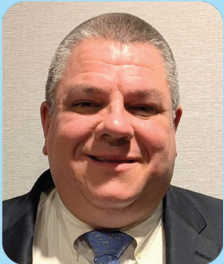


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From The Chair

This past year has marked an important shift for the Cranberry Institute.

We are no longer in a phase of building or transition. We are now operating as the central organization responsible for delivering results on behalf of the industry. With that comes a higher expectation for focus, consistency, and accountability.

The strategic plan has provided clarity on where we are going. The work ahead is ensuring that priorities translate into measurable outcomes. That requires discipline, both in what we choose to pursue and how we execute.

As CI continues to grow, maintaining strong financial visibility, consistent reporting, and clear governance practices is essential to our effectiveness.

Equally important is engagement. The effectiveness of CI is directly tied to the participation of its board, committees, and supporting members. The more aligned and active we are, the stronger the organization becomes.

The external environment remains dynamic. Trade, regulation, and market conditions will continue to evolve, often unpredictably. In that context, CI's role is to provide stability, direction, and a clear voice for the industry.

The opportunity ahead is significant, but it will require continued focus and follow-through.

Thank you for your ongoing support and engagement.

Michael Dubur



Executive Director Update

As we move into 2026, the Cranberry Institute is building on a strong foundation of collaboration and progress, with a clear focus on advancing science, expanding global markets, and reinforcing the long-term viability of our industry.

A key focus this year is launching a major clinical study in India to evaluate cranberry's role in reducing and managing H. pylori infection. Building on promising research, this work advances validation of cranberry's unique anti-adhesion benefits and expands its relevance in global healthcare. It also reflects our continued commitment to high-quality, science-based research that strengthens cranberry's credibility worldwide.

Complementing this effort is new funding support through USDA's Foreign Agricultural Service, which will enable us to expand and sustain our international marketing programs. We are strengthening our presence in key growth regions, including India, South America, and Southeast Asia. These markets present meaningful opportunities to increase awareness, drive demand, and position cranberry as a functional, science-backed ingredient in diverse cultural and dietary contexts.

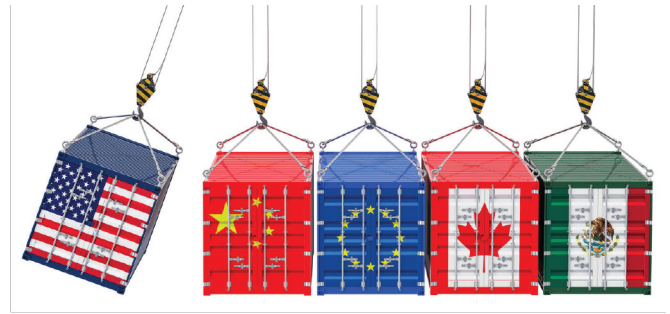
At the same time, we are deepening our understanding of the cranberry industry here at home. In 2026, we are undertaking a comprehensive North American Cranberry Economic Study to provide updated insights into the industry's economic contributions, challenges, and opportunities. This work will be essential in supporting advocacy efforts, informing policymakers, and reinforcing the importance of our growers and stakeholders across the value chain.

As we move through 2026, we remain committed to working collaboratively to ensure the cranberry industry continues to thrive—grounded in science, driven by innovation, and positioned for global impact.

William Frantz

International Trade Update: Tariffs

On February 20, 2026, the U.S. Supreme Court ruled against President Trump's use of national emergency authority to impose tariffs, invalidating much of the 2025 tariff regime. The administration has responded by introducing a new 10% global tariff and is consulting on additional tariffs expected in the coming months. The CI and Bryant Christie Inc. (BCI) are monitoring developments and engaging with the administration to seek favorable outcomes for cranberries in U.S. trade engagements.



Recent U.S. trade deals with Taiwan and Indonesia reflect this effort. In addition to commitments on MRLs (covered below), Taiwan agreed to eliminate its 25% tariff on sweetened dried cranberries and 20% tariff on concentrate, while Indonesia agreed to eliminate its 5% tariff on SDCs and 10% tariff on concentrate. The CI and BCI are pursuing similar outcomes in negotiations with India, Thailand, and Vietnam, among others.

