commitment to work hard — from the farm to the halls of Congress and around the globe — to drive a healthy and sustainable North American cranberry industry.

*William Frantz*



## International Trade Update: Tariffs

The Cranberry Institute works with Bryant Christie Inc. to serve as a unified and influential voice for the North American cranberry industry to address international trade issues affecting cranberry exports. The following summarizes the latest developments as of April 15, 2025.



### A New US Tariff Regime

Over the past two months, President Trump has enacted a series of Executive Orders that have altered US trade policy and introduced new tariffs on US trading partners. This includes 25% US tariffs on imports of steel and aluminum and automobiles, successive US tariffs totaling 145% on imports from China and a 25% US tariff on imports from Canada and Mexico over alleged drug trafficking and illegal immigration concerns. Importantly, the tariffs on Canada and Mexico were scaled back and now apply only to imports not compliant with the US-Mexico-Canada free trade agreement (USMCA). Imports of cranberry products from Canada remain tariff free if shipped in compliance with the agreement's rules of origin provisions.

Most notably, on April 9, President Trump announced a new reciprocal US tariff policy, imposing a universal baseline tariff of 10% on all imports and higher tariff rates on over sixty US trading partners. The Trump Administration subsequently paused the higher rate reciprocal tariffs for 90-days (through July 9) to facilitate a period of negotiation with US trading partners. However, the 10% baseline tariff remains in place.

### Implications for Cranberry Exports

The most active responses to the new US tariffs have been from China, Canada and EU:

- **China:** China has matched US tariff increases and now applies a minimum baseline tariff of 125% on US imports, on top of other existing retaliatory tariffs. As a result, China's total tariff on US product is 180% for dried cranberries, 142.5% for cranberry concentrate and 155% for juice drinks.
- **Canada:** Canada responded to the 25% US tariff with a retaliatory 25% tariff on \$30bn of US imports. Cranberry juice drinks were targeted in this response and are subject to a 25% retaliatory tariff in Canada.
- **The European Union:** The EU proposed to reenact 25% retaliatory steel and aluminum tariffs on US products, including sweetened dried cranberries and cranberry concentrate, but later paused this action for 90-days (through July 14) in line with the US pause. The EU is seeking to negotiate with the Trump Administration during this period.

More broadly, and with the exception of China, a large number of US trading partners have approached the Trump Administration to negotiate on tariffs and market access issues. Countries actively negotiating with the US include India, the United Kingdom, Japan, Vietnam and Thailand, with others seeking to initiate negotiations in due course.

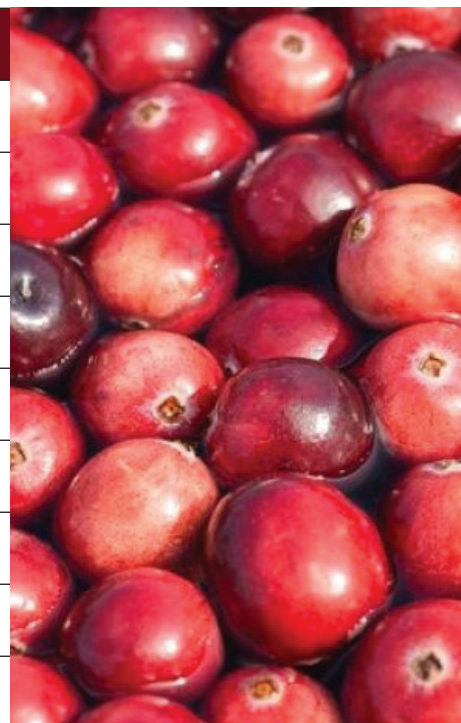
The CI and Bryant Christie Inc. are closely monitoring tariff developments, and the response from US trading partners, to ensure the industry is informed and well-placed to leverage opportunities for cranberry tariff reductions in US trade negotiations.





## All-Time Record North American Crop Harvest in 2024

	PRODUCTION, x1000		YIELD, bbl/acre	
Region	2023	2024	2023	2024
MA	1,770	1,825	141	145
NJ	570	520	198	178
OR	500	535	171	185
WA	215	180	129	108
WI	5,560	6,075	259	282
BC	1,330	1,070	213	170
QU	2,048	3,396	170	268
<b>TOTAL</b>	<b>11,993</b>	<b>13,600</b>	<b>201</b>	<b>224</b>



**Sources:** Regional cranberry grower associations and results from a survey of handlers.

## Waters of the United States (WOTUS)

On March 24, EPA published the notice of their final response to Supreme Court of the United States (SCOTUS) regarding Waters of the United States (WOTUS).