The CI and BCI continue to track the U.S.-EU trade agreement, which includes EU commitments to eliminate tariffs on U.S. cranberries. Following several delays, the EU approval process is now progressing. The CI and BCI are also working with the U.S. Mission in Brussels to address EU customs changes affecting some SDC shipments imported under the processing duty suspension.

On MRLs, the European Commission has proposed the Food and Feed Safety Simplification Omnibus to simplify and modernize EU food safety laws, including key pesticide regulations. While there are some positive changes, it includes stricter MRL rules for substances that are not approved in the EU. The proposal is in its initial phase of discussion. The MRL review for quinclorac (Quinstar) has started in the EU. The CI will submit available data to support the MRL review.

In Asia, the Office of the U.S. Trade Representative (USTR) has negotiated Agreements on Reciprocal Trade with several countries. While they are not yet in effect, most of these agreements – including Taiwan and Indonesia – will address MRLs by applying U.S. or Codex MRLs when domestic MRLs are missing. Finally, at the CI's request, the USDA's ASCE program is supporting the import tolerance submission in Japan for bifenthrin (Fanfare), which will save the cranberry industry \$40 thousand dollars. The application review is likely to take 18 months to complete.

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.



In 2025, the CI leveraged nearly \$2 million in USDA export promotion funding to support international marketing on behalf of the cranberry industry. Programs focused on increasing awareness, health attributes and consumption across three target markets. Some key highlights included.

Health Outreach in India: A large-scale campaign featuring Dr. Jignesh Gandhi and Dr. Amy Howell highlighted cranberry health benefits, including for conditions such as H. pylori. (pictured right) The program included a 5-city roadshow that educated more than 150 doctors, including gastroenterology specialists, and a TV segment that aired on India's top news channel. These efforts generated unprecedented engagement with the participating doctors while the TV program reached millions of viewers, building exciting momentum that will continue into 2026.



Consumer Awareness in South America: Social media campaigns on Instagram and Facebook promoted cranberry fun facts, health benefits, and recipes in Brazil and Colombia. CI also extended its social media reach through partnerships with local influencers who shared cranberry-related content on their own channels. Across the board, engagement was strong, indicating that the CI's messaging resonates well with consumers in the region. This success altogether underscored growing awareness for cranberries in South America.

Trade Engagement in Southeast Asia: Programming launched in Malaysia, Singapore, Thailand, and Vietnam in September. Trade activities were a key focus in these initial months to expand product availability and visibility. Activities included technical workshops, meetings with importers, and retail promotions with major chains that consistently drove increased sales. These activities helped lay groundwork for future consumer- and health-focused campaigns as the CI's programs expand.

Looking ahead to 2026, the CI plans to invest an additional \$2.8 million in USDA Market Access Program, Regional Agricultural Promotion Program, and Emerging Markets Program grant funding across these three target markets. Efforts will continue to expand product distribution through trade engagement while increasing consumer demand through integrated marketing campaigns, and health outreach to doctors and nutritionists will further support long-term consumption. Additionally, the CI applied for funding through the new America First Trade Promotion Program in January to expand global trade show participation and support promotions in Europe for cranberry concentrate, with funding decisions expected this spring. Together, these efforts will continue building long-term global demand and strengthening export opportunities for the cranberry industry.