### What is Changing?

The new guidance clarifies “adjacent wetlands” so that they align with the current administration’s interpretation as having “a continuous surface connection because they directly abut the [requisite jurisdictional water] (e.g., they are not separated by uplands, a berm, dike, or similar feature).” Until now, the Clean Water Act has applied to “wetlands” when (1) the adjacent body of water is a “relatively permanent body of water connected to traditional interstate navigable waters” and (2) the wetland has “a continuous surface connection with that water, making it difficult to determine where the water ends and the wetland begins.”

Under the new guidance, the Clean Water Act will not extend to wetlands that are connected to jurisdictional waters by discrete features like non-jurisdictional ditches, swales, pipes or culverts.

For more background and the full documents visit the [Federal Register](#).



## Social Media Efforts Are Raising Awareness of Benefits of Cranberry

Pollock Communications has a direct line to the nation's nutrition professionals – the leading authorities on food and nutrition. Pollock's annual survey, What's Trending in Nutrition?, polls registered dietitians (RDs) through a partnership with Today's Dietitian to stay ahead of health and wellness trends.

This year, berries, including cranberries, earned the second place spot in the Top 10 Superfoods List! The survey also revealed that RDs predict gut health and immune support to be among the top three purchase drivers in 2025. This bodes well for cranberries, which have a large body of scientific evidence supporting their benefit for gut health and immunity. Check out recent coverage of the [Top 10 Superfoods in Martha Stewart here: 10 Superfoods You Need to Try in 2025, According to 874 Registered Dietitians.](#)



RDs reported that consumers are primarily seeking nutrition information on social media, with over 55% of them noting the top social media sites being Instagram, TikTok and Facebook. To continue to keep cranberries relevant with consumers and RDs on social media, the Cranberry Institute shares nutritional information about cranberries, seasonal trends, recipes and more via social media!

The Cranberry Institute is active on Instagram and TikTok, promoting and encouraging the use of #FeelYourBerryBest to build a community around cranberry-related health and wellness. Throughout 2025, social media efforts will include promotion of updates to the [Berry Best Guidebook](#) and continued tracking of hashtag usage, engagement rates (likes, comments, shares and saves) and follower growth to evaluate success.



## Funding Horticulture Research

The Cranberry Institute drives and supports horticultural research that will improve the economic viability of the cranberry industry. To encompass a broad perspective of issues facing growers, the CI's Horticulture Committee includes growers, handlers and representatives from grower associations from all major growing regions.

Each year, the committee identifies pressing hort research priorities and creates a Request for Proposals (RFP) that gets circulated to the cranberry research community. Researchers have the opportunity to submit proposals for projects that address CI priorities. The Hort Committee carefully reviews all proposals and selects those that address the priorities and have potential to impact growers in multiple growing regions. This year, eight projects were awarded funding by CI with some also receiving additional funding by CI supporting members Ocean Spray, Decas/Fruit D'Or and Mariani.

### Proposals funded for 2025

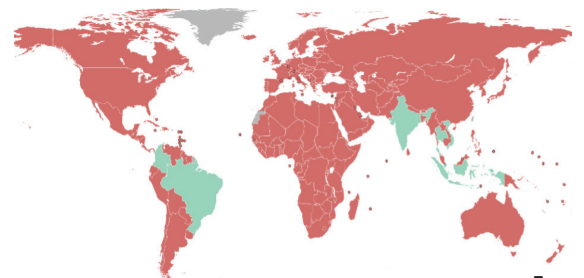
- Theirry Besancon, Rutgers, "[Cranberry Tolerance and Weed Control Effectiveness with New Preemergence Herbicides](#)"
- Jed Colquhoun, UW, "[Integrated weed management and weed ecology](#)"
- Dave Jones, WI, "[WI Insecticide Screening Program](#)"
- Didier Labarre, Quebec, "[Quebec pesticide screening program](#)"
- Marcelo Moretti, OR, "[Evaluating New Herbicides in Cranberries](#)"
- Peter Oudemans, Rutgers, "[NJ Pathology Program](#)"
- Cesar Rodriguez-Saona, Rutgers, "[Testing New Insecticides Against Old and Emerging Insect Pests](#)"
- Juan Zalapa and Matthew Digman, UW, "[2025 Cranberry Phenotyping and Breeding](#)"