2025 North American Cranberry Harvest was down nearly 9% compared to 2024.

Region	2023	2024	2025
Massachusetts	1,770,000	1,825,000	1,755,000
New Jersey	570,000	520,000	445,000
Oregon	500,000	535,000	500,000
Washington	215,000	180,000	165,000
Wisconsin	5,560,000	6,075,000	4,840,000
British Columbia	1,330,000	1,070,000	1,305,000
Quebec	2,048,000	3,395,000	3,390,000
Total NA bbl/ac	11,993,000	13,600,000	12,400,000
Change YoY		13.4%	-8.8%

Yields bbl/ac

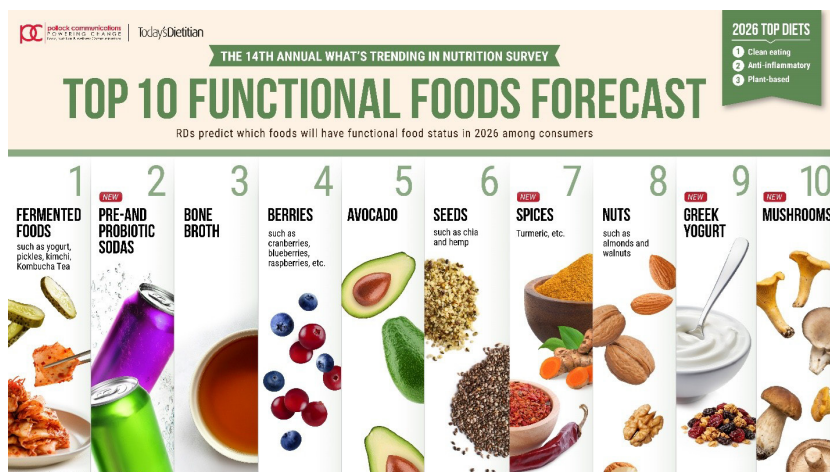
Region	2023	2024	2025
Massachusetts	141	143	140
New Jersey	198	177	152
Oregon	173	185	172
Washington	128	108	101
Wisconsin	259	277	221
British Columbia	214	170	207
Quebec	170	268	257
Total North American Yield	201	224	203
Change Year-over-Year		11.4%	-9.4%

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



Cranberries Align with Top Nutrition Trends for 2026

Pollock Communications stays closely connected to the nation's leading nutrition experts through their annual What's Trending in Nutrition survey conducted in partnership with Today's Dietitian. This year 834 registered dietitian nutritionists (RDs) shared insights on the trends shaping consumer behavior and nutrition guidance in 2026.



This year's findings highlight several key opportunities for cranberries. Berries ranked #4 in the Top 10 Functional Foods Forecast for 2026, reinforcing their role as a go-to nutritious food. The survey also revealed affordability is expected to be a top purchase driver, while gut health remains a priority. This bodes well for cranberries, which have a strong body of scientific evidence supporting their role in gut health and overall wellness. RDs also identified clean eating, anti-inflammatory diets and plant-based eating as the top eating patterns for 2026, creating opportunities to feature cranberries in recipes that align with these trends.

Consumers continue to turn to social media for nutrition information, with TikTok (15%), Instagram (14.88%) and Facebook (12.58%) leading the way. To keep cranberries relevant, the Cranberry Institute continues to share nutrition information, seasonal trends, recipes and more across social platforms.

Throughout 2026, social media efforts will include promotion to the [Berry Best Guidebook](#). The Guidebook is now available on a newly created, dedicated webpage for easier access and sharing.

While the Guidebook itself remains a trusted, science-based resource, this new page brings all of the information together in one place—making it simpler to navigate, reference, and share with colleagues or patients.



Horticulture Research

The Cranberry Institute is proud to support horticultural research that will enhance the viability of the North American cranberry industry. The CI Horticulture Committee is made up of a diverse group of growers, handlers, and representatives from grower associations to represent all regions. Each year the committee identifies research priorities and creates a Request for Proposals (RFP) that is circulated to the cranberry research community in January. Researchers submit project proposals that address CI priorities, and those proposals are then carefully reviewed by the Hort Committee. The Committee selects projects that address important priorities and have the potential to impact growers in multiple growing regions for funding. This year, seven different projects were awarded funding by CI with some additional funding contributions by CI supporting members Ocean Spray, Decas/Fruit D'Or, and Mariani.

Proposals funded for 2026

Peter Oudemans, Rutgers, [Rapid Response strategies for Cranberry False Blossom Disease Short Term Detection and Mitigation Approaches](#)

Jed Colquhoun, UW, [2026 Integrated Weed Management and Weed Ecology in Cranberries.](#)

Dave Jones, WI, [2026 WI Insecticide Screening Program](#)

Peter Oudemans, [Developing Strategies for Managing Cranberry Fruit Rot \(CFR\)](#)

Didier Labarre, Quebec, [Quebec Pesticide Screening Program: Insecticides Against the Redheaded Flea Beetle and the Cranberry Tipworm](#)

Juan Zalapa and Matthew Digman, UW, [2026 Cranberry Phenotyping and Breeding](#)

Gina Sidelli, Rutgers, [Accelerating Genetic Gains in Blueberry and Cranberry Production: A Genomics-Assisted Breeding Approach](#)

Research reports for proposals funded in 2025

Jed Colquhoun, UW, [2025 Integrated Weed Management and Weed Ecology](#)

Dave Jones, WI, [Evaluating Altacor Reduction Strategies for Cranberry Fruitworm and Sparganothis Fruitworm Management in Wisconsin Cranberry](#)

Didier Labarre, Quebec, [Quebec Pesticide Screening Program: Insecticides against the Blunt-Nosed Leafhopper, the Black Bug, the Redheaded Flea Beetle, and the Cranberry Tipworm.](#)

Marcelo Moretti, OR, [Evaluation of Surtain Applied by Chemigation for Sphagnum Moss Control and Cranberry Crop Safety](#)

Peter Oudemans, Rutgers, [Cranberry Fruit Rot Progress Report](#)

Cesar Rodriguez-Saona, Rutgers, [Results from 2025 NJ Insecticide Trials](#)

Juan Zalapa and Matthew Digman, UW, [2025 Cranberry Breeding Report](#)

Theirry Besancon, Rutgers, Report Pending

2026 Cranberry Pesticide Charts

The Cranberry Pesticide Charts have been reviewed and updated for 2026, with input from regional researchers and extension personnel. Physical copies of the charts have been printed and are in the process of being mailed out to growers. Digital versions of the charts are available on "Members" page of the CI website www.cranberryinstitute.org/members. username:cranberry password:GoodFruit





Lina Quesada-Ocampo Named Executive Director of the IR-4 Project

In February NC State Professor Lina Quesada-Ocampo, a vegetable pathologist and extension specialist, was named the new executive director of the IR-4 Project, a national program that assists specialty crop growers by facilitating safe and effective pest management tools and product registrations for fruits, vegetables, nuts, flowers and nursery crops.

IR-4, a federally funded program with headquarters at NC State, assists specialty crop growers with their pest management needs by facilitating safe and effective pest management tools and product registrations for fruits, vegetables, nuts, flowers and nursery crops.

“Stepping into this role allows me to scale the work I have been doing alongside growers in North Carolina to a national level, and I am honored and excited to help lead that effort,” Quesada-Ocampo says. She succeeds Jerry Baron, who retired in January 2026 after a distinguished 40-year career.

Dr. Ocampo has graciously accepted The Cranberry Institute’s invitation for both a virtual and in-person cranberry farm tour to learn more about our industry, farm practices, and pesticide needs.

Before our March board meeting, executive Director William Frantz, along with Farm Bureau Executive Director Karen Shwalbe and Mass vegetable farmer Dr. Rich Bonanno, met with the Canada Minister of Agriculture MacDonald and colleagues to discuss general agricultural policy issues, and topics specific to cranberries. The Minister received both our annual report and our Berry Best Guidebook.