### Research reports for proposals funded in 2024

- Jed Colquhoun, UW, "[Report for 2024 A season-long approach to cranberry weed management](#)"
- Leslie Holland, UW, "[2024 Report WI Cranberry Fungicide Screening](#)"
- Leslie Holland, UW, "[2024 WI Pathology Report](#)"
- Leslie Holland, UW, "[2024 Report Testing common weed species as reservoirs for false blossom phytoplasma and evaluating transmission of false blossom in propagative cuttings](#)"
- Dave Jones, WI, "[Report for 2024 Cranberry Insecticide Screening Program](#)"
- Didier Labarre, Quebec, "[2024 Quebec pesticide screening program report](#)"
- Cesar Rodriguez-Saona, Rutgers, "[Results from 2024 Insecticide Trials](#)"
- Juan Zalapa and Matthew Digman, UW, "[2024 Report for Phenotyping of Cranberry Mapping and Breeding Populations](#)"

## International Marketing

Earlier this month, the Cranberry Institute was informed by USDA's Foreign Ag Service that CI's Market Access Program application was approved. The \$1.2 million dollar grant, along with CI's previous two Regional Ag Promotion Program (RAPP) grants, and a \$200k Emerging Markets Program grant, means CI is leveraging almost \$4 million to introduce and expand cranberry marketing in India, South America (Brazil, Columbia) and Southeast Asia.





## Health Research



Under Dr. Amy Howell's guidance, the Cranberry Institute has embarked on creating a long-term cranberry health research roadmap to guide funding of projects, and help answer questions such as: What area(s) to research? What types of studies, foundational and/or clinical, to fund? How much to invest in research, both short-term and long-term? And, what's resonating with consumers?

CI continues to fund cranberry health research and believes that researchers from Canada, the U.K. and the U.S. who received research funds the past few years will be published in journal-reviewed cranberry publications within the next 12 months.

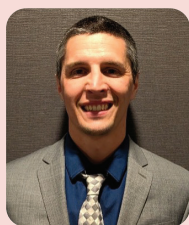
Two other cranberry health research projects will shortly be starting up, one in Ireland and one in Massachusetts. Both projects have been held up as CI has finally found a reliable, affordable manufacturer of cranberry powder for research.

## Steve Ward, CI Board Member, Named 2025 Mass. Farmer of the Year

During Massachusetts Ag Day at the State House, March 18, 2025, Sen. Dylan Fernandes, Chairperson of the Joint Committee on Agriculture, presented the 2025 Massachusetts Farmer of the Year award to CCCGA 2nd Vice President Steve Ward. Farmer of the Year recognizes exceptional contributions to farming, innovation, community involvement and sustainable agriculture in the Commonwealth. In his remarks, Sen. Fernandes said, "Steve is not just a farmer, but a leader in the community and in our state ... he fights for farmers every single day, strengthening the industry and sustaining it for the future." Steve's tireless leadership and contributions to the agricultural community do not go unnoticed. Please join us in congratulating Steve on this most-deserved award.



## Cranberry Institute Welcomes Two New Board Members



Hello, my name is David Rasmussen, an independent board member from Wisconsin. My time in the cranberry industry is short compared to most. In 2018, I started working for Mariani Packing Company as one of our Production Managers. I am still working for Mariani Packing Company where I now manage all our sourcing for the Wisconsin location. I was introduced to the Cranberry Institute in August of 2023, and I became a board advisor in December of 2023. In December of 2024, I transitioned to my current role of independent board member.

Hello, my name is Jean-Pierre Schneider and my journey in agriculture began right after high school, when I enrolled in an agricultural management program and started working on my family's farm, Canneberges Schneider, in Lavaltrie, Quebec.

In 1998, the farm marked a transition from sod production to growing cranberries. The cranberry acreage grew slowly and steadily to almost 250 acres today. We have been one of the early adopters of Rudgers varieties and they now represent a heavy percentage of our farm.



After several years on the farm, I returned to university to complete a Bachelor of Business Administration, then spent time working outside the agricultural sector. Eventually, I was drawn back to the family business, where I remain closely involved in both strategic decisions and day-to-day operations. Being part of both the business and the fieldwork keeps me grounded and connected to what matters most: growing a quality product and supporting our industry.



### Board of Directors

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Nicole Hansen, WI  
Kevin Hatton, WA  
Lynn Kemper, BC  
Steve Ward, MA  
Jean-Pierre Schneider, QC  
David Rassmussen, WI

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Decas Cranberries, MA  
Embleme Cranberry, QC  
Fruit D'Or, Inc., QC  
Gardner Cranberry, WI  
Graceland Fruits, MI  
Lassonde Pappas Co., NJ  
Mariani Packing Co., WI  
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International Marketing Advisor  
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Amy Howell, PhD.  
Health Science Advisor

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### Cranberry Institute Board of Directors Meetings

August 2025 – Plymouth, MA  
December 2025 – Las Vegas, NV  
March 2026 – Minneapolis, MN  
Summer 2026 – British Columbia

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