The Cranberry Institute, along with the WSCGA, CCCGA and ACGA, has written to USDA’s Secretary Rollins to inform her



Farm Service Agency

U.S. DEPARTMENT OF AGRICULTURE

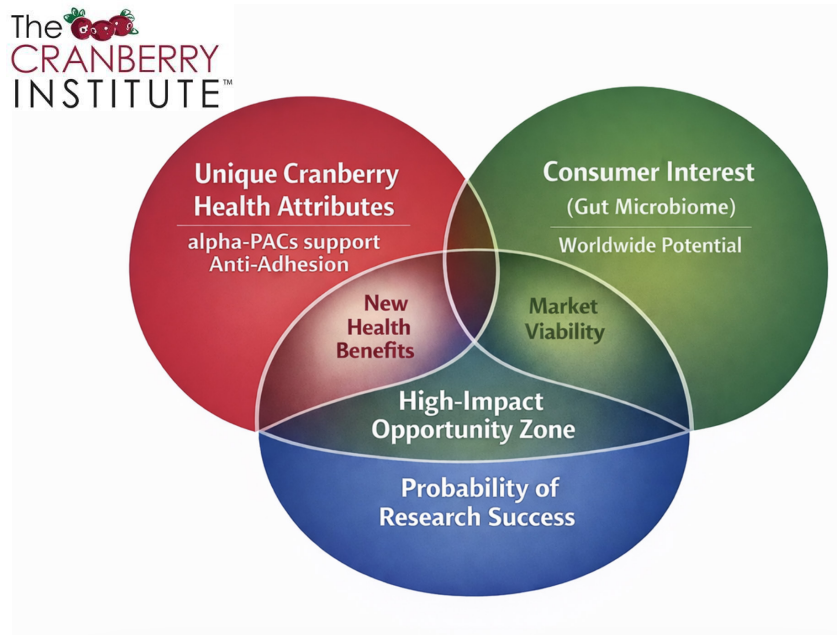
and the USDA of the strong need for cranberry growers to receive funding from the Assistance for Specialty Crop Farmers (ASCF) Program, which is providing \$1 billion through a one-time bridge payment for specialty crops, sugar, and commodities not covered through the previously announced Farmer Bridge Assistance (FBA) program. These bridge payments are authorized under the Commodity Credit Corporation Charter Act. Payments are based on reported 2025 planted acres. The USDA has just announced that they have re-opened the acreage reporting period to give producers more time to complete 2025 crop acreage reports. The new deadline is April 24, 2026. According to USDA, the commodity-specific payment rates will be released soon after the acreage reporting deadline.



Health Research

We're often asked, "how do you know what cranberry health research projects to pursue and fund"? It's a very important question. With the assistance of our Scientific Advisory Board (SAB), other health scientists, our health research scientist, Dr. Amy Howell, and our health advisory committee, we discuss everything from types of research (lab to clinical studies), and which body functions to target. This led us to develop a health research roadmap that focuses on the gut microbiome.

But funding health research in and of itself is not useful to the industry unless the research results are positive and consumers will embrace the health benefits that cranberry can provide. When three important funding determinants are met (see below) we can feel confident that the research project will benefit both people's health, and consequently, the cranberry industry.



Cranberry Institute Welcomes New Board Member



Hello, my name is Kayla Smith, and I serve as an independent board member from Wisconsin. I earned my bachelor's degree in Agricultural Business and Crop Science from the University of Wisconsin–River Falls. I have worked in the cranberry industry for the past 10 years, with much of my experience focused on fertility management and crop nutrition.

In 2024, I joined Mariani Packing Company, where I currently serve as the Manager of Grower Relations and Agronomy. In this role, I work closely with growers to support agronomic best practices and strengthen relationships within the cranberry industry. I look forward to serving on the Cranberry Institute Board and contributing to the continued success and advancement of the cranberry industry.

Thanks for your service!!

Massachusetts cranberry grower Steve Ward has stepped down from the Cranberry Institute Board after more than six years of dedicated service. He will continue to support and lead the industry in his role as Vice President of the Massachusetts Farm Bureau.





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Lynn Kemper, BC
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Cranberry Institute Board of Directors Meetings

August 2026 – Richmond, BC
December 2026 – Orlando, FL
March 2027 – Minneapolis, MN

CI NEWS is published for the benefit of its members. To contribute information or comments please contact us.

